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DESIGN INTERVIEWS

Design Interviews is a resource on Design, Arts & Architecture featuring pre-made interviews with professional designers, artists and architects. DI: Design Interviews is created in order to share the professional lives of designers, architects and artists with design enthusiasts and other designers in order to provide tips for upcoming designers, artists and architects to advance their design knowledge and skills and to give our readers a feel for how designers come up with their designs. DI: Design Interviews was created by DesignPRWire and A' Design Award to promote the winner designers, and to share their insights with the rest of the world.

Last Updated 2017-03-26 03:39:45



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Interview with designer Ela Pincu (EP), regarding views on design, and for the award-winning design Harmony Vertical Flowerbed.



Interview with Ela Pincu at Wednesday 20th of April 2016: **DI: What is the main principle, idea and inspiration behind your design?**

EP : The idea was to create a well designed Vertical Flowerbed, that people will happily placed indoors as a useful ornamentation.

DI: What has been your main focus in designing this work? Especially what did you want to achieve?

EP : We wanted to create an easy-to-use, low cost product that will be accessible for a wide variety of users.

DI: Why did you design this particular concept? Was this design commissioned or did you decide to pursue an inspiration?

EP : The most important thing in the process was to make it work. The best way it can. Harmony was designed and finalized after 2 years of research. The final dimensions and angles were chosen after building and trying a wide variety of prototypes. The aesthetic process came after.

DI: What sets this design apart from other similar or resembling concepts?

EP : Unlike other hydroponic systems, Harmony is designed and manufactured as a one piece product, this simplifies the assembly of the product and enables a DIY approach. Furthermore, a one piece product without connectors and joints, prevents leaking and dirt.

DI: What is the role of technology in this particular design?

EP : The chosen manufacturing method of rotation, provides a low cost, and a more affordable product.

