This project is a collection of “nerd” items that would be useful to the stereotypical nerd including glasses, pocket protector and bow-tie that would present the user as a smart and environmentally conscious person. This audience is defined as people who are young to middle age adults who are environmentally conscious while living a faster pace city lifestyle.

This way of reusing the carton is called “upcycling” and displays the consumer as an upstanding progressive citizen who wants to decrease our carbon footprint on the planet. My pattern would be printed on the inside of the carton and the user could then cut open the box and make each item.