Proposal;
What’s my idea? What can “Boxed Water” become once its sole purpose has been expired, well a lamp of course. With a few simple cuts you can transform a product into a lamp shade to decorate your house in fancy design boxes while still impressing your hippie friends by keeping around junk and calling it art. Now who’s sophisticated, you are with your recycled water boxing and awesome décor. Oh hell yeah, going Martha Stewart all up in this shit, we make something from nothing, and save the world all at the same time.

Who is the audience? The targeted audience would be faux-environmentalists who pretend to care about the earth but really just like the image and the social aspect of recycling. This is shown by the location of the closest store, being in Miami, and the store is a record shop, and who buys records? Hipsters buy records. Congrats Boxed Water you are a fad but a smart fad that has seem to fallen into the wrong dimension of saving the world. Whatever the case is this lamp is perfect for people who care about not caring and wanting to show that ability off, or lighting a dark room, I guess it’s better for the latter.

Why bother upcycling? Why not is the question, you’ll have more fun trying make a lamp or something you’ll actually use, more so than going to the recycling center and throwing it away, but let’s be honest you’ll just throw it in the trash. You can make basically anything that your talented little sausage fingers can muster, so start off with a lamp, and if you get ballsy enough or have enough cash after buying the first over priced box of water then maybe you could make something useful to the world. Upcycling keeps items out of landfills and allows you to be creative and share with friends. There are better things out in the world to upcycle than “Boxed Water” but the idea is key and that’s what starts change, one step at a time.
BOXED WATER IS BETTER.