

blooey
MUJI

CONCEPT DESIGN 4MUJI

Ever since Blooey first set foot in a Muji shop in Milano, Muji's products and philosophy have been inspiring us. This concept is our tribute to Muji and in general to the bliss of pure simplicity.

www.muji.com



MUJI

Muji develops new simple products at reasonable prices by making the best use of materials while considering environmental issues.



CONTEXT

In a world full of modern excitement, people search for sophistication and purity to balance their spirits.



PEOPLE

Simplicity in use and shape is the key to harmony in interaction. Drinking tea (or coffee) shall be a serene moment in the everyday rush.



VISION

Our design envisions the integration of organic rounds and man-made squares. It represents both nature and culture in a balanced lifestyle.



IDEA

In consequence of our shared philosophy the uniform shape of the design embodies simplicity, sophistication and purity.



DESIGN

The design of the 4MUJI range, lofts from a basic round bowl to a squared base. It's uncomplicated uniqueness is a bright sign in the over designed product-scape.

SIZES

Espresso: 50 x 55mm

Latte: 85 x 80mm

Tea: 70 x 75mm



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CONCEPT

The range starts with pure black&whites. Seasonal colour codes (summer bliss = blue, pure winter = grey, etc.) can be added.



MUJI

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4MUJI

For now it's still a concept, but we'll try hard to get from pitch to production...

BLOOEY IDEATION STUDIO

boompjes 444 3011 xz rotterdam

0031 (0)6 16 42 96 42

info@blooey.nl

www.blooey.nl