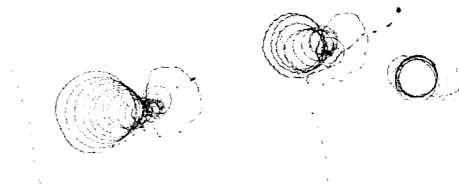


TURN IT

SPINNING TOP PENCIL

TURN IT results from a projectual experience that aims to rethink the wooden pencil as an object and sign by promoting a creative reflection on its significance, form, function and its connection to contemporary design.

Multifunctional object, tactile, rigorous, poetic, valuable, communicative informative, among other characteristics showing to be a privileged vehicle for each designer to communicate his particular way of thinking and developing a project.



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