

ANGELO
ADORNMENTS

THE

TINGA TOTE.

Storyboard

INSPIRATION:



(made by Angelo Adornments)



(artist unknown)



(artist unknown)

Tinga Tinga art
from Tanzania.

INSPIRATION:



Beadwork from the Kamba and Samburu communities in Kenya.

IDEATING:

Problem: Recycled leather has many imperfections.

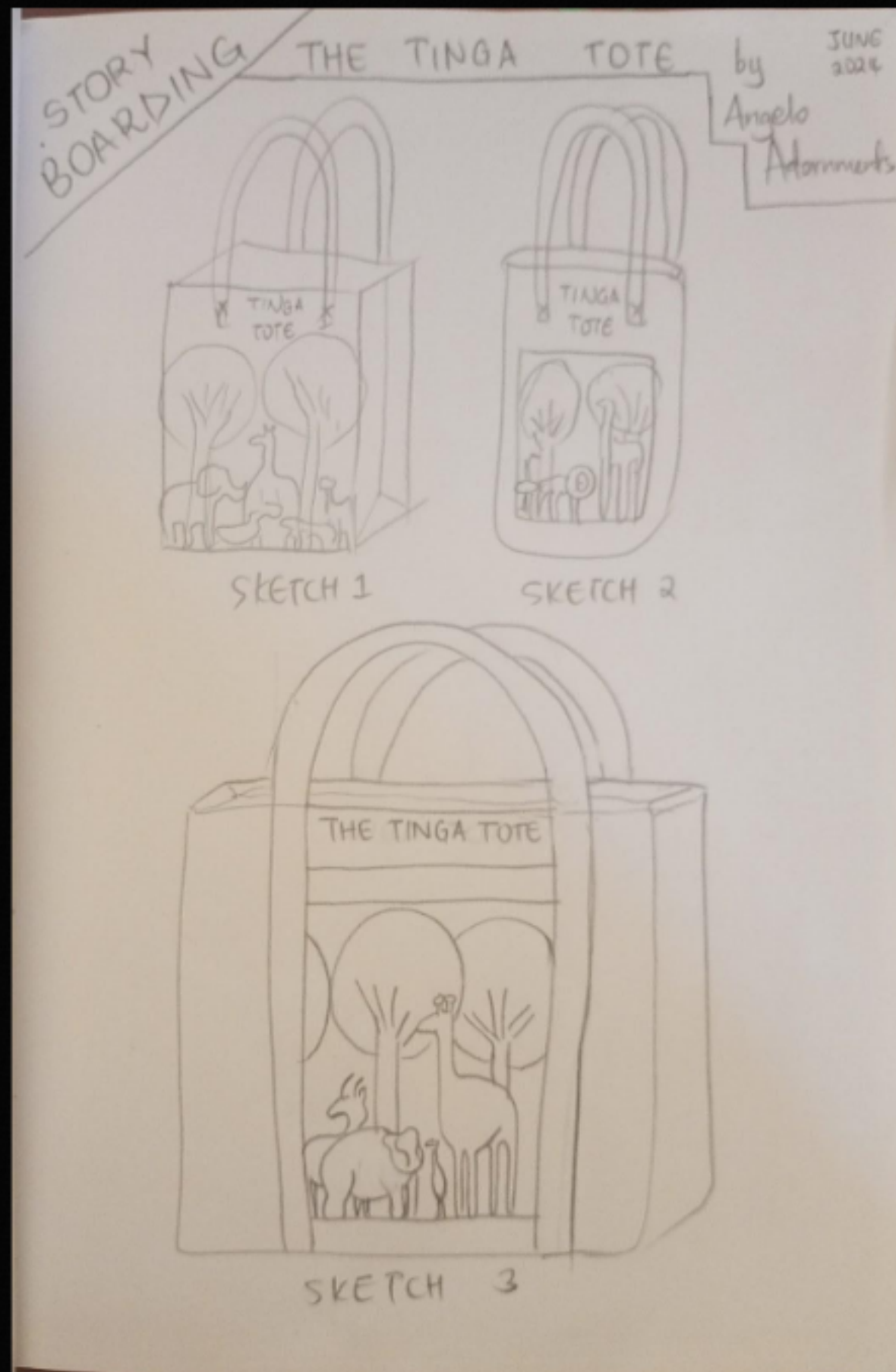
Solution: Paintings and beadwork can conceal problem areas.

Problem: Tote bags dirty and tear easily.

Solution: Leather is durable and easy to clean.

Problem: The leather and art sectors are underdeveloped.

Solution: Art and leather markets have the same buyers: people that value luxury, quality, and unique products.



DESIGNING:

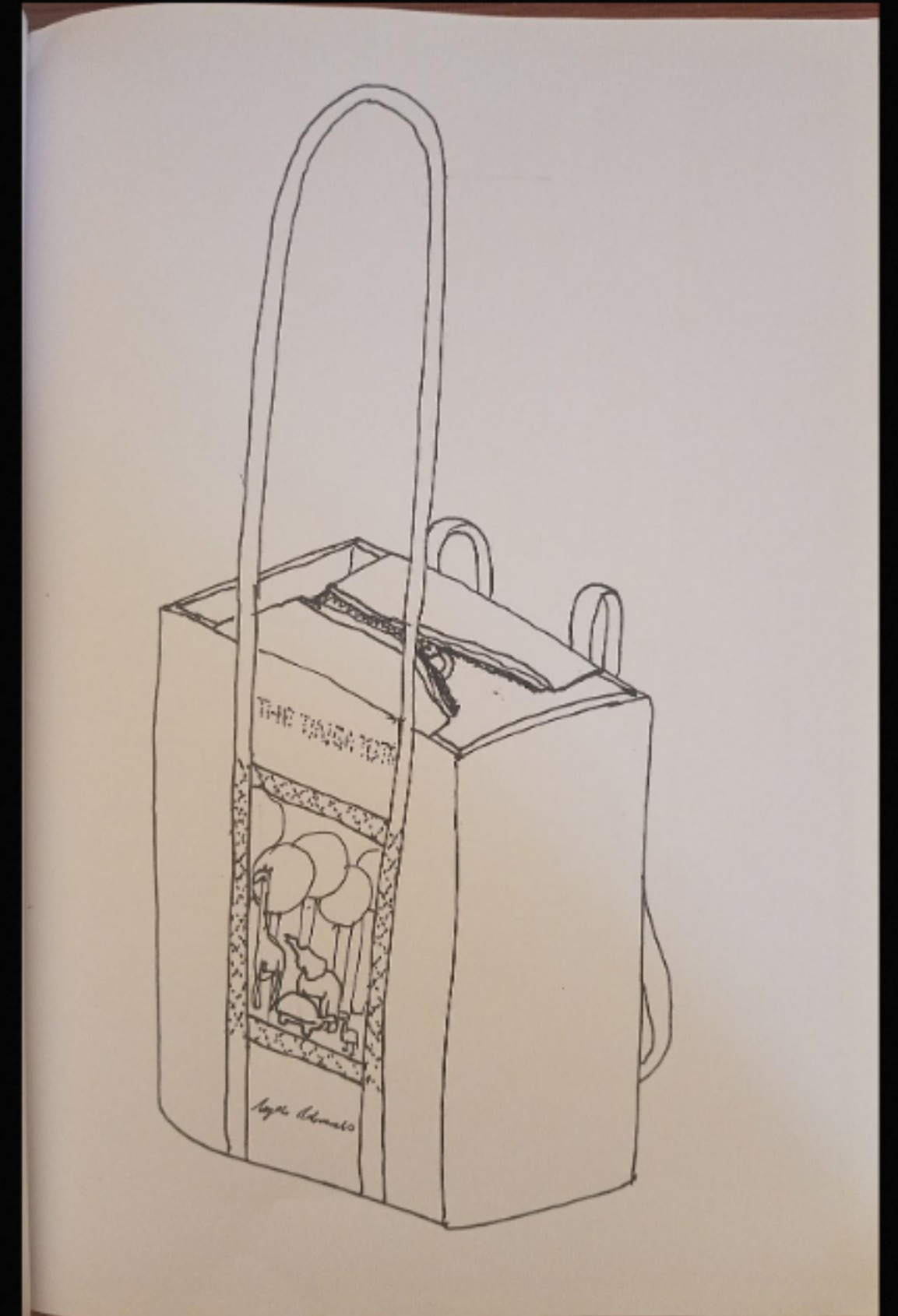
The bag needed to have:

1. A simple replicable pattern.
2. Attractive art.
3. Enough space to carry at least a book and a laptop.
4. Sturdy straps.
5. African origins.

ACCESSIBILITY:

The final design has all features previously mentioned plus:

1. A simple closure and a zipper with an O-ring to make fastening easier for people with mobility issues.
2. Space by the sides in order to carry long objects e.g rolled paper.
3. A cotton interior that is easy to clean.



MATERIALS:

Oil pastels on recycled leather.



Oil pastels have the most vibrant colours of all art mediums, which makes them suitable for the Tinga Tinga art style. They are used to create texture, which is perfect for textured leather. They are also made with oil which will condition the leather. Lastly, they dry faster than oil paint, which reduces production time.

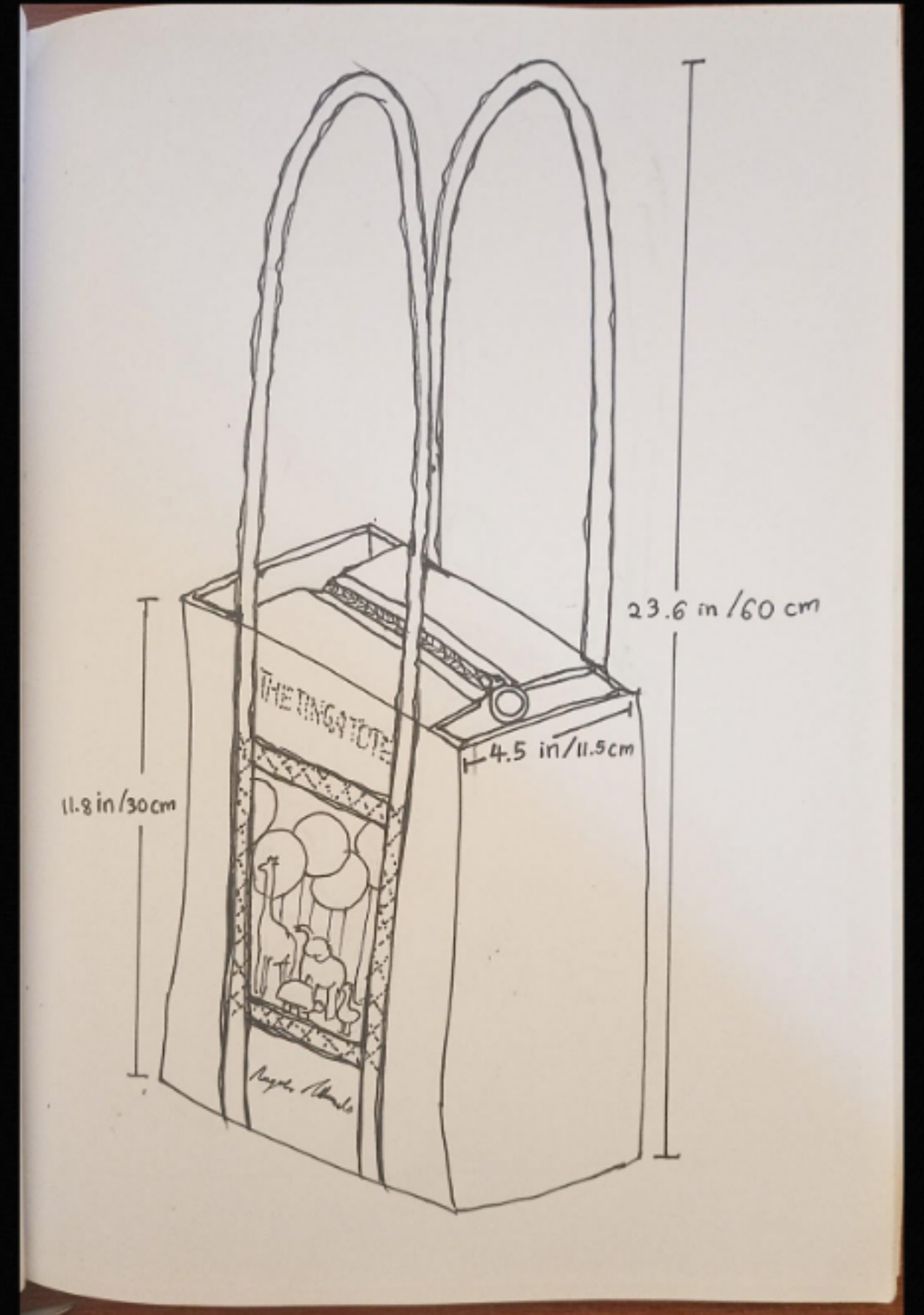
DIMENSIONS:

With straps included:

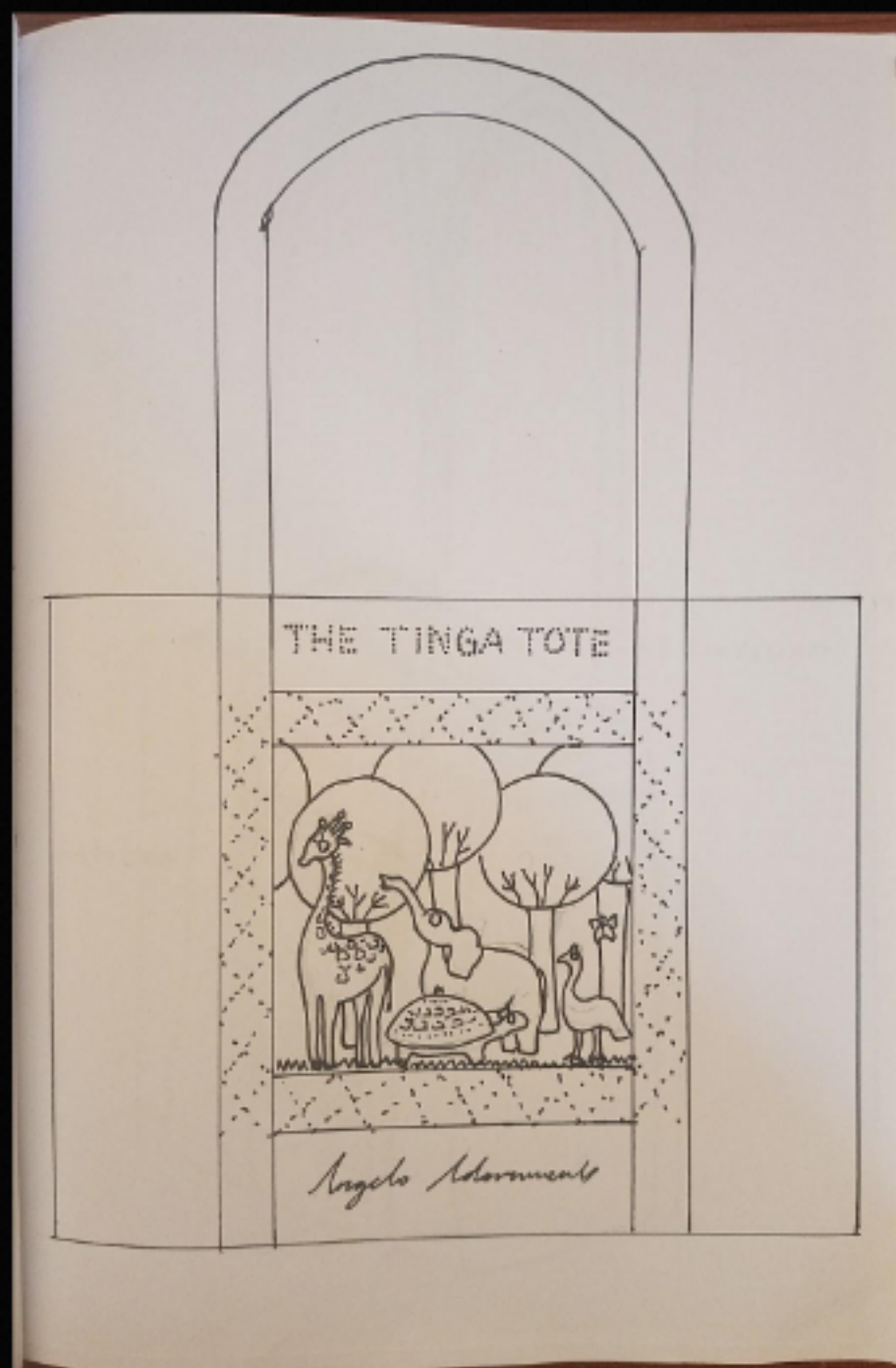
l 45 cm x w 11.5 cm x h 60 cm.

Without straps:

l 45 cm x w 11.5 cm x h 30 cm.



FINAL DESIGN:



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