



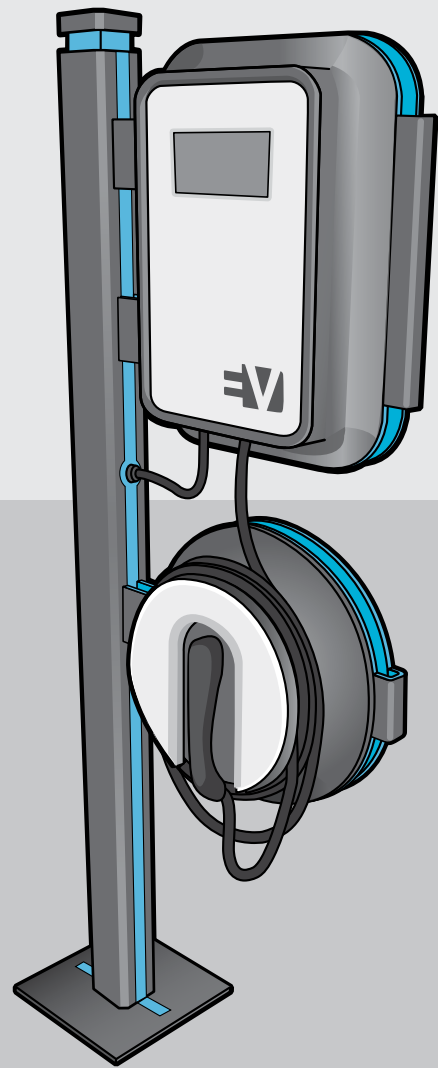
# GOING ELECTRIC

design for behaviour change

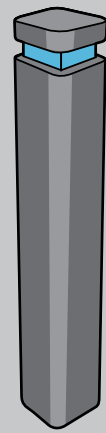
Cléa Lautrey  
Summer 2012

# PROJECTS

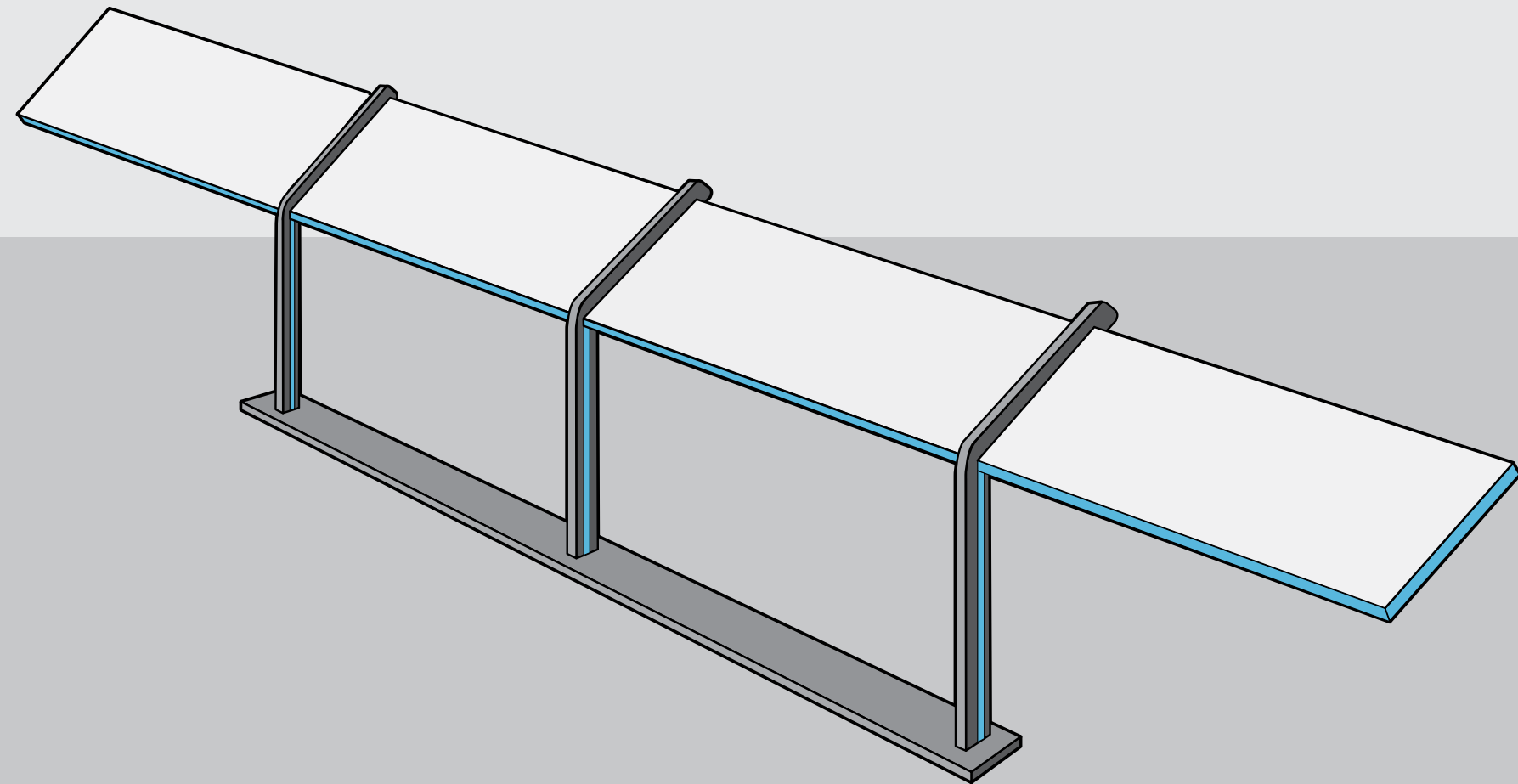




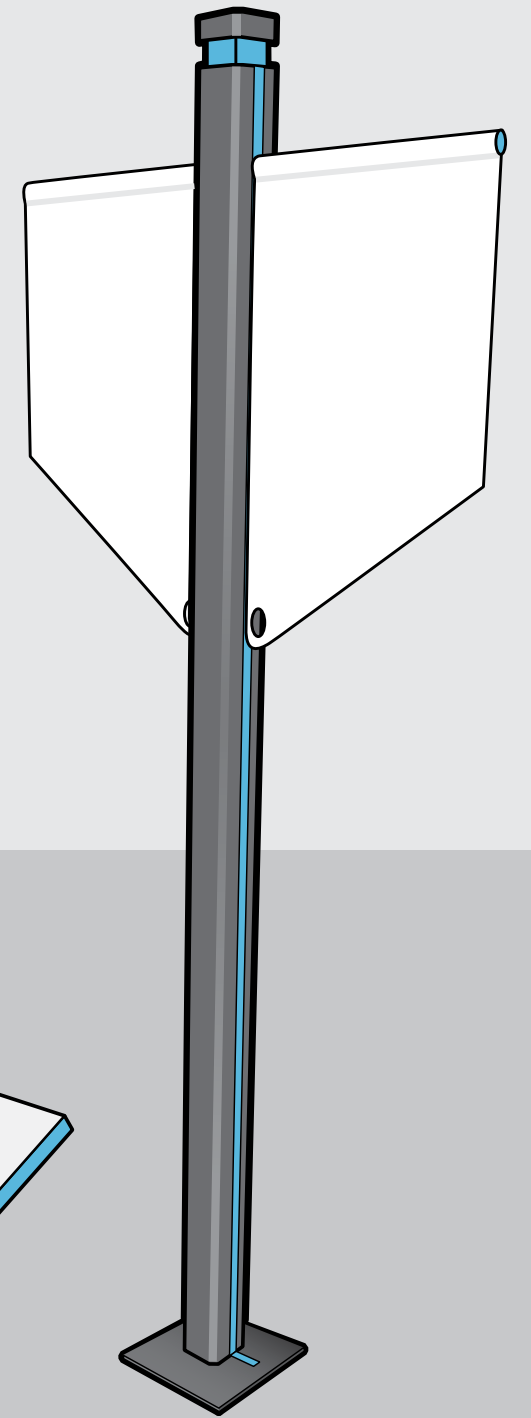
EVSE STAND



ANTI CRASH BOLLARD



INTERPRETIVE SIGNBOARD SUPPORT



WAY FINDING BANNER POLE



### COLOURED CAP

Symbolic 'core' of the unit, illustrating the power source coming from the ground as shown by the blue strip running down the pole.

### CLEAN FITTING CONNECTION

Subtle emphasis on power connection by means of a blue circle around the electrical fitting of the main cable.

### POWER STRIP

Depicts the origin of the electricity by directing attention to the ground.

### RADIUSED METAL BEND

Echoing the simple curves of the main pole, this band connects

### COLOURED CAP

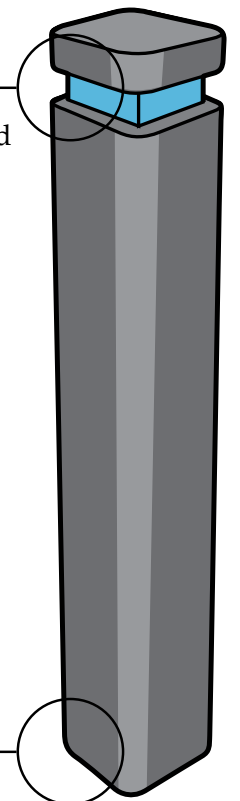
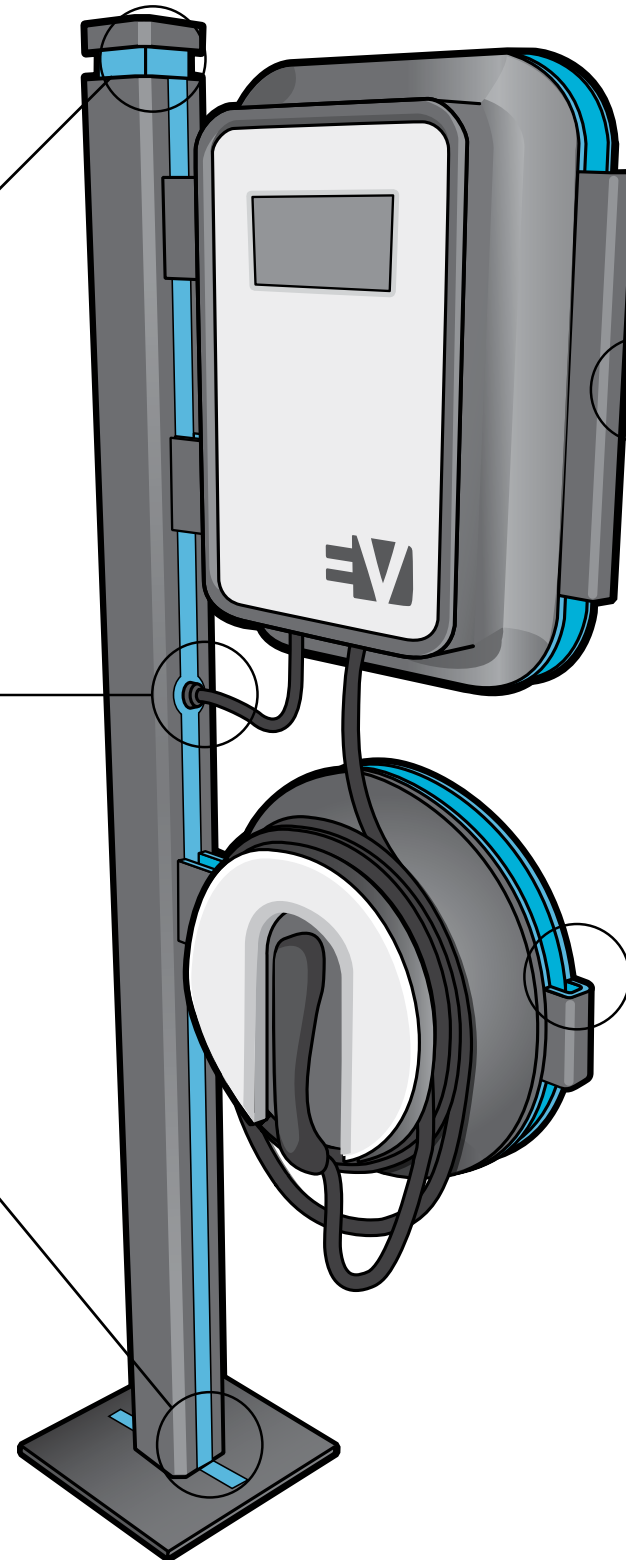
Echoes same cap on EVSE charger and banner pole for visual continuity.

### EMPHASIS ON INTERIOR

The blue power line spreads to cover the plates behind the two charging components, highlighting the functional elements of the unit.

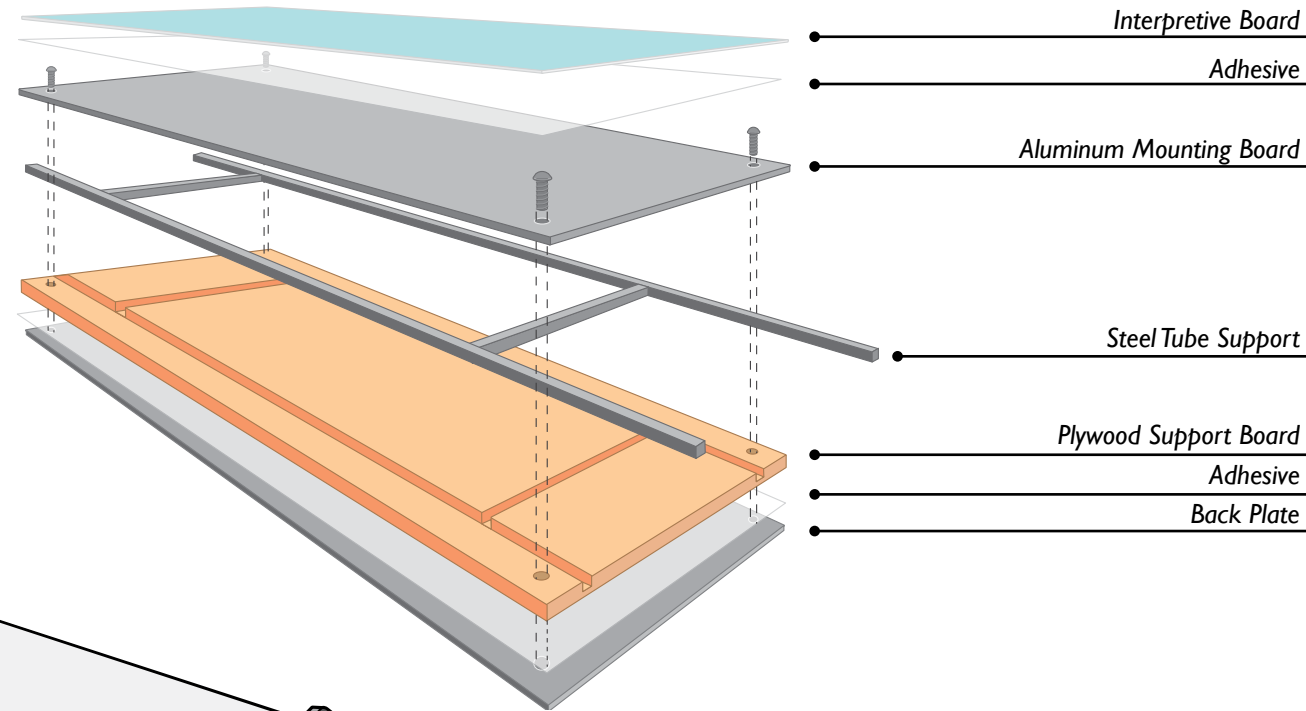
### WIDE BASE

The base of the bollard plunges smoothly into the ground, indicating the strong and hidden other half of the structure.

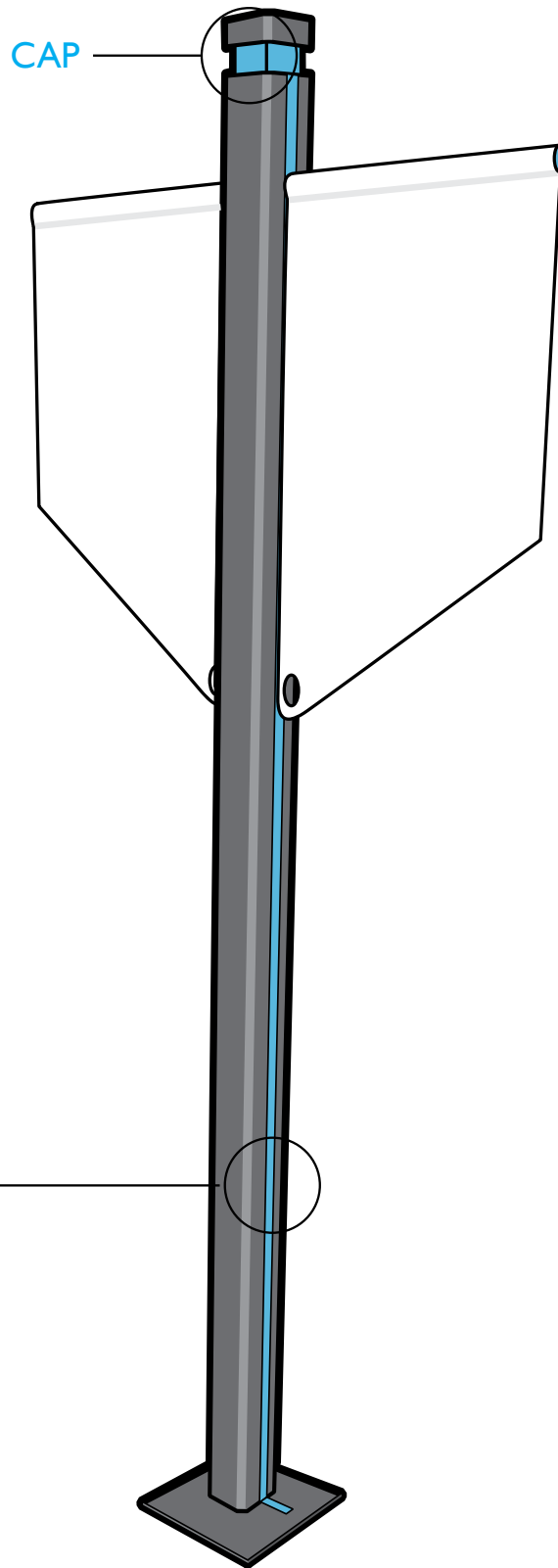




**INDIVIDUAL BOARD  
SUPPORT SPECS**



**COLOURED CAP**



**SUSPENDED ENDS**

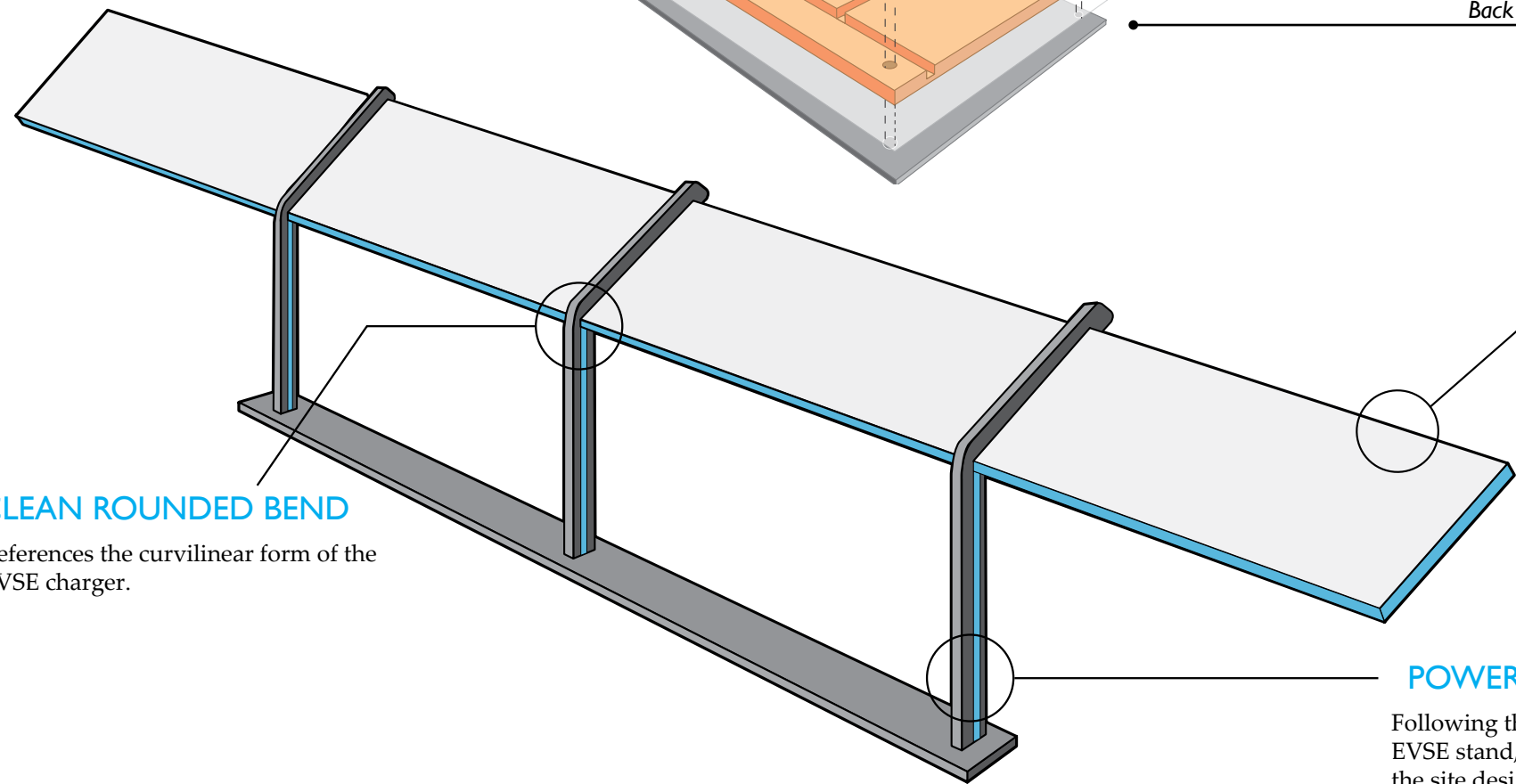
References the EVSE charger's cantilever design.

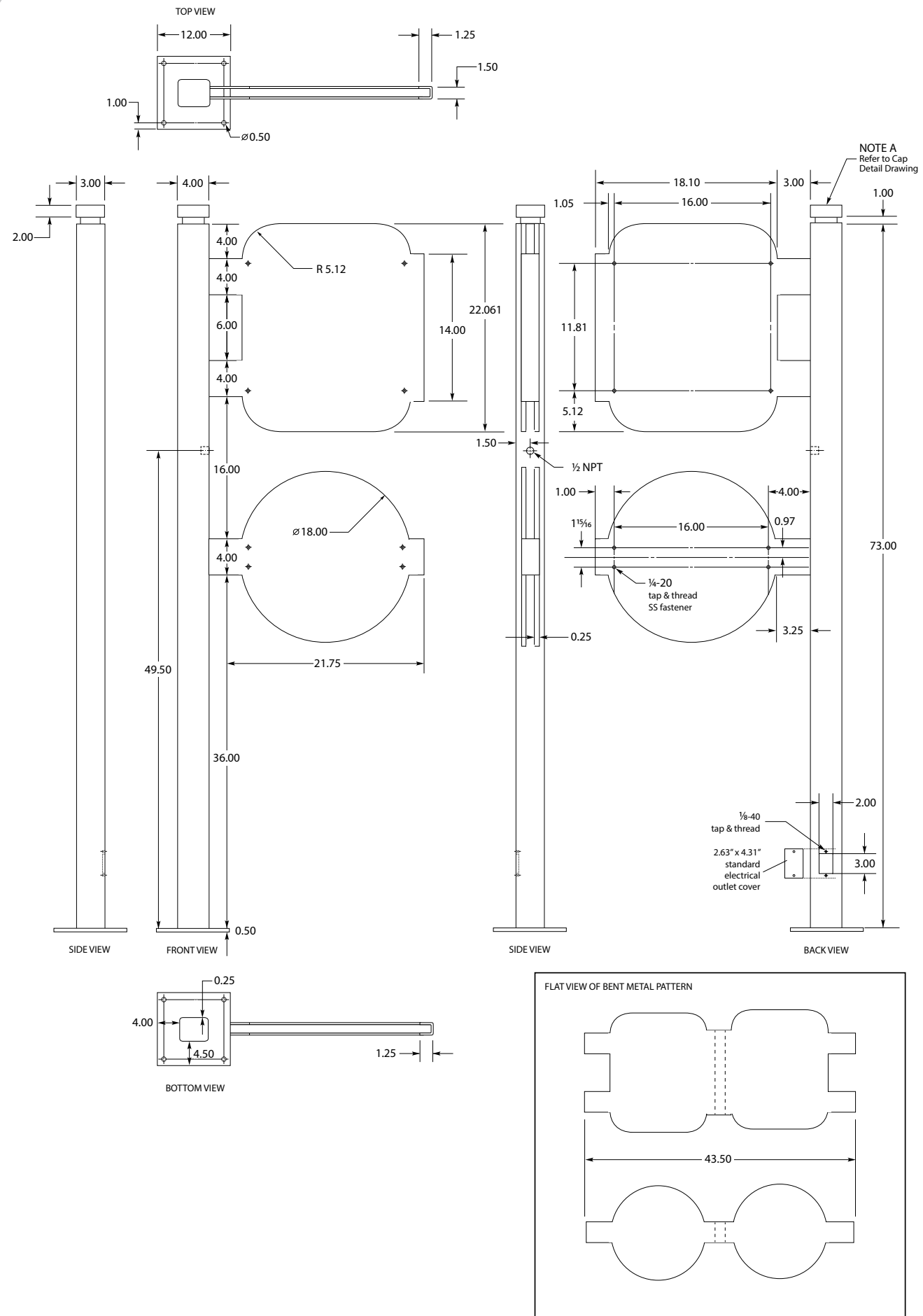
**POWER LINE**

Following the line as it travels from the EVSE stand, it binds the other elements of the site design into a single family.

**CLEAN ROUNDED BEND**

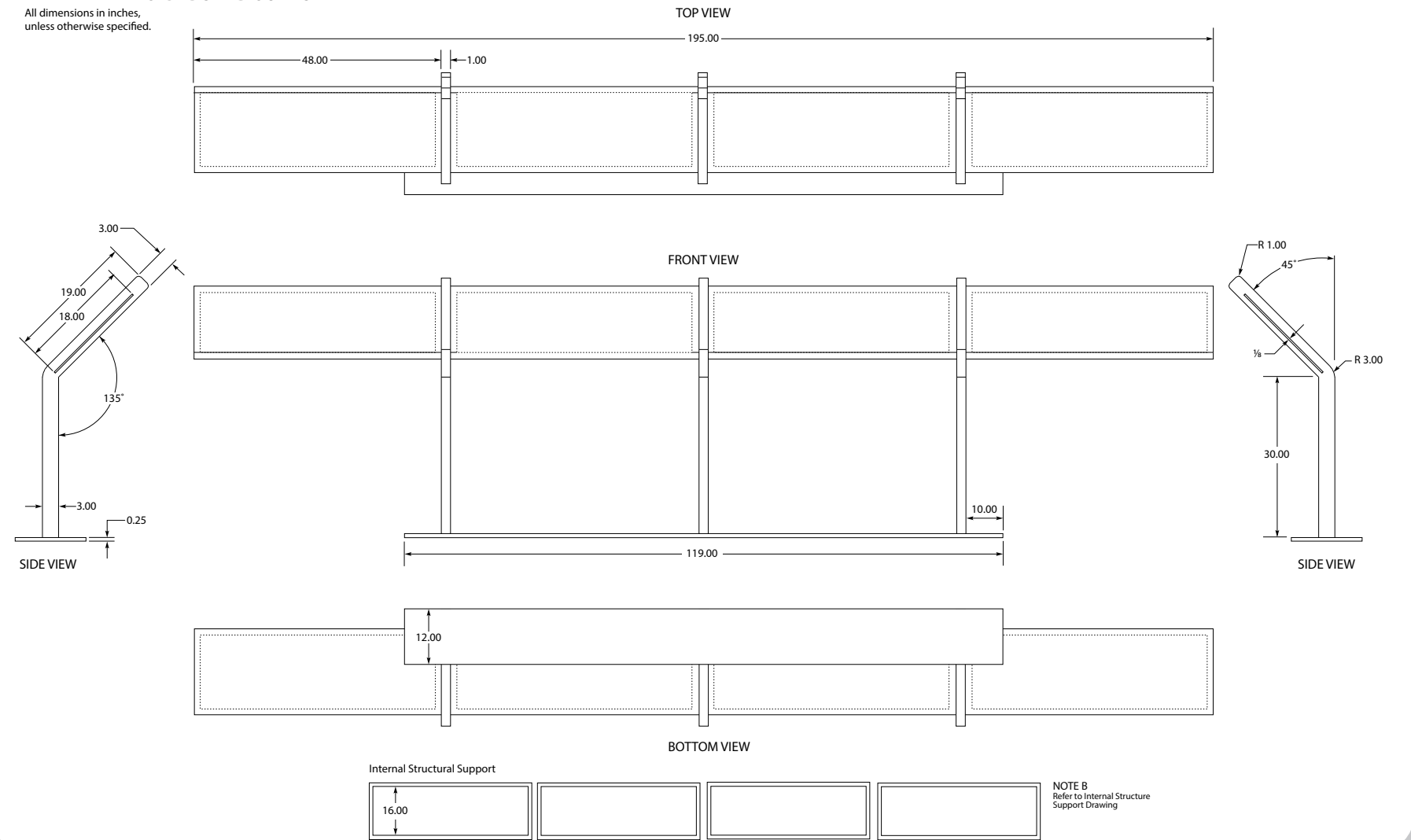
References the curvilinear form of the EVSE charger.





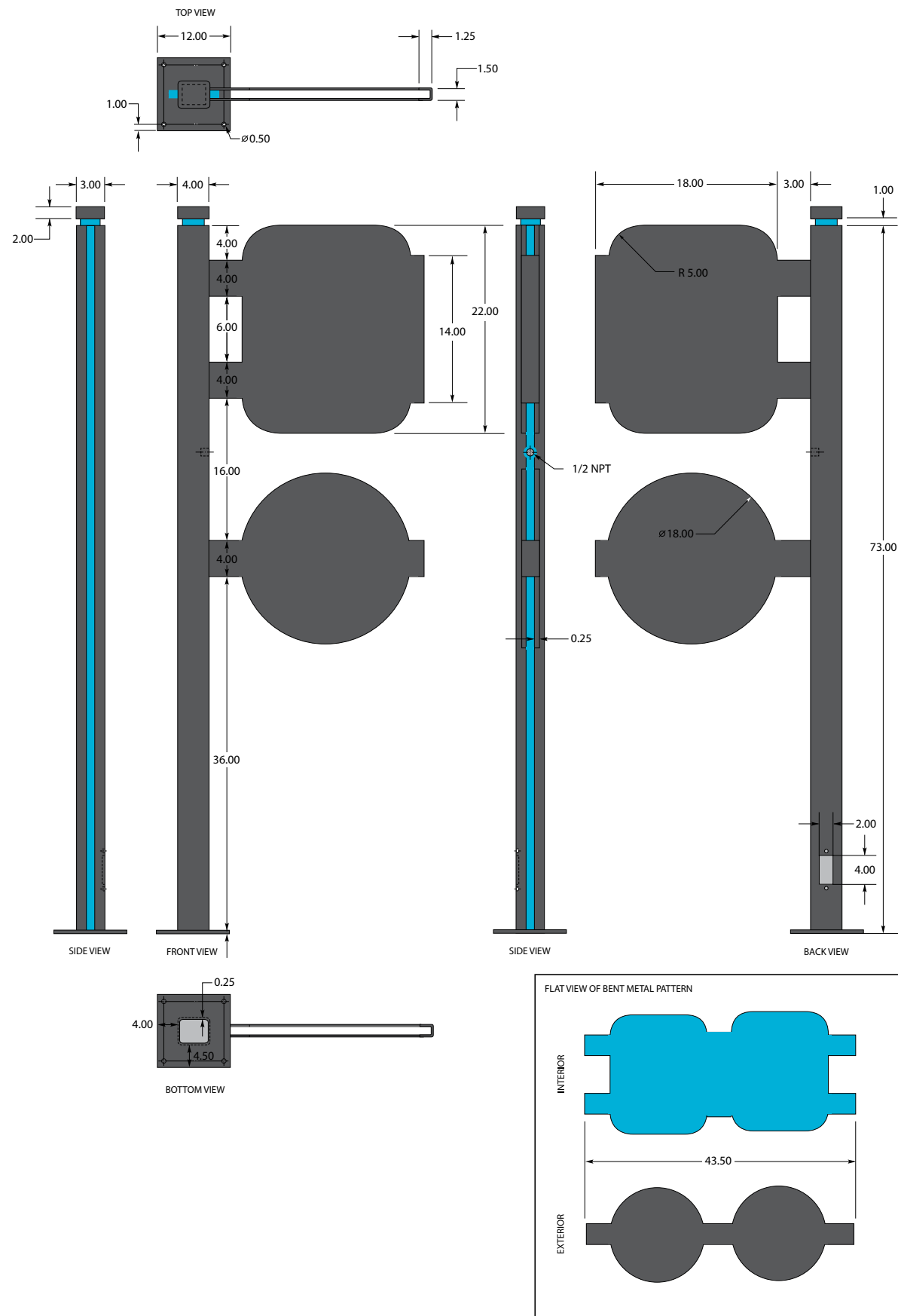
### INTERPRETIVE SIGNBOARD SUPPORT

All dimensions in inches, unless otherwise specified.



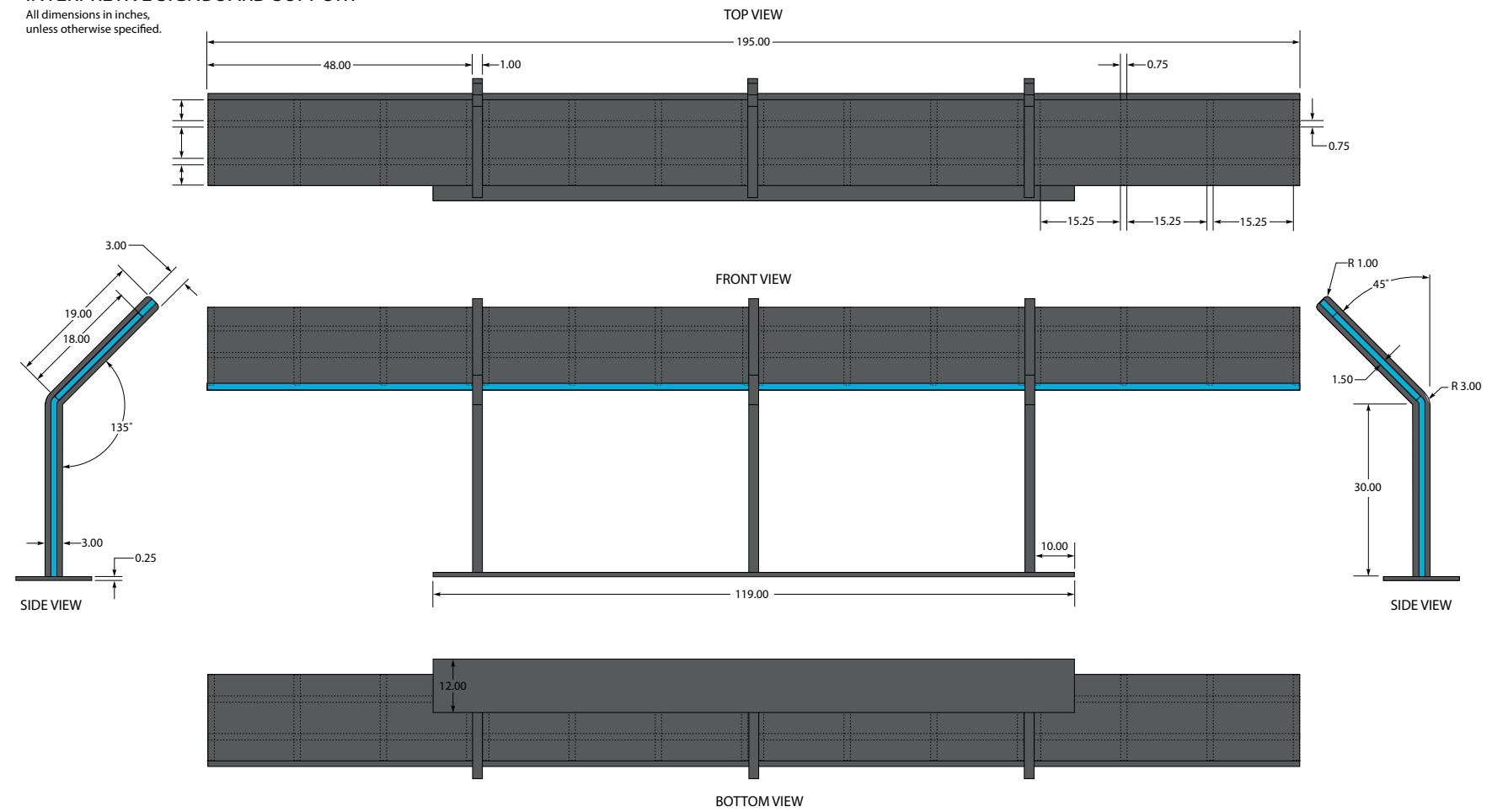
### CHARGING POST

All dimensions in inches, unless otherwise specified.



### INTERPRETIVE SIGNBOARD SUPPORT

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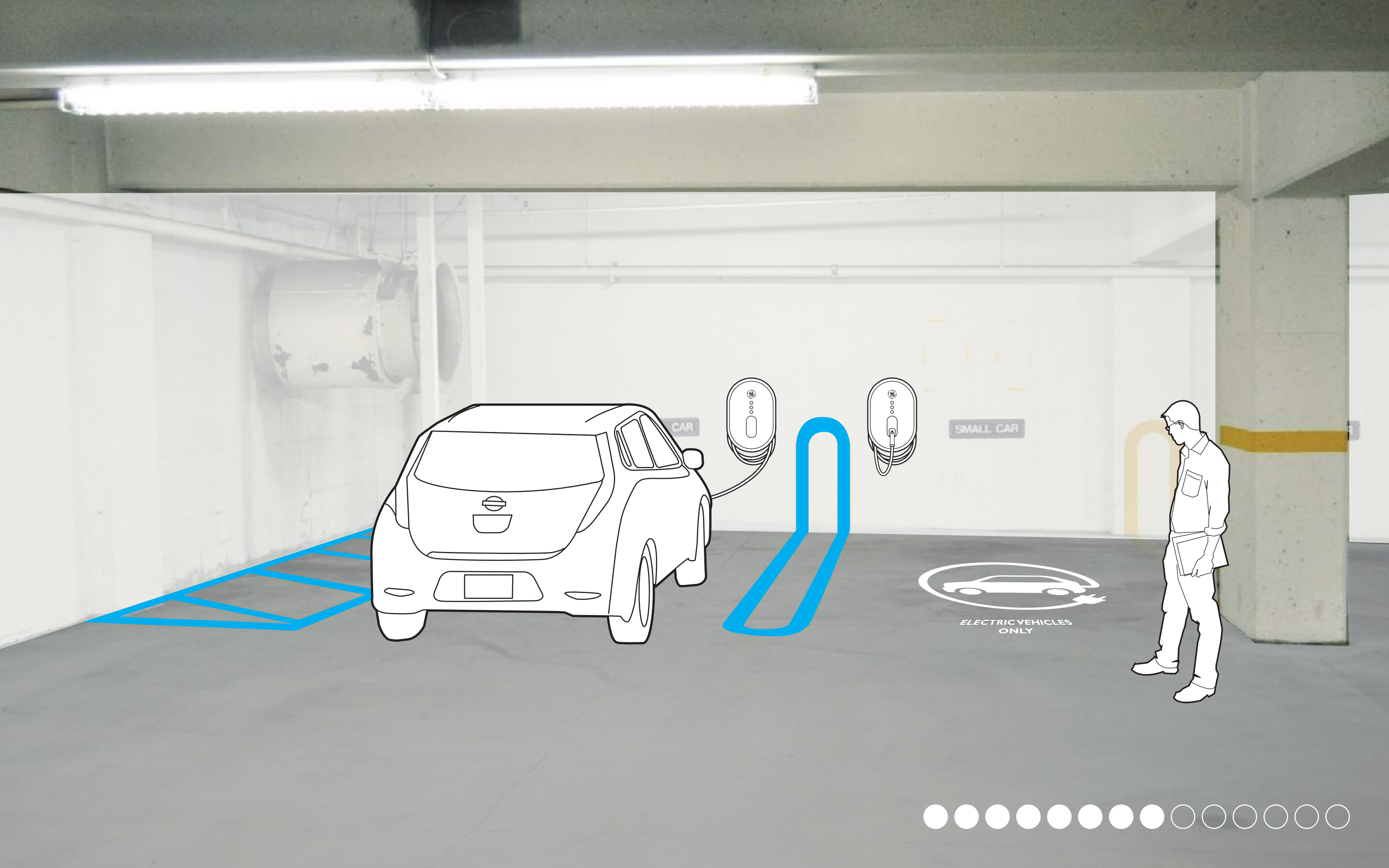












CAR

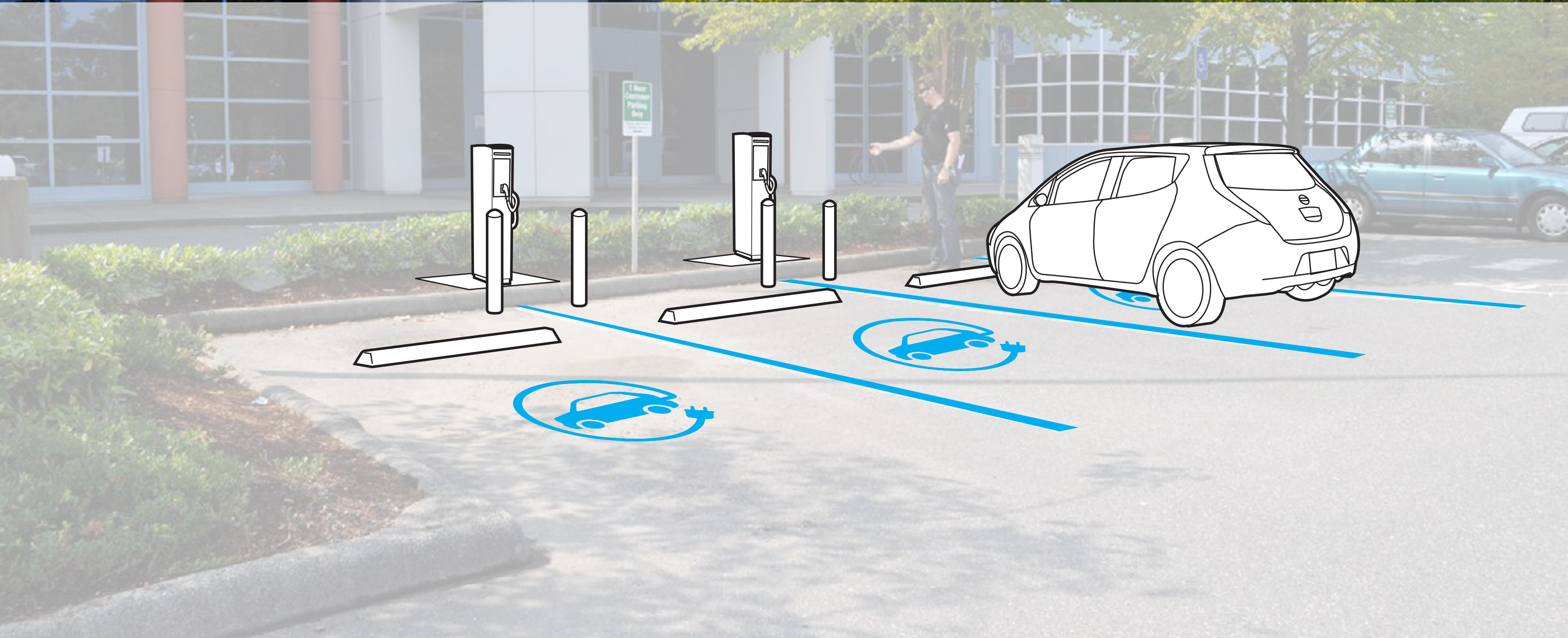
SMALL CAR



ELECTRIC VEHICLES ONLY









# LEARNING OUTCOMES





# COMMUNICATION





# TIME MANAGEMENT





# RAPID VISUALIZATION





# THANK YOU

