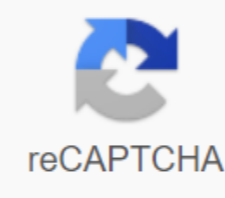




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We could be brothers pdf

This site is not available in your country This site is not available in your country This site is not available in your country Photo: MIO SEE MORE PHOTOS With all the recent attention or exaggeration, some people may say - it's easy to forget that not long ago , sustainable design is just a blip radar. And so it was with MIO, the Philadelphia-based witty, environmentally friendly home product founded by brothers Jaime and Isaac Salm. Sustainability has been on the market for decades, but people didn't get it, Isaac said, recalling the reaction to MIO's debut collection in 2003. Back then, 'green' was just one color. Of course, five years on, green has become something of a lifestyle- one in which Jaime, 29, and Isaac, 30, have firmly established their environmental turf savvy. Visit any of the top modern design stores, or browse a magazine looking to the future and have a good chance for you to see their products: the vases feel their colorful SoftBowl; three-dimensional PaperForms wall tiles; Bendant hanging light, its steel plates folded into a Sputnik-like shine effect (see MIOCulture.com). Emphasizing ingenuity and an economy of means, mio properties are more playful than polemic, producing ecologically sensitive designs— but also accessible and attractive. Photo: Robert Hakalski Our approach is not to say, 'It's very green, it's great,' Jaime said, but rather, 'It's sexy, you have to have it and PS, it's green.' As creative director - Isaac runs the business side - Jaime draws from materials and processes as well as behavior, he said. Consider Grid, MIO's wall-hanging organization. It is made of recycled yarn, including wool and polyester, and its color-coded bags react to the way people organize or disable their lives, Jaime said. Laser-cut from a recycling content steel plate to minimize waste, the Bendant light vessel is flat to save both packaging and space. That you have to fold it into shape only adds to the appeal: That visceral moment is what we're looking for - the do-it-yourself aspect, Jaime says. It's important to give people a sense of ownership in design. Mio, after all, is Spanish for my. Growing up with Isaac in Medellin, Colombia, Jaime has inspired moral reduction and his reuse instilled in him soon. Isaac, who in 2002 left for a job in financial analysis to help Jaime start MIO, recalled: In high school, he used to go to landfill, buy works that he found interesting and create sculptures from them. That Isaac's former owner is paper goods giant Kimberly-Clark- and that their father owns a box factory in Colombia- is not what directs towards sustainability, they insist. (Well, OK, maybe subconsciously, Isaac admits.) Instead, Jaime noted her design education, and insisted on social responsibility, at the University of Philadelphia Art. For his senior the dissent there, he designed bowls made of recycled paper, of course. Photo: Robert Hakalski Today, some of MIO's signature services still use re-used pulp: for example, its modular PaperForms wall tiles, which can be configured in a variety of bold haute-relief patterns (and allow users to easily replace individual panels instead of the entire installation). The first version of the tile is the actual triangle, measuring exactly 0.83 square feet each. People were like, 'It looks great, but how do I get 12 square feet?' Isaac recalled. We didn't really work it out. Changing them into squares, the Salm's learned a lesson in practicalism. There's an impromptu feeling to your work, but it's served them well. Like their SoftBowls, the felt wool shades of their Shroom and Capsule lights are modeled on old hat moulds - at a neighborhood milliner that Jaime happened to walk one day over lunch. We realized that we could reuse their instruments, with no investment, to help bring them into a completely different market, Jaime said of the 80-year-old workshop. Sustainability, in other words, also applies to keeping local industries alive. With a new line of furniture in the works - a steel side table that ships flat and folds into an improbably angular shape-MIO is growing by leaps and bounds. In 2006, it opened an office and warehouse in Germany, causing it to also start production in Europe. You can be global, but you have to stay local, Jaime said. Of course, being sustainable is not a perfect science; there is no such thing as a free impact product. But MIO comes pretty close to a win-win formula: It must be vibrant, attractive, made with minimal waste, while also serving its purpose, Jaime said. We need both performance and beauty. That's what green desire is about. This content is created and maintained by a third party, and imported into this page to help users provide their email address. You can find more information about this content and similar content at piano.io It takes a long time for Brothers to become the movie it wants to be, and even then, it stumbles. You slog through the top part because the setting is so clear but attractive. (Brothers was originally a much better Danish film from 2004.) Exquisite Tobey Maguire is Sam, a supersoldier (though you never quite believe it) gung ho for his fourth tour of duty in Afghanistan. His hee-haw of a brother, Tommy (Gyllenhaal, shades of Brokeback Mountain), is just out of jail and the farthest thing from the military. Some don't approve of the look from Dad then, Tommy hurts for a fight, but soon enough, Sam is at war, caught The Taliban are believed to be dead. Meanwhile, in the absence of his holy brother, Tommy blooms with newly found responsibilities, re-decorating the kitchen of his grieving wife Grace (Portman) and and a substitute father for his two young daughters. Sam will, of course, return; We have seen his determination in the pit. So much so before that is goo-laden with mopey guitars and adorable kid shots, Jim Sheridan's double fault as a director. However, shouldn't we expect fireworks when an emaciated, paranoid Sam facing his family can no longer connect with? There is an ina willingness to offer rewards; Brothers feel less like the Oscar-bait cinema we expect this time of year as much as an ersatz version that requires you to fill in the gaps. (Messenger's recent proximity doesn't help.) We must climb the idea that war can steal more from a person than life and limbs. That can't be conveyed in a few simple scenes of kitchen histrionics. Sheridan brought back the u2's cymm yin way too soon.-Joshua Rothkopf Open Friday. Watch the trailer Add new movie reviews posted: Tuesday December 1, 2009 2009

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