

# MA FABRICA BRUTA



*de Ana Matéria*

**WHAT DO I DO?**

A MATÉRIA BRUTA intended as a Portuguese brand created by architect Ana Matter (Claudia Barragon). It is a concept of jewelry defined as "a recycled jewelery project" designed and created based on the use of recycled materials or original raw materials and unusual, in which the theme of recycling is the basis of reinterpretation and creation of contemporary pieces and original.

The design of parts is based on creating new aesthetic values for some common materials and used in the field of jewelery. Materials such as metal pipes, plastic, bottles, rubber, felt, closures, twine, wire, sponge, construction materials and others are basic elements of this project. This concept / project rather than recycle and reuse, is to introduce a new facet of materials / objects.

**CUSTOMER BENEFITS?**

**SOLVING PROBLEM?**

Are design pieces that include objects that are no longer useful to society, they failed to fulfill the function for which they were intended and shall have a new role. Are pieces designed the "waste".

This concept allows to transform waste into pieces of art, wearable art pieces, reusing and recycling information for this purpose.

Given the concept of uniqueness is obtained in terms of product / part end greatly reduced costs. In each piece of raw material can be earned in the order 800% to 1000% and in some cases the parts have value 0, in that the part arises from recycled matter.



The idea in the near future would be to establish agreements / partnerships with manufacturers and industries in order to collect the waste thereof without interest and reconverting the spoils in Gross Matter parts. Ie collect your "junk". In this way it would be a great advantage for all, because the "waste" of some would be used as raw material for product design of this project.

This concept, in addition to the environmental and economic advantages (to its scale), has an educational and innovative part because it not only raises awareness of the importance of recycling and reuse as allows you to create a new aesthetic concept that breaks with pre-standards and concepts set of globalization, creating a unique and original aspect according to the personality of each.

The title of the project is in itself is an original idea not only for the used materials and techniques but also by the resulting pieces that stand out for originality, creativity, individuality and the economic factor and assume a distinctive character to the market in which they operate.

The project is being developed in terms of disclosure. That is, lying in the search phase space or spaces for marketing.

Costs associated with product design are low and in certain situations are the cost 0.

Since there still existed continuous and effective marketing of the product all income or benefits generated were / are applied in the production of parts. The income obtained in each piece are the order of 1000%. (ranging from 800% to 1000%, depending on the materials used).

Because there is nothing else like is a unique product created once and never repeated. It has artistic value and is a designer piece.

# PRODUCT IMAGES

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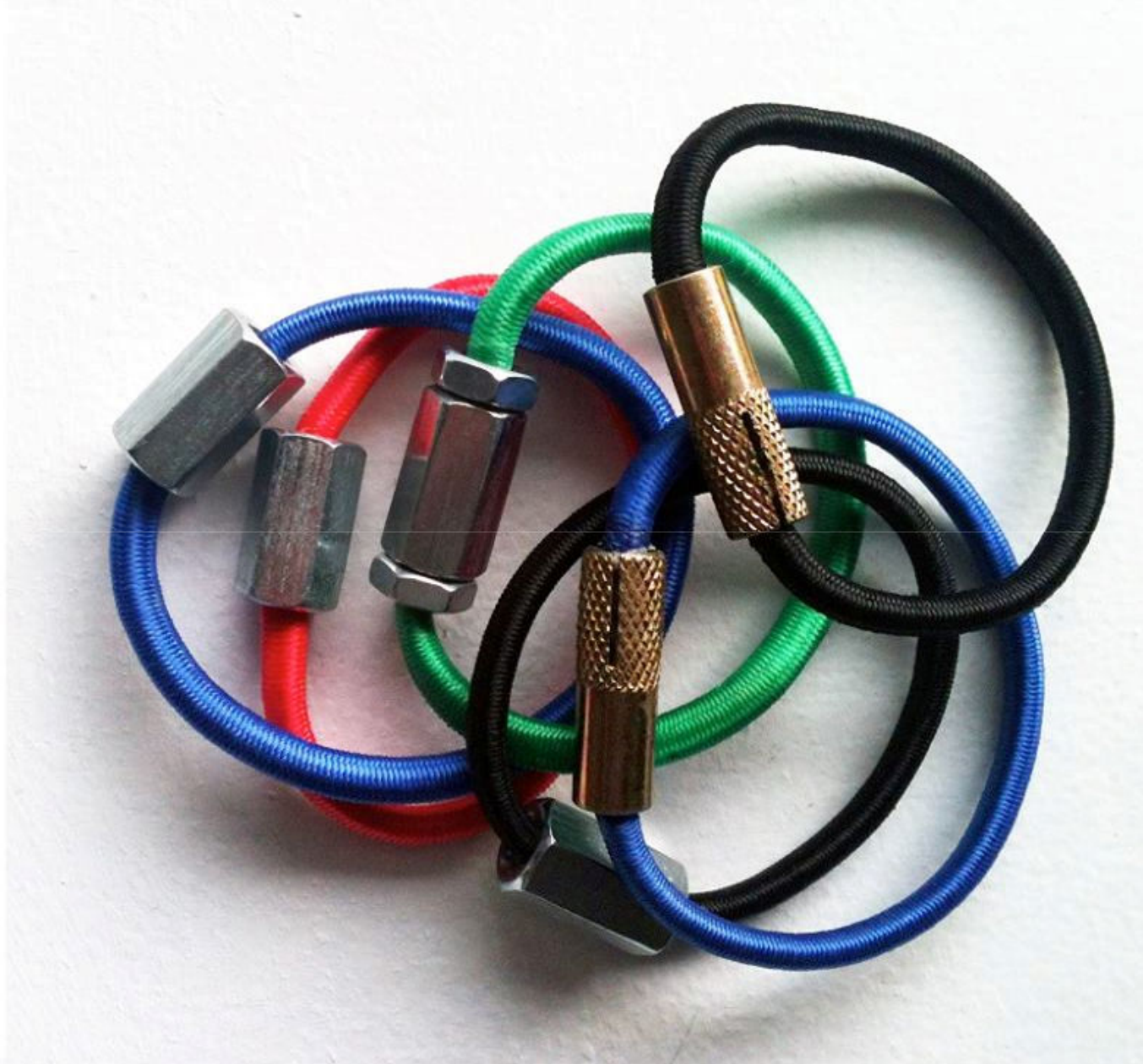
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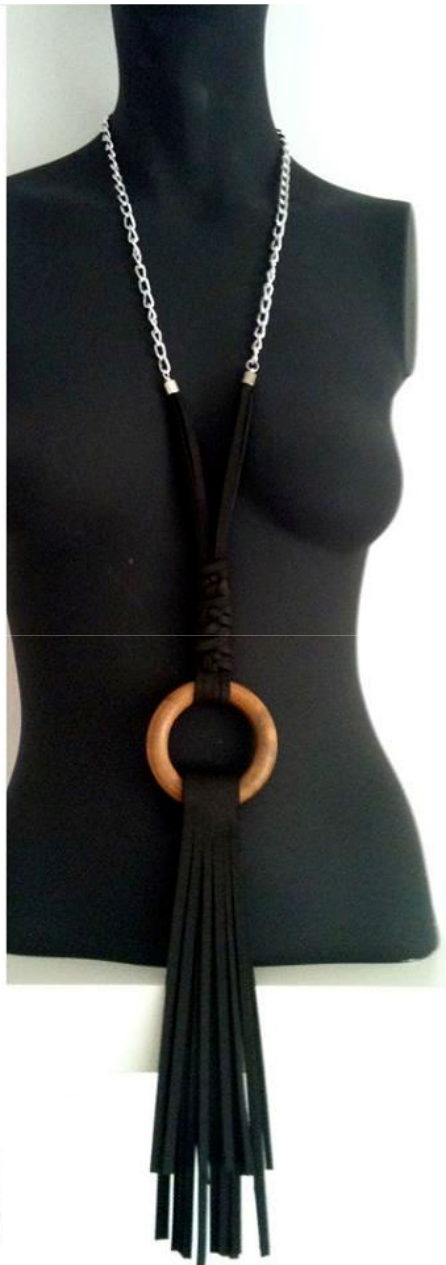
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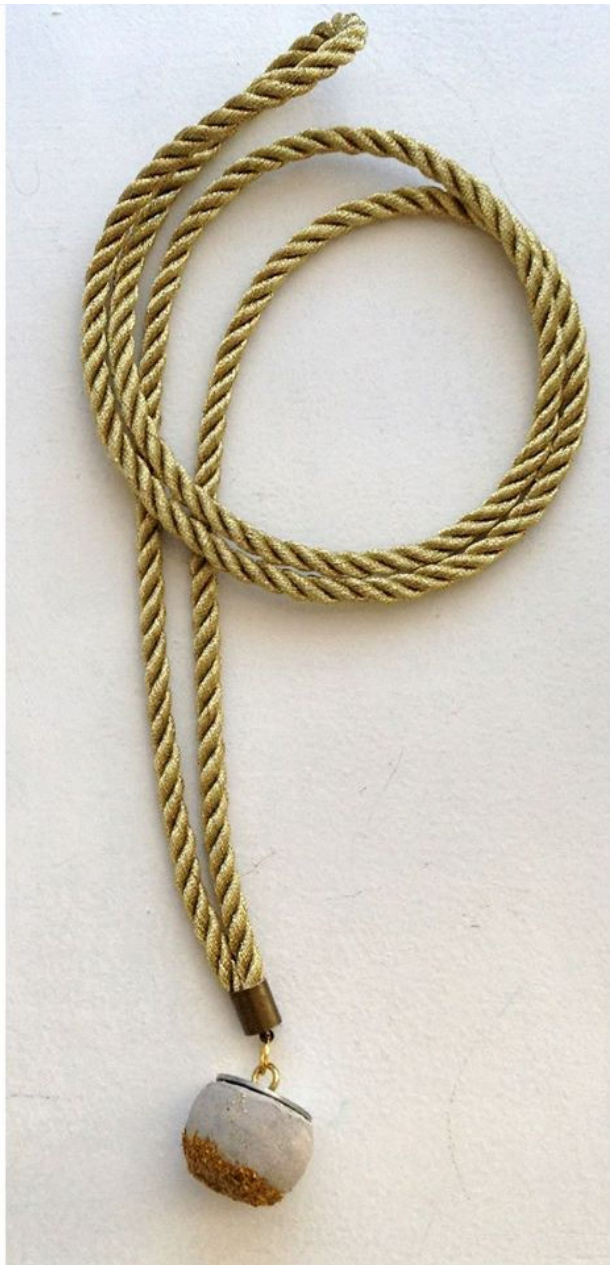
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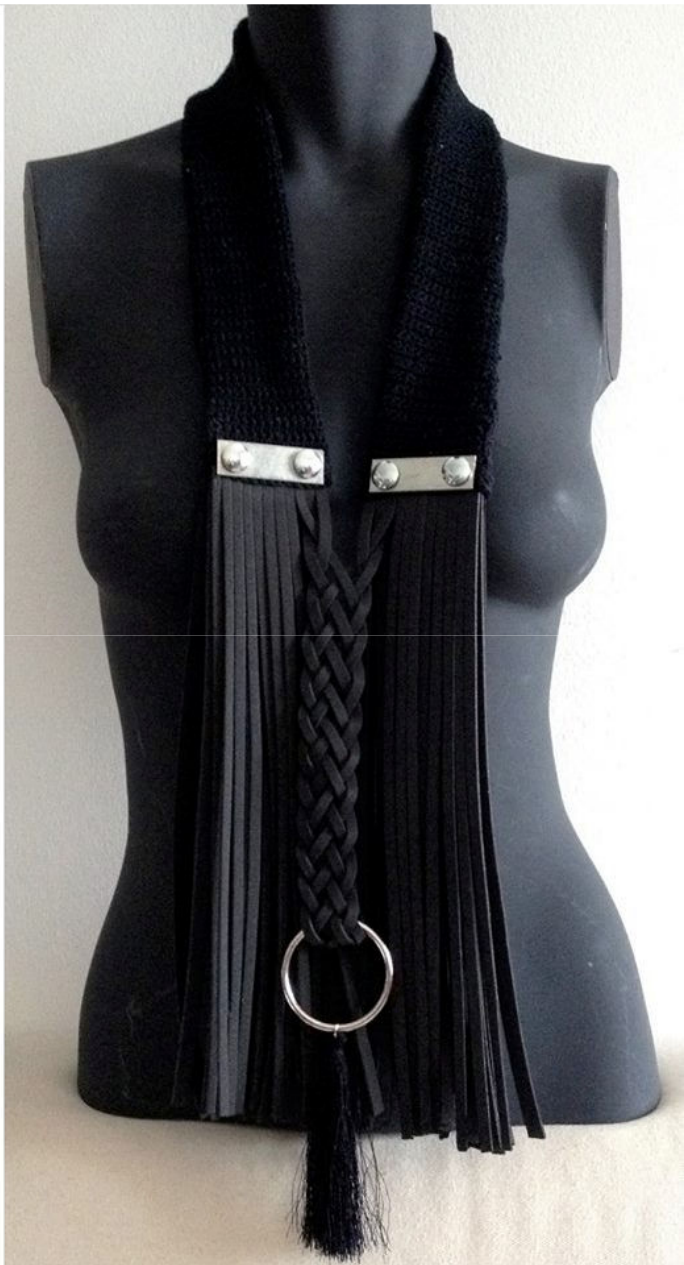
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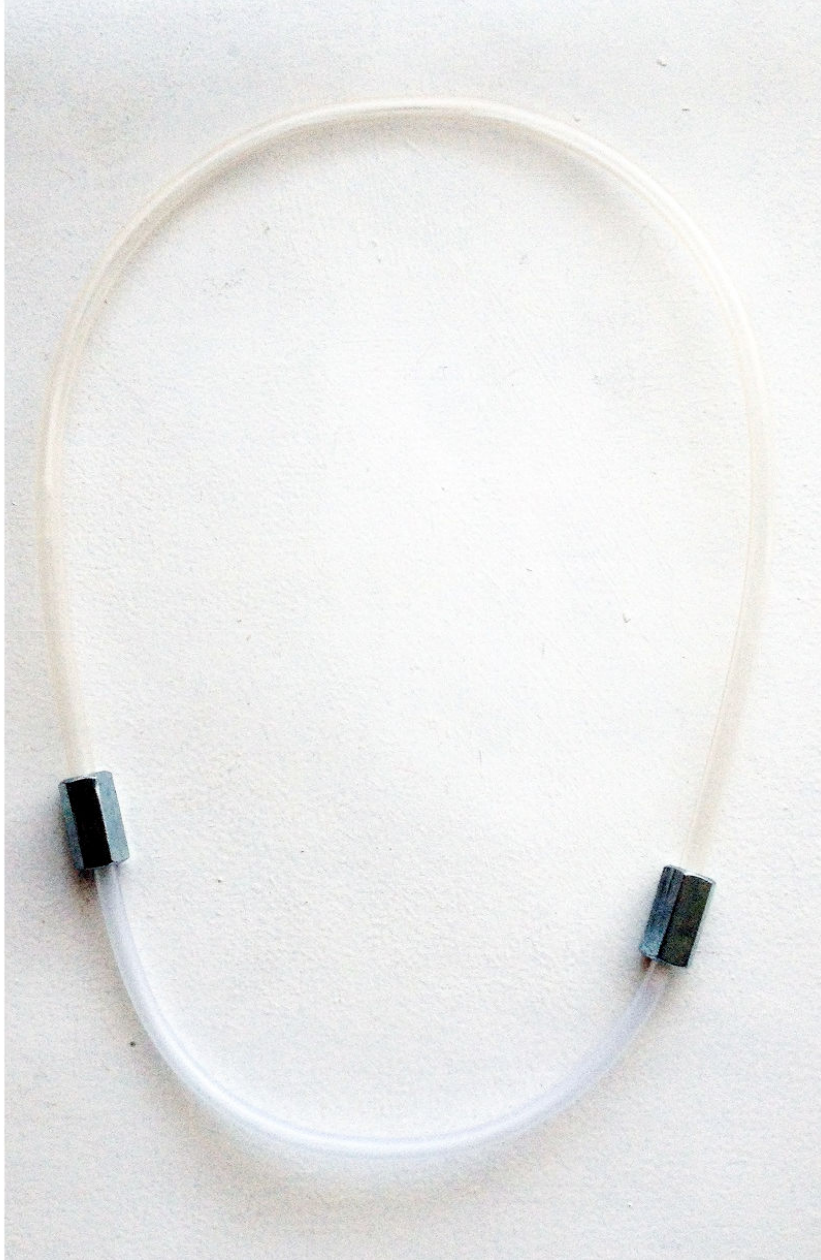


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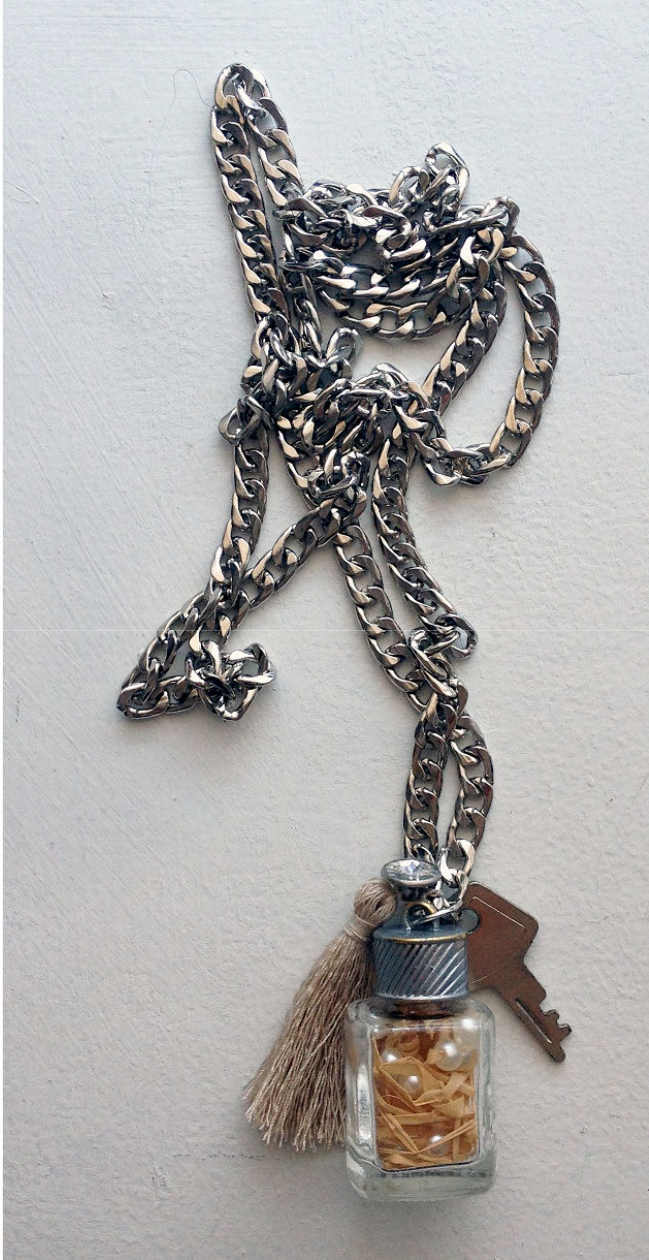
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**FOR THOSE WHO WANT TO  
SELL?**

The product is intended for any person man, woman and child in any age group or social stratum. It is aimed at those who identify with the concept.

**GROWTH**



Use as much as possible of all sales methodologies (virtual, physical stores, galleries and art fairs, customized design for companies and national and international scale events).

This concept will be in the future extended to other areas (decoration level parts, interior and exterior architecture).

# COMPETITION

No competitors known in Portugal.

# BUSINESS SUSTAINABILITY

Establish partnerships to obtain raw material (without costs) based on exchange of interests.

(Eg company provides materials / Gross Matter offers products in the disclosure or partner interest).

**CONTACTS WITH POTENTIAL USERS /  
CUSTOMERS**

Parts of Matéria Bruta cause different reactions in people in general.

Surprise because not expect the numerous different objects that uses this concept changed and applied in usable parts.



Expectation as always waiting to be the following parts that will be used, processed and recycled. Different opinions report the excellent idea of the type of materials used in the project.

The savings on the use of waste, the benefits and impact that could result when the project expression is larger. There are several advantages combined in one concept.

Originality, use / recycling, exploration and discovery of new aesthetic creating a new language.

Contacts are being made primarily via "online" advertising the brand at national and international level.

**PROTOTYPE - PROOF OF CONCEPT -  
SIMULATION**

Despite the intention to appropriate the product to any market I believe however that the product applies to consumers with a cultural level, or taste for further contemporaneity. A taste "artistically" worked to allow use and like this kind of parts. I think on the whole the return is positive. Parts / values are very well accepted by people with a cultural knowledge and taste for "design" contemporary. I think this will be the key factor.

Most common pieces were created which were well accepted especially by children.

Since 2013 they were hurrying up the pieces learning that, despite the originality and creativity of each, the part is to be used and as such and the design of each of them will have as main factor comfort and convenience.

# COMPETITIVE ADVANTAGES

Are unique art pieces at competitive and affordable prices, as the raw material used for the design is reused matter and low costs we use for other purposes, which makes unique pieces, original and environmentally friendly.