

# NAMEOJI PROJECT

Frogyo Studio

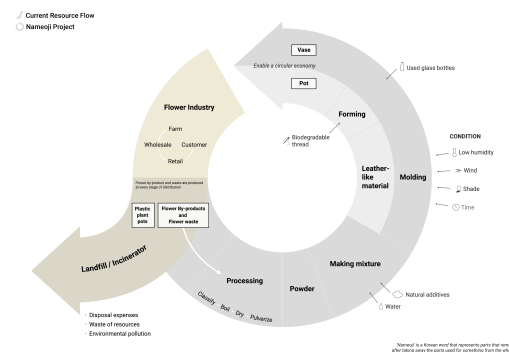
London Design Festival 18-26 September 2021

Frogyo is a new design group based in South Korea and the UK and they create solutions for problems they focus on in various formats ranging from product design, furniture design and art. This is the first project released to the public by Nameoji Project. 'Nameoji' is a Korean word that represents parts that remain after taking away the parts used for something from the whole.



Nameoji Project is a research-based design project that studies ways to utilize flower by-products created in the process of farming or distribution or flower waste created in flower shops and markets as bio-based material. The project aims to 1) reduce flower waste and their management cost, 2) create values from flower by-products, 3) produce goods that enable a circular economy. The project resulted in the designs of 'Sustainable Pot' that can replace disposable plastic pots used in the distribution process and 'Sustainable Vase' that can be used in households. Both products are composed of flower by-products and natural ingredients to minimize their effect on the environment. By transforming flower wastes and by-products of the flower industry as a required product for the industry, the products enable a circular economy and embody values of sustainable design.

In the early project phase, we invested much time in processing flower by-products with various methods and research/



experiment with processed samples to secure enough durability as a product ingredient. Abstracts and photos about the experiment process are available from the Frogyo website and more details will become available in a booklet planned for publication later this year.

---

## Design review 1. Sustainable Pot

---

This pot can not only replace the disposable plastic pots widely used for flower distribution but can also be used in a household as an everyday pot.



The use of plastic has become a global issue and the flower industry contributes to this issue by consuming massive amounts of plastics, especially in terms of using disposable plastic pots. The majority of horticultural plastic pots are disposable and are thrown away to a landfill once used. Approximately 500 million plastic pots are sent to landfills and incinerators. As we deeply thought about the use of leftovers from the flower industry, we focused our attention on such problems. As mentioned before, our objective was not only to utilize leftover resources as a raw material for a product but also to design with the aims of addressing the environmental challenges of the very industry that produced those leftover materials. Therefore, we designed a sustainable pot using flower by-products which would reduce the use of disposable plastic pots.

In the case of sustainable pot, we needed a design that is light and flexible but also strong enough to bear the weight of soil and plant. One of the main objectives was to allow a consumer to insert the entire pot when planting. We also selected ingredients in consideration of the potential to use the product as compost when it is thrown away. Just like conventional biodegradable pots, we tried to make the product serve a role of a container for distribution. The pot strived to be more convenient for users by obviating a need to remove the pot when planting. We also tried to provide the advantage of preventing root damage when transplanting a plant.

Sustainable Pot comes in two designs. Depending on the shape of the bottom, it is either a 3-sided or 4-sided pot and they have a similar size to commercial plastic pots. When a plant is potted, there is no need to worry about loose soils in the corners or bursting as each corner is double-layered. Such design allows the whole shape to be stably maintained even though the leather-like material itself is thin. For water drainage, there needs to be a hole in the bottom which a user can make one by himself/herself.



---

## Design review 2. Sustainable Vase

---

The vase made from a flower by-product is completed as a product when a user combines it with a used glass bottle. While glass bottles can be reused multiple times than plastic bottles, they are still thrown away after a single-use. Given that much energy and natural resources are required for glass bottle production, there is a need to expand reuse rather than recycle. Therefore, we strived to find a design that would allow a used glass bottle to be used as a part of a new product, and the 'Sustainable Vase' was the result.

The Sustainable vase has three types depending on the

bottom shape - three-sided, four-sided and circular. They create value as the completed product when it's combined with a used glass bottle. Unlike a normal vase that can hold water, the vase itself does not have a bottom side and a juice bottle serves as a water container. The size of a glass bottle is 180ml or similar volume that is widely used for juice or milk both in Korea and abroad. The perimeter of a bottle mouth is designed to match with the vase's upper hole. So when a consumer uses the product, he or she simply has to cover an empty bottle with the vase.



This sustainable vase has been developed as a product that allows flower by-products to attain new value, it also embodies a meaning of sustainable design in a deeper sense as it encourages the reuse of glass bottles by a consumer.



---

## About Frogyo

---



Frogyo is a new design group based in South Korea and the UK and they create solutions for problems they focus on in various formats ranging from product design, furniture design and art. Having goals of solving environmental and social problems, they have

a sense of responsibility to create a design that allows for sustainable consumption and production. Currently, their focus lies with studying and experimenting with resources that are being wasted or unused to find their potential as new material and design a product that enables a circular economy by utilizing those.

Door C,  
41, World Cup buk-ro 9-gil,  
Mapo-gu, Seoul,  
Republic of Korea

Tel. +82 1047634777  
frogyo0315@gmail.com

Official: [instagram.com/frogyo.studio](https://www.instagram.com/frogyo.studio)  
Project: [instagram.com/nameoji.project](https://www.instagram.com/nameoji.project)



### Dayun Jung

Dayun is a designer/design strategist based in Korea and the UK. She has a background in industrial engineering and also studied visual/Motion Graphic Design for a long period. Furthermore, she worked as a design strategist in a

start-up pursuing social values and gained experience of various design thinking projects. Afterward, she moved to the UK to study interior design at Brighton and now she is taking Design Products(MA) at the Royal College of Art. Her multidisciplinary perspective allows her to express deep empathy of people and strong passion for environmental/social problems in a logical and creative design. And, she likes cats and football.



### Sangyo Park

Sangyo is a product designer based in Seoul. She studied interior design at Domus Academy, Italy and graduated from Kingston University London with MA in Product & Furniture Design.

She has a wealth of design knowledge in diverse fields and her artistic dispositions make her engage in creative and expressive art activities with passion. She yearns for a design that moves people's hearts and contributes to society. And, her favourite season of the year is Christmas.