FRAM∃

LOW
IMPACT

how to do more with less

ORGANIC AI
To create an always-evolving yet sustainable spatial direction for life-style brand Reflect Studio, Salon Alper Derinboğaz looked to nature and the technological possibilities of AI-generated design. Innovative materials and experimental upcycling techniques were utilized in tandem with AI algorithms and boat-building technology to develop the statement organically shaped furniture that fills the brand's futuristic space in Istanbul. Surplus materials went into creating store elements: waste aluminium is the aggregate of the terrazzo flooring, for example, while plastic packaging bags collected during production were transformed into epoxy resin shelving.