ANDROGYNOUS

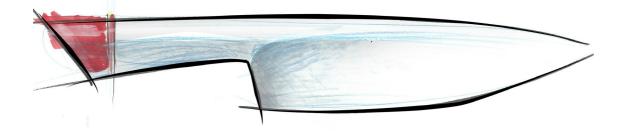


REALITY STUDIO SIMULATION

Arcos knives colaboration

Presented by: Amir Rosen Omri Fisher Raz Silberman

Course director: Ofer Zick



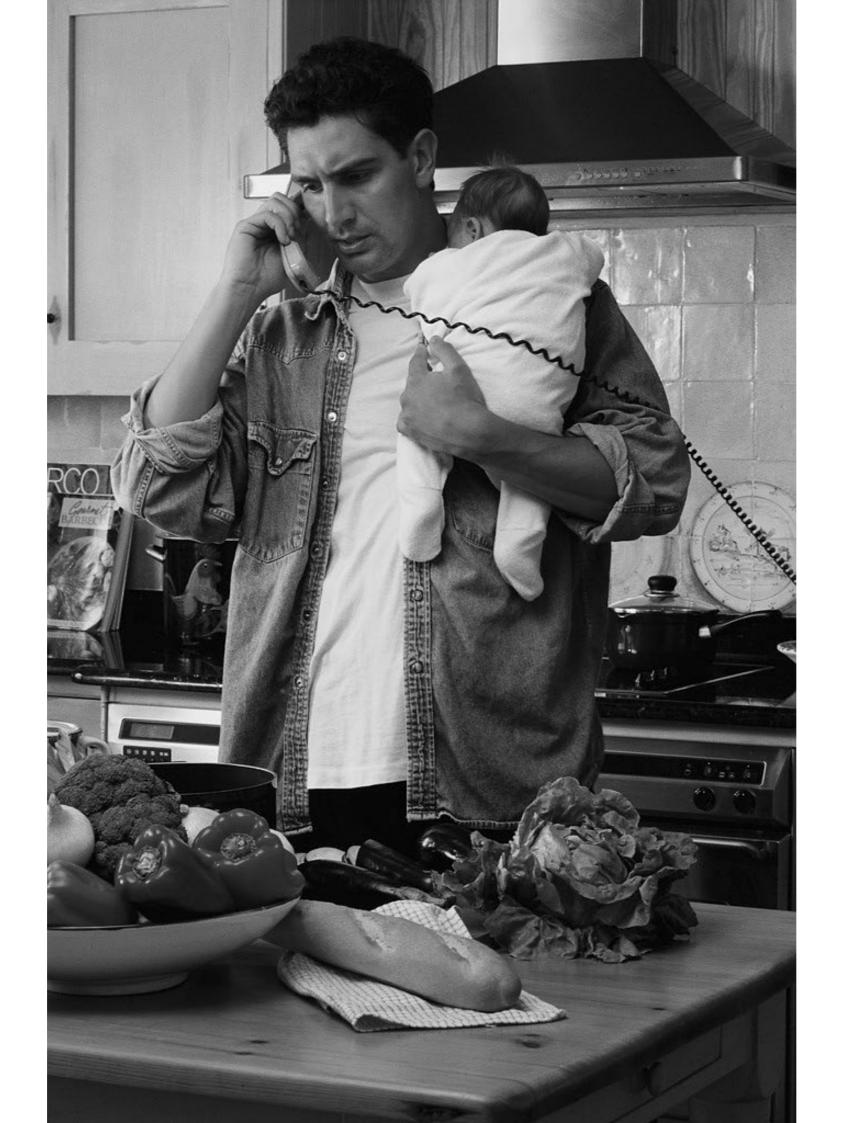
Hit



"There is no gender identity behind the expressions of gender..."

Judith Butler

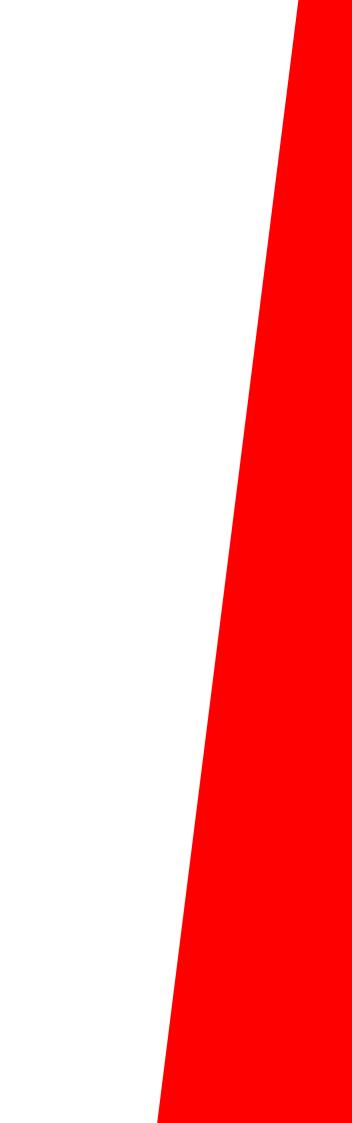






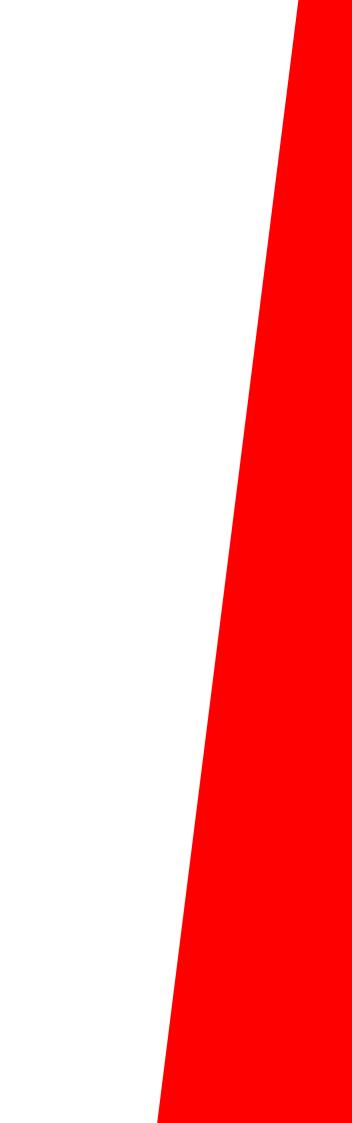
LEADING VALUES

- Neutral and suitable for both men and women
- Unique and modern
 - Affordable with a high quality feel
- Clean and simple



TARGET AUDIENCE

Designed to appeal to a young crowd and contemporary households











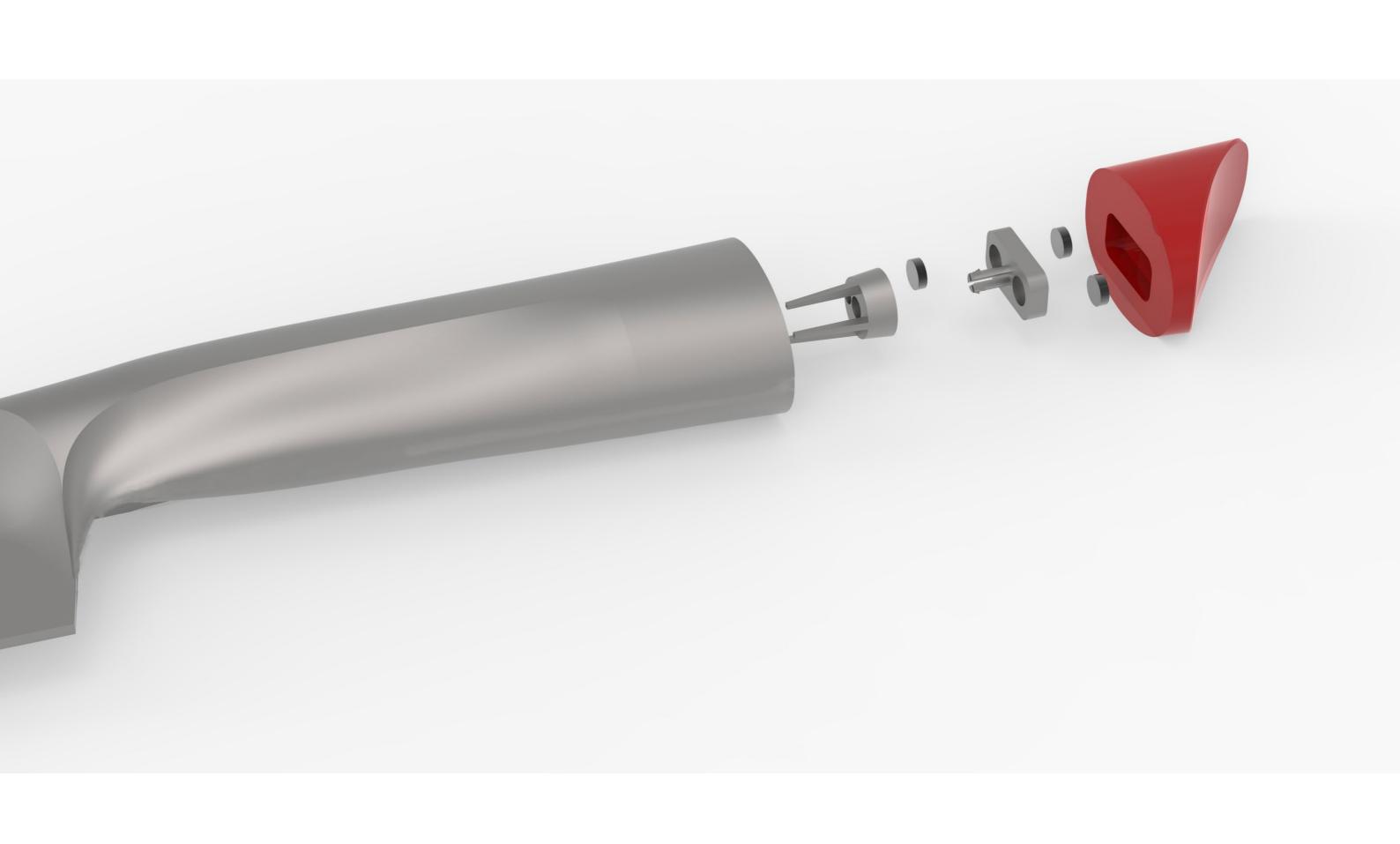










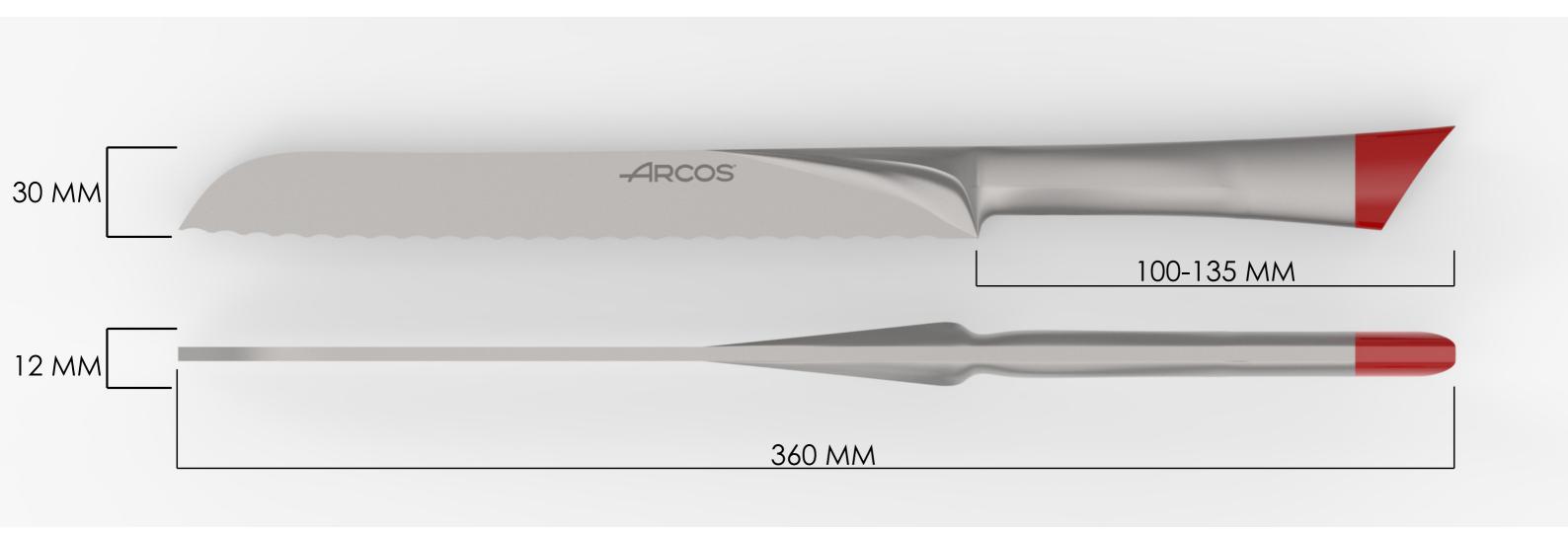




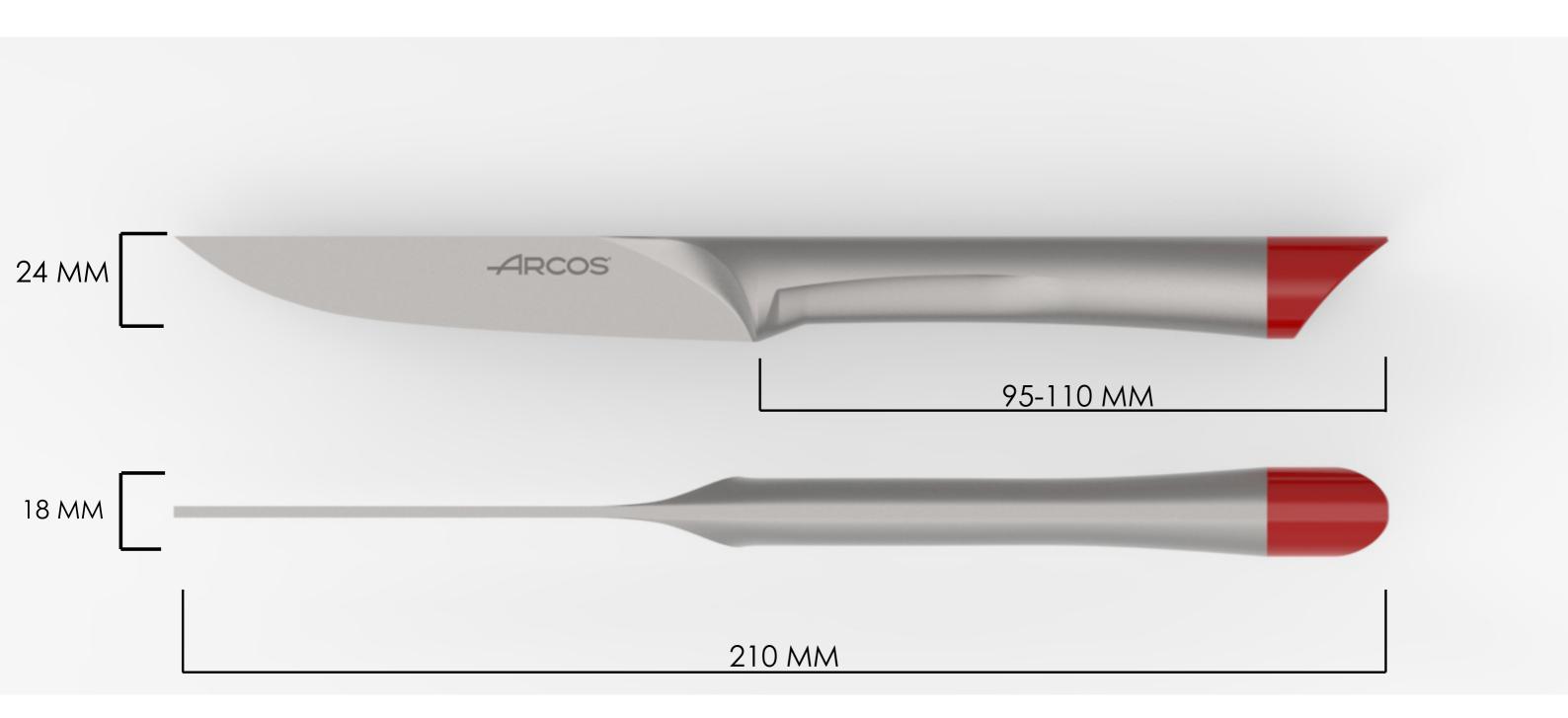




Bread Knife

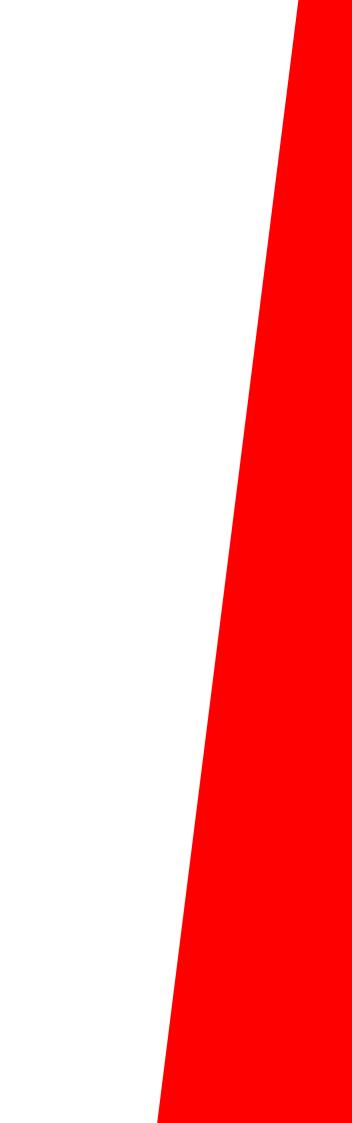


Vegetable Knife



CHOISE OF MATERIAL

- # NITRUM® Forged Stainless Steel blade with an intergrated hollow NITRUM® Forged Stainless Steel handle.
- # Polyoxymethylene (POM) twistable nob





ARCOS

