DRY DESIGN

WET IT OUT
DRY IT OFF
THE FUTURE IS DRY
You can save water by buying local

= 23941,5 km = 803200 L of fuel = 176704000 L of water

You consume 3496L of water a day. 94% of this water is invisible to you. This virtual water refers to the hidden flow of water if products or food are produced and traded from one place to another. This map shows the difference of getting product from a local context in contrast to products from a global context.
THE DRYDESIGNER’S GUIDE

THE CHOICE YOU HAVE TO MAKE

GRAPHIC INDUSTRY

PRODUCT INDUSTRY

FASHION INDUSTRY

PLASTIC

PAPER

WOOD

METAL

FIBER

PET

GLOSSY

PINE

IRON

COTTON

SILICONE

REGULAR

EBONY

ALUMINIUM

ACRYLIC

NATURAL RUBBER

RECYCLED

OAK

INOX

LINEN

PLA

STONE

BAMBOO

STEEL

HEMP

LEGEND

200 L

200 000 L

2 000 000 L

Drydesign approved

Not approved

Click to find local solutions
This is about water - the fresh one you can drink. Many people have not enough of it - that kills - and it’s about design - and designers. Designers can use dripping wet production processes to make their products. Or designers can make sure to save fresh drinking water, so that there is more for everyone. The age of wet design must pass. To move into the future we need dry design. DRY DESIGN is the label to look out for. It labels dry products, materials, production processes places. That helps consumers, designers, producers. Don’t cry, stay dry!