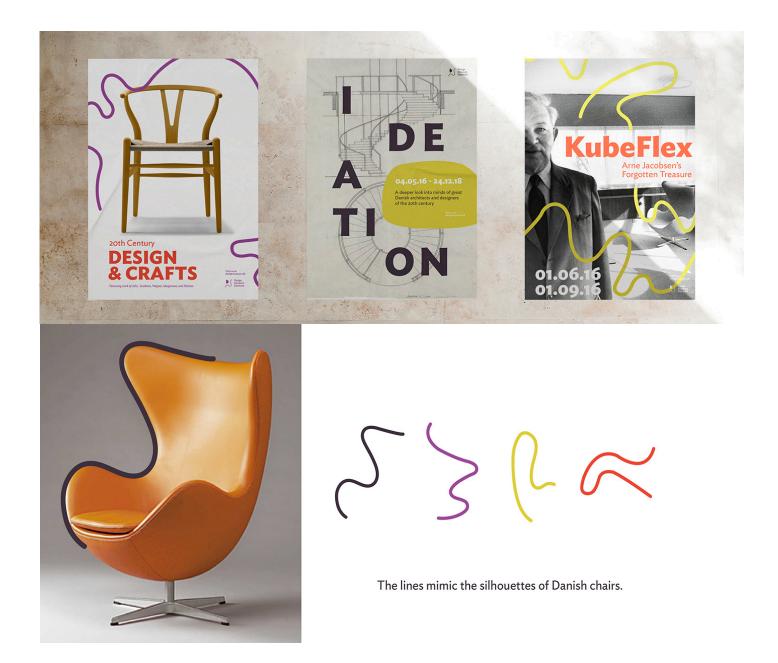
Marisa Fulper mfulper

While I was studying abroad at DIS in Denmark, I discovered sustainability as an absence and awareness of new consumption rather than a recycling of the old. Up until this point I had understood sustainable practices to be centered around repurposing materials to make new material, like recycled paper and plastic. The Danish lifestyle highlighted thoughtful consumerism, seeing a product through, repairing and reutilizing, until the end of the object's life.

Influenced heavily by nature, the Danish saying "Why carve through a hill, when you can build a road around it" demonstrates the importance of ergonomics, form deriving from function. Creating shapes fit for the user, as well as using quality material, allows Danish products to have a longer lifetime of relevance. Extending into everyday life, my RA explained that while her clothes were expensive, it was because she bought them to last, wearing a shirt several times a week and caring for it well. When my friend's bike broke, he did not buy a new one, but got it repaired.

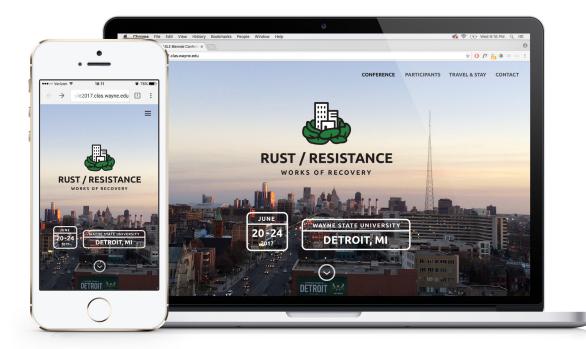
These customs of awareness to the items we interact with integrated into my own practice. In my Capstone project, I explored broken expectations for fulfilment and joy, usually deriving from society and the things we consume. Guy Debord accurately described American society when arguing we have slid from "being into having" and "all-actual having must draw its immediate prestige and its ultimate function." Throwaway culture in the U.S. comes from an interest in staying relevant materially, pushing us away from sustainability through reduced consumption. By acknowledging how our expectations link to material, we can undermine or change our relationship with the objects around us. Interested in producing less material waste, my current work is becoming web based, like the ASLE site.



My concept behind Design Museum Danmark's rebrand was to create a visual library of shapes and lines from the chairs within the museum emphasizing the form deriving from their attention to function.



My Capstone project, *The Overwhelming Underwhelm*, addresses societal expectations that build us up to expect joy and fulfillment in a consuming technological culture.



I designed and coded a site for the Literature in the Environment conference being held in Detroit this summer, centered around the city's growth through new infrastructure and Nature's reclamation of the space.