



# **EcoHaven | Nation Brief**

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# EcoHaven

Founded by 21st century city planner and environmental activist, Michelle Hernandez, who won the lottery, twice, and used the money to create her perfect model for an eco-friendly, self-sustainable city. Now, 100 years later, EcoHaven is officially its own city-state. Residents continue to realize and build upon Michelle's original vision using the most cutting-edge technology of the time and EcoHaven continues to set the example for purposeful, peaceful, earth-friendly living around the world.



# Purpose

The purpose of this project is to envision and design for a futuristic eco-friendly, self-sustainable city, but also to demonstrate some of the eco-friendly, sustainable technologies we have at our fingertips right now that we are not utilizing.



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Clean  
Sustainable  
Friendly  
Calm  
Reliable  
Natural





# Target Audience

Primary - Citizens

Secondary - Guests



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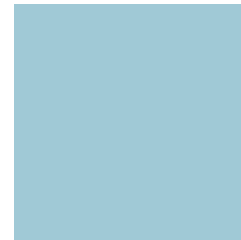
# Technical Considerations

- Indoor farming
- Solar panel windows
- Vertical greenspace
- Greenhouses
- Electric trams & elevators
- Paperless society
- Reusable containers
- Compost network
- Recycling everything



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**RUMOR**  
«ROMEO Y JULIETA»  
**GAUMONT**





# Design

## Crest/Logo and Flag

- Main EcoHaven icon/symbol
- Flag, seal, and letterhead

## City Maps/Navigation

- City structure/layout
- Directions

## Public Transportation

- Train/Station design
- Guest faircard design

## Reusable Containers/Packaging

- Standard issue containers
- Brand identifiers within this system

## Digital Assistant

- Interface
- Voice design

## Government uniforms

- Maintenance workers
- Recycle workers
- Transportation workers
- Law enforcement





# Timeline

**February 25** - Nation Branding (Logo/  
Symbol, Flag, Letterhead, etc.) and Main  
City Map

**March 4** - Majority of other design  
components

**March 18** - Final Book