

# ENFRAME - PRESS KIT

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*Enframe* is an audio recorder and player for outdoor activities such as walking, mountaineering and long distance hiking.

We are more and more equipped with easy to use accessible digital cameras and standing internet connection to blog about what we experience.

This leads to an increasing amount of digital documents we create to capture and store moments of our daily life; documentation has never been as complete as it is now.

Coming along with rising connectivity, instant sharing and publishing of documents on the internet, there is also a shift of intention we have when taking pictures or writing about incidents. The self-promotion value of documents is increasing, whereas their individual self-reflecting character loses value.

When seeking an outdoor experience in order to escape your daily life, to have a change of environment and to have benefits on your mind-set, the new generation of documentation tools is failing to serve the journey's purpose.

With *Enframe* I created a documentation tool whose purpose is to maintain the self reflecting character of such a journey and to capture nature's impact on oneself, while being out there and when being back.

The work is content of my MA Industrial Design degree project at Central Saint Martins School of Art and Design, London.

## OVERVIEW:



RECORDER



BOXED RECORDER



TESTING IN SCOTLAND



RECORDING IN WALES



RECORDING IN WALES



RECORDING IN WALES

