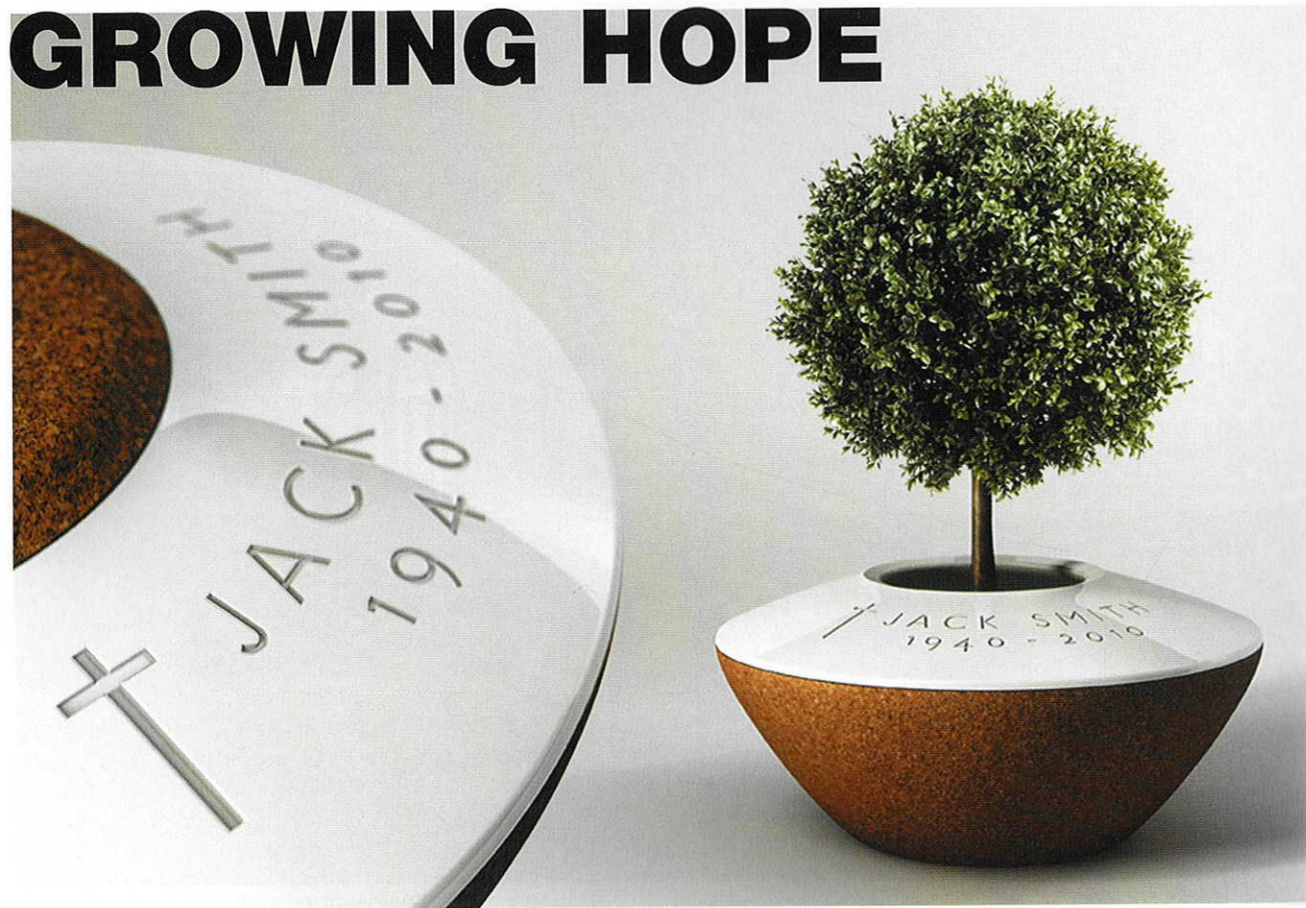


## POETREE

## GROWING HOPE



“A simple and elegant physical manifestation of where emotional intelligence meets not only a poetic idea, but a powerful one that touches the soul of the human condition.”

—Carrie Russell, IDSA, senior design manager, Procter & Gamble

The challenge of this project was not technical, but rather philosophical. Throughout the world death is celebrated in many different ways, depending on historical and cultural traditions. POETREE offers an evolution for this universal experience. It questions if it is possible to change our vision of death in a more positive manner.

POETREE is a new kind of funeral urn that is meant to reduce the trauma caused by the loss of a loved one. Such a loss is always a very difficult and painful experience. POETREE was created to deliver a message of hope to people who are grieving. It suggests that death is not an end but rather a new beginning, the symbol of a reincarnation or transformation. It is also a good solution for areas where there is a lack of available or dedicated space for cemeteries and as an affordable alternative to the typically expensive coffins and burial plots.

POETREE provides psychological support through the different steps of the mourning process. When the deceased's body is cremated, the ashes are collected and placed inside a POETREE urn and covered with soil. The family takes the urn back home and plants a tree in it. When the tree is big enough (the end of the period of mourning), it is time to take the urn outside and plant it in a garden or a park. Over time as the tree grows, the urn will gradually disappear. Eventually, only the tree and the ceramic top portion of the urn will remain, just like a gravestone.



POETREE is a new way of celebrating death. It provides hope by revealing a glimpse of the future.

POETREE is a very poetic solution that touches people at different points in the mourning process. It is a constant with them, like a good friend that never leaves their side. It is with people when they say goodbye, but it also stays with them to remind them of their loved one and to bring them a bit more hope every day as they see the tree growing bigger and stronger.

The urn itself is made partly of a biodegradable material—cork—and partly of ceramic. The two components, one durable and one renewable, make it very simple to use POETREE throughout the experience. Over time, the cork naturally fades away, leaving just the tree and the ceramic memorial—a tribute to the memory of the deceased for all to enjoy and celebrate. ■

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