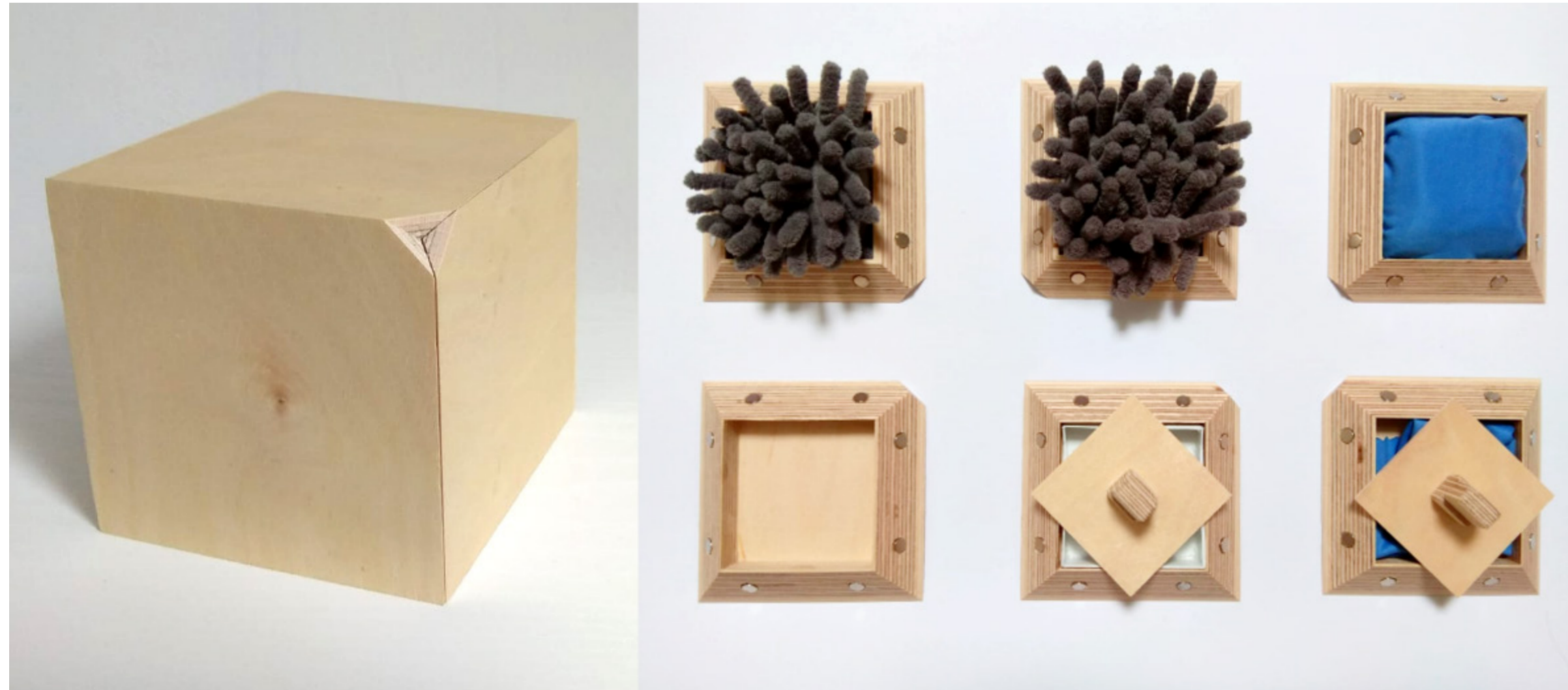


CareCube

Show your items some love and get to know their worth



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Have you noticed how abusive we can be with our things sometimes? For instance: your computer helps you work, study and relax, but when it takes a couple extra seconds to load we immediately think: “ugh... what a piece of crap”. Our electronics deserve better. CareCube is an attempt to change the way we value and treat our electronic devices, to enrich their worth beyond their price and create a nurturing attitude towards them. It sits on your desk and acts as a soft reminder to take care of your gadgets, while providing the tools and instructions to do it properly. The sides are modular, made out of birch plywood and joined by magnets; the tools are not permanently attached, to enable easy replacement and responsible disposal. It includes a safe screen cleaner and its optical cloth storage, a container for DIY cleaning slime, and a 2-side cable cleaner. This is an open project so the sixth and final tool can be determined by you!



[www.mitchieruiz.com/
portfolio/CareCube](http://www.mitchieruiz.com/portfolio/CareCube)

Designed by Mercedes Ruiz Gil

A good open hardware project creates an ecosystem. It works like a platform where a variety of actors meet and become productive. It opens up action spaces and business opportunities. It creates synergies between the different actors and allows everyone to do things that would otherwise not be possible or not so easy.

Open

Open Elements

- Building instructions** — Detailed tutorial on how to build the base structure by hand with limited tools.
- CNC and 3D print files** — Documents to create the base structure through an automated process (upcoming).
- “Caring tools” designs** — Concepts, illustrations and descriptions for all CareCube-compatible tools.

Ecosystem

Actors & Activities around it

- Everyone** — Can buy the CareCube, pick which tools they need, and replace them when needed with the provided instructions.
- DIYers** — Can build their own cube, make the available tools or design their own.
- Artisans** — Can experiment with materials for the outer shells and create intricate carvings and unique designs and sell them.
- Manufacturers** — Can sell interpretations of the design, and more complex tools as “CareCube compatible” (as long as it follows circular design principles and is in line with product care culture).

Channels

Virtual & Physical channels for exchange in the ecosystem

- Instagram** — Everyone can share their pictures and creations with #CareCube.
- Wikifactory** — All the designs, files, templates and approved recommendations will be gathered and made available here.
- Forums** — All participants can spread product care ideas, brainstorm CareCube tools, and discuss design improvements.

Business Model

How does the system sustain itself?

CareCube can be manufactured and sold along with multiple modular tools with the commitment to only use repurposed, recycled, minimum impact and sustainably sourced materials. This alone will differentiate us from other mass manufacturers while asserting our moral connection with our clients. We can also provide a range of aesthetics and -limited- personalization at a lower price than artisans, without stealing their higher-end market.

