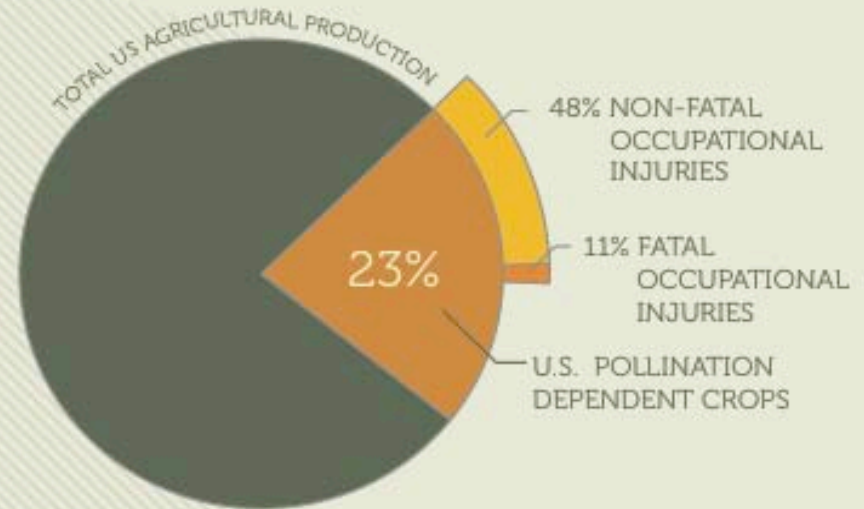




BEEHAVE

Better beekeeping through design

BEE POLLINATION OF AGRICULTURAL CROPS ACCOUNT FOR 1/3 OF OUR DIET.



COLONY COLLAPSE DISORDER HAS LEAD TO INCREASE IN BEEKEEPING, YET THE USE OF PROTECTION IS STAGNATE.

95°





During inspections
of honeybee hives

80%^{*}
not
Protected

why?
.....

same design
since 1800's



Sun hat with face veil

Long gloves

Full zip cover all

Elastic bands

standard
5 piece
Suit



Gerald

Commercial beekeeper
Age 27

"I would rather risk getting stung than have to put the whole suit on"

Gerald only puts on the suit if he feels the bees are angry or during the harvesting time. He prefers not to wear the suit due to heat and discomfort.

Needs:

Feel of being outdoors

Easy to put on

Faster way to get dressed



Attack Zones



1

2

3



Attack Zones



Body Heat Zones



Attack Zones



Body Heat Zones

Taught Fabric Areas



Less steps

OPPORTUNITY



Longer time
to dress

Less time
to dress



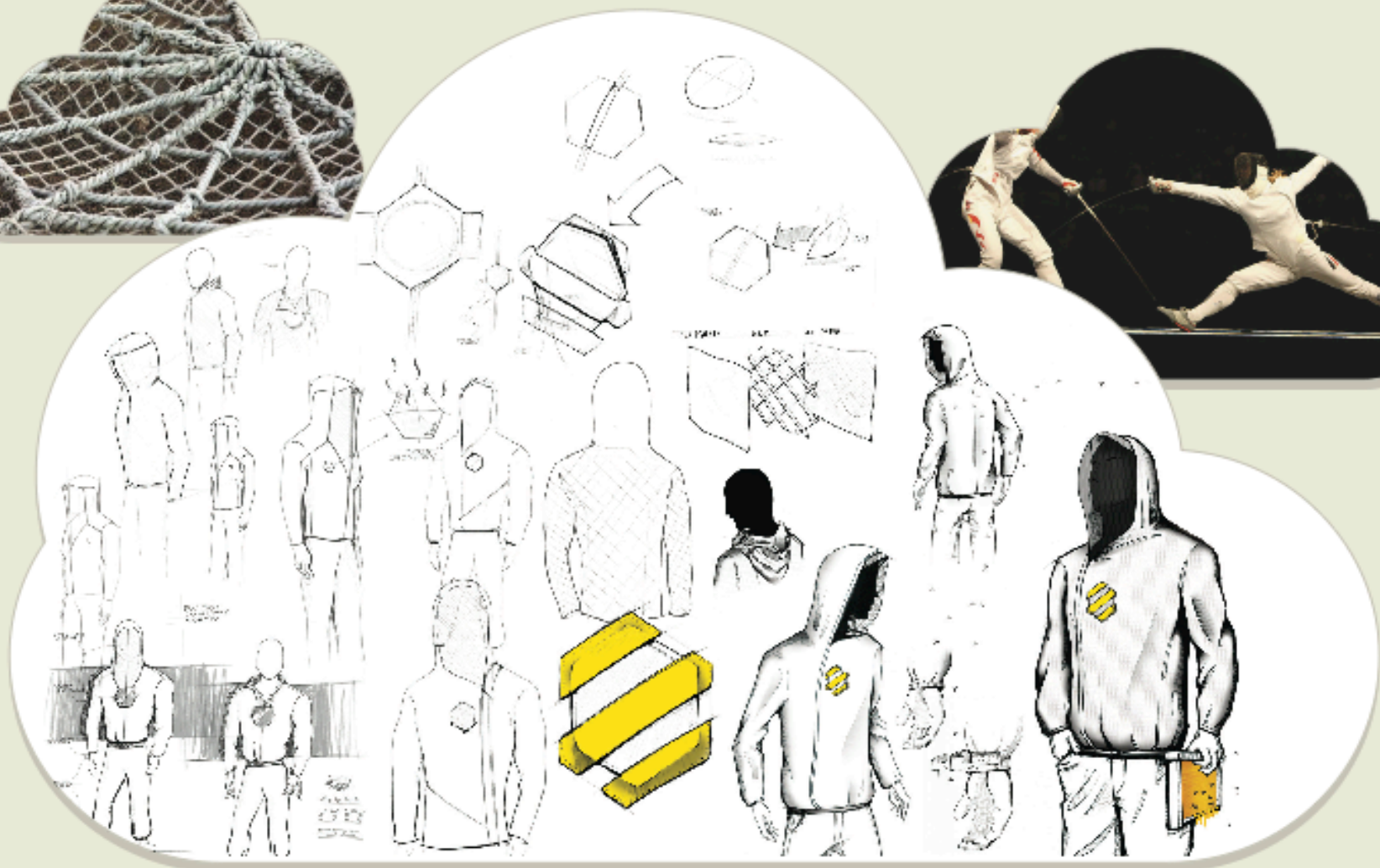
More steps



Design Intent:

Provide a **safe suit** for beekeepers that will improve comfort, breathability while retain protection from being stung in the effort to **increase use.**







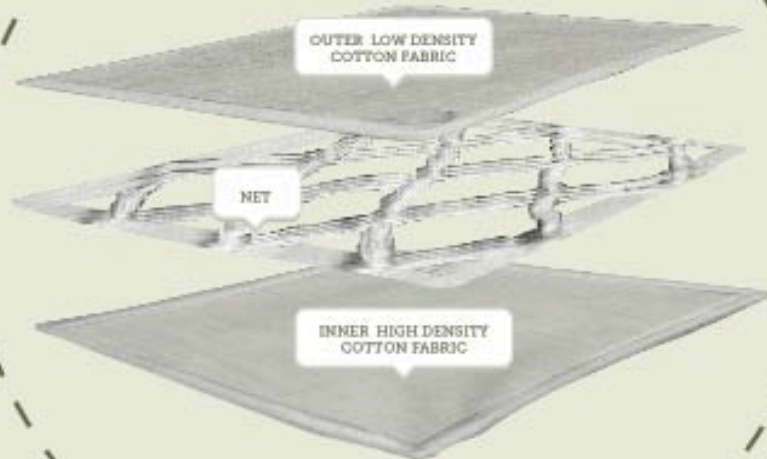
Sting Protection

Consistent Space

Quick to Dress

Breathable

VOLUMETRIC TRIPLE MESH



.2mm



floral scents



herbal scents



sweets



ATTRACTS

DETRACTS

smoke



bright colors



dark colors



