

TAXI

Jacket with Newspaper Insulation for the Homeless

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Canadian designer Lida Baday created an all-season jacket for the homeless that can be stuffed with newspaper for insulation!



"Newspapers are also easy for anyone to get their hands on," says Baday, who found the project a technical challenge. After researching fabrics, she settled on black Aquamax, a waterproof, breathable fabric laminated with a nonporous membrane.

The coat is an anorak-style, with drawstrings at the waist and hem. A hood can be folded into the collar. Two pockets in the hood, four on the chest, a large one on the back, and a long one down each sleeve can be stuffed with crumpled newspaper as the temperature drops.

"You stuff or unstuff the pouches as you need to, so the same jacket that keeps you dry in the rain, becomes something that can protect you from extreme temperatures," Baday says. In warm, dry

weather, the entire jacket can be folded into one of the pockets and there are straps so it can be carried as a backpack or used as a pillow.

This is a project, called 15 Below, by Canadian advertising firm TAXI.

-By Alex