

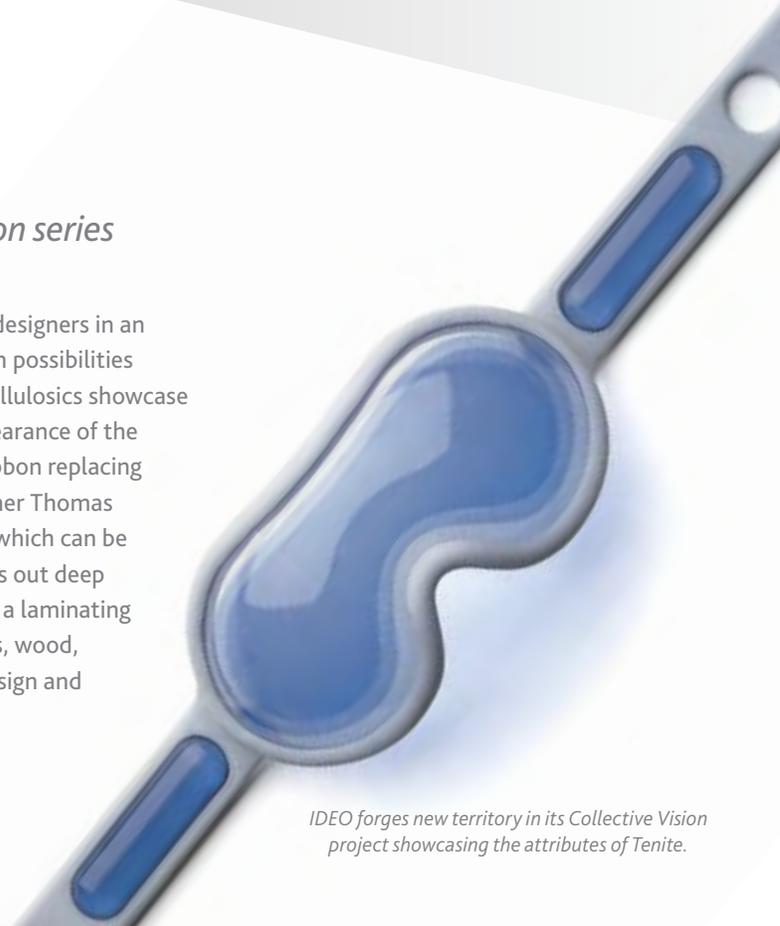
## Eye-popping design

*IDEO includes Eastman Tenite in its Collective Vision series*

With eyewear as its subject, IDEO introduced new concepts from top designers in an exploratory project called Collective Vision which examined the design possibilities of several plastics. Featured in three of the design concepts, Tenite™ cellulose shows the design flexibility, durability, excellent clarity, and fashionable appearance of the material. Designer Pontus Wahlgren creates VISAGE with an elastic ribbon replacing the conventional frame and a choice of different shaped lenses. Designer Thomas Overthun creates ENSEMBLE showcasing the versatility of cellulose which can be extruded in multicolored plates and polished to a high gloss that brings out deep saturation of colors. Designer Martin Bone creates BESPOKE featuring a laminating technique unique to cellulose to create combined layers of cellulose, wood, and copper. It's clear to see the creative genius behind eye-opening design and the versatility of Tenite.

**For more information on Tenite™ cellulose, visit [www.eastman.com/tenite](http://www.eastman.com/tenite).**

*IDEO forges new territory in its Collective Vision project showcasing the attributes of Tenite.*





The results of insight™

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