

Student Category: Brand Identity

Project Name: Olea

*Olea* is a renter-friendly overhead light shade designed to soften harsh ceiling lighting and make ambient, intentional illumination more accessible. Rooted in my personal dislike of overhead lighting—and love of lamps—this project began as a satirical manifesto for my graphic design course at the University of Connecticut.

Overhead lights often make rental spaces feel sterile and uninviting. While many renters turn to lamps to create warmth and atmosphere, building an ambient lighting setup can be expensive and inaccessible. *Olea* addresses this dilemma by offering a low-cost, printable DIY shade that transforms existing ceiling lights into something softer and more livable.

What started as a humorous critique of modern lighting culture evolved into a functional design solution—one that blends accessibility and aesthetics. *The Olea Manifesto* can be printed on six sheets of tabloid paper, then assembled into a collapsible shade using simple folds and glue. Users print, cut, and fold their way to a softer, warmer space.

At its core, *Olea* is about giving people control over their space—inviting warmth, rejecting harshness, and reimagining what domestic light can feel like.