



## **SustainableSense by Design**

SSbD was founded to promote in-depth sustainable design practice and thinking. SSbD aspires to design products and systems that embody the outlook of sustainable design and support the promotion of sustainable lifestyles and habits.

SSbD gives a variety of design services to businesses, public institutions and NGO's in the following categories:

- **Design of products according to the outlook of sustainable design.**
- **Consultation and guidance to projects that apply sustainable design methodologies.**
- **Lectures and innovation workshops to promote sustainable design practice and education.**

SSbD was founded and is directed by Adital Ela. Adital holds a bachelors degree in product design from the Holon Academic Institute of Technology (HIT) and a masters degree in Design from the 'Man and Humanity' masters program at the Design Academy Eindhoven. Adital has ten years of experience designing products, exhibitions, unique interior spaces and in creative direction of projects in various design fields. She lectures at the social-environmental design study track in the Faculty of Design at HIT, Israel and was one of its founders.

Adital is a member of the board of o2 Global Network, an international organization which promotes design for sustainability.

SSbD is one of the official consultants for sustainable design of the Israeli Ministry of Industry, Trade and Labor.

### **List of Clients**

Municipality of Petach Tikva  
SPNI  
Bimkom NGO  
Beit Rokach Museum  
Achoti  
Sindiyanna of Galilee

ID Design  
Stanly Israel (ZAG)  
The Israeli Design Center  
Amir Zehavi Design Studio  
Giladi Architects  
Bikaleh