

WIRED

REID HOFFMAN'S

BILLION-DOLLAR BRAIN

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ERASE BAD
MEMORIES
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The future as it happens

IDEAS TECHNOLOGY DESIGN BUSINESS

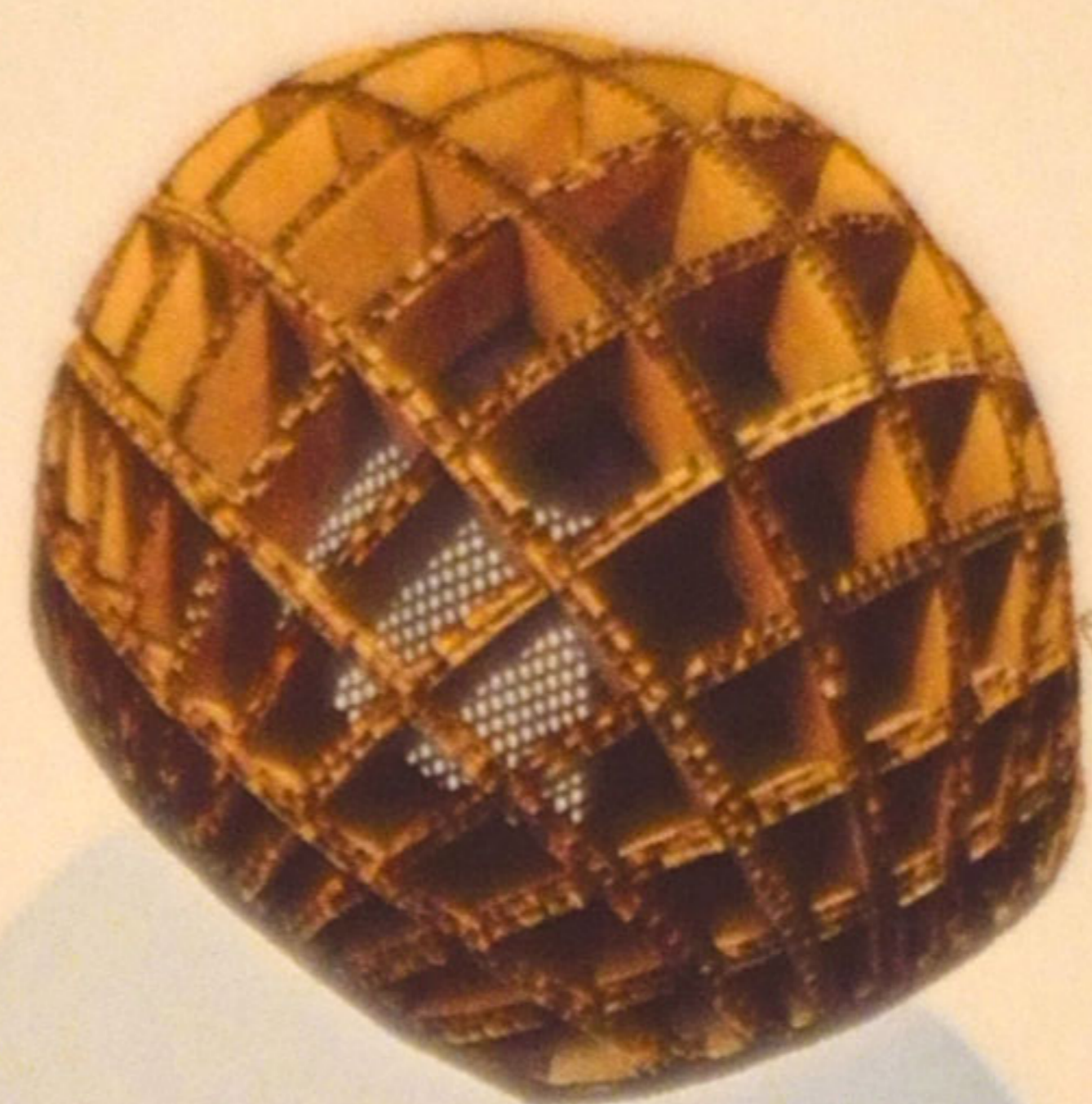
Cardboard for craniums

After years of cushioning falls in films, packaging is being used for helmets

a London-based company that creates helmets with honeycomb cardboard. The idea came in 2010 after he fell off his bicycle and suffered concussion - despite wearing a standard polystyrene helmet. He claims to have bettered that design. "The honeycomb cells trap air, which acts as a compression membrane," says Surabhi. "The structure is designed to absorb the impact by flexing and crumpling. By crumpling it continues to absorb the impact, as opposed to cracking like polystyrene. Once polystyrene cracks it stops doing any good."

In impact tests, the Kranium liner exerted, on average, only 85Gs, as opposed to 220Gs in standard helmets. The helmets should be on sale this summer. "There is a stigma attached to this being a paper-based product, but when people see that it's far more effective, hopefully we'll change their minds." **Matt Hussey** *kraniums.com*

"The design of helmets hasn't changed in 45 years," says designer Anirudha Surabhi. "Whether you pay £20 or £120, you get the same product." Surabhi is CEO of Kranium,



The helmet passed the EN 1078 safety test five times in a row

The mould cost £250 - one for polystyrene would be £12,500



The Kranium soaks up four times more impact energy than its rivals



THE QUESTIONABLE WISDOM OF CROWDS

The crowdfunding sites Quirky, Kickstarter and IndieGoGo support many noble and entrepreneurial endeavours - but there's plenty of weird stuff getting funded, too. Here are five. **Jeremy Kingsley**

Titanoboa
Kickstarter pledges funded the making of a 15-metre-long hydraulic snake. **Goal:** \$10,000 (£6,400) **Raised:** \$10,560

RoboCop statue
Campaign on Kickstarter to fund a life-size monument to RoboCop in Detroit. **Goal:** \$50,000 **Raised:** \$67,436

World's Largest Jockstrap
Ten-times oversized item made real, thanks to Kickstarter. **Goal:** \$850 **Raised:** \$854

Hypothetical Development
Kickstarter again: making ads for imaginary companies. **Goal:** \$3,900 **Raised:** \$4,197

Mesh clothing parameter deformer
Band turned to IndieGoGo to raise cash for musical clothes. **Goal:** \$5,400 **Raised:** \$5,555

And three that didn't quite make the grade...

Mantyhose
Chan Kraemer raised \$200 out of his \$20,000 goal on IndieGoGo to promote acceptance of male pantyhose.

Pedestal dog bowls
Despite Quirky's backing, these height-adjustable feeding bowls for tall and short dogs have yet to make it to market.

Drive suits
Even with extensive press coverage, the "wearable motorbike" didn't raise a cent on IndieGoGo towards its \$20,000.