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Semcon Design + FutureLab:

Discovering New Dimensions of Design

Semcon design department and communication agency FutureLab, have joined in a unique project, aiming to change our view on products and how we use them. The project is called Relight>Relate, and consists of a number of outdoor lighting products – and they are... almost alive. World premiere takes place at the Nordic Light Hotel during the Stockholm Design Week, 3-8 February 2009 in Stockholm.

With the project Relight>Relate, Semcon and FutureLab want to inspire to a whole new kind of relation between humans and objects. Do we really care about our products? Do they care about us? And if so, would we appreciate and value them more?

The first collection: Living outdoor lighting

As a foretaste of what could be produced in the future, Semcon has developed a whole new family of lighting characters for outdoor use. Each and one of them with it's own soul and personality. "Like any living creature, you don't really know how they will behave when you approach them. One may follow you, while another is shy or afraid. We don't want to reveal it all, you have to experience it yourself", says Pär Heyden, Senior Designer at Semcon.

Relight>Relate adds new elements to product and interior design, and place greater emphasis on qualities rarely used before; behaviour, personality and interactivity. "These products may look and function almost like other products – but under the surface you'll find a personality. Like when you are in the family way or when your dog is whelping – you don't know beforehand what personality to expect", says Andreas Friedrich, Senior designer at Semcon.

The concept is the outcome of a new cooperation model by Semcon and FutureLab, where leading material developers, innovators and producers will be invited as a third party, to create objects that were never seen before. "Through the complexity of several materials, we would like to show how products can be used as living and undoubtedly personal carriers of communication", says Pär Heyden.

Objects also have feelings. We exist. We're alive. Do you want to take care of us? Do you want to become our friend? Come and meet our whole family in Stockholm. Get a glimpse of us at www.relightrelate.com

Exhibition Relight>Relate
Black Room Nordic Light Hotel
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