

01.1 CIRCULAR

Some objects experiment a new design or trend every few months. In contrast there are also those which seem to be lost in time. For one reason or another people are not interested in those objects as far as they do their duty correctly, and maybe because of that they have not asked themselves if that duty or product can be improved. I felt that traffic light was crying out loud for being redesigned.

Circular tries to take the most advantage of the new light technology, as we all know, are leds. It offers the opportunity of getting rid of those visors they used to have. However the chance of changing the colour just with a little variation on its frequency, could be the most valuable feature.

It is true that nowadays we can see some traffic lights which are with leds but most of them have not been changed. It is difficult to change the traffic light, it has too many users and not all of them would be able to adapt to a new one. In any case Circular tries to be a utopian idea of what a traffic light could be; functional, cheap, ecologic, visible, easy installation, durable, sleek and simple.

