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# - wing light -

We live in an age where the planet's deteriorating health is common knowledge. Despite this, the connection between people's knowledge and what needs to be done to prevent this has become diffused. People can boast that they own a Toyota Prius but fail to realize that it's how they live that will make a difference. Somewhere a message has been lost. It's not what possessions we own, but is what we do with them that determine how eco friendly we are. As designers we are given an opportunity to convey a story or theme through the media of product. Because of this, designers have a huge responsibility to create products that can teach people how to live more efficiently. The majority of energy we receive from power plants goes into our lighting. However, lighting can easily be disregarded after you turn it on. Lightbulbs are left burning in empty rooms a lot of the time because the relationship between the product's source (energy) and the product's outcome (light) is lost.

My task was to design a lamp that can help remind the user of the relationship between energy wastage and light use. This message could be conveyed through the form, function, material use and construction of the product. By designing a lamp with a simple structure and practical use, the user can understand the product easily and grow attached to it. The 45° pivot enables the light head to be directed onto different surfaces changing the direction and path of the light. The user is able to play with the light to suit their mood.