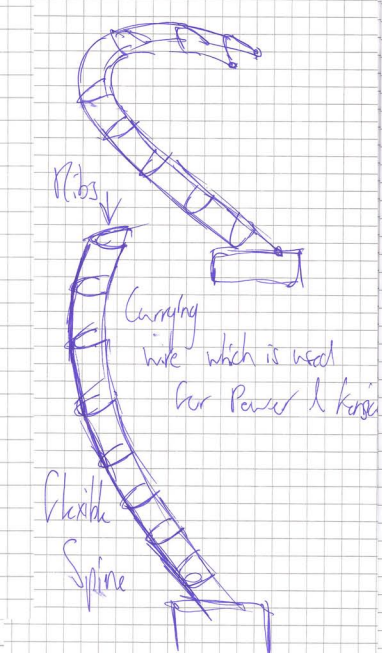
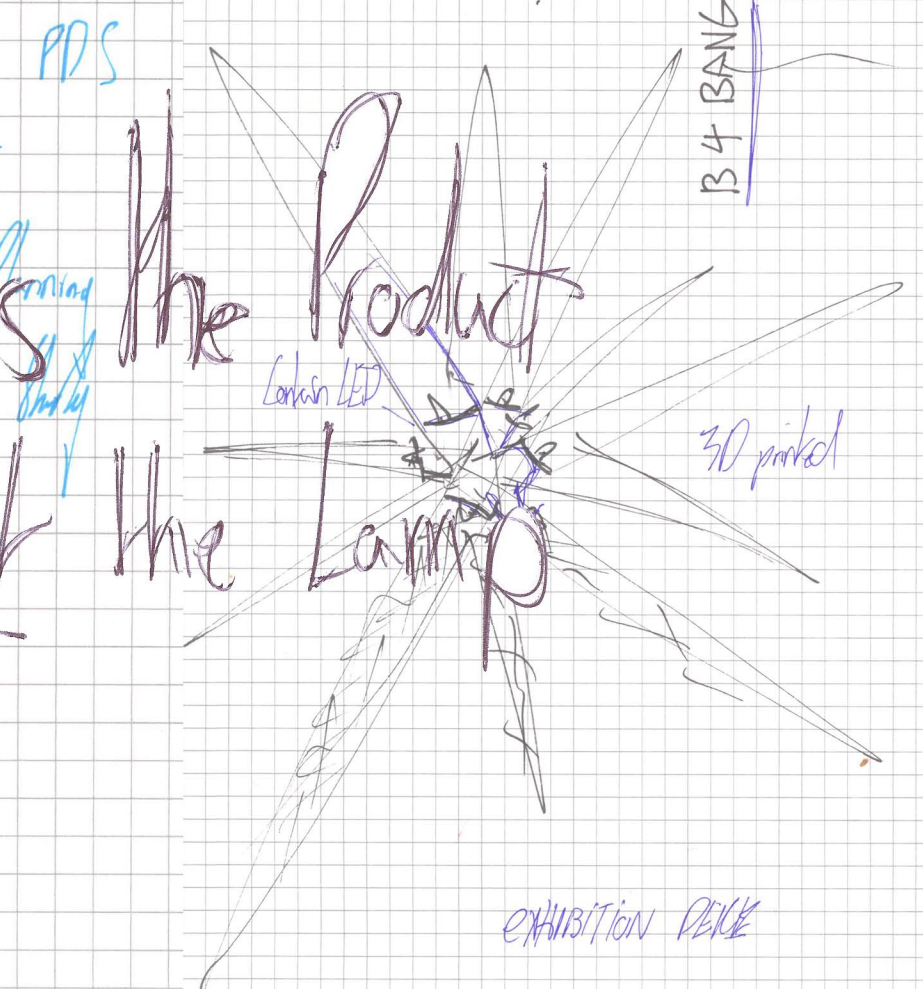
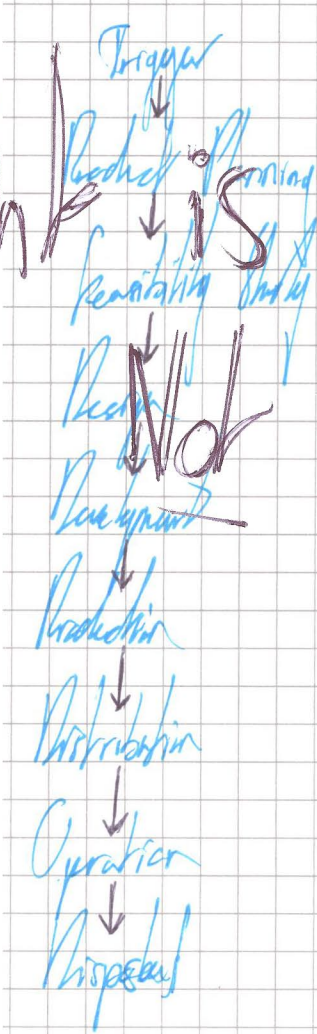


Lighting Brief
 Design a light...
 What type? — exhibition piece
 Task Overhead — Play with light
 Task lamp... for who?
 Designers/ architects / students
 What do they need...ccc

Research - Task lamp
 - Customisable colours - RGB LED
 - Customisable angle (Direction)
 for DORMING / USING COMPUTER /
 General Room light
 - Manufacturing techniques...
 Cradle to Cradle
 As a designer what do I
 want?

Light is the Product
 Not the Lamp



Brand Values
 Brand Design Specification
 Working Model
 PoP - proof of principle - requires a light

Branding - Brand Mark
 - Depth - Not Generalisation
 - Consistency - Graphics - Logo - Typeface
 Ask why?
 - Compelling Insights
 - check spelling
 List Values
 Nyx
 Angle Fish
 Pinecone Fish
 Flux
 ELEMENTS

What is currently available...
 Design task lamp
 Table Pose lamp
 Other generic lamps
 All move on hinges
 All you move the lamp
 X Could I move the light source
 around the lamp
 Natural organic movement
 Flow - Curve

