

THE MATERIAL GAP 2014 LIGHT REFLEXIONS

DIGITAL LIGHT – A FIELD OF POSSIBILITIES

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LIGHT REFLEXIONS?
THE MATERIAL GAP 2014

WELCOME TO THE SEMINAR at Berns, Stockholm, Sweden.
February 4 2014 at 18:00–19:30, doors open 17:30.
The seminar is followed by PechaKucha Night. Free entrance.

SPEAKERS

Jenny B Osuldsen, Partner/Director Snøhetta, Norway.
Daan Roosegaarde, Creative Director Design Lab Studio
Roosegaarde, Netherlands.
Marc Fontoynt, Professor with Special Assignment,
Department of Energy and Environment, Danish Building Research
Institute, Aalborg University, Denmark.

MODERATOR

Lars Montelius, Prof. Expert Advisor at Lund University and
Director Lund Lighting Initiative, Sweden.

This year's **THE MATERIAL GAP** will highlight new conceptual
avenues for the medium light far beyond its capacity to shine on us.

New light transmitting materials are on the verge to transform our
idea of what light can do for us within design/architecture and the
built environment.

There are many benefits in terms of sustainability. But these light
systems are not only about transmitting light to reflect upon us or
our objects. It is also about how they can carry ideas, sense desires
and even have an impact on our well being.

THE MATERIAL GAP is a series of discussions on how to bridge the
gap between material research and design/architecture.

How can we apply material research in the design process in an
organizational extended R&D?

THE MATERIAL GAP 2014 is a collaboration with Snøhetta A/S,
www.snohetta.com

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#pechakucha
#svenskform

PechaKucha Night

WELCOME TO PECHAKUCHA NIGHT 2014

at Berns, Stockholm, Sweden.

February 4, 2014 at 20:20 until late, doors open 19:30.

Free entrance. No RSVP.

Welcome to the grand PechaKucha Night during Stockholm
Furniture & Light Fair. PechaKucha 20x20 is a presentation
format where the speakers show 20 images, each for 20
seconds. The images advance automatically and you talk
along to the images.

PechaKucha is informal, fast and fun gatherings where
creative people get together and share their ideas. Tonight's
PechaKucha Night is moderated by Mark Dytham, the
founder of PechaKucha, and Ewa Kumlin, CEO Svensk Form.

SPEAKERS:

- **Ulrika Elovsson**, Textile designer.
- **Ulrika Mårtensson & Margot Barolo**, Designers,
Brave New Production. www.braveproduction.com
- **Claesson Koivisto Rune**, Designers.
www.claessonkoivistorune.se
- **Oliver Schmidt, Björn Florman & Naoto Nakamura**
Founders of Materialbiblioteket / the Material Library.
www.materialbiblioteket.se
- **Paul Loebach**, Industrial designer, New York.
www.paulloebach.com
- **Tobias Lindén**, Founder of Fry Communications. www.fry.se
- **Jens Thoms Ivarsson & Arne Bergh**, ICEHOTEL Creative
Experience AB. www.icehotel.com
- **Peter Söderlund**, IoU Design, Design for a better life.
www.ioudesign.se
- **Morris Isfeldt**, Founder of Suck My Style.
www.suckmystyle.se
- **Olle Dierks**, Leader of Smart Living Challenge.
www.smartlivingchallenge.com
- **Mark van Iserton**, Global Head of Design – Heineken
Craft & Creativity. www.heineken.com

+ Special guests from Japan for Tokyo Style Umeå2014.

ARCHITONIC DISCO

After the PechaKucha you are invited to the night club at
Berns Gallery 2.35:1. DJ Staffan Lindberg.

PechaKucha was devised by Astrid Klein and Mark Dytham of Klein
Dytham architecture and now exists in 700 cities throughout the world.

Thanks to:

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