

AWARE

Project type: Design, Explorative

Time: 2006-2008

Target groups: Researchers, Media

Contact information:

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Funding: Stiftelsen för Strategisk forskning, Energimyndigheten (Swedish Energy Agency)

Partners: SVID

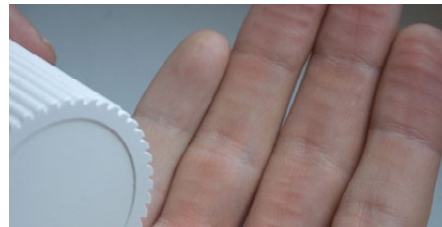
AWARE is a design oriented research project that aims to increase people's awareness of how energy is being used in everyday life, especially in our home environment. The objectives are to develop strategies and artefacts that make people attentive of their energy use, as well as offer them control and possibilities of making their energy use more efficient.

Prototypes and demonstrators



AWARE CHANDELIER

The AWARE Chandelier puts focus on the aesthetics and use of low energy light bulbs. It combines the design and status of a classic cut-glass chandelier with modern materials and low energy light bulbs. Through the AWARE Chandelier we place the low energy lamp, an energy-saving product that are often considered as something ugly and boring, in a new context.



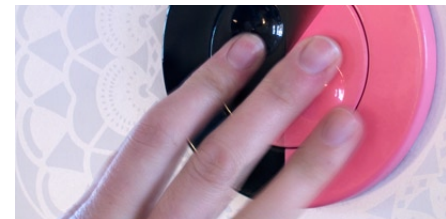
AWARE HANDLE

The AWARE Handle is a radiator handle that makes it more comfortable for the hand to lower the temperature than to increase it. It also visualizes the current state of the handle with help of infographics that does not only use the traditional numbers (1-4) but icons angled towards informing about different consequences resulting from the different states of the handle.



AWARE LAUNDRY LAMP

AWARE Laundry Lamp is an attempt to combine positive symbols and activities such as hang-drying your clothes outside in the sun, with designing your own lampshade. At the same time you can make a statement with the kind of laundry you put on display. Switching on the lamp helps in drying the clothes even faster as well as adding ambience to the room. The lamp encourages hang-drying instead of tumble-drying clothes, an alternative that drastically reduces electricity consumption on a large scale. Tumble dryers are one of the greatest consumers of electricity at home.



AWARE PUZZLE SWITCH

The AWARE Puzzle Switch is an on/off button designed to encourage people to switch off their light, by playing with people's built-in desire for order. It also gives much more feedback of its current state than a traditional switch.



ENERGY AWARE CLOCK

Energy AWARE Clock is designed to make energy awareness a part of everyday life. The clock visualises the daily energy rhythms of the household on a 24 hour clock and is intended to function like an ordinary kitchen clock, both in form, place and use. The clock shows electrical utilisation of the household in real time. Yesterday's graphs fade away slowly and today's consumption is drawn on top of previous days, making it possible to compare your current electricity consumption with yesterdays and the day before yesterday.



SHARE AWARE LIGHT

Share AWARE Light is a series of portable, radio controlled, light sources that in a poetic way share a fixed amount of light. For example, when one lamp is dimmed up by a certain amount, the others are dimmed down by an equally shared amount. Light are used where needed the most.

"The Energy AWARE Clock is about making electricity use visible and engaging the whole household without passing any judgment about certain behaviour. We as designers can make energy awareness into something fun and exciting."

Karin Ehrnberger, Interactive Institute

"The AWARE Laundry Lamp is a good example how we through design can combine energy conservative behaviour with something positive. By allowing the consumer to design their own lamp with their laundry and at the same time encourage hang drying instead of tumble drying we save electricity".

Loove Broms, Interactive Institute

Publications:

Moen Jin, Torstensson Carin (2008). **AWARE – design för energimedvetenhet**; Linde, Jessica (2008).

AWARE Puzzle Switch - en utvärdering av ett designprojekt från konceptet AWARE.

Broms, Loove; Bång, Magnus; Ilstedt Hjelm, Sara (2008). **Exploiting lifestyle as a driving force to promote energy-aware use patterns and behaviours.**

Erika Lundell, Sara Ilstedt Hjelm, Jin Moen (2007). **AWARE. Design för energimedvetenhet – Om energianvändning och uppfattningar kring elektricitet och konsumtion** Field study report.

Download publications at: www.tii.se/publications/

AWARE project participants:

Sara Backlund (interaction designer), Loove Broms (interaction designer), Karin Ehrnberger (industrial designer), Sara Ilstedt Hjelm (industrial designer), Erika Lundell (ethnologist), Jin Moen (interaction designer).

The following people and organizations have also been involved in the project: Mikael Aggefors (student, KTH), Jonas Andersson (Student, Högskolan Dalarna), Therese Balksjö (student, Mälardalens Högskola, Jenny Bergström (student, Konstfack), Christoffer Johansson (student, KTH) Irina Lindqvist (glaskonstnär), Emelie Jutvik (student, Luleå tekniska universitet), Pau Francia Payàs (student, University of Barcelona), Leila Virkkula (student, Designhögskolan i Umeå), Mathias Båge (BITOPS HB), Mikael Joki (Eskilstuna Elektronikpartner), Ali Abid and Joel Roback (SVEJA).

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