



⇒ Cooles Design

The inexplicable lightness of being.

There are things on the market that make you wonder why they have only just been invented. The cleverest inventions are, after all, usually those that are based on the simplest ideas.

This is exactly what you think when you see these shades for the first time. "The Brow" looks like a pair of sunglasses but without a frame or lenses, and that is how this accessory is worn. You are not supposed to compare "The Brow" to a regular pair of sunglasses. The idea behind this innovation is to provide protection from direct sunlight. This is not achieved by eliminating any specific portions of radiation from sunlight, however, which is why it does not give rise to problems of colour shift. The wearer's visual perception is not impaired in any way. There are no difficulties in judging distances, a problem which can occur as a consequence of chromatic aberration when wearing tinted lenses. For sports in which it is important to be able to judge distances accurately, such as golf, this invention is a true alternative to regular sunglasses.

The positive effect of being exposed to unfiltered daylight is coupled with excellent visual comfort. The field of vision is not restricted by a frame or anything else, and the shielding angle is the equivalent of that of a peaked cap in spite of its slimline dimensions.

A "The Brow" is extremely comfortable to wear.

The Italian-looking, plain and simple functional design is striking in its simplicity. On a sunny day you can still look the person you are talking to in the eyes. The only question this ingenious innovation raises is: why on earth didn't anybody think of it before? Think about it ...



www.the-brow.com

⇒ Rainbow in the dark

V.I.P. installation in Uppsala/S.

Children in the northern parts of Europe go to school in the dark, only to come home in the afternoon to more hours of darkness. A lighting installation commissioned by the Uppsala Municipality for the playground at Heidenstamskola primary school makes for a friendly gesture and offers a high-impact incentive for the youngsters.

The concept for the installation, entitled V.I.P., comprises a white circle painted on the ground where paths cross and people pass. Luminaires mounted on three white poles are focused on the centre of the circle. During hours of darkness the circle comes to life.

From a distance it can be perceived as an illuminated arena, waiting for the star to come on stage.

Once anyone steps into the light the circle transforms into an array of fascinating, colourful shadows. The idea is based on additive colour mixing in which red, green and blue together give white light. When the rays are refracted, the 'shadows' of their complementary colours appear.

Artist Aleksandra Stratimirovic: "V.I.P makes you feel like a star – the more actors on stage, the more colours and layered shadows. The dynamics of this lighting installation lies in its variability with active participants. Snow, rain, fog and swirling leaves in light can also give rise to beautiful effects."

During the winter season the installation was realised on snow.

In the spring time, when the snow melts, a white dot will be painted on the asphalt.



Project team:

Light art concept: Aleksandra Stratimirovic

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www.strati.se/WorkDetails.aspx?id=29

