



Vraie Lumiere



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S



Smile Switch



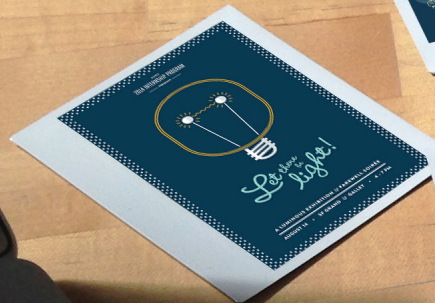
Brighter Moments



dandelight



Let it Shine



MAGIC

2014 Summer Interns



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limelight



Fish Fil-Lite

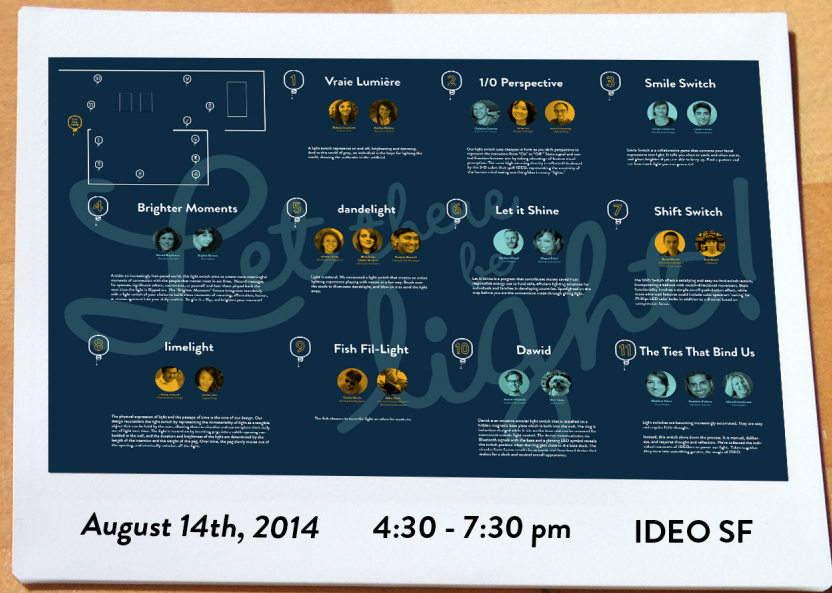


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The Ties That Bind Us







Megan Crabtree
Digital Shop



Sarina Hickey
Business Design

A light switch represents on and off, brightening and dimming. And in this world of grey, an individual is the hope for lighting the world, showing the authentic in the artificial.

Vimeo link to full movie: <http://vimeo.com/m/103404906>

Best experienced with over-the-head headphones and in a quiet space!

Let ^{there}
^{be} light!



Quinton Larson
Interaction Design



Elise Xu
Business Design



Aaron Soloway
Digital Shop

“If you change the way you look at things, the things you look at change.” – Wayne Dyer

How can the same figure have different forms (and meanings!) when viewed from different angles?

Our light switch uses changes in form as you shift perspective to represent the transition from “On” to “Off.” State signal and control function become one by taking advantage of human visual perception. The same high meaning density is reflected/shadowed by the 3-D cubes that spell IDEO, representing the creativity of the human mind seeing one thing/idea in many “lights.”

Let ^{there} ^{be} light!



Tanya Siadneva
Interaction Design



Sasha Urano
Environments

Smile Switch is a collaborative game that converts your facial expressions into light. It tells you when to smile and when not to, and glows brighter if you are able to keep up. Find a partner and see how much light you can generate!

*Let there
be
light!*



Brighter Moments



Naomi Bagdonas
Business Design



Sophie Brown
Recruiting

Amidst an increasingly fast-paced world, this light switch aims to create more meaningful moments of connection with the people that matter most in our lives. Record messages for spouses, significant others, roommates, or yourself and hear them played back the next time the light is flipped on. The “Brighter Moments” fixture integrates seamlessly with a light switch of your choice to build these moments of meaning, affirmation, humor, or encouragement into your daily routine. So give it a flip, and brighten your moment!

*Let there
be
light!*



Olivia Ching
Mechanical Engineer



**Henriette
(Jetti) Stykow**
Interaction Design



Poojan Jhaveri
Toy Lab iOS Developer

Light is natural. We envisioned a light switch that creates an entire lighting experience playing with nature in a fun way. Blow over the seeds to illuminate dandelight, and blow on it again to send the light away.

Let ^{there}
^{be} light!



Nathan Magel
Org Design



Megan Patel
Business Designer

Let It Shine is a program that contributes money saved from responsible energy use to fund safe, efficient lighting solutions for individuals and families in developing countries. Spotlighted on the map before you are the connections made through giving light.

*Let there
be
light!*



Ryan Moeck
*Interaction Design +
Industrial Design*



Sam Starr
Wildcard

The Shift Switch offers a satisfying and easy-to-find switch-action, incorporating a bellows with mulch-directional movement. Basic functionality involves a simple on-off push-button effect, while more advanced features could include color spectrum 'tuning' for Phillips LED color bulbs in addition to a dimmer based on compression force.

*Let there
be
light!*



Chong Ying Pai
Environments Design



Nicole Zhu
Digital Shop

The physical expression of light and the passage of time is the core of our design. Our design reconsiders the light switch by representing the immateriality of light as a tangible object that can be held by the user, allowing them to visualize and contemplate their daily use of light over time. The light is turned on by inserting pegs into a subtle opening embedded in the wall, and the duration and brightness of the light are determined by the length of the insertion and the weight of the peg. Over time, the peg slowly moves out of the opening, and eventually switches off the light.

*Let ^{there}
^{be}
light!*



Fish Fil-Lite



Taylor Boyle
Mechanical Engineer



Mike Choi
*Toy Lab Product Design +
Mechanical Engineer*

The fish chooses to turn the light on when he wants to.

Let ^{there}
^{be} light!



Aaron Wansch
Industrial Design



Guy Viner
OpenIDEO

Dawid is an intuitive circular light switch that is installed on a hidden magnetic base plate which is built into the wall. The ring is induction charged while it sits on the base and can be removed for convenient remote light control. The device communicates via Bluetooth signals with the base and a glowing LED symbol reveals the switch position when the ring gets close to the base dock. The circular form factor results in an iconic and functional device that makes for a sleek and neutral overall appearance.

Let there be light!



Mathew Chow
Org Design



Sandeep Pahuja
Business Design



Eliza Rosenbaum
OpenIDEO

Light switches are becoming increasingly automated. They are easy and require little thought.

Instead, this switch slows down the process. It is manual, deliberate, and requires thought and reflection.

We've collected the individual moments of IDEOers to power our light. Taken together they turn into something greater, the magic of IDEO.

*Let there
be
light!*

