

LIGHTEN UP

SWITCHED-ON SUSTAINABLE LIGHTING DESIGNS

Lighten Up showcases 64 of the UK's most innovative sustainable domestic lighting solutions. Looking beyond the bulb, **Lighten Up** explores the power of design to pioneer sustainable lighting – from new technologies and materials to aesthetics and interaction.

Informative, engaging and visually stunning, **Lighten Up** received a great response at its launch, when it appeared as a feature at 100% Design, Earls Court, in September 2008. The exhibition then toured to Newcastle's Design Event 08 festival, appearing in the atmospheric North Tower of the Tyne Bridge, Newcastle Quayside, in October 2008.

The accompanying **Lighten Up** book is full of bright ideas for 'lighter' lighting. Revealing the issues, stories and people behind the products, **Lighten Up** offers inspiration for the next generation of lighting.

From up-and-coming graduates to long-established companies, **Lighten Up** designers are exploring diverse routes towards sustainable lighting design. The approaches you'll find include:

- Focus on efficiency: new uses and looks for energy-efficient lighting technology, renewable energy sources, monitoring energy use and motivating behaviour change.
- Material choices: sustainably produced natural resources, local production, reclaimed or recycled materials.
- User engagement: adaptability and responsiveness, user as maker, and designs that recall past times.
- Long-term thinking: products that last a lifetime, and design with future lifecycles in mind.

PARTNERSHIP OPPORTUNITIES

[re]design is now seeking partners committed to sustainability and innovation, to help get these bright ideas seen at high-profile venues and events across the UK. As a venue or sponsor, you'll play a key role in bringing **Lighten Up** to consumers, designers and trade audiences – and benefit from our track-record in delivering exciting design events with mass appeal and creative flair.

Now more than ever, we believe design is key to making sustainable living aspirational and achievable. People are all too aware of environmental problems and are seeking functional, desirable solutions. **Lighten Up** proves that the quest for sustainability can inspire rather than limit creativity, and that there's much more to sustainable lighting than changing a bulb.

[re]design invites you to partner with us to highlight brighter futures.



ABOUT [RE]DESIGN

[re]design is a social enterprise that propagates sustainable actions through design. We partner with a wide range of organisations to pioneer strategic approaches to sustainable design and help bring concepts to fruition.

As climate change demonstrates the urgency of sustainable behaviour change, [re]design sets out to decouple eco-awareness from doom and gloom. The need for sustainable design is an opportunity to ask how we can create true quality of life, now and for the future.

[re]design showcases the work of designers taking a diverse range of approaches towards sustainability. We translate these approaches into tools that can be shared, helping sustainable design to grow. [re]design events engage, inform and empower diverse audiences – public, education and business – to make greener choices.

"Lighten Up advances the message of sustainability one step further into the mindsets of the public and industry. Importantly, it doesn't force the message or make us feel guilty for our consumption but, instead, suggests feasible and desirable alternatives that marry human nature's creative instincts with a different approach and attitude to production. It is no longer about 'newness' of material, but 'newness' of thinking." **Max Fraser**

"By approaching the defining issue of our time in a grounded, personal and truly engaging way, [re]design are thought-leaders in the sustainable design arena and an organisation I always enjoy working with and learning from." **William Knight, Deputy Director, London Design Festival**

"[re]design are a great team to work with, pulling out all the stops and consistently delivering high quality events with a smile." **Karen Stone, Director, Design Event Festival, Newcastle**

"A glorious, resourceful and forward-looking approach to design."
Dr Kate Fletcher, sustainable textiles innovator, on [re]design

SO LET'S TALK...

We look forward to discussing how we can make the most of the partnership opportunities **LIGHTEN UP** offers to benefit your business or organisation and the planet.

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Images clockwise from top left: entrance to Lighten Up stand at 100% Design; Ash Pendant lamp by Tom Raffield; side view of the mesh-covered polytunnel structure used as a mobile stand for Lighten Up; Tortoiseshell Loopy Light by Jane Blease Design; the [re]use section at Design Event 08; Non-Standard Lamp by Anna McConnell; Hula by Vamped Designs; Circa Light by Rawstudio; the [re]cycle section of Lighten Up at 100% Design; Jumper Sleeve Lamp Shade by Higher Market Studio.