

## SMART LIGHT AS A SOCIAL TOOL

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**Collaborator:** Roskilde Festivalen

**Keywords:** Everyday life, future, experience.

**Aim:** The aim of this project is to develop a radical new innovation in the area of lightning at festival camp sites.

**Motivation:** There are two main developments that give reason to believe that there are new business and user experience opportunities to be explored in the way people use light.

Firstly, there is the recent introduction of LEDs (Light Emitting Diode) into the mass consumer market. Though LEDs and diodes have been around for some time their price and functionality (brightness and color) is now coming to a point where they have the potential to be integrated into a variety of uses. Low energy consumption combined with increasingly powerful batteries makes it feasible to create smaller, lighter and unwired devices.

Secondly, there are signs that light as a decorative, communicative, symbolic and emotional element in peoples everyday life is on the rise. Light is so to speak about to become a new versatile element for people to create new experience. Light bulbs now comes with many different colors and people design the light setting as much as other elements of their home. Also in the public room there is an increased attention to the composition of light, - not to mention the truly stunning light show that are seen at concerts and memorials.

People's increased sensitivity and appreciation of light is not widely understood yet and with new cheap, durable, intelligent technological solutions just out of the laboratory, there is a new space to envision out-of-the-box practices and concepts.

**Assignment:** The ambition is to envision a new practice that trigger a valuable user experience and to further translate the vision into a concrete concept so that it can be experienced and evaluated by potential investors. We will assume that new light technologies, such as diodes, are a substantial part of the final concepts. The concrete focus is the camp sites at the Roskilde Festival, but it is desirable to develop versatile concepts that are suitable for a range of situations, such as camping, picnics dinners/parties on the terrace or in the garden etc.

The scope of the project is not defined by a particular group of actors, user experience or contemporary practice. Light may be used in relation to a range of practices at a camp site and it is a central part of the assignment to identify such practices and envision a new practice that serves as the starting point for the development of a concrete innovation. However, the final concept must fit the "nomadic" context of a camp site (in particular at the Roskilde Festival) and it would be desirable to come up with a concept that empower people to develop their own way of using it (co-design).

**Approach:** Though the final concepts will be developed with a festival camp site in mind, we will start out by looking more generally at different contemporary practices that may inspire and influence the practice of using light at festival camp sites. Furthermore we will investigate a range of aspects that may either enable or constrain future practices, so that we competently can envision new practices.

In the project we will be using practice-oriented methodologies, actor-network theory, historical research, trend research and scenario techniques, which will be introduced and explained on a need-to-know basis by the advisors at DTU.

**Challenges:** It should be stressed that we will be using a brand new practice-oriented methodology that on the one hand offers an unique opportunity to try out an exciting and powerful methodology, but on the other may require extra efforts from the project group. .... and finally: everything in writing should be in English :)