



The bio-lamp

DESIGN IS ABOUT COMMUNICATION

Many people never imagine how much thought has gone in to creating a piece of technical equipment or a tool they may be using; yet the design elements have been many - and complex. A tool is not like any item that you would just look at and enjoy. Whether it's a screwdriver, fishing line, or an electron microscope, it must work to the height of its purpose as well as be safe to use. A smart, appealing appearance is like the icing on the cake.

To these ends, the innovation and development of new products, particularly those that are branded and linked with marketing strategies and production, is a process that needs the direct input of a designer from the very beginning of a product's concept. Design is therefore a communication between the manufacturer, designer and finally the user, or consumer. 'That communication should be - as design is - straightforward and intelligible,' said David John, the Czech industrial designer who founded the FaktUmDesign studio, which specialises in complex technology and parts, machines, tools and consumer goods. The principles were employed in the development of the personal electron microscope, he said, '... which is unique in many ways. It sets brand new horizons in design via its technical features, compactness, and overall design. The functionality of this appliance fully corresponds with its morphology, shaping and manufacturing. The horizontal division line emphasises the section containing the cooler and also forms a characteristic and very distinct component.'

As another example, David John described a bio-lamp - an appliance that provides therapy using polarised light - that resulted from a study of future trends in this type of production line. FaktUmDesign, he pointed out, finds the greatest challenge in products that are rather limited by manufacturing procedures and current possibilities in technology. 'In our studio, we understand the entire design sphere as a certain way of thinking, as an ideal symphony of material, construction, technology, and functionality of creative elements that we might employ while creating a new product.'

Based on a report by Rostislav Kuklik