

LOGIC PER ART

During Superdesign Show 2018, Habits will present the “**LOGIC PER ART**” project, result of the philosophy of the modus operandi of the design studio based in Milan: the preposition PER, from its latin meaning "through", to indicate how **science, technique and virtue** merge together in arts as it happened during the Renaissance period, in which the artists themselves were the inventors of their techniques.

ELASTICA

In this context, the **Elastica** project is designed as a combination of **aesthetics, science and know-how**: its intelligence lies in the technical-aesthetic solution of the product, while in the interaction is possible to experience wonder and perceive its intelligence from the first time used.

Elastica is a **flexible linear lamp** for ceiling-floor installation (a heavy base together with the elastic material, allow different heights adaptability, as well as the inclination change).

The on / off and the light intensity adjustment, is possible through the **natural interaction with the elastic fabric**. The lamp is made out of two-toned fabrics, on one side the white textile diffuses the light of the strip led, on the other side, the colored lycra strips mark colourful lines in the interiors.

**MEDIA CONTENTS:**

**Press kit and high resolution pictures**: <https://drive.google.com/open?id=1tg_4xiBXpcmfy-GvuM2UV68TlAT-CdoV>

**Website**: <http://www.habits.it>

**Facebook**: <https://www.facebook.com/studio.habits/>

**Vimeo video channel**: <https://vimeo.com/habitsdesign>

**Facebook**: <https://www.facebook.com/digital.habits/>

HABITS PROFILE

Habits, founded in 2004 by Innocenzo Rifino and Diego Rossi in Milan, is an industrial design studio with multiple experiences of international relevance. The team is composed by industrial designers, electronic and mechanical engineers, model makers, interaction and visual designers, architects with a multidisciplinary approach.
Today, the works of Habits are focused largely on digital products, home appliances, industrial equipment, lighting, IoT, UX interaction and interfaces.

The team awarded more than 100 international design prizes such as Red Dot, IF, Compasso d’Oro, Design Plus, Good Design, German Design Award.
The professional activity of Habits studio has always challenged future needs and necessities channelling key findings into research for new functional and expressive codes. This led to the spin-off of Digital Habits, a completely new experience and a scenario in which present and future meet.

COLLABORATION WITH QUANTUM

Two projects are created by thought and joint achievement between Habits and **QUANTUM**, innovation accelerator based in Tokyo, part of the global advertising agency **TBWA**: here technological products become minimalist and sensitive, able to transform the perception of the environments in which they are placed.



QUANTUM

QM is QUANTUM’s original brand established in 2014, exploring multi-faceted innovation through collaboration with partners in diverse fields. UX concepts that blend effortlessly into our everyday life and designs to generate uplifting happiness is what drives QM.

During SuperDesign Show 2018, we plan to exhibit 4 different designs for the original lineup of QM weather. (an loT ambient weather forecast signage object) as well as 2 designs that use Swarovski® Crystals at the base and 2 designs by KAMAWANU, a TENUGUI (a piece of dyed cotton cloth) maker, based at Daikanyama in Tokyo, and other designs that feature internationally popular characters. Besides QM weather., Another Moon, a light object that waxes and wanes in the same cycle as the moon cycle, will also be put on display at the show.

QUANTUM PROFILE

QUANTUM is a Startup Studio that continues to create new products / services / businesses / entities through collaboration with an array of big businesses or linking big business with start-ups from different business specialisms and areas. By bringing players who traditionally did not have the opportunity to do business together QUANTUM generates creative diversity. Leveraging a team from diverse professional backgrounds, a comprehensive network of internal / external partners, and the experience of development / execution of new businesses, QUANTUM enriches our lives.

QM PROFILE

QM is a product manufacturing brand of QUANTUM. Its main business includes business conceptualization/production, product design, software/hardware development, and branding. While taking advantage of its experience in various fields, QM works with partners at home and overseas fostering the incubation of product that blend seamlessly into modern life,

while always maintaining a focus on technology that is human, caring and warm.

**MEDIA CONTENTS:**

Website QM: <http://www.q-m.jp>

QUANTUM: https://www.quantum.ne.jp/en/about/

QM weather.: http://qmweather.jp/

Another Moon: http://www.q-m.jp/en/anothermoon/

Email : info@quantum.ne.jp

ANOTHER MOON

We all live busy lives in a busy world. As human beings we are over scheduled and we sometimes forget to stop and appreciate the passing of time. We also forget that we are part of a nature cycle, and nature has a rhythm that changes constantly. ANOTHER MOON is an interior object that reflects the moon cycle in the sky. The moon-shaped light object in your room will let you know the phases of the moon by synchronizing with the real-time waxing and waning data on the Internet.　Whether you are back at home relaxing, getting ready for bed, or waking up to start your day, ANOTHER MOON will gently remind you the nature rhythm in your room.



QM WEATHER.

QM weather. changes indication based on the weather forecast information on the internet. Knowing the weather in advance is an essential part of our daily lives, and now this has been developed into a beautiful interior product that communicates with the user on a more intuitive level.