

DIGITAL HABITS & “WHITE PAGES”

Digital Habits is the innovation platform of the international design studio Habits. Founded in 2012, it focuses on creating interactive and IoT products. The Digital Habits collection includes objects of light, sound and scent. The products create seamless multisensory environments, which involve different perceptions and activate synesthesia. Starting from main theme “WHITE PAGES”, which refers to those metaphorical ‘white pages’ whereby the future world can be written and narrated, Digital Habits presents products that integrate physical and computing, shapes and sensitivity, becoming tools that allow to draw new domestic atmospheres.

Digital Habits proposes a new humanism of the industrial design: technological products become minimalist and sensitive, able to transform the perception of the environments in which they are placed.

For the 2016 FuoriSalone edition, five new projects will be presented.

***Bouquet***, revolutionary air purifier which works on the physiology and olfactory scenarios.

The new ***Osound* *Light*** which combines a clear sounding speaker and a disc of light that creates unexpected atmospheres and gradients.

***Dragon***, fractal lamp that grows in the space thanks to the aggregation of smart modules, is now presented in the new table and wall versions.

Two projects are created by thought and joint achievement between Digital Habits and *QUANTUM*, innovation accelerator based in Tokyo, part of the global advertising agency *TBWA*.

***Another moon*** is an object that marks the lunar phases whitin metropolitan private environments where this awareness is fading out.

***Kizuki*.**, allows you to intuitively and subtly ‘feel’ the climate within your home.

Since its launch at the end of 2012, Digital Habits has won several international awards (RedDot Design, Core 77, Expo Award) and received a vast press coverage (selected by CNN as best 10 Technology objects for your home, presented on TED Talks ideas worth spreading, The Telegraph, Mashable, Gizmag, etc.). Digital habits products are now available in the most exclusive retailers such as the Armani Mega Store in Via Manzoni in Milan and the luxury goods chain Excelsior.

**MEDIA CONTENTS:**

High resolution pictures: <https://www.flickr.com/photos/130816301@N04/sets/>

Website: <http://www.digitalhabits.it/>

Vimeo video channel: <https://vimeo.com/digitalhabits/>

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

Twitter: <https://twitter.com/Digital_Habits>

DIGITAL HABITS PRODUCTS

BOUQUET

Bouquet is the 2016 new product, which brings a new sensory dimension into the living experience: the sense of smell.

This project is extremely innovative and investigate the relation between olfactory perception, physiology and psychology.

The body, made of blown glass, is divided in two compartments that contain two different aromas. This decision came after studies on the influence that the smell can have on different human activities. With *Bouquet* it’s possible to diffuse separately or simultaneously two different scent scenarios: e.g. relaxing, energizing and so on, according to personal preferences.

Thanks to the inner clock and the control App via Blutooth, it’s also possible to schedule the aroma diffusion during the day, which makes scents perceivable in the right time. For example the activating aroma can help for a prompt morning awakening, while the relaxing aroma facilitates the evening falling asleep.

Together with the olfactory scenario, it’s also possible to get a visual sensory experience, thanks to the integrated RGB LED.

*Bouquet* is the perfect companion for the other alike projects inside the collection, such as *Cromatica, OSound Light*, which all allow to involve many senses together and to live every single space differently.

OSOUND LIGHT

The *OSound* audio system makes a step forward with *OSound Light.*

An interactive light source is integrated into the rounded shape of the speaker and it can be controlled through embedded gestural interface or remotely via App.

While the music is being broadcast wireless via Blutooth, it is possible to turn on the light sources - white and RGB - recreating lighting atmospheres and color effects on the emitting surface of the lamp. A delicate color gradient can create light scenarios that evokes the light at sunset or a painting by Rothko and can give to the object volume and three-dimensionality.

When turned off, *OSound Light* blends in the surrounding environment, thanks to the white canvas finishing.

This product brings a new multisensory experience at home, creating an audio and visual atmosphere, which is also customizable thanks to the connection with the control app.

KIZUKI.

*Kizuki.* is an ambient signage that expresses the real-time weather forecast through IoT technology.

*Kizuki.* provides information on weather changes by creating an ephemeral connection between interior and outdoor. The light panel will communicate the forecasts for the next 12 hours. The engraved icons change its colors according to temperature variations.

ANOTHER MOON

*Another Moon* is a moon shaped IoT lighting that expresses the waxing and waning of the moon cycle in real-time.  A unique blend handcrafted design and technology; the serene table lamp gently illuminates your environment and mind by bringing the natural lunar cycle into your own home, reminding us that we are also part of nature.

DRAGON

Fractal lamp grows in the space thanks to the aggregation of smart modules. Each module has a triangular geometric shape, studied to be limitless assembled. Each module can be controlled remotely from an App, which maps the structure and recreate the topology of the modules, enabling the creation of dynamic and coordinated lighting scenarios.

In 2016, the DRAGON series grows with the new table and wall versions and completes the range of the suspension and floor.