

Material Stories

GET INSPIRED #02

POWER

BROWSE

WORLD SOLAR CHALLENGE

A 3000 km race through Australia using only sunlight as fuel
» www.wsc.org.au

WHALEPOWER

Whale inspired designs make wind turbine blades more effective
» www.whalepower.com

BIONIC POWER

Wearable technology turning our natural movements into energy
» www.bionic-power.com

POWERLEAP

Intelligent flooring system that turns human energy into electricity
» www.powerleap.net

SKY SAILS

Big sails for even bigger ships to reduce fuel costs up to 50 percent
» www.skysails.info

GREENER GADGETS

Prize winners of Core77's Greener Gadgets design competition
» www.core77.com/competitions/grenergadgets/

FEATURED DESIGN



Matt Meshulam and Zach Dwiell designed the EnerJar, a do-it-yourself power meter that reveals the power draw of electrical appliances (1st prize at Greener Gadgets!) | photo: Core77
» www.enerjar.net

HELLO

Welcome to the second Get Inspired newsletter! This POWER issue is full of websites, books, and resources to inspire your thinking.

What does power have to do with materials? Everything! For instance, materials scientists are breaking world records making solar cells more efficient so we can get more power from sunlight, or better, imagine a more sustainable future (Research). There are a lot of material events in Germany this summer (Visit) but our websites (Browse) take you all over the world from solar powered race cars in Australia (cover photo) to Greener Gadgets designs in the US.

The EnerJar (Design) makes us aware of the everyday power draw of electrical appliances - but power is not about numbers only. Power in business requires creative competence, as demonstrated by Pro Design's pioneering work in empowering Polish business with design management courses (Workshop). Finally, I am more than happy that designer James Dyson shares his thinking with us in an exclusive interview (Chat). Don't forget to read on and see what power means for Dyson's future, materials, and design.

More stories this fall. Until then, enjoy the summer!

* Aart van Bezooyen (Owner, Material Stories)

READ



FASHIONABLE TECHNOLOGY

This book brings together progressive projects on the intersection of design, fashion, science, and technology. Includes references to institutes, materials, etc.

SpringerWienNewYork



DESIGN AND THE ELASTIC MIND

Catalogue of last year's exhibition at the MOMA in New York. Curator Paola Antonelli gathered inspiring products & designs that reflect the way we think today.

Thames & Hudson



MATERIOLOGY

Great book with a practical overview of the families of materials and major production techniques. Not written for specialist geeks but rather for creative readers.

Birkhauser Verlag

CHAT

Dear James, what are your first three associations with "Power"?
- Willpower: It was a combination of sheer perseverance and the frustration from an old vacuum cleaner that quickly lost suction which drove me to develop 5,127 prototypes before I had a vacuum cleaner that did not need a bag and did not lose suction.

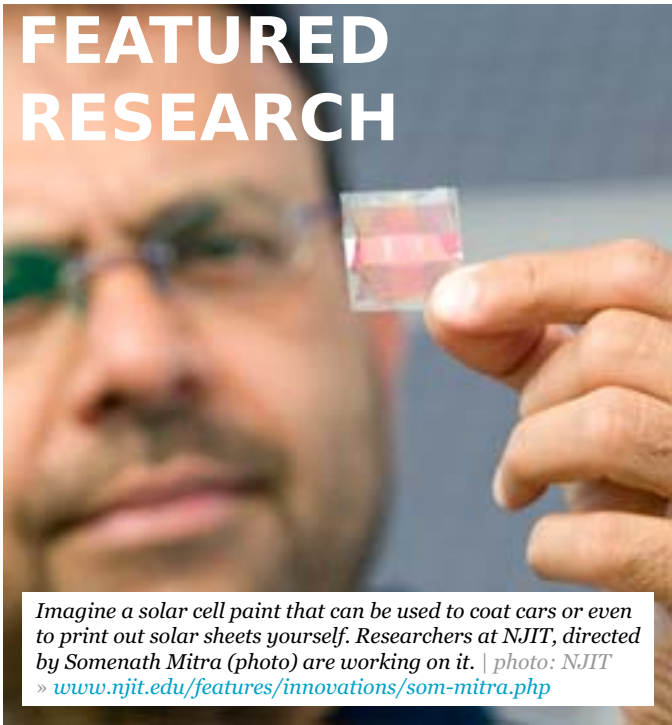
- Power(ful) performance: Dyson vacuum cleaners have patented Root Cyclone™ technology, which spins dirt from the airflow, so it doesn't lose suction.

- Wind power: I believe that there needs to be even more of an emphasis on developing a sustainable future for everybody starting right now. 'Green' energy will only be possible through engineering, and that's exciting because science, design and engineering are the only subjects that enable you to change the future of the planet in such a meaningful and hands-on way.

James Dyson is an English industrial designer, inventor, and for most people "the man who invented the bagless vacuum cleaner".

Read more at » www.tinyurl.com/james-dyson-interview

FEATURED RESEARCH



Imagine a solar cell paint that can be used to coat cars or even to print out solar sheets yourself. Researchers at NJIT, directed by Somenath Mitra (photo) are working on it. | photo: NJIT
» www.njit.edu/features/innovations/som-mitra.php

VISIT

30 June - 15 August 2009
SEISMOGRAPHY CITY EXHIBITION | HAMBURG
Sustainable strategies in architecture and urban design
» www.architektursommer.de

28-30 September 2009
NANOTECH EUROPE 2009 | BERLIN
Europe's largest annual nanotechnology conference and exhibition
» www.nanotech.net

13-15 October 2009
MATERIALICA 2009 | MUNICH
Trade fair for composites, lightweight metals, ceramics, and surfaces
» www.materialica.com

27-29 October 2009
COMPOSITES EUROPE 2009 | STUTTGART
European trade fair for composites, technology and its applications
» www.composites-europe.com

See more events and competitions at www.materialstories.com

FEATURED MATERIAL



d30 (dee-three-oh) is a material with intelligent molecules. They flow with you as you move but on shock they lock together to absorb impact energy. Comfort meets protection. | photo: d30
» www.d30.com

NEXT ISSUE: AGING

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» info@materialstories.com

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KEY FACTS

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THANKS

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FEATURED WORKSHOP



Dzien dobry! Last June, Aart organized a workshop focused on materials for branding and identity in Poznan - part of a new design management program in Poland. | photo: Pro Design
» www.pro-design.com.pl/transfer_nowych_tehnologii.php