

EVENTS

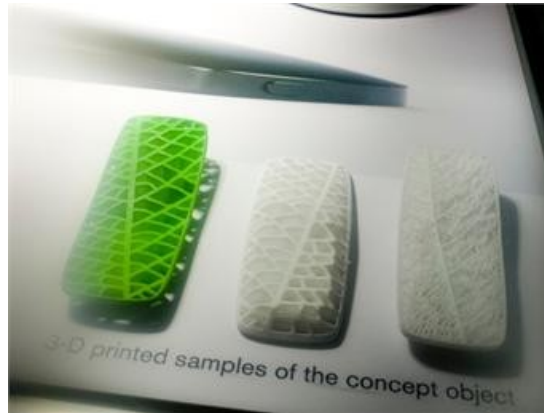
Milan: Technology

Stylus Vision team present their round-up of technology trends from Milan Design Week and highlight key brands and designers.

Elemental Technology

A sample of reduced-feature consumer electronic devices showed at Milan – a good showcase for simple tech that aligns well with the tactility of furniture design. These purist products may be out of place at the more function-driven technology fairs, such as CES, which tend to focus on advanced features. Materials, form and usability underpin a trend for simple and accessible technology. Form prevails over complex function.

One memorably elegant exhibit at Milan was *Folded Leaf* at Superstudio. *Folded Leaf* is a simple and accessible mobile phone that identifies the user as the main source of inspiration. Designed by Swedish design studio Claesson Koivisto Rune for **Huawei**, it aims to reduce the device to the 'essence of a phone'. The exhibition designers sensitively provided glimpses of the design process and the product range behind semi-translucent screens.



Swiss-based brand **Punkt** has a strapline that runs 'Function. Design. Simplicity.' Aiming to reinterpret consumer electronics, Punkt presented a fledgling product range at two sites in Milan. The young brand has much potential, not least because its art director is Jasper Morrison, also designer of the first two products to launch.

He describes the user-friendly design of the Punkt DP 01 modern dect phone. "I thought about the old telephone, lying face down on its cradle, and asked myself if it wouldn't be better the other way round, so you could see the screen and dial the number without picking it up," he says.

Installed in bulk formations at Ventura Lambrate, **Jambox** by Jawbone simplifies the interface of digital music. Designed by Yves Behar, the portable speaker and speakerphone connects wirelessly to all Bluetooth devices. With a single coloured outer rubber casing, all buttons and grills are reduced to being textural.



Expressions with Light