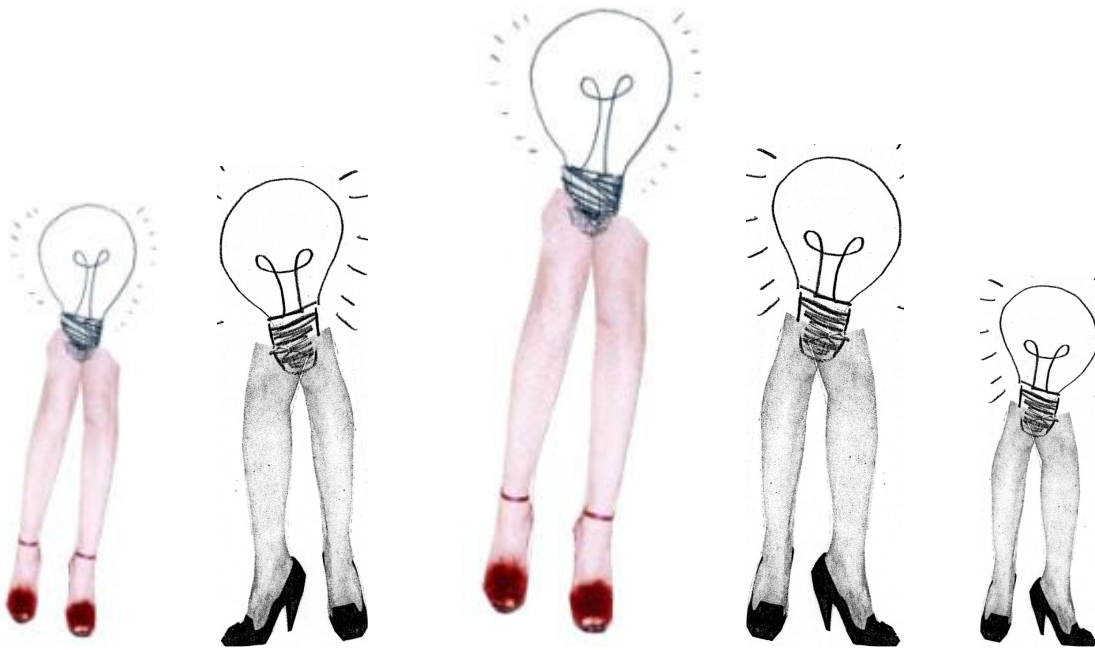


Can lighting design move beyond the functional and embrace the unreal?



The products that I create in my practice are neither real nor necessary. They are working prototypes that lie somewhere between product design and sculpture, and between fiction and reality. Their position in this 'in-between' state enables me to question my role and expectations as a designer. Using this ambiguity I critique the ideas behind their production especially as I believe they sit in opposition to what Dunne and Raby argue is the 'deeply embedded ideology that the role of the designer is to make the world a better place.' [Dunne & Raby (2006)]



Photograph by John K McGregor ECA

The work is a series of interdisciplinary conversations at the margins of traditional design practice, engaging with sculpture, literature, technology and magic. Some of these products are physical manifestos others are three-dimensional poetry; yet they all are surreal interpretations of the problems of post-modernity, consumerism and as such they can be seen as expressions of the 'fetishized value of the object'. [Baudrillard 1998]

Sally-Ann Johns 2007