

## **CONCEPT GUIDE**

### **CHROMATIC - POP UP INSTALLATION | MILAN 2019**

#### **CONCEPT**

Black-tinged room. Slightest touches. Hissing breath, melting silver hail, a pulse of fog. Chrome-ghosts conquer the room, flashletters dance. Chromatic is energy, is dynamic, is glow.

Every visitor has access to every moment in the room: light swells and shatters through the space, an object inflates and collapses again, sounds come from here, come from there, a piece of magic – be somewhere else, be someone different.

Nothing happens without the visitor who can transform and enchant this world of chrome with sound, light and movement. The music develops an absorptive power, the light breathes life into the chrome surfaces. Everything is connected to everything, running parallel to each other.

In the dark black installation, the material dominating the room can be experienced in diverse variations: CHROMATIC is a tribute to the chrome material surface, a fulminant celebration of an extraordinary material.

Magic of the moment, favor of the instant, fantastic journey.

#### **CHROME-GHOSTS CONQUER THE ROOM**

CHROMATIC is the title of the JUNG exhibition and part of the Milan Design Week 2019. The temporary installation ranges over the spaces of a ballet school in the heart of Brera – a design district which is still one of the must see destinations. Those were the conditions under which a place should be created that affects people and remain in their memories.

The Fuorisalone – a magical spot in the design scene, a culmination of creativity, innovation, culture and participation – is predestined as a place to bring chrome-ghosts to life.

The Fuorisalone is not about a good product show – instead it is about attitudes, style and peculiarity. Here, the mystical, the surreal has its place. Theatric and opulence are no no-gos. Here, pure passion has its appearance.

The space-artistical experiment gives a stage to the innovative power of the manufacturer of future-oriented building technology and aesthetic design.

The facets and complexity of the staging connects the aesthetic of the chrome-plated JUNG switch series with the simplicity of a multioptional sense of life and brings the astonishment, as a basis of our experience of the world, to live.

## **ALL LEVERS BACK TO ZERO**

The briefing of the company JUNG was initially very open and developed together in the process. During the conversation, two trains of thought have condensed, forming the conceptual backbone of the design.

The installation is titled CHROMATIC and utilizes the chrome material in diverse variations: as a puristic chrome switch from the LS 1912 series, as a chrome mirror, as a breathing foil object in the middle of the room.

In recent years, mainly ‚dark‘ metals were predominant. Now, chrome colors are in the fore. Chrome is the new black-brown!

The other train of thought was about tying the staging closely to the products. For raumkontor, it was important to show that a technical product, such as a functional light switch, is not just a technical tool but also provides opportunities to actively help forming our world. It becomes tangible that a strong design and a sophisticated technique don't have to be an one-dimensional plot but rather open up a variety of options: clarity as well as multi-optionality, the playful and the artistic as well as everyday occurrences .

Technical components give us the opportunity to step out of ourselves, to appropriate the world, to transcend the past into a future where technology is not an end in itself, but the basis for the unfolding of our imagination. For this reason, the installation is designed interactively.

The main challenge was the concept development. Not to sample together the already conceived ideas, but: all levers back to zero, tabula rasa in the head and in all pores, no rule for the moment, no answers, but primarily to redraw a white sheet, to search for questions that are worth making and which would be worth an answer.

Of course, design has professional structures, Design Thinking naturally has a process logic – but at the beginning of a project, it's about unsettling oneself, opening up to the clutter of countless influences, to the world of versatility.

Of course, there are some nuts to crack during the implementation: the many small details that have to be matched, the arrangements in the room, the coexistence of the effects, sounds and graphics.

And all of this in an installation which gives the visitor a lot of freedom: light swells and shatters in the room, an object inflates and collapses, sounds come from here, come from there.

And yet everything has to form a continuum, must not fall apart. And especially: everything has to seem effortless.

**SPACE IS EVENT !**

**CHROMATIC**

POP UP INSTALLATION  
8.-14. APRIL 2019  
VIA PALERMO 1 MAILAND

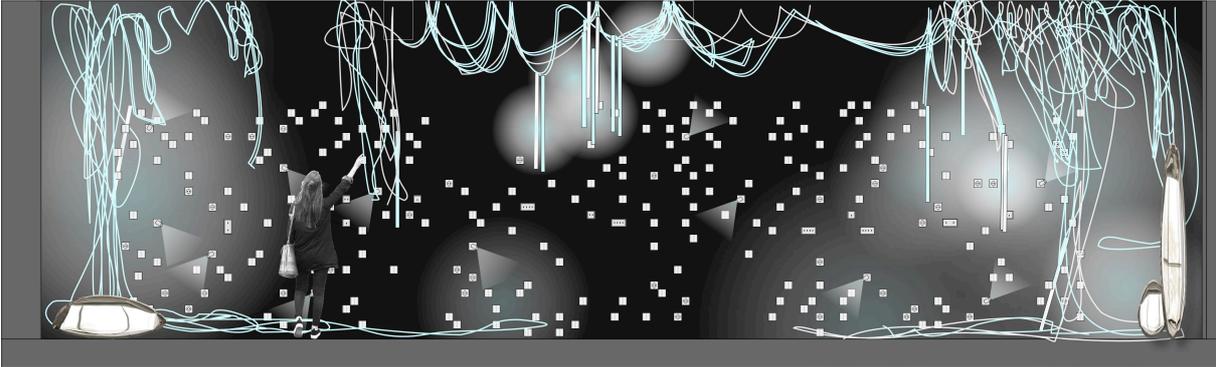
BESUCHEN SIE UNS:  
FUORISALONE - 08-14. APRIL 2019,  
MAILAND/ITALIEN BRERA  
VIA PALERMO 1

PLUGG LIGHT

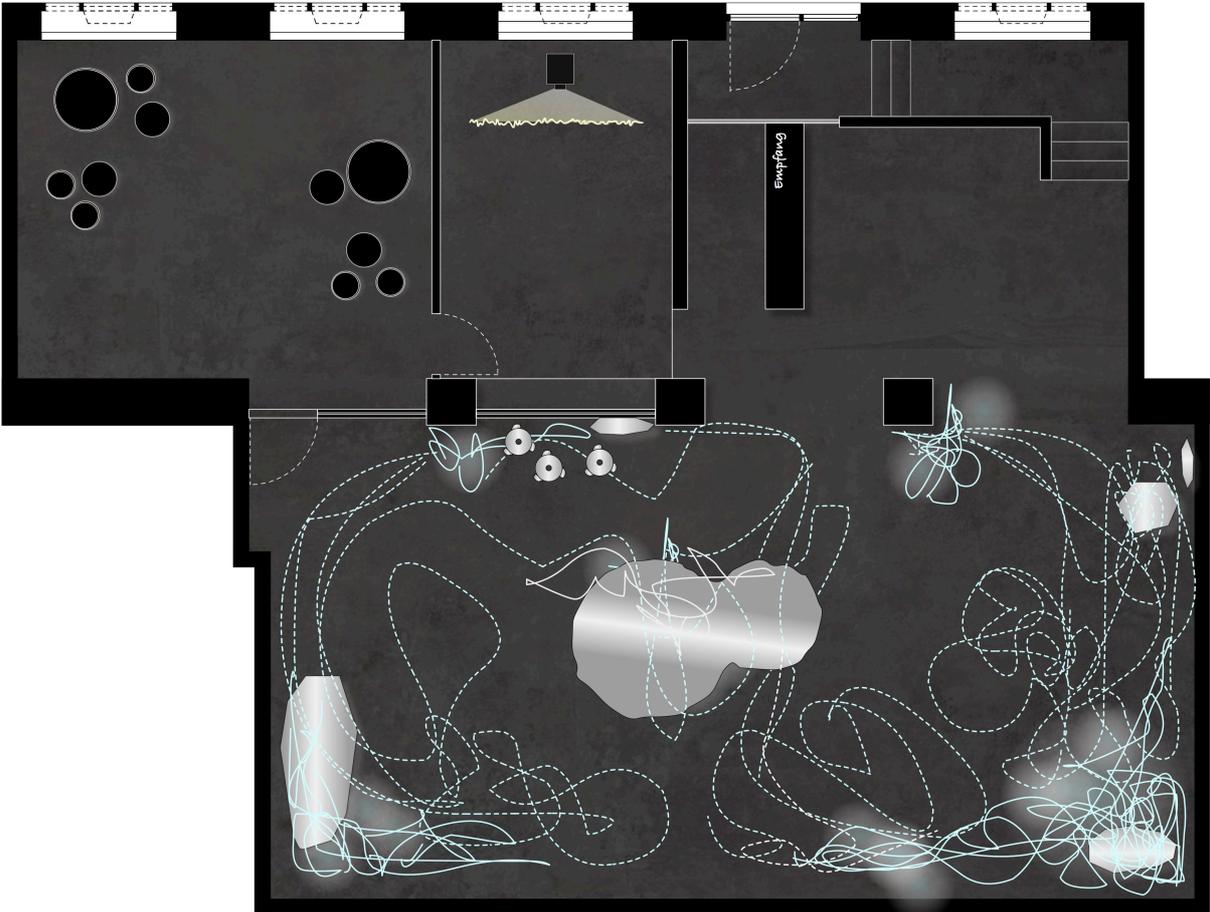
JUNG

MADE IN GERMANY SINCE 1912

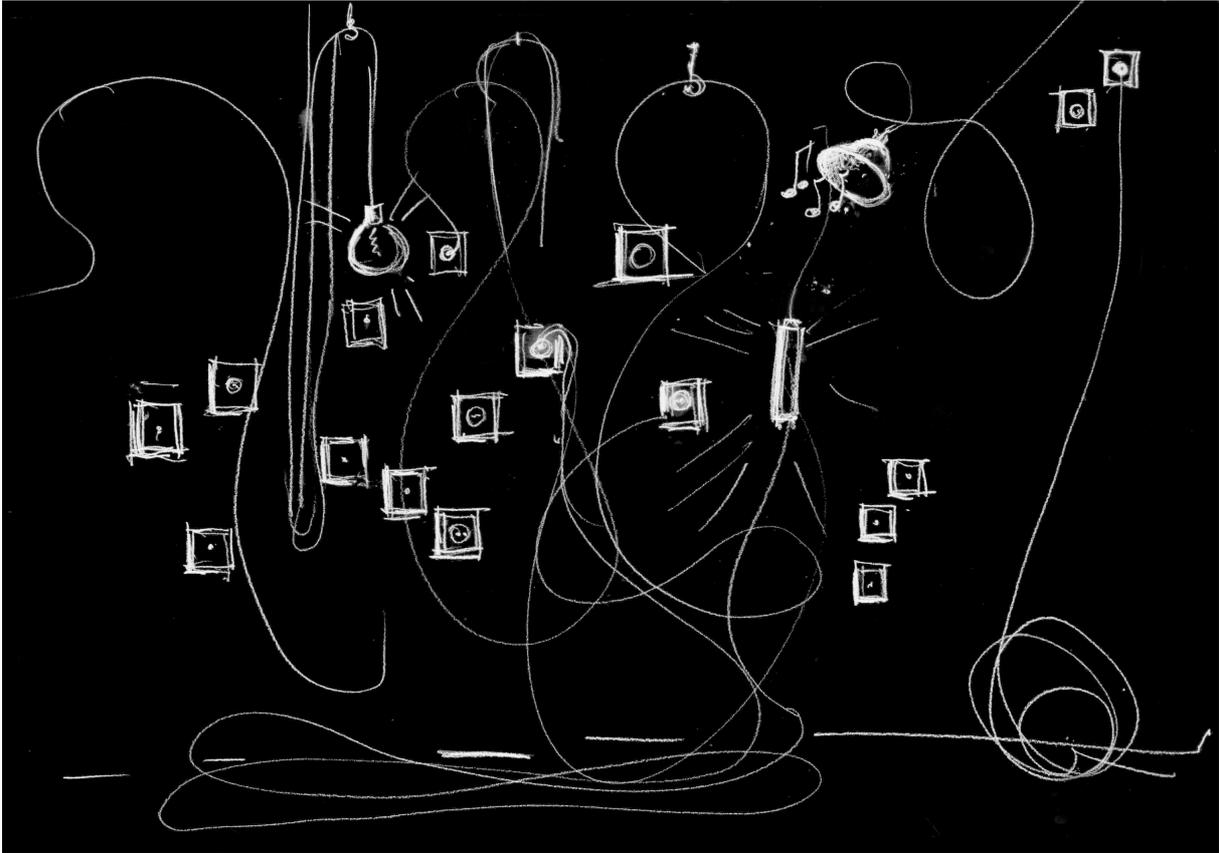
ILLUSTRATIONS | FAIR STAND



View | Chromatic



Layout | Chromatic



Sketch Concept | Chromatic