

WORTH PARTNERSHIP PROJECT, WHEN TECHNOLOGY AND CREATIVITY OF FRENCH DESIGNERS TRANSFORM PRODUCTS INTO EXPERIENCES TO IMPROVE THE QUALITY OF LIFE AND THE ENVIRONMENT

28 January 2021 – A flat-pack rocking chair, designed to be manufactured entirely using CNC, a blown Glass Time-Light using bioluminescence as a light source, a sensory and interactive textile cushion using digital touch therapy to calm and relax people with cognitive and mobility issues, lightweight and mono-component furniture pieces produced on demand using 3D printing.

These are just some of the French projects selected within the WORTH Partnership Project, the largest creative incubator in Europe, which that shows how technology can renew design.

"Technology can undoubtedly help to innovate design, giving life to one-of-a-kind furniture items, clothing and materials that carries us towards a more sustainable future, environmentally conscious and attentive to people's quality of life," explains Korinna Mollà, coordinator of WORTH Partnership Project.

Funded by COSME, the European Union's program for the competitiveness of small and medium-sized enterprises, WORTH Partnership Project is the largest European incubator in the creative field, with 152 selected projects involving 345 partners from 34 EU-COSME countries - from France to Germany, Spain, UK Italy, not forgetting Holland, Slovenia, Moldova, Estonia, Sweden, Finland, Montenegro, Serbia, etc. This European Commission project is a unique laboratory where European designers can experience the benefits of transnational collaborations and participation in an internal market of over 500 million people.

Below are some of the WORTH Partnership Project projects involving French designers or companies. The complete list of projects is available on the WORTH website, and images are available [here](#).

Thinking Woman's Chair

A flat-pack rocking chair, designed to be manufactured entirely using CNC
Countries involved: Germany, France



The challenge: Traditional 2D instruction manuals are often confusing and laborious to use, 3D visualisation in augmented reality helps the user to understand 3D dimensions the procedures involved in assembling furniture. Fundamental to the 'DIY Design' concept of the brand, is the development of the Augmented Reality assembly guide. AR is a perfect use case for the often complicated task of assembling RTA (ready-to assemble).

The solution: The partnership wants to develop [a flat-pack rocking chair, designed to be manufactured entirely using CNC](#) (Computerised numeric control)

machines, adding to the Nomade Editions brand, which is a furniture label that enables users to customise,

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personalise and download designs. The Project will also involve the development of an Augmented Reality instruction manual that will guide and help users to assemble the rocking chair's components into the finished product.

The partners of the project:

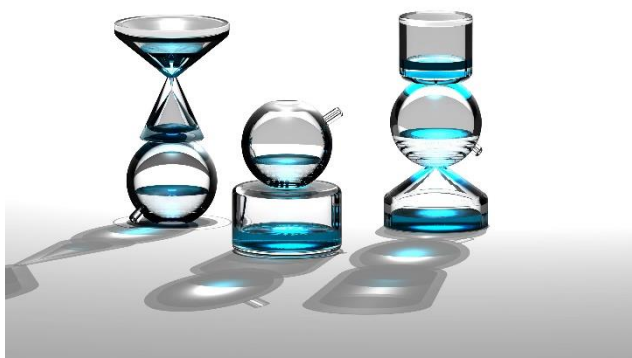
- **PROCESS AND INTENT (Germany)** Paolo de Jesus is a Berlin-based product/furniture designer. He offers a bespoke design, product development and visualisation services for private clients, interior designers, design agencies, architects and start-ups.
- **LUNE (France)** Lune is a creative agency focused on augmented and virtual reality experiences for businesses, culture and brands.

Time of your light

Blown Glass Time-Light using bioluminescence as a light source

Countries involved: Germany, France

The challenge: Approaching our planet by being actively and respectfully part of it. Building a relationship between the microorganism, the object, and the humans. Designing a lamp that invites us to experience a moment of harmony and connection by contemplating time through a living light, in the dark. Protection of the microorganisms thanks to the use of glass as a material, assuring the culture the best living conditions. Inviting the humans to establish a relationship with the lamp thanks to its transparency and the shape of the blown glass. Designing time through the light and the crafting of the glass.



The solution: time of your Light converge the fluid of the sea, with the hot fluid of the glass, which results in a transparent unique shape, creating a strong and delicate bound between the content and the container. These lamps could be a powerful learning tool to experience the beauty of nature through a unique encounter between biology, technology, and craftsmanship. They will produce [a family of three blown glass Time lamps, using bioluminescence as a light source](#). A fully sustainable production of light, giving an analogical escape from electricity and the digital world. There is no Light without motion. There is no Time without Light. Through the specific crafter shape of the glass, we control the movement and design time.

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The partners of the project:

- **AS A CEREMONY (Germany)** is a lighting design duo based in Berlin. They work as lighting planners, researchers, and lighting product designers. AS A CEREMONY collaborates with architects, designers, and artists in the lighting field.
- **ARCAM-GLASS (France)** Arcam-Glass produces contemporary glass creations for designers, artists, architects, and private individuals. They support their clients from the research phase to the installation of the work, assisting them through every step of the creative process.

Vibro-Tactile Textiles

Textile cushion to calm and relax elderly people with cognitive and mobility issues

Countries involved: UK, France, Germany



The challenge: to develop a product that supports the emotional well-being of those affected by mental and cognitive challenges in old age helping them to feel less anxious, supporting relationships with family and carers, minimise sufferers' worries, provide them the opportunity to do something engaging and helping them to customise their immediate environment.

The solution: [a sensory and interactive textile cushion using digital touch therapy](#) to calm and relax people with cognitive and mobility issues such as dementia and anxiety encouraging movement while delivering the added benefit of warmth

across the knees. The textile design will be made with sensory effects of the soft applique fabrics and decorative joyful patterns to be tested with consumers. The fabrics will also have embedded electronics and programming to extend the value of touch therapy through digital touch to create the interactive element of the product generating stimulating vibrations.

The partners of the project:

- **BONNIE BINARY LTD (UK)** Bonnie Binary Ltd is specialised in designing simple and intuitive Interfaces for people with cognitive and mobility challenges, and sensory textile products.
- **MAURIN DONNEAUD (France)** Maureen is a graduate in Industrial design with experience in interactive design, physical computing and electronic development with a focus on digital interfaces. She has recently worked on several industry collaborations using textile sensors.
- **ANNA BLUMENKRANZ (Germany)** Anna Blumenkranz is a media artist, educator and author based in Munich, who works within the field of wearable technology and electronic textiles. She has been lecturing at the Ludwig- Maximilians-Universität München since 2011.

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M2M furniture (Made 2 Measure Furniture)

Lightweight and mono-component furniture pieces produced on demand using 3D printing

Countries involved: France, Belgium

The challenge: to create a product that will match customers' expectations as regards fitting body ergonomics, creating different dimensions, shapes, seat density, back support, etc. and at the same time will introduce a new design process introducing a new designer furniture solution.

The solution: The project develops [lightweight and mono-component furniture pieces produced on demand using 3D printing](#) for the contract market with minimum material waste, by starting with polyurethane foam, the furniture, will be light, strong and flexible. The Made 2 Measure stools are elegant pieces of furniture that seamlessly merge 2 opposite materials through one production process, combining the hardness and structural properties of concrete with the softness and ergonomic advantages of foam. At first glance it may appear brutal and tough, not really comfortable as a seat, but once tested its texture will definitely be a surprise and invite you to stay.

**The partners of the project:**

- **Les Acrobates® (France)** group of designers and process engineers, combining flexibility and requirement. Together, they drive creativity with enthusiasm, knowledge and wisdom. Working as industrial designers, for more than 10 years they have been developing creative processes, focused on making and validation by rapid user tests through prototypes.
- **SDC COATING LAB (Belgium)** platform for furniture development and privileged producer for the Quinze & Milan brand. Quinze & Milan is not a typical furniture label but an avant-garde platform for collaborations, a think tank and ideas factory, designs, visual culture, concepts and experiments. This specific approach has made Quinze & Milan a successful label.

WORTH Partnership Project

A European Commission initiative that aims to support collaboration between PM and start-ups of designers, producers and technology companies to create new products and implement innovative and disruptive ideas. The initiative is implemented by a consortium across Europe, with the belief that creative industries (SMEs and start-ups) are the main drivers of economic growth in Europe.



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Consortium:



AITEX Research Institute. Project Leader - Centre of excellence in applied research and advanced technical services for industry



KEPA Business and Cultural Development Centre - Intermediary authority and management of support programs for SMEs and entrepreneurs



IED Istituto Europeo di Design- International Institute of Higher Education specializing in design, creativity, communication and management



DAG Communication - Communication agency with experience in complex projects around the world and with a special approach for different target media



AA Avvocati Associati Franzosi Dal Negro Setti - Law firm with a strong reputation in the field of intellectual property law (design, trademarks, patents, copyrights, advertising, unfair competition) and in a range of business and commercial affairs at European level

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