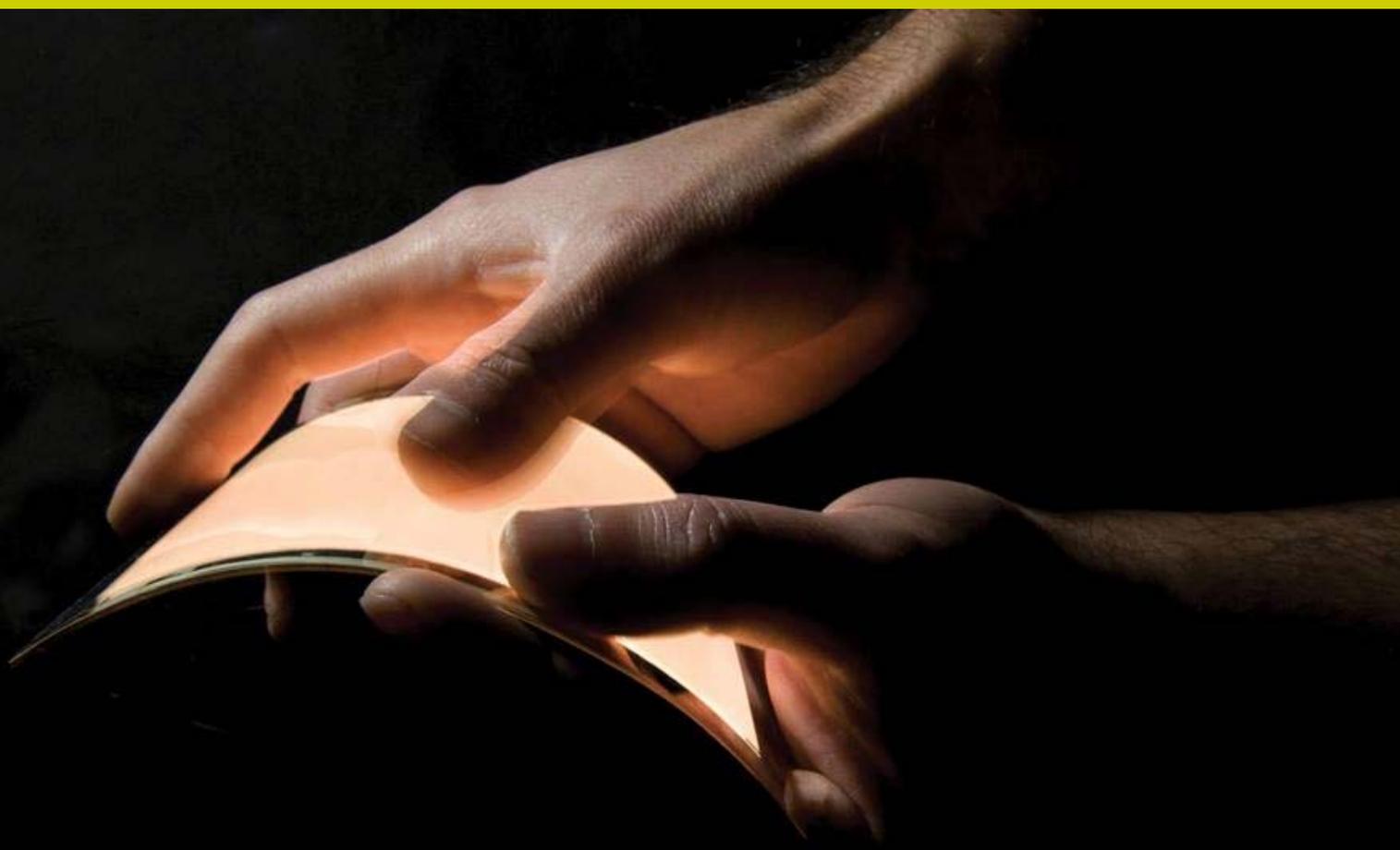




light.touch.matters  
the product is the interface

# PRESS RELEASE



February 2013 marked the start of Light.Touch.Matters, an initiative in which designers and material researchers join forces to develop a fully-new generation of smart materials that can sense touch and respond with luminescence. The base technologies are novel piezo plastics and advanced flexible OLEDs. Being thin, flexible and formable, these light touch materials promise to revolutionize product interface design by integrating luminescence and touch in such a way that eventually the product becomes the interface.

During the project, various prototypes (coming from new materials inspirations) will be developed to show the potential of such novel interface technologies, principally within the domain of care and well-being, although opportunities for spin-off to other domains (e.g. automotive) will also be addressed. Light.Touch.Matters is a unique cooperation between product designers and material scientists, with 17 partners from 9 EU countries. It is funded through a grant in the European Commission's 7<sup>th</sup> Framework Programme.

These novel light touch materials will have great potentialities. Manufactured on plastic substrates, they will be thin, flexible and formable, allowing seamless integration into products. They promise to greatly expand design freedom and unlock new modes of product-user interaction, enabling us to take the next step in product design.

The project partners are looking at new meanings and meaningful experiences that can be elicited by the materials in order to inspire potential applications in products. On the other hand they are studying more closely in what way material properties elicit these meaningful experiences, through research into product-user interaction with the materials under development.

Based on these insights, designers will develop product concepts in iterations, in one coming closer to a market-feasible "light-touch product". For this reason Light.Touch.Matters focuses on an iterative development process in which materials R&D is done in parallel to the iterative conceptualization and design of products that make use of the unique material properties.

Three iterations will be made in product concept ideation and development, where each cycle is an essential opportunity to learn: for designers, to learn what is really possible, and for materials researchers, to learn what is really needed, allowing step-by-step updating and redefinition of target properties and reprioritization of tasks. This will allow for convergence of the two main streams in the project, i.e. of design activity and materials R&D.



## GETTING INVOLVED

LightTouchMatters is being implemented by a big consortium of European organizations, ranging from design agencies to material research performers. The consortium itself is closed, but we encourage interested companies and institutions to follow our work, and become involved.

For more information:

### Project website

<http://www.light-touch-matters-project.eu>

### Join Social network:

**Facebook:** <https://www.facebook.com/Light.Touch.Matters?ref=hl>

**Twitter:** <https://twitter.com/LTMPProject>

**LinkedIn:** Group Light.Touch.Matters



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