



Responsive materials show 2009 goes on the road

Material Sense is presenting an exciting new international travelling exhibition for 2009. 'Responsive' follows the previous successful shows 'D-Compose' (2008), 'Rematerialize' (2007) and 'Innovations Update' (2006). The first port of call will be the world's largest ICT fair CeBIT in Hannover from March 3 to 8, where about 500,000 visitors are expected. The famous Hannover Messe follows from April 20 to 24.

The Responsive show focuses on materials and developments in materials that are somehow influenced by changes in their environment, e.g. light, sound, temperature, or by interaction with the human body. "Responsive is showing a wonderful collection of adaptive materials that we will be seeing a lot more of in the future," says Simone de Waart, materials expert and creative director for Material Sense.

During CeBIT, as a teaser, 'Responsive' will be grouped around a special selection of interactive materials that are all connected to growth. Passers by will find that Daan Roosegaarde's installations react to them by lighting up and following them with subtle sounds. Soil Lamp by designer Marieke Staps gets its energy from the metabolism of all the little creatures that live in mud. The 'Grow' exhibit by Sustainable Minded Interactive Technology - or Smit - from Brooklyn, New York, generates electricity for buildings via the fluttering of solar panel 'leaves' mounted on their facades.

This exhibition is about how materials can attract our attention. And also about how they support us, offering comfort and safety. Many of the materials change according to the varying needs of users. Well-known phase change materials can keep the human body at the right temperature, or protect against shock (d30). Photoluminous and thermochromatic materials can warn us or attract attention if necessary (Energlo).

A display to watch out for is from the 'fatshoe' project, with shoes that react to movement (via sensors) by changing colour. This is meant to encourage children to get more exercise. Don't miss the ambient textile displays from graduates of the Boras University in Sweden, which includes a flexible radiator made of textile that can be used as a curtain or a room divider while also heating a space. Other textiles react to touch and can make a space more comfortable. Also inspiring is how some familiar materials like concrete have been turned into products that invite use. Eefje van Gemert designed 3D play tiles with grooves that can be used to play marbles and turn into an interesting reflective pattern when filled with rainwater.

Material Sense is a platform organisation for designers, researchers and entrepreneurs who are constantly searching for innovative materials to fuel their creativity. More information is available at our website www.materialsense.com.

Note (not for publication) For more information and high res pictures, please contact: Simone de Waart, 00 31 (0)6 11045586, simone@materialsense.com