



Luke Frommann is a Berlin-based designer studying product design at the weißensee academy of art. His body of work mainly consists of lighting, furniture and personal objects for everyday use. Currently, Luke is interning at Studio Mark Braun. In recent years, his work has focused on physical interaction, aiming to reintroduce a tangible, real-world quality to the way we use and interact with everyday objects. He approaches product design by considering the processes and contexts in which products will be used, imagining the specific situations of interaction. It is here that he wants to intervene, consciously shaping how his designs are experienced.



Julia Huhnholz is a product designer passionate about research in future materials. Following her explorative approach, she likes to hack processes across disciplines. Currently, Julia Huhnholz is enrolled in the Master's program at Weißensee Academy of Art Berlin while working as a freelance Designer at WINT Design Lab.

diff:o

interactive pendant light

After exploring numerous principles of transformation, the pendant lamp diff:o was created, offering two distinct forms of light: a direct spotlight and a soft diffused light. Switching the quality of light is linked to an intuitive analogue gesture.

By pulling the soft textile diffuser, the light source moves from one side of the lamp to the other, it is “sucked” into the object. The more the fabric is stretched, the brighter the soft light fills the growing diffuser cone. By reversing the motion, the diffuser transforms back into a flat textile screen pushing the light back into a focused spot downwards. The two shapes of the diffuser, flat and defined for a focused light, and voluminous and soft for a diffused light stand in direct connection to the light quality they emit. diff:o makes the principles of light diffusion and dimming tangible by creating a delightful way to adjust light in an instant.

