

Stéphane Villard



Stéphane Villard works as a designer and researcher in the Design Studio of EDF (Electricité de France) integrated in the Research & Development department. EDF Design Projects focus on energy efficiency and range from the integration of renewable energies to building, to future forecast studies on the materialization of electricity.

He is the curator of "So Watt ! design in energy", an international exhibition showing how designers from Europe and elsewhere have assimilate the energy stakes in the future.

"Materializing Electricity" – Can information design through objects take part in behavioural change for energy efficiency ?

Abstract:

When a tap drips, one hears the drop fall. When an electrical appliance remains in standby or overconsumes, it is generally imperceptible.

Then, how can we reduce our energy consumption whereas electricity is immaterial, invisible, impalpable ?

One possible answer lie in its materialization in order to give an indication of the energy status of certain everyday situations or activities. The stake consists in designing an intuitive but meaningful information, so that everyone can be aware, smart and maybe responsible.

This approach deals with the esthetics of energy; how can it be represented? What references can be used? And where this information should be displayed?

Through different projects - coming from EDF Design research and elsewhere - a range of ideas will be presented in which information meets objects.