

ARCHITECTURE  
DESIGN  
CULTURE

# icon



09>

£4.50

SEPTEMBER 2010

## BRITAIN REBRANDED

Metahaven's big society

## FOOD REVOLUTION

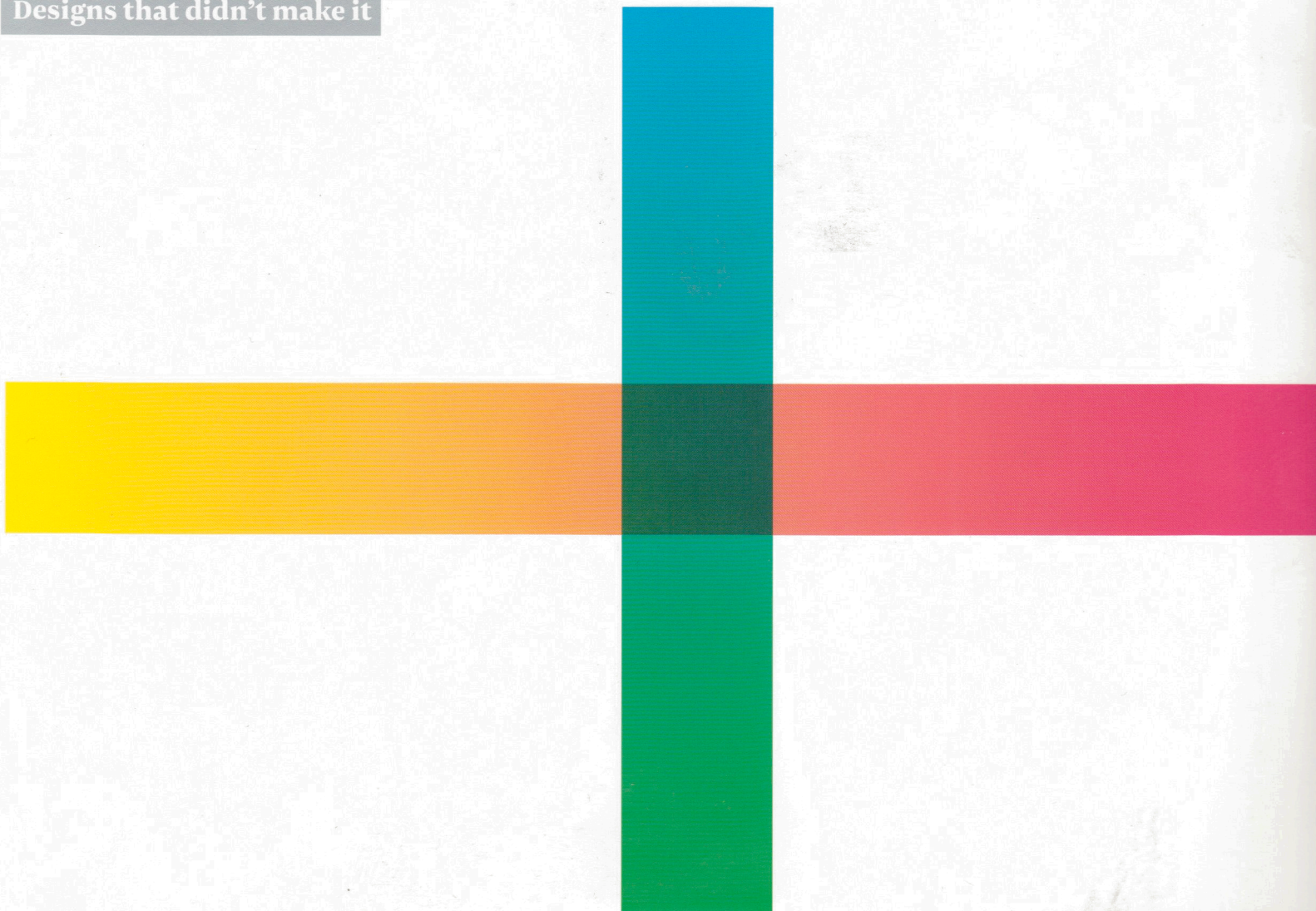
Martí Guixé meets Fergus Henderson

## IPAD GLOSSIES

The future of digital magazines

## BEAUTIFUL REJECTS

Designs that didn't make it



PETER SAVILL  
MODERN ENGLA



# BRANCHES

is a new addition to London-based designer Simon Heijdens' digital plant series, shown by Gallery Libby Sellers at Design Miami/Basel in June.

Whereas Heijdens' earlier projects, *Tree* and *Lightweeds*, were wall projections, *Branches* is displayed on a canopy hanging from the ceiling, creating the sensation of looking up at branches from the ground. "I feel that the ceiling is often overlooked in interior design," says Heijdens, "and I wanted to play around

with my projections as a potential light source."

Through bespoke software and motion sensors, Heijdens creates an interior landscape that changes according to the movement of people in the room and, via sensors outside the building, to the weather. Sun, wind and rain change the way the branches move, grow and wither. "Often people exist in static spaces that don't show a timeline, and I'm interested in bringing that dimension to a room," says Heijdens.

For Basel the designer created ceramic containers for the technical equipment. These cream-coloured monoliths work as a reminder of the branches' origin – not as organic matter, but as computer software. "Usually I hide away the projectors, programmers and sensors, but this time I wanted to deal with them in the context of the exhibition space," says Heijdens.

The projections are based on the branches of an elm tree. **JOHANNA AGERMAN**

This picture  
Visitors can sit  
on found stools  
while viewing  
the projection