We all look at Subbins products as Strikkel alements a secretion that backs protes and serve

We all look at lighting products as finished elements - something that looks pretty and serves its intrinsic purpose of shedding light in space. Seldom do we question why it exists, and where its

intrinse purpose of steading aget in space, beating do see question using it exists, and where its originating idea propagation.

There we present six designers, six products, and the progression of idea to product segmented into six

|  | 01         | 02            | 03         | 04         | 05                | 06                  |
|--|------------|---------------|------------|------------|-------------------|---------------------|
| PROTECT AND BELLEVIE STOP  **ZORNO GEOGRAL A  **ZORNO GEOGRAL A  **ZORNO FROD  **ZORNO | NSPIRATION | NTERPRETATION | RANSLATION | HE PRODUCT | / A R I A T I O N | N P L I C A T I O N |

01 The inception of an idea - the nagging thought 02 Transforming the idea into a design - giving structure

05 Evolving the design into a form - assembling the structure

04 Molding the form into a practical format - the physical manifestation of the assem

95 Arraying the format into a collection - reconfiguring the physical to create adjutar
96 Displaying the collection in a context - contextuations the sanctioned