

INVISIBLE

**Pop Up
Installation By
Jung For
Fuorisalone**



INVISIBLE Pop Up Installation By Jung For Fuorisalone Instructions

[Home](#) » [JUNG](#) » INVISIBLE Pop Up Installation By Jung For Fuorisalone Instructions 

Contents

- [1 INVISIBLE Pop Up Installation By Jung For Fuorisalone](#)
- [2 Product Information](#)
- [3 Product Usage Instructions](#)
- [4 Frequently Asked Questions](#)
- [5 Product Information](#)
- [6 INVISIBLE Smart Solutions](#)
- [7 INVISIBLE Sustainability](#)
- [8 How does the lighting concept support the installation](#)
- [9 What is the message of INVISIBLE](#)
- [10 Contact](#)
- [11 Documents / Resources](#)
 - [11.1 References](#)

INVISIBLE

INVISIBLE Pop Up Installation By Jung For Fuorisalone



Product Information

Specifications

- Product Name: INVISIBLE
- Manufacturer: JUNG
- Event: Pop-up installation for Fuorisalone – Brera Design District 2023, Milan
- Date: 17-23 April 2023
- Website: www.jung.de/invisible

Product Usage Instructions

INVISIBLE Smart Solutions

The INVISIBLE installation by JUNG offers smart solutions that focus on hidden device communication and smart sustainability. The technology used makes the unseen aspects tangible, sparking discussions on innovation and sustainability.

INVISIBLE Sustainability

INVISIBLE emphasizes sustainability by integrating hidden sustainable practices and technologies into the installation. Sustainability is not just about appearance but about the core values embedded in the products and processes.

INVISIBLE Souvenir

Visitors to the INVISIBLE installation can receive a digital souvenir in the form of a JUNG NFT based on POAP technology. This unique digital collector's item captures the essence of the visit and serves as a lasting memory of the experience.

Frequently Asked Questions

Q: Where can JUNG products be found in the exhibition?

A: JUNG products are deliberately placed in a separate space within the exhibition to allow focused discussions

on product features and the JUNG Sustainability Report. This separation ensures that visitors can fully engage with the products after experiencing the main installation.

Q: Why is the exhibition itself sustainable?

A: The exhibition showcases sustainability through repurposed furniture, recycled materials, and digital access to information. By reusing trade fair items and minimizing printed materials, JUNG demonstrates its commitment to sustainability in both product design and event organization.

Product Information

The space dissolves itself. The invisible becomes tangible. Hidden device communication. Smart sustainability. INVISIBLE makes the unseen the topic of discussion. Colors, patterns, spherical sounds, and light effects combine like a technical heartbeat. Hidden technology is seemingly brought to life. Visitors to INVISIBLE become part of the installation – networked, mirrored, and reflected. Responding to the call: Let's connect. Be transparent. Reflect yourself. From 17 to 23 April 2023, the temporary JUNG installation INVISIBLE at Fuorisalone 2023 in Milan's Brera Design District will immerse visitors in an abstracted world of smart home technology, artistically making tangible aspects of the company and its products that could otherwise only be grasped through words. Geometric shapes, lines and points of light are reminiscent of electrical engineering and create a slightly three-dimensional effect. Color contrasts between blue and orange reinforce the optical illusions, while "invisible connections" connect across all the room surfaces and create an abstract sense of space, artistically rendered by exhibition organizer Prof. Tina Kammer of InteriorPark. Walls and fixtures made of recycled paper, hand painted by Mural Artist Jay MT. Spherical sounds composed by DJ Jens Herzberg. Furniture from JUNG trade-fair inventories and storage boxes. ERCO's lighting concept plays with the effect of visual perception.

INVISIBLE Smart Solutions

Smart home technology is undergoing an evolution. The systems are becoming increasingly intelligent, and installation and operation are increasingly simple. JUNG HOME's latest evolutionary step isn't visible on the products themselves – sockets are intelligent, and switches communicate wirelessly with each other. And yet they look like switches and sockets – and this in a wide range of colors.

INVISIBLE Sustainability

Sustainability without the eco look. JUNG has always defined sustainability holistically – as environmentally friendly, responsible, energy-efficient, and local. Design quality through masterful craftsmanship. Future-proof through innovative electrical building systems technology. Cradle to Cradle® certified products. JUNG has been thinking and acting sustainably for the past 111 years. Not always visibly, but always sufficiently.

INVISIBLE Souvenir.

JUNG invites everyone who enjoys experimentation, new technologies, and possibilities to embark on a journey into Web 3.0 and blockchain technology. All visitors will have the opportunity to receive an authentic JUNG INVISIBLE NFT (non-fungible token). The technology used is based on the POAP protocol (Proof of Attendance Protocol). Behind this is the idea that every interpersonal encounter is unique. With POAP NFTs, these encounters can be captured forever in the form of a digital collectible. With INVISIBLE, JUNG invites observers to talk about the hidden. The installation represents JUNG's mindset of prioritizing action over big words. INVISIBLE is temporary, yet durable: Walls are recycled. Storage boxes are returned to JUNG production facilities. And display elements are used repeatedly at trade fairs. INVISIBLE shows progress with pragmatic means – honest and authentic. Just like JUNG.

www.jung.de/invisible

Not at all invisible:

Pop-up installation INVISIBLE

Interview with Prof. Tina Kammer from InteriorPark, Dijane Slavic and Uwe Bresan from JUNG and Nils Krutmann from ERCO What makes the design week in Milan or in the Brera Design District special for JUNG?

What makes the event special every year? Dijane Slavic, JUNG: The (Fuori)Salone in Milan is a special occasion for us every year, as we have the opportunity to meet guests from all over the world. And we have the chance to show another side of JUNG – one that is creative, unusual and ground-breaking. We want to offer visitors a great experience that will be remembered. We want to arouse curiosity to learn more about JUNG. Tina Kammer, InteriorPark: I've been involved in sustainability in Milan for 13 years, but so far not in Brera, where the established brands are, but rather in off-spaces. It's great that JUNG has agreed to incorporate the topic of sustainability partially in its installation and has given us as curators, i.e. InteriorPark, a free hand to do so. This is a great opportunity to show what is possible and feasible. Sustainability is often equated with longevity, but this aspect is by definition not present in a temporary exhibition. So instead of transporting concrete components or melamine resin panels across Europe, the aim had to be to break new ground. A rethink is urgently needed here.

Milan is also about seeing and being seen. Why did JUNG decide to be “invisible” with INVISIBLE?

Dijane Slavic, JUNG: Both the sustainability issue and the new, smart products are about marketing something that, strictly speaking, you can't see. The novelty of the JUNG HOME system is the intelligent way of communicating wirelessly via Bluetooth® Mesh. That isn't visible by looking at the switch itself. It's not the switch itself that is new, but the technology behind it. The same applies to the processes of sustainability. These too aren't necessarily visible from the outside, but run hidden in the background. We see the installation as a hook to talk in a beautiful setting about the things that are important to us, about responsibility for people and the environment. With INVISIBLE, we want to show that sometimes it's necessary to look behind the scenes to see what's not on display at the front.

Tina Kammer, InteriorPark: Sustainability concerns have for a long time no longer been able to be divided into “jute or plastic”. You can give things a sustainable look if you want to, but you don't necessarily see the level of sustainability in most products or processes. In this respect, the invisible technology and the hidden sustainability of JUNG fit well together thematically.

What do you mean by “INVISIBLE Sustainability” and “INVISIBLE Smart Solutions”?

- Uwe Bresan, JUNG: “INVISIBLE Sustainability” is a quiet way of dealing with sustainability issues. “INVISIBLE Smart Solutions” deals with high-tech without getting technical. Different approaches exist for both issues. You either formulate striking statements or you make reference to aspects without, however, bringing them to the fore. With INVISIBLE we have opted for the second approach. Those who want can delve deeper into JUNG's sustainability report, while those who are interested can get to know the JUNG HOME products in the adjacent room. However, the installation is primarily about creating “positive vibrations”. Sustainability is an asset. JUNG HOME makes life easier. Both can be simple and authentic and, above all, should be fun.
- Tina Kammer, InteriorPark: The concept behind INVISIBLE is well described by the developed slogans. The overarching motto is “Keep it simple. Make it smart.” “Be transparent” is the real core issue of sustainability. How openly and honestly does a company deal with the issue? “Be connected” stands for the smart home network, but also for the fact that we can only master the tasks of sustainability together. And “reflect yourself” means not pointing fingers at others, but asking yourself what and how you can contribute something. All three slogans can also be found graphically and artistically interpreted in the installation – as QR codes for the JUNG sustainability report, which reveals all aspects very transparently; as graphic interconnections, which symbolise the smart links; and as mirror walls, which reflect the space, but also the people in it. All appeals thus become intuitively spatially comprehensible. The installation plays with perception, with the dissolution of spatial

boundaries – what is behind the design concept? What should be expressed?

Tina Kammer, InteriorPark: Sustainability and technology are changing our lives and opening up new worlds for us. Smart home technology in particular has changed rapidly. Whereas a few years ago large screens were needed for operation,

JUNG HOME is controlled from a smartphone. We address the expanded technical possibilities through the dissolution of concrete spatial boundaries and thus show that it doesn't matter where the actual technology is located. There is no need for any wires, screens, servers or wall. The users have the technology in their hands. We dissolve the space through graphic elements and fixtures, mirrors, color and light. Corners and room edges disappear. Spatial irritations arise.

How/where can JUNG products be found in the exhibition? And if not, why can they deliberately not be found?

- Tina Kammer, InteriorPark: The JUNG HOME switches are symbolized in the square patterns, the (wireless) connections in the indicated networks, the innovation and action in the lighting effects. The scene, artistically painted by sound effects and by hand, is charged with mood and emotion that are ultimately detached from the real product. The installation would not be a suitable place to talk specifically about product details, technical features or planning projects – all this takes place in a side room. INVISIBLE wants to be experienced.
- Dijane Slavic, JUNG: We have created a separate space to be able to talk explicitly and in a concentrated way about products and the JUNG Sustainability Report. You walk through this space after being immersed in the shapes and colours of the actual installation. With the Sustainability Report, we show our customers and partners very openly and transparently how we work, and what is important to JUNG.

Why is the exhibition itself sustainable?

- Tina Kammer, InteriorPark: On the one hand, we have used materials that are already recycled, have been used elsewhere, or that we simply borrowed for INVISIBLE. The walls are made of 100% recycled cardboard with two painted top layers. The material is very light and does not require much surface area. The free truck capacities of another company were used for transportation to Brera. The mirrors are made of adhesive film. The walls are open at the edges so that you can see the cardboard honeycombs. We see this as a statement, a plea for simple materials, traces of use and authenticity. It's really time to give sustainable and simple materials a push and show what's possible with them. The flooring in particular is an experiment. Various paper types did not tolerate the painting works, room humidity and test use, so we have now developed a prototype together with a manufacturer. The floor panels consist of the top layers of the wall panels, i.e. are also made of 100% recycled paper. The result is an attractive oneness with the other components, with nothing needing to be filled or screwed.
- Dijane Slavic, JUNG: The furniture and seat cubes come from the JUNG trade fair pool and have merely been repainted, while the seating elements in the adjacent room are storage boxes from JUNG's factory. The source codes are still on the boxes, so they will simply be returned to the factory after their trip to Milan. ERCO's luminaires and light strips are actually partly from last year's FARBDURST installation as well as from the trade fair pool. Uwe Bresan, JUNG: Also important to us was to do without print brochures. The sustainability report can only be accessed digitally via QR codes. Instead of a giveaway, we decided to hand out a digital souvenir. Each visitor can receive a free JUNG NFT based on POAP technology. The idea is based on the notion that every interpersonal encounter is unique. With the JUNG NFT, a visit to INVISIBLE can be captured forever as a

digital collector's item or digital work of art.

What role do colours, materials or even technologies play?

Tina Kammer, InteriorPark: Colour plays a primary role. The colours should look cheerful and radiate a positive experience. The lighting concept reinforces the colour concept: Blue becomes a radiant blue, red becomes a bright red. The complementary colours were chosen to have the strongest colour effect possible, and the dark setting provides the appropriate backdrop.

Dijane Slavic, JUNG: We very much appreciate that InteriorPark brought Jay MT, an artist, onto the INVISIBLE team to handpaint the colourful superstructures. This gives the installation a special value. But it is also an experiment. We have no experience with the materials and finishes and cannot predict how the installation will look after a week of use. Tina Kammer, InteriorPark: We want to create far-reaching qualities and make people think. It's okay if the installation shows signs of use after a week. A temporary structure does not have to be made to last 50 years. Accordingly, we are breaking new ground.

How does the lighting concept support the installation

Nils Krutmann, ERCO: The lighting concept was developed jointly by InteriorPark in cooperation with ERCO. The lighting sets highlights and supports the energetic mood of colours and shapes. The pulsating play of light breathes life into the installation. It was important that the luminaires did not distort the original colours of the exhibition, but rather made them shine. Square spotlights from ERCO now highlight the colour squares theme. The luminaires and light strips will be dismantled after use here in Brera and subsequently used for other trade fairs and exhibitions.

The exhibition was completed on site by Mural Artist Jay MT. Is this process also a part of the exhibition?

Tina Kammer, InteriorPark: Yes, the craft, the art is definitely an important part of the exhibition. The complete installation was previously set up in a warehouse and painted by hand in the freezing cold by the artist and her team. On site in Milan, the finishing touches were then made, everything was put together and some parts were spontaneously added. For example, we could once again optimise the dissolution of the spatial boundaries and edges.

What sensations, moods and feelings are to be conveyed by the installation?

Dijane Slavic, JUNG: We want to arouse the curiosity of the visitors. And we also want to encourage them to think about the topic of sustainability. Hopefully, we can both inspire and motivate with INVISIBLE. Tina Kammer, InteriorPark: We want to appeal to all the senses. In architecture – and more generally in our “Instagrammable” age – visual impressions usually predominate. But also important is how a room feels, what emotions it triggers, how it smells, how the air flows through it. Often we can't even tell if we liked a room and why. Building technology, for example, is often much more relevant to the perception of space than the visual aspects. By dissolving the actual space, INVISIBLE aims to take a new perspective. The reflection plays with the perception. The small cellar room of the ballet school becomes a spatial experience that triggers irritation and stimulates reflection or empathy.

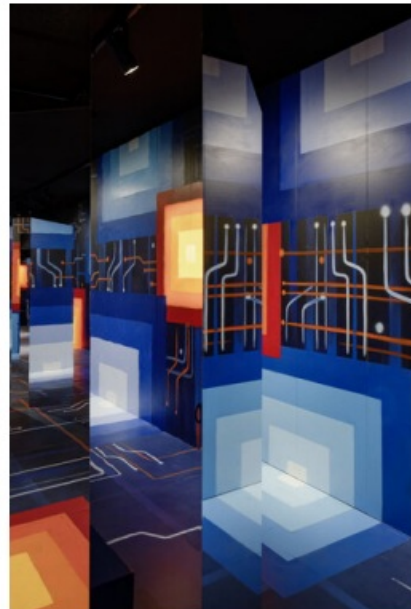
What is the message of INVISIBLE

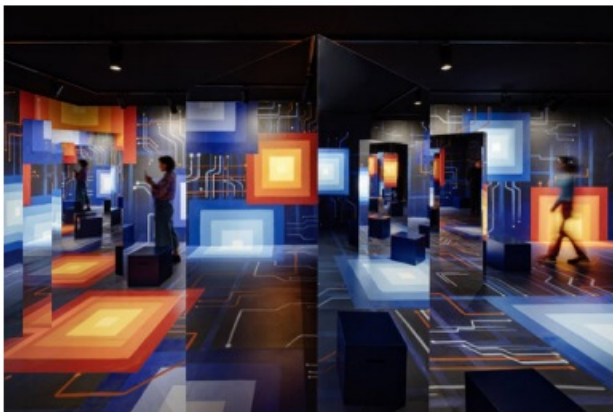
Tina Kammer, InteriorPark: The focus is on the experience. It's about having a good time, learning about something new. You don't have to understand INVISIBLE, you don't have to dive into the deeper interpretation level of smart-home technology and the sustainability report, you can just linger for a few minutes, listen to the music, pause and take some photos. Every now and then the DJ Jens Herzberg speaks sentences into his rhythms, and whoever wants to, can allow themselves to be carried along by these wave-like sounds. The slogans actually say it all: Let's connect. Be transparent. Reflect yourself. Everyone needs to fathom out INVISIBLE for themselves.

InteriorPark has not only designed the INVISIBLE exhibition but also developed the sustainability report

together with JUNG. How do you work on such a complex topic together?

- Tina Kammer, InteriorPark: The sustainability report was prepared under the leadership of my colleague Andrea Herold, who as a consultant prepares sustainability strategies and reports for companies in accordance with international GRI standards. This is, of course, a very intensive process in which the companies themselves often analyse and, in some cases, for the first time begin to question all their measures in the areas of economy, ecology and social issues under guidance. That is always good and always right. The point is not to prove that you can already do everything perfectly and optimally, but to show that you are making an effort to make the processes transparent. A sustainability report is therefore always a step in the right direction.
- Dijane Slavic, JUNG: The sustainability report was the original basis for the cooperation between JUNG and InteriorPark. This is what led to the conception of INVISIBLE. For us, this is just the right combination, because it shows that dealing with sustainability issues is fun, that something unexpected can come out of it, and that you win when you give something new a chance. We are very curious to see what comes next!





Contact

- JUNG PRESS OFFICE · ARGE Kommunikation
- Mail: PR-JUNG@arge-kommunikation.de

Documents / Resources

	<p>JUNG INVISIBLE Pop Up Installation By Jung For Fuorisalone [pdf] Instructions INVISIBLE Pop Up Installation By Jung For Fuorisalone, INVISIBLE, Pop Up Installation By Jung For Fuorisalone, Installation By Jung For Fuorisalone, For Fuorisalone, Fuorisalone</p>
---	---

References

- [S kommunikation.de - This website is for sale! - Kommunikation Resources and Information.](#)
- [PDF TCPDF](#)
- [User Manual](#)

Manuals+, Privacy Policy

This website is an independent publication and is neither affiliated with nor endorsed by any of the trademark owners. The "Bluetooth®" word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. The "Wi-Fi®" word mark and logos are registered trademarks owned by the Wi-Fi Alliance. Any use of these marks on this website does not imply any affiliation with or endorsement.