

PRESS RELEASE – 18 June 2015

Method Responsible Objects

The need for physical products to be able to communicate independently of screens has been growing. In response to this trend, Method is hosting an evening talk during this year's London Design Festival looking at the role of consumer electronics in people's lives.

For years, the status quo has been 'more features' equals 'more value', with products designed with a shorter life span to encourage future sales. This throw away, 'always-on' culture has prompted a reaction where consumers are seeking objects that are thoughtful, and responsible in their design: Products that do the most important things well and edit out the unimportant, in return making life simpler, and not intruding on people's time and attention.

This panel is not an anti-technology message, or a flight of nostalgia, but a desire to put the focus back on quality - of product and of life. We aim to take a unique and refreshing perspective on the role of consumer electronics in peoples lives – from product development to brand communications.

Alongside the discussion, interactive installations will showcase collaborations with friends and partners in order to provide context and critical discussion and debate to this important topic.

Providing the weather cooperates, we will have drinks for our guests after the talk on our very own rooftop, making it an evening to remember.

[Direct Link to the event on London Design Festival]
<http://www.londondesignfestival.com/events/responsible-objects>

ENDS

For more information and RSVP please contact:
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Notes to Editors

About Method

Method is an international design studio focused on the intersection of brand, product, and service design. With deep expertise in research, strategy, design, and technology, Method solves business challenges and creates inspired products, services, and brand experiences that engage users. Method has enabled businesses to outperform their competitors through unified brand communications, compelling user experiences, and differentiated products and services across web, mobile, print, advanced television, and physical and immersive environments. Clients include: Google, Microsoft, BBC, Marimekko, Kiehl's, MoMA, Samsung, Nokia, Visa, and TED Conferences amongst many others. For more information visit www.method.com