

Reed

concept

Nature is becoming rare in our daily life. In the way our urbanizing world is generally built and planned, our everyday surroundings have become perpetual and static through conditioned climates and 24 hour lighting. When unpredictable natural elements such as a lifting breeze, a sudden shower, or a setting sun are planned out of our surroundings, the timeline of our everyday is lost.

Reed, an artificial element that restores the timeline and natural relief in our daily life.

A group of lightelements that overgrows objects and areas in a living space, that provides both lighting and covering to make enclosed, muted spots inside a room. The reeds translate outside nature to an indoor space, by slightly waving when a windgust passes the building, as measured by a windsensor that is connected to the reeds. The smart material of the core of the reed gives it the ability to slightly bend. The reeds bend one after the other, and the wind travelling through the reeds has a speed and intensity precisely depending on the force and direction of the windgusts that rise up and lay down throughout the day. Moving subtle in spring, intense in autumn - the space regains the natural character that it has walled out.

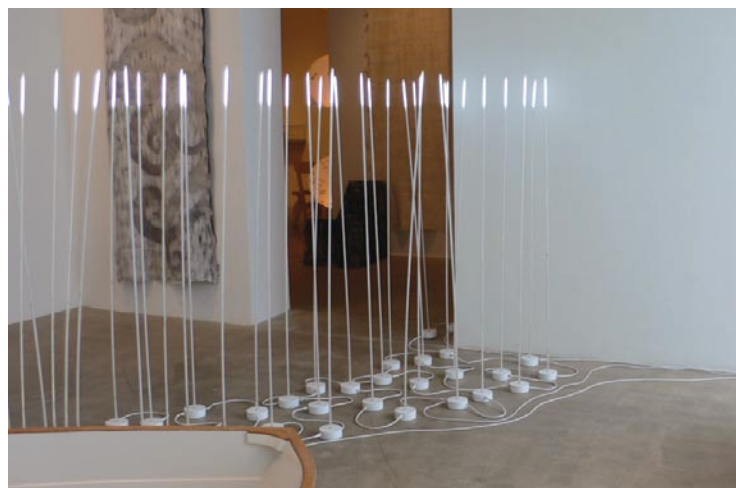
Simon Heijdens 2006



Reed - Amsterdam 2007



Reed - Milan 2006



Reed - Los Angeles 2006



Reed - Rotterdam 2007

Reed exhibitions:

TH Inside Gallery - Milan, Italy 04/2006
NLA - ACME Gallery - Los Angeles, USA 06/2006
Natural Habitat - Amsterdam, Netherlands 09/2006
Dutch Port Milk gallery - New York, USA 05/2007
Tent - Rotterdam, Netherlands 09/2007
BKVB - Amsterdam, Netherlands 10/2007
Family of Form - Eindhoven, Netherlands 01/2008
Cheongju Bienale - South Korea 09/2009
Lloyd hotel - Amsterdam, Netherlands 02/2010

Reed

© Simon Heijdens 2006
Images not for publication

More information:

Simon Heijdens
4 Temple yard
Temple street
London E2 6QD
United Kingdom
t +44 (0)20 70333457
e info@simonheijdens.com
w www.simonheijdens.com