



**LONDON DESIGN FESTIVAL ANNOUNCES
LANDMARK PROJECT 'THE SUN, MY HEART' BY
DESIGNER MARJAN VAN AUBEL AT SOMERSET
HOUSE**

14-22 SEPTEMBER 2024
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#LDF24

30 August 2024 - London, UK: London Design Festival today announces details of Landmark Project **The Sun, My Heart** by renowned solar design practice **Marjan van Aubel Studio** at Somerset House. Commissioned by London Design Festival, which is supported by **Bloomberg Philanthropies**, this immersive experience invites reflection on our relationship with the sun through individual experience and emotional engagement.

Inspired by the studio's innovative 'Sunne' solar lights, 'The Sun, My Heart' uses specially modified lighting to create a profound sensory and emotional connection to this celestial body. Featuring a mesmerising constellation of 77 suspended lights that chart the sun's daily cycles, from the gentle hues of sunrise to the warm glow of sunset.

The visual journey is complemented by a carefully crafted soundscape based on NASA's recordings of the sun. This eight-minute and 20 second audio experience – mirroring the time it takes sunlight to reach the Earth – is designed to trigger theta brain waves, associated with deep relaxation and meditation. These waves are produced by our brain cells when we are at rest, creating a contemplative state ideal for reflection on our solar connection.

Visitors activate the installation by interacting with a sensor, creating an almost infinite variety of light and sound compositions. The installation responds uniquely to each visitor's touch, including the length, pressure, and size of their hand, as well as the timing of their interaction within the composition. This creates a distinct sunrise, sunset, or daytime sun that temporarily blends into the ongoing light and soundscape of the installation. With countless possible responses, each experience remains unique and personally resonant.

Marjan van Aubel Studio, a pioneer in solar design, has consistently pushed the boundaries of integrating solar technology into everyday life. Her previous award-winning projects have demonstrated solar energy's potential to be both functional and aesthetically compelling. Through this installation, van Aubel aims to create an emotional catalyst for change.

London Design Festival serves as a global platform, bringing together the world's most talented designers, thinkers and practitioners to showcase groundbreaking ideas that address pressing global challenges. From climate change and sustainability to social inequality and technological disruption, the Festival aims to present solutions that can shape a better future and emphasise design's crucial role in tackling complex societal issues.

Visitors can explore content on this and other Landmark Projects for free on Bloomberg Connects, the Festival's official digital guide.

Marjan van Aubel, said: "We have envisioned to build a more emotional relationship with the sun. Our heart is the sun inside of us, and the sun is our heart outside of us. In the end, they are one and the same."

- ENDS -

NOTES TO EDITORS

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All images and assets can be [downloaded here](#).

ABOUT LONDON DESIGN FESTIVAL

Established in 2003 by Sir John Sorrell CBE and Ben Evans CBE, London Design Festival celebrates and promotes London as the design capital of the world.

London Design Festival has since earned the reputation as a key calendar moment of London's autumn creative season, alongside London Fashion Week, Frieze Art Fair and the London Film Festival, attracting the greatest thinkers, practitioners, retailers and educators to the capital, in a citywide celebration.

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