

Positiveflow was initiated in April 2004, by James Ennis, registering the business name in Ireland, concerned with visualizing energy (shipping information and energy in a parallel means), a small network of people with backgrounds from art, design (service and product), mathematics and social research.

We see ENERGY represents a strategic opportunity to imagine the future of a "sustainable society" that relates to the emerging qualities of products, services, systems and interactive tools, and to their ability to raising an awareness of the importance of energy production, management and consumption in the everyday life.

The contemporary society in relation to the massive introduction of electrically powered objects and appliances combined with the emergent social behaviors based on communication and information is increasingly becoming energy dependent.

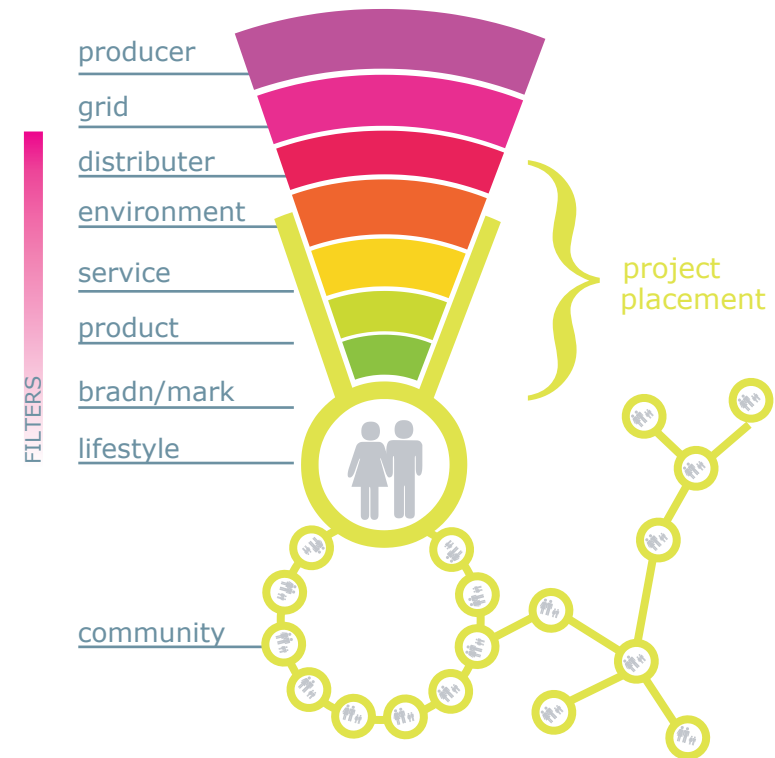
From a design perspective this requires to start from the re-interpretation of the relationships between everyday life practices and the creation, manipulation and consumption of energy by developing concepts and scenarios aimed at increasing both the awareness on and around the energy issue and to stimulate innovative and responsible behaviors in relation to energy.

In design by designing their (energy) services and products, positiveflows aim is to explore another vision of energy that is more responsive, active and in a sense more alive amongst their environment and audience/user. In this way we highlight levels of thinking that can be embodied through design (brand design, sustainable design, service design).

The diagram subjects an existing panorama of the relationship between the consumer, our energy source and our distribution companies... It mainly highlights the lack of awareness we have with our supplier, the grid, and more importantly, shows that the association we have with our supplier is merely a bi monthly transaction.

filters

The filters are to highlight the distractions constantly around us - diluting our interaction with our energy sources. These area the areas, which we focus on in order to create an identity to imagine the future of a "sustainable society"



Using this as a platform to place project within positiveflow has carried out diverse projects for the following clients.

event strategy
www.aem.it
www.gruppohera.it
www.fabbricadelsole.com

product strategy
www.covo.it
www.imation.it

education workshop
www.domusacademy.it
www.ncad.ie
www.esterni.org