



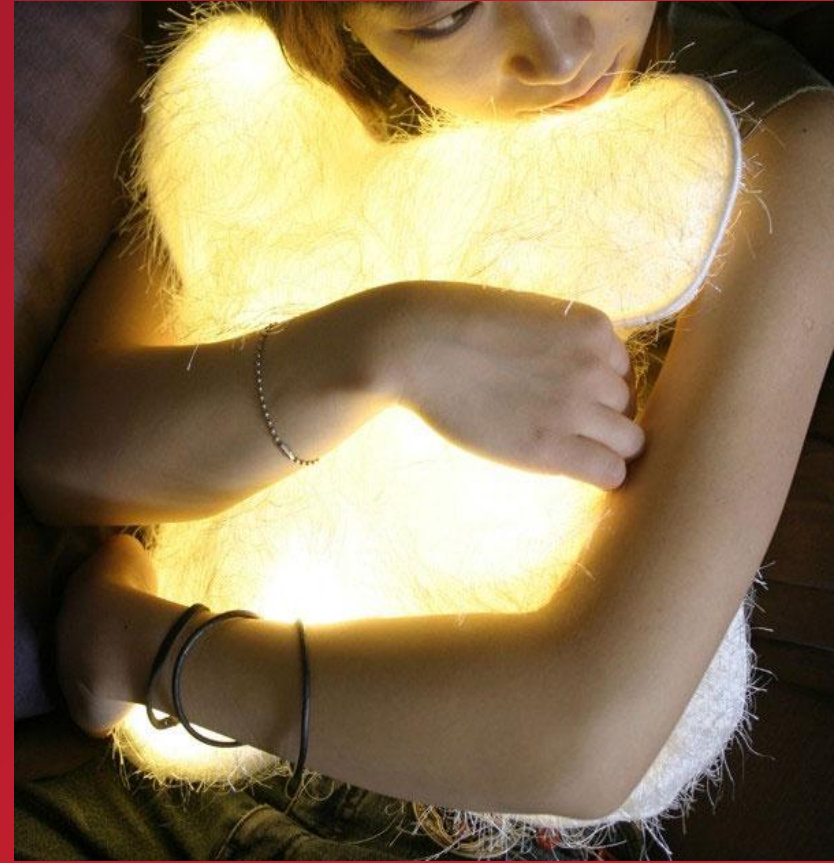
From Tumen to human

Inspirational cue cards

Challenge: From “Lumen” to “Human”

It is somewhat easy to talk about technology, rational light benefits and evidence-based data since they are by nature more measurable and quantifiable. That may be why many of us are forgetting about the emotional qualities of light, and indirectly miss on how the majority of people experience light and express themselves about light.

Let's try to combine these two worlds: **technological** and **emotional**. Let's see how light affects us as human beings in all the different spaces we inhabit.



“Light is comforting, it makes me safe and warm.”



Challenge: From “Bullet” to “Booklet”

In business, we tend to shorten our thoughts to bullet points. We forget that **stories** help people to visualize a vision, repeat it and remember it. Storytelling creates **trust**, touches people’s hearts and minds, and serves as a reminder of the **vision**. To be a successful brand storyteller, we must understand how products and services meet a customer's **emotional needs**.



“Winter. The days are so short. She wakes up, her house is still wrapped in darkness. Tapping through the darkness to find the bathroom door she feels even more tired than when she went to bed. When was the last time she actually saw the sun? Two weeks ago? She doesn’t remember. Winter, darkness, a slight depression...”

--Story that helps explain and visualize the benefits of the light therapy--

Inspirational cards

We are creating artificial light, adapting it to our needs. It surrounds us, it affects the way we see, feel and function in many different spaces and situations.

The inspirational cards show you what kind of **effects** light has on us humans as well as how different light is, depending on the different **spaces**.

Inspirational cards can help you to realize how light affects **people** and read the **stories** behind these situations.

