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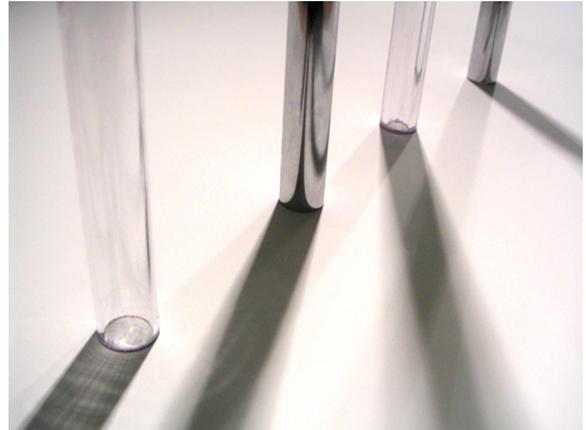
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Knoend presents 'Passage of Peace' project developed with Pocobor, at Salone del Mobile 2009 in Milan, Italy



Every year, the center of the Design Universe converges in Milan during the month of April for Salone di Mobile. It is the place to see everything new in Design, and a place to showcase not only your best products but also a place to bring your most imaginative ideas. This year, Knoend presents a design concept for world peace developed with technology partner Pocobor, a smart product design company also based in San Francisco.

Knoend is exhibiting in SaloneSatellite, a portion of the furniture fair dedicated solely to young designers under the age of 35. Instead of presenting a traditional piece of furniture such as a chair or table, Knoend decided to showcase a public art concept.

Utilizing gestural interconnectivity, Passage of Peace intends to bring people together in unity in hoping for peace. It will be a demonstration of belief that peace is obtainable by connecting people across the world with the same wish of peace on earth.

The project is a migratory installation that will be placed in prominent public plazas in major international cities of the world. Every year it will be placed in new cities to begin a dialogue among the cities towards peace. The first five cities in the inaugural year will be the capitols of the five permanent member states of the United Nations Security Council - Beijing, London, Paris, Moscow, and Washington DC. These five capitols will take the first steps in the passage for peace.

A set of columns alternating between metal and glass are installed in one city. The same configuration is set up in the 4 additional cities. When the metal columns are touched, the glass columns surrounding it will illuminate, and a sound will play.

Any illumination seen and sound heard in one city will be reflected in the other cities enabling people across the world to connect to each other. When people in different cities touch the same metal column, the intensity on the surrounding light columns will increase. When the

connection is maintained and a wish is made together, the light will then pulse and fade to signify a release of peaceful intention. Furthermore, when a chord is played, signifying harmony, the light will travel across the entire installation. There are 12 metal columns to represent each month of the calendar year and each note on a musical octave. The Passage for Peace allows people to reflect on those lost to war, but also provides a medium to imagine a world without conflicts.

Knoend partnered with Pocobor to create a functional scale model of the concept. Pocobor utilizes embedded controllers, cutting edge touch-sensory technology and low-power wireless connectivity to create the interactive audiovisual effects necessary for this project.

This ground-breaking project not only pushes the boundaries of the definition of 'furniture' but also extends the socioeco definitions of sustainability to include the spiritual wellness of the world. Furthermore, it utilizes wireless technology to connect people in a physical way rather than virtually, and thus provides a new medium for personal interconnectivity.

About Cosmit

Cosmit - Comitato Organizzatore del Salone del Mobile Italiano - is the company that organizes Milan's Salone Internazionale del Mobile. Salone, as it's popularly known, was founded in 1961 thanks to the insight of a small group of furniture makers, who were the driving force of the trade association Federlegno-Arredo. A vehicle for promoting Italian furniture exports, Salone soon became the most keenly awaited event in the world of furniture.

From April 22-27, 2009, the Salone Internazionale del Mobile (48th edition), the International Furnishing Accessories Exhibition (23rd edition), EuroLuce, the International Lighting Exhibition (25th edition), and SaloneSatellite (12th edition) exhibitions will occupy the fieramilano convention center.

www.cosmit.it

About Knoend

Knoend is an ideas company based in San Francisco. We believe that design is a catalyst for change. Design has the power to create new experiences that will bring enhanced meaning to life.

www.knoend.com

About Pocobor

Pocobor is a San Francisco-based smart product design firm whose niche lies at the intersection of mechanical engineering, electronics, and software. They specialize in early-stage devices that integrate smart, interactive technology. Pocobor clients include Fortune 25 companies and start-ups in the clean-tech, medical, consumer products, and automotive industries.

www.pocobor.com