

the
Nordic
Society
for
Invention
and
Discovery

NSID is a Scandinavian
art-collective & invention lab,
using tech to create art,
or art to create tech.

We make stuff that makes
the people go “huh?”



The Flower Shotgun-shells



Plant by firing your seeds into the ground with a shotgun! Featured on CNN, NYT Bloomberg etc. Gardening has never been as fun!

Featured in: Wired, Gizmag, Engadget, Time, Washington Post, Bloomberg etc.

* Warning: Some nervous neighbour, seeing you waving a shotgun around might call the cops and soon you'll be, confronting a SWAT team amid your chrysanthemum.

The iRock

The iRock powers your iPad by rocking back and forth. It also powers the speakers built into the chair's backrest.

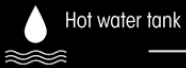
Featured in Wired, Time, Washington Post, Bloomberg etc.



The Cocoon

Together with Swiss furniture maker we built the Cocoon. The only piece of furniture where you can live.

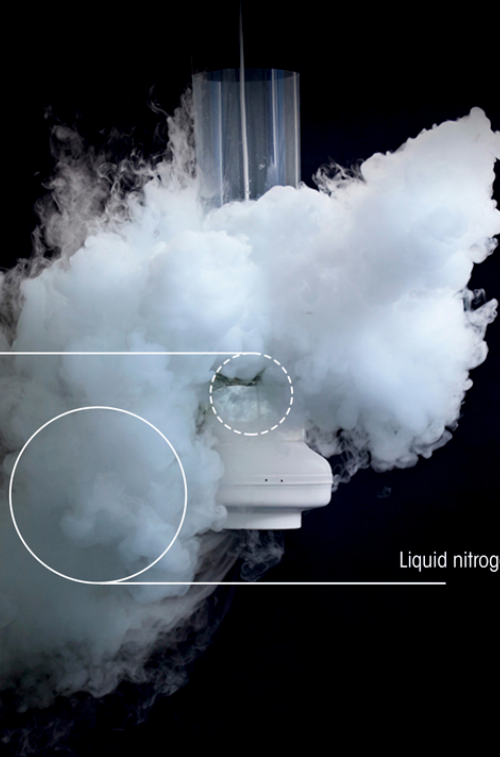




Hot water tank

Wake up to a bright yellow lamp on a sunny day or below a real cloud on that overcast winter morning.

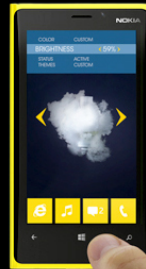
Nebula will forecast the local weather and tell you in a revolutionary way by bringing you the worlds first indoor cloud.



Liquid nitrogen



Wifi



Nebula 12

An indoor cloud that shows the weather outside.

Media coverage Micasa LAB.

Will there be Cocons dangling from trees on the edge of Lake Ontario come next summer?

YAHOO!

Finally, a rocking chair that charges your iPad.

TIME

Gadgets the ensure happy campers.

Sun

An updated classic

Daily Mail

Looks like a classic rocking chair, hides a big surprise.

metr

A modern take on traditional furniture.

WIRED

Micasa LAB, experimental furniture and solutions.

CORRIERE DELLA SERA

A whimsical puff of prediction that's literally left my head in the clouds.

Discovery
CHANNEL

If you ever stared at the sky wishing you could bring the clouds indoors, you'll probably like this new lamp from Micasa Lab.

The Washington Post

Blurring the lines between furniture and space.

THE HUFFINGTON POST
THE HUFFINGTON POST IS A DIVISION OF HUFFINGTON MEDIA

It's really refreshing to have a gadget that interacts like the iRock.

stern

Great news, meteorology fans! Swiss designers Micasa Lab have created a swirling liquid-nitrogen weather device to enjoy in the comfort of your own home.

theguardian

Swiss designers of Micasa Lab's outdoor room that has revolutionized the concept of space.

La República

The Nebula 12 simply looks wonderful.

Turner
Contemporary

Mostly we do things for ourselves, but we've also cooperated with companies such as Volvo & Iittala.

The Aalto Puck



 **iittala**

Together with Finnish design powerhouse iittala we celebrated the 50 years anniversary of Alvar Aaltos shape with....a hockey puck.

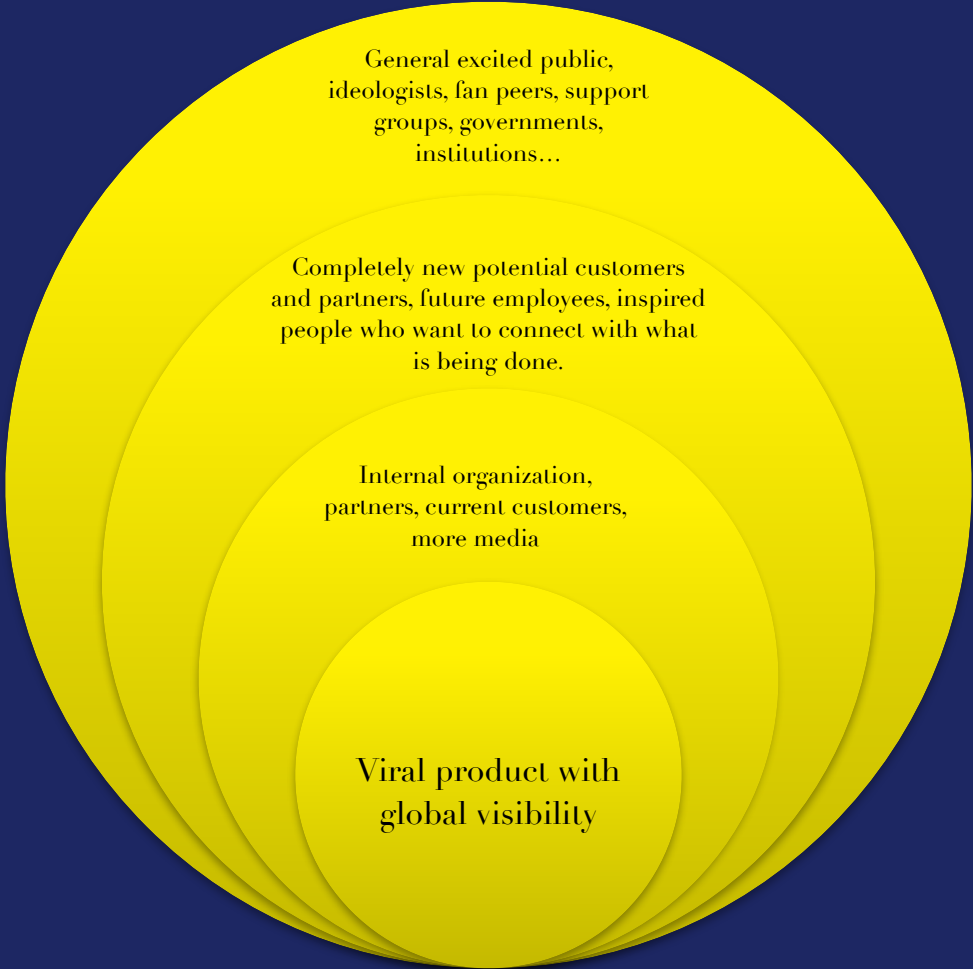


Wall of Sound

We developed and built the world biggest iPhone speaker together with the Swedish fashion brand Brothers.

Finalist in T3 Audio Gadget of the year.

Digital Darwinism.



General excited public,
ideologists, fan peers, support
groups, governments,
institutions...

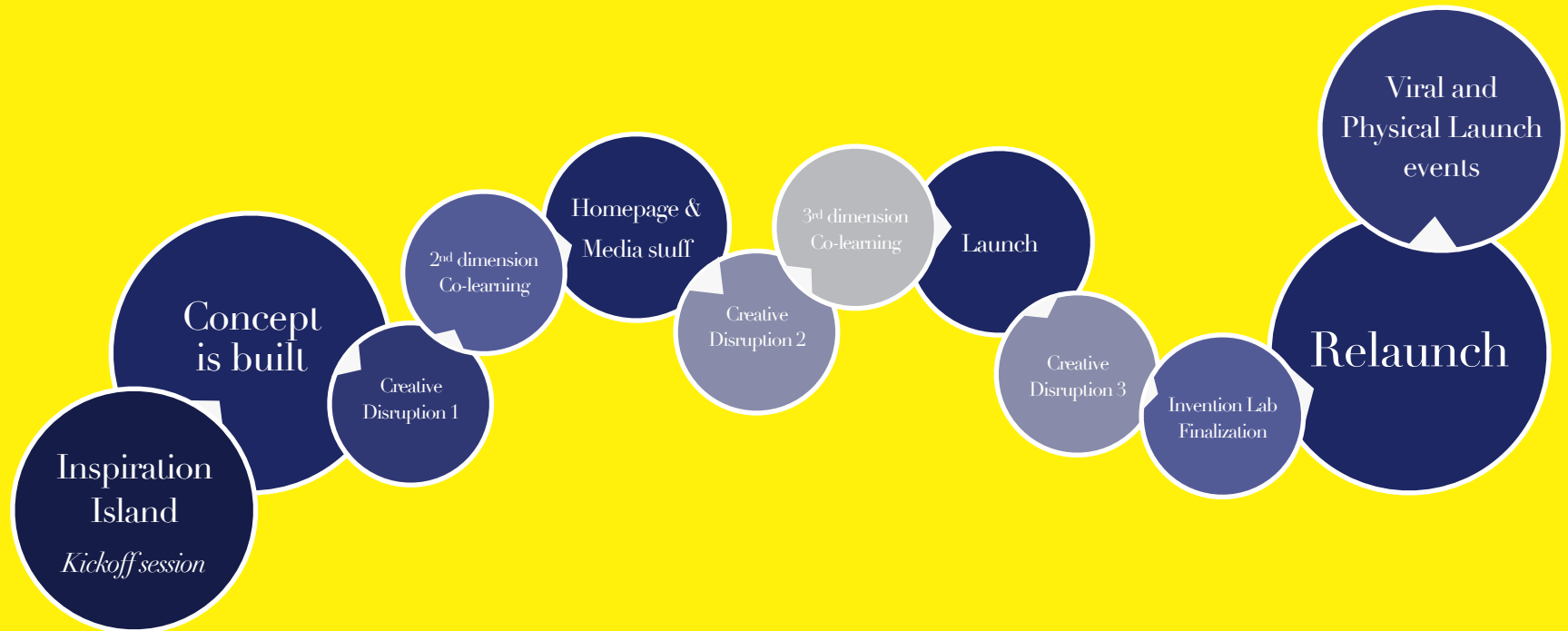
Completely new potential customers
and partners, future employees, inspired
people who want to connect with what
is being done.

Internal organization,
partners, current customers,
more media

Viral product with
global visibility

We want to provide help to tech people and broaden their perspectives, and artists to broaden theirs. We want to open up the hidden doors between the bubbles where we live. We want to plant seeds.

The way we work



Swedish house mafia

How an adventurous ad agency in Stockholm is working with a Swiss design lab to reimagine home furnishings

A rocking chair that charges your iPad. A plastic ball with a fully functioning kitchen inside. A lamp that forecasts the weather by dispensing a cloud made from liquid nitrogen. These are all real products developed by the team at MiCasa Lab - a furniture skunkworks attached to Swiss retailer MiCasa. "We wanted to create a platform where engineers and designers could experiment with new types of furniture," explains Per Cromwell, the cofounder of Swedish ad agency Studio Total, who helped MiCasa set up the lab. Cromwell is building MiCasa into a product development centre called the Nordic Society for Invention and Discovery. It will work with eight Nordic companies from this autumn and comprise scientists, engineers and "crazy people". Projects include tiny mobile phones designed to worn be as piercings, air-powered motorcycles and, yes, flying carpets for pets.

"The main objective of the lab is to experiment," says Cromwell. "Like our flying carpet: we've created a prototype that can lift a cat or dog a few centimetres. We have a bit more research to do before we can lift a person, but we have a picture of a man watching CSI from a flying carpet that keeps us going." So what's next? "Music, film, fashion, cars, houses, perfumes, food, running shoes and politics," says Cromwell. "The majority of everything is made to blend in, but we think the interesting part is the standing out." Duncan Geere micasa.ch / cp.lab



Studio Total's team (l-r) Kalle Rolin, Tomas Mazetti, Linda Karlsson. Daniel the pug (on a magnet-powered "flying carpet"), Per Cromwell, Karin Knuttila

The carpet can lift a 2.4kg pet up to 10cm. Installation is provided by six pairs of neodymium magnets. Its next iteration is intended to float a 10kg pet up to 20cm

PLAY / DESIGN



ANY TIME IS PLAY TIME

Want some fast fun? Farnham-based games studio Hix & Seek is creating a new type of smartphone game: one you don't play on your device. This autumn, it will release Tiny Games, an iOS app that contains the rules for hundreds of games to play in the real world. The app tells players where they are, who they're with and what mood they're in, then offers a game to play on the spot. "It's a fundamental rethinking of the role of your smartphone in playing a game," says Alex Farnham, Hix & Seek's director.

A TINY GAME FOR
which asked Farnham to
for our readers, here are

OUTTER BURNERS by
Find a deck of cards and
tie of a pair at the top
straight lines between
words. Every time you
a point, the lower

Talk soon.