

Introduction

Founded in 1999 by Yves Béhar, fuseproject is an award-winning San Francisco-based integrated design and branding agency. The experience and mediums practiced by the fuseproject design teams span products, environments, graphics, packaging, apparel, environmental design and strategy across wide array of industries as diverse as technology, consumer products, beauty, furniture and sports

The combination of technological innovation and design, or the notion of design 'from the inside out' is a hallmark of fuseproject's work. The agency takes a long-term strategic approach to developing and enhancing brands considering not just the outer shell, but the relevant functional purpose and emotional connection of the product itself. It achieves brand-building innovations by creating conceptual narratives and messages that are communicated through a product's experience.

fuseproject's recent clients include GE, Jawbone, Barnes & Noble, VerBien/Augen Optics, Samsung, Jimmyjane, Herman Miller, Issey Miyake, Peel, One Laptop Per Child, PUMA, and Swarovski. Its work has been featured in leading general interest and business publications in the USA, including New York Times, Business Week, Fast Company, Forbes, AdWeek and Times magazine, as well as in many leading publications worldwide.

fuseproject has received more than 200 awards from IDEA, Green Dot, Red Dot, I.D. Magazine, iF and Spark, among others. In 2010, fuseproject won a record 14 IDEA/Fast Company awards. And, in 2011, the studio was awarded 6 CES Innovations awards; 1 Red Dot award and 2 iF 2011 Awards.

Since 2004, fuseproject has been listed in the top 3 design firms by Business Week. Additionally, Yves Béhar was recognized as one of TIME magazine's 25 visionaries for 2007 and as one of Creativity magazine's Creativity 50 for 2008. He is also the recipient of the prestigious National Design Award for industrial design, awarded by the Cooper Hewitt Smithsonian National Design Museum.

The studio's work has been internationally recognized by museums, including solo exhibitions at the San Francisco Museum of Modern Art and the Musée de Design et d'Arts Appliqués Contemporains in Lausanne, Switzerland, as well as works included in the permanent collections of the Museum of Modern Art, the Cooper Hewitt Museum NY, the SFMOMA, the Chicago Athenaeum, The V&A Museum in London and the Munich Museum of Applied Arts. In 2010, fuseproject curated its first design exhibit at the Yerba Buena Center for the Arts in San Francisco.

The GE WattStation wall mount is an electric vehicle charging station that is designed for private homes and garages. Bringing the beauty and convenience of charging to the home, the residential Wattstation works to make it as easy as ever to own an electric vehicle and reduce your carbon footprint.

Electric vehicles have the potential to revolutionize transportation. However, in order to see the widespread adoption of electric vehicles, the electrical grid must be modernized and charging stations must be accessible, quick and easy. The WattStation combines functionality with a consumer friendly form that works to become an integral part of this evolving technology. Like its predecessor, the WattStation wall mount was designed to break all paradigms of the conventional EV charging station. With an understated and user-friendly design, the Wattstation can fit into any home environment with ease. It can be hardwired for more permanent installations or simply plugged in for temporary use and easy removal of the unit, making it adaptable for any scenario. Its compact form ensures an unimposing presence; whether it's mounted in a family garage or apartment parking structure, its soft yet robust design invites the user in.

The UI is optimized for ergonomic comfort; using LEDs and a simple power button, the unit keeps the interaction simple and clear. A green backlit charging icon illuminates to signal that the EV is in the process of charging. When charging is complete, users simply wrap the cord around the charging station, keeping it organized and out of the way. The Wattstation can also be completely shut off when not in use, ensuring zero energy consumption between uses.

The warm and inviting design of the residential Wattstation ensures that it can fit into any home environment without monopolizing space. The rounded surfaces are very welcoming and work to translate new and foreign technology into an easy to understand unit. The interface uses LED lights to indicate when the car is finished charging, and the cable conveniently wraps around the unit to keep the area clean and protect the cord. It is also easily mounted on any wall and can either be hardwired for permanent installation or simply plugged, allowing consumers to decide how they want to integrate the technology into their homes.

The GE Wattstation wall mount was designed in detail, including consideration of materials and environment requirements. The unit comes with a sturdy mounting plate with heavy-duty screws and a key lock keep the WattStation securely in place and prevent unwanted removal from the wall. Additionally, with a NEMA 3R rating, the wall mount is rugged enough to be placed outdoors; it can withstand rain and sleet, and even a coat of ice.

Adding to the convenience of the WattStation wall mount is GE's Smart Grid technology, which enables the station to charge an electric vehicle in 4-8 hours, compared to the typical 12-18. The unit has a power button that can completely shut it off, ensuring that there is zero energy consumed between uses. The material considerations ensure that the unit can be installed indoors or outdoors, easily shrugging off rain, sleet and even ice.

Design, technology and innovation converge in the GE Wattstation wall mount to make a product that is equally beautiful, smart and environmentally responsible, and that has the power to revolutionize the automobile industry.

Design Credits: Yves Behar, Pichaya Puttorngul, Josh Morenstein, Matt Swinton, Matt Malone and Serge Beaulieu



