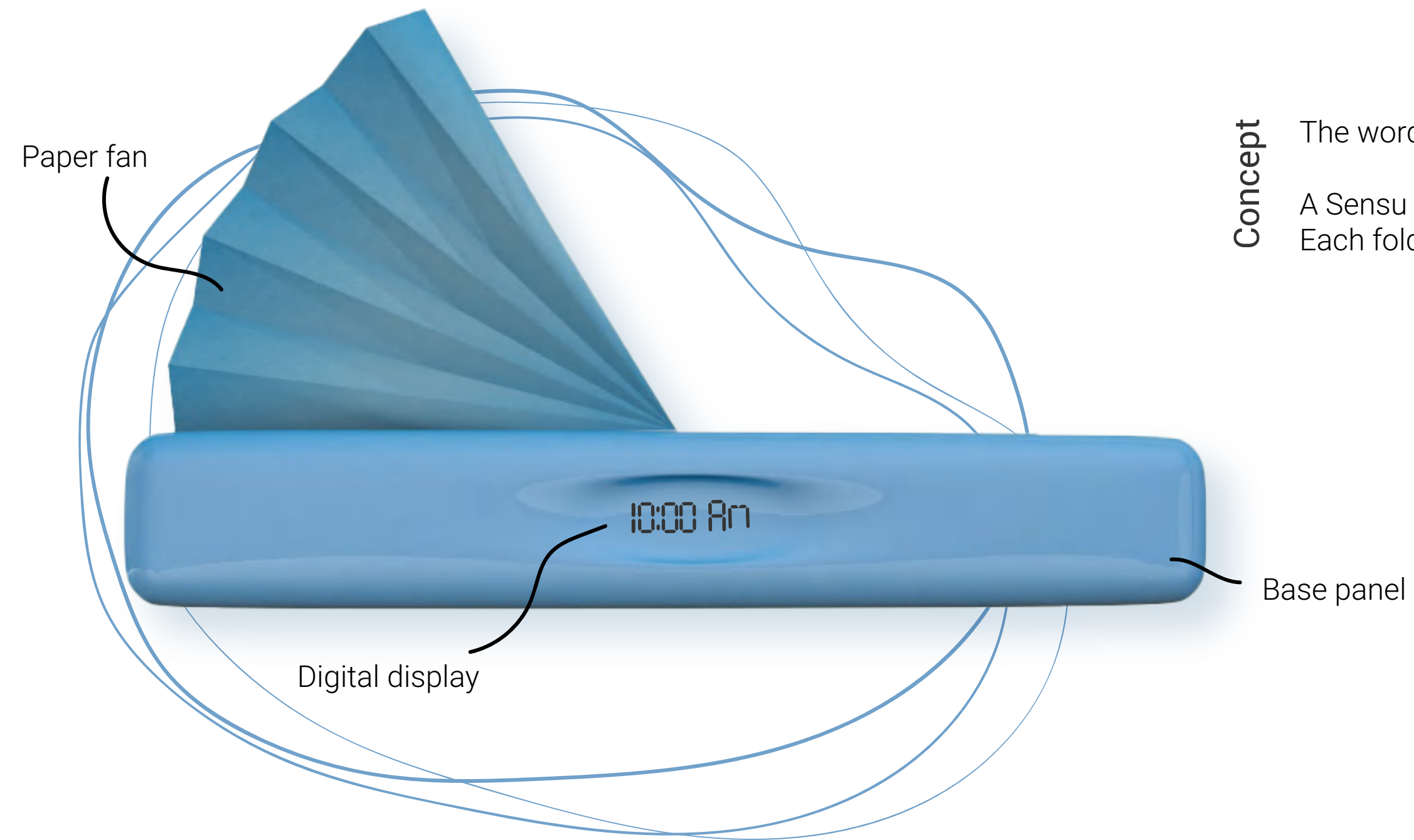




SENSU
CLOCK

Brief

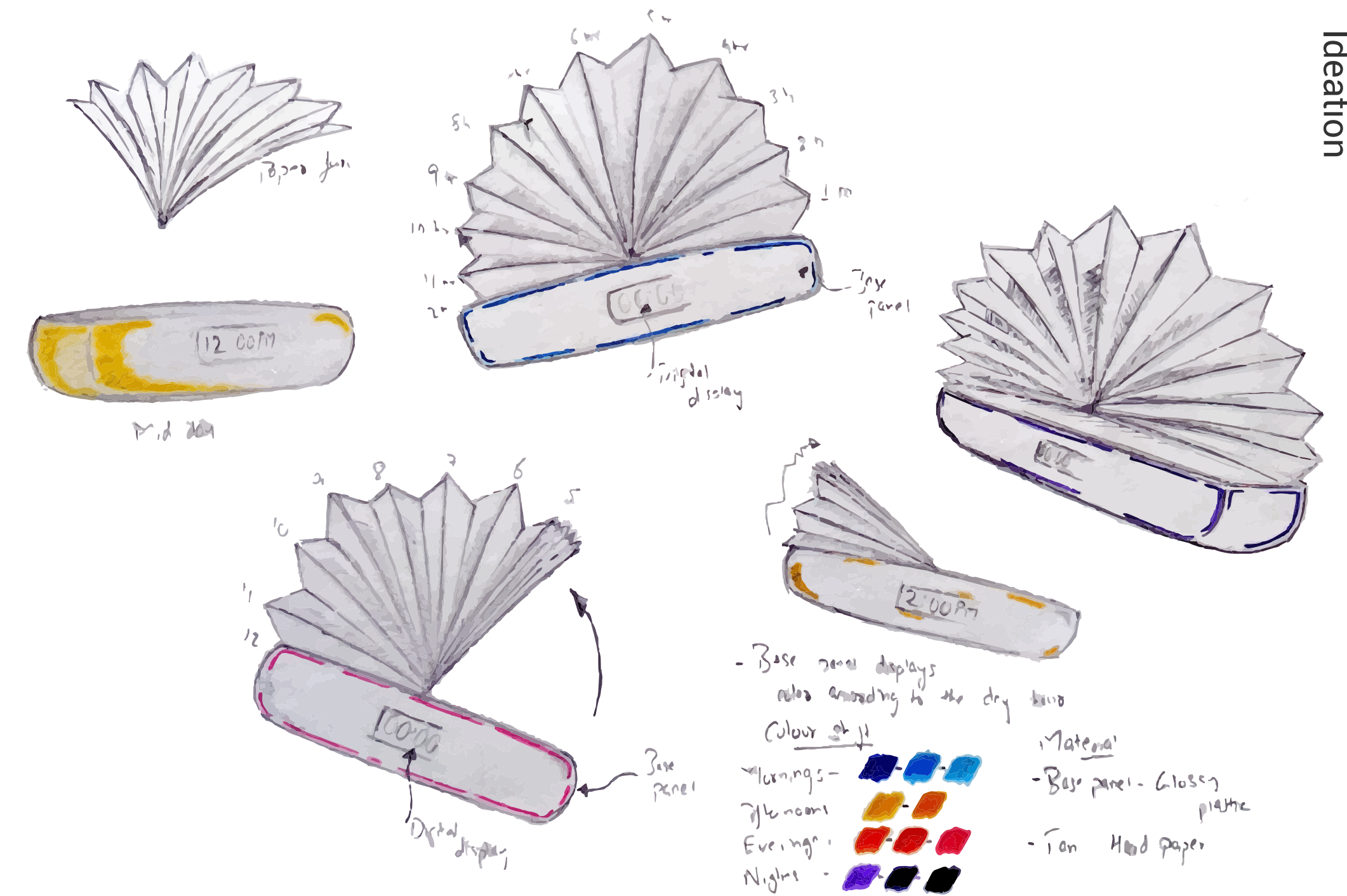
A table clock inspired by a paper fan



Concept

The word 'Senu' comes from the Japanese word for a folding fan

A Senu Clock consists of a paper fan with some number of folds (12 folds). Each fold represents an hour of the day.

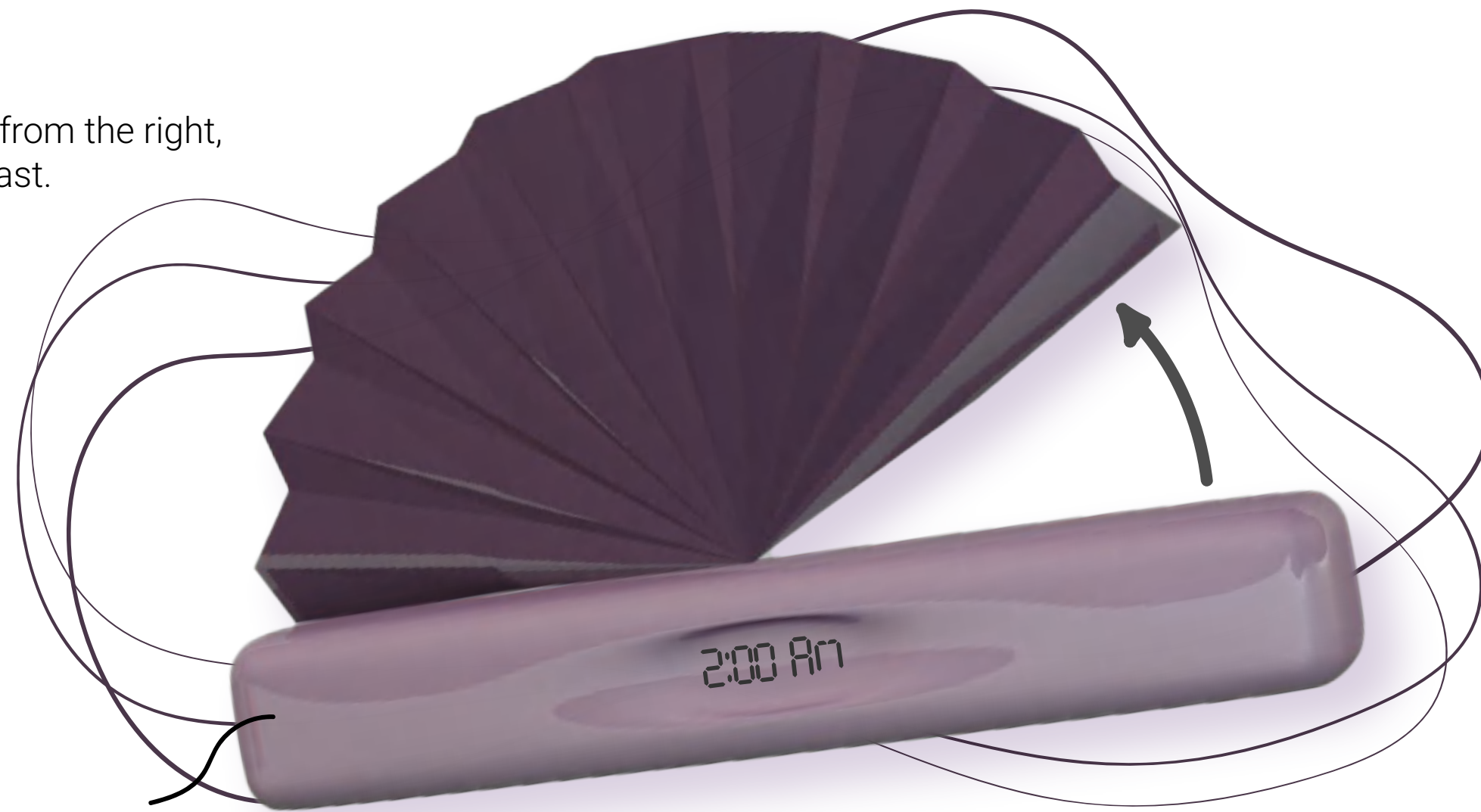


Ideation

Moodboard



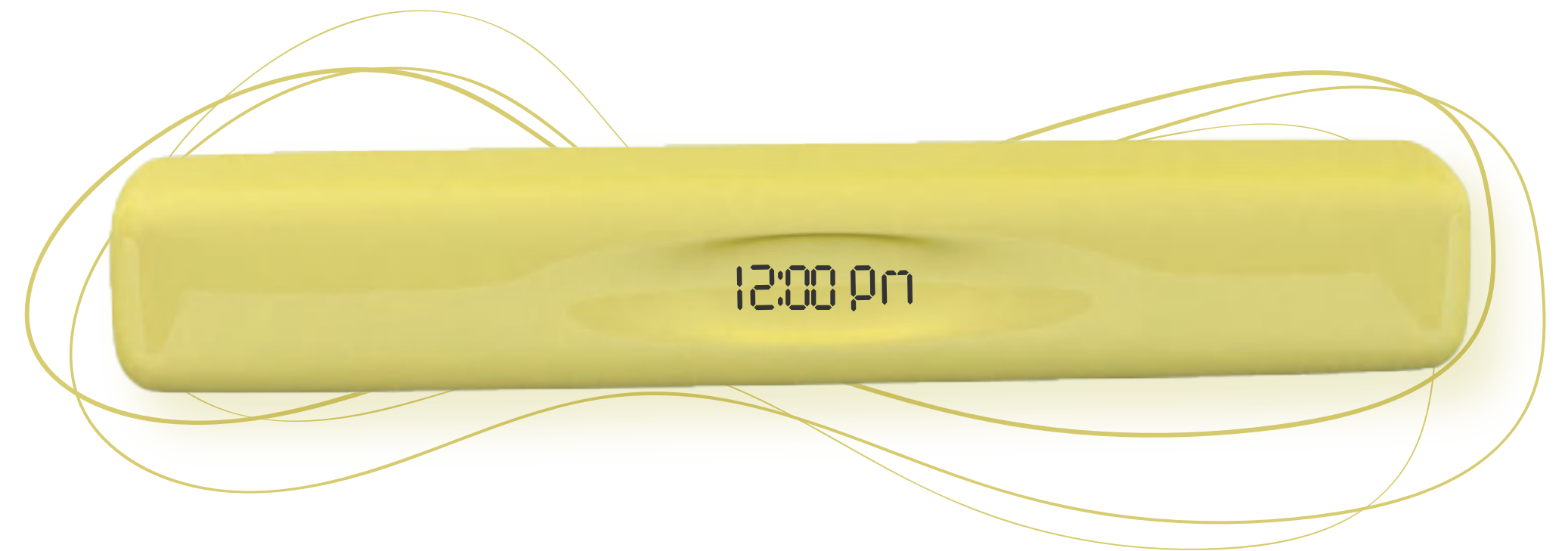
The fan starts folding from the right, depicting east.



Purple depicting night time

Both, the fan and the base panel illuminates with colors according to the time of the day.

At midday, the fan completely folds into the base panel.



The fan unfolds during the later half of the day



Color shift

Color shifts are basically the range of colors the clock will depict based on the time of the day.

Mornings



Afternoon



Evenings



Nights

