

# marcel wanders® *Newsletter Spring 2009*



Villa Moda Bahrain nominated



Wattcher



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Marcel Wanders in Hongkong



press info milan 2009

## *Wattcher*

On the 28th of March the mayor of Amsterdam, Job Cohen, received the first Wattcher designed by Marcel Wanders studio for Innovaders. The Wattcher is a product that, once plugged in, immediately displays the electricity consumption in your home allowing you to monitor and curb your energy use.

Marcel Wanders designed the Wattcher as the ticking heart of the home. "The design is very clean and has urgency in pointing out your energy consumption. Wattcher is more than just a product; it is a strategy that stimulates awareness."

The "Battle of Watt" kicked off this week; numerous Wattchers are being used in the "Battle of Watt" as an initiative of Eneco, a Dutch energy supplier. In schools and student's homes throughout the Netherlands, participants are encouraged to save energy, the aim of the contest. Those that have consumed the least amount of energy win the competition.

