

# DEMAND2016 PHOTOGRAPHY

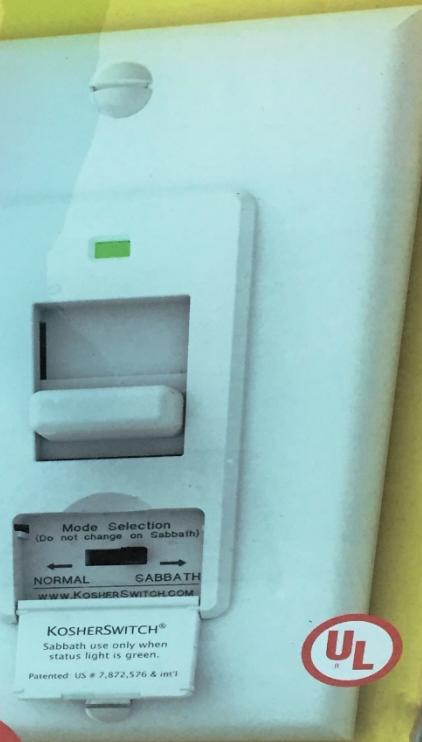
Time, temporality and  
energy demand



KOSHERSWITCH®

On-Demand Control of  
Electricity on Shabbat!

ENDORSED  
BY LEADING  
ORTHODOX  
RABBIS



SAVE  
\$46/YEAR  
IN ELECTRICITY

KOSHERSWITCH  
CONTROL ELECTRICITY ON SHABBAT!

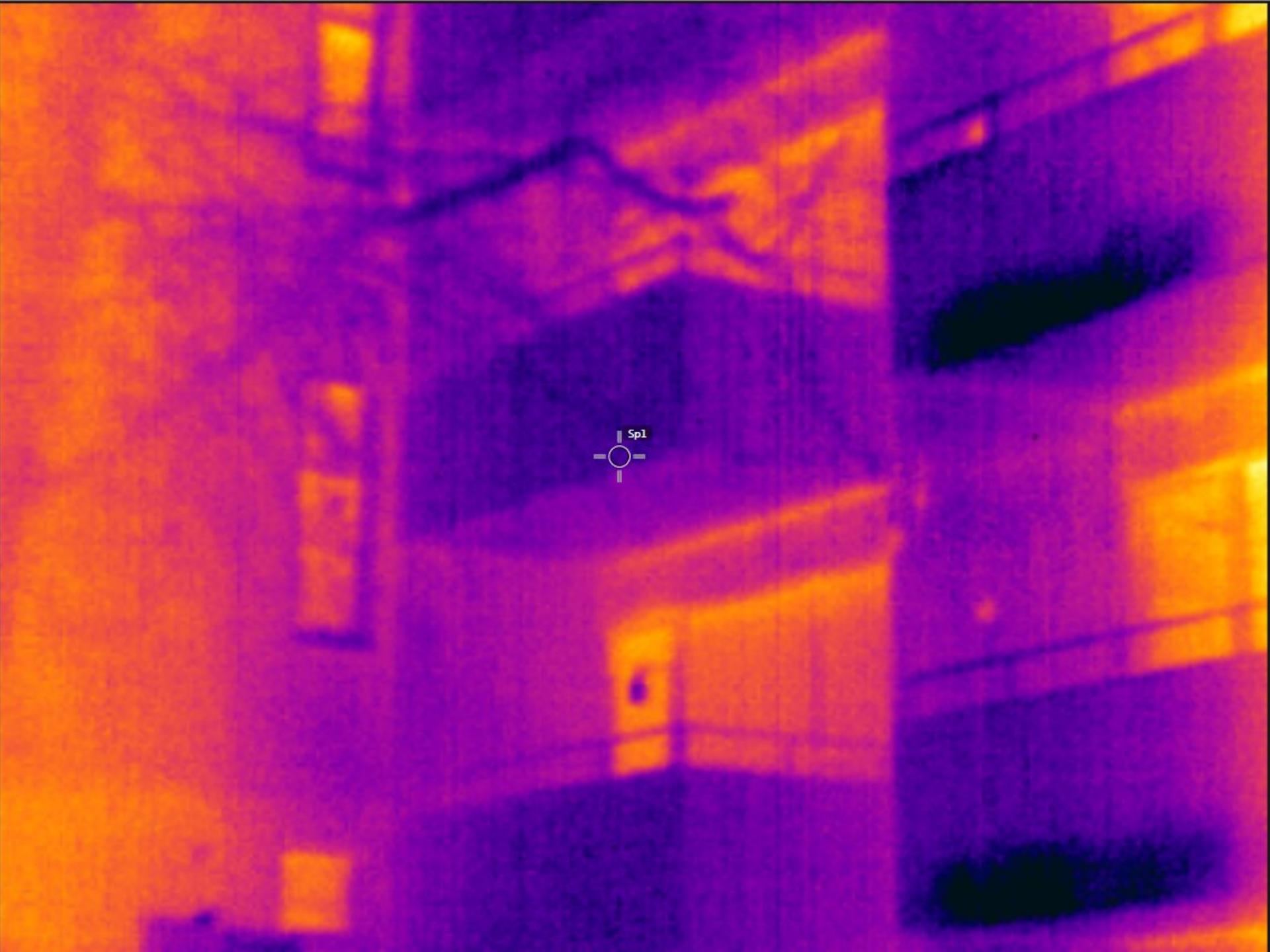
Visit [www.KosherSwitch.com](http://www.KosherSwitch.com) for details. Protected by U.S. Patent No. 7,872,576 and International Patents.



# Professions and energy demand













**VESTIAIRE  
REFECTOIRE**

MERCI  
DE FERMER  
CETTE PORTE  
LOCAL CHAUFFE

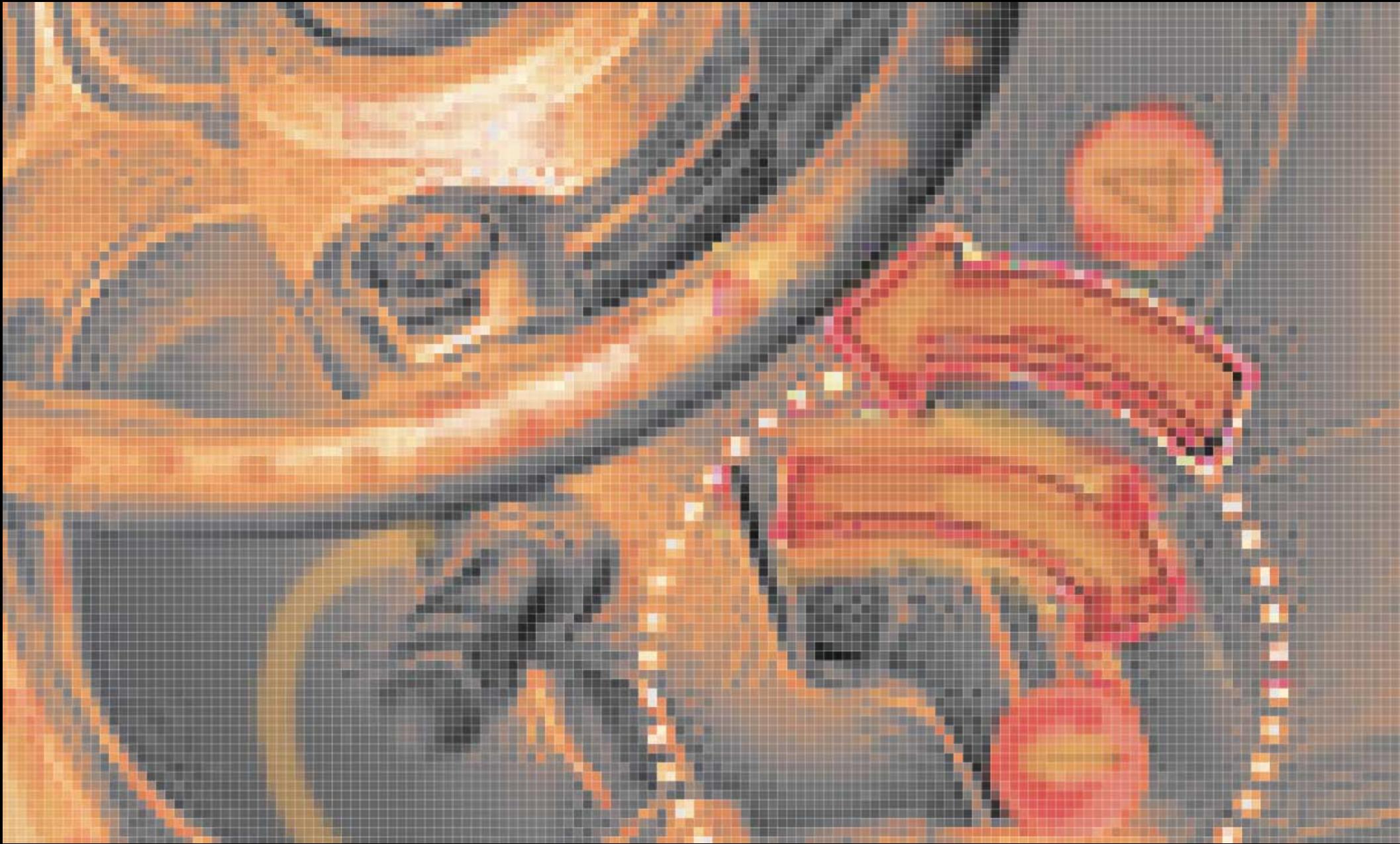


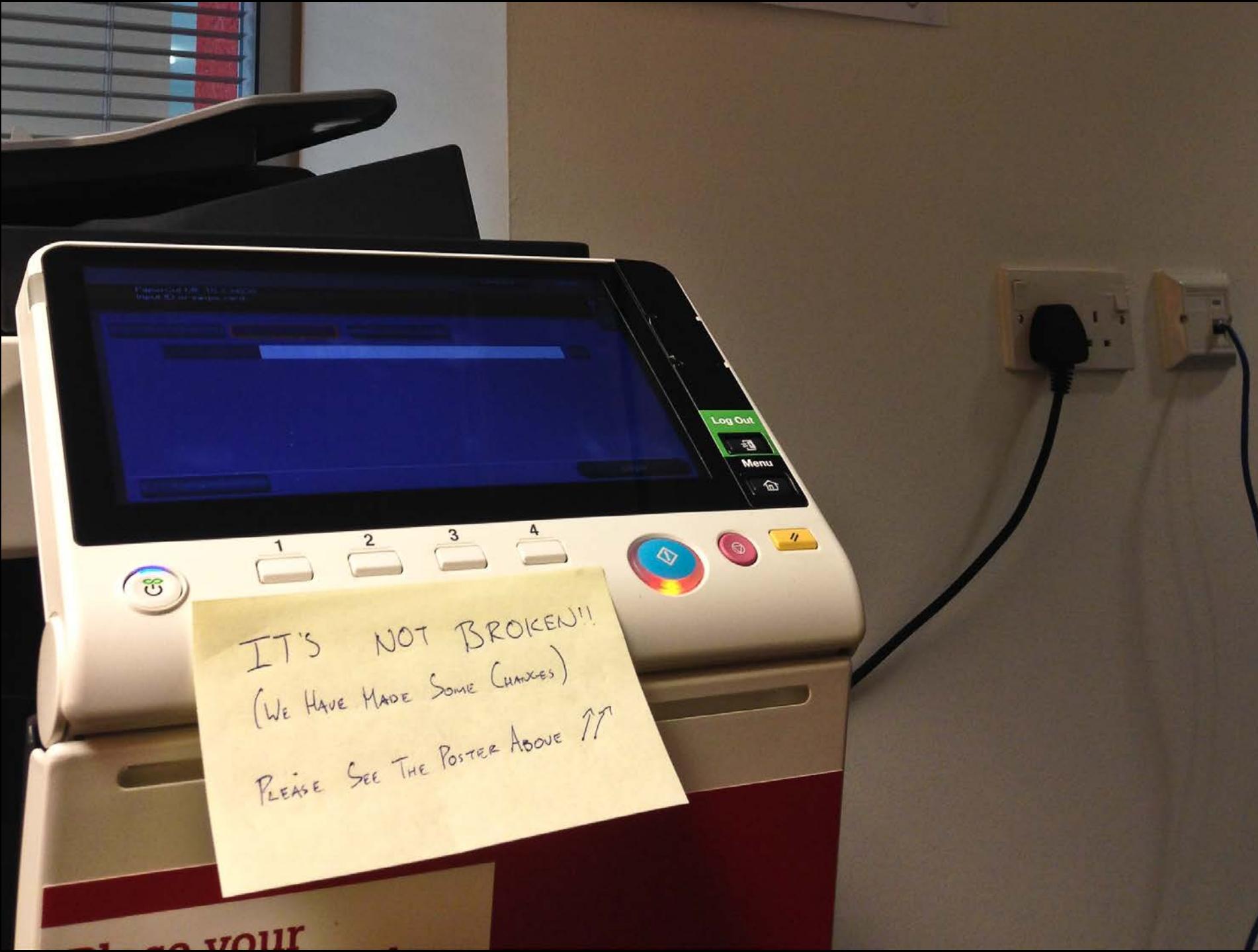
JUBELLE

# Conceptualising change in energy demand



Steering demand





IT'S NOT BROKEN!!  
(WE HAVE MADE SOME CHANGES)

PLEASE SEE THE POSTER ABOVE ↑↑

Sharing and  
energy demand



Energy and money







The role of standards and  
standardisation in making demand

## Aire Acondicionado

- Colocar switch en COOL
- Elegir temperatura (10° a 15°)
- Elegir Intensidad Hight/Med/Low

## Air - Conditioning

- Turn switch to COOL
- Choose temperature (10° a 15°)
- Choose High/Med/Low Intensity

## Calefacción

- Colocar switch en HEAT
- Elegir temperatura (22° a 30°)
- Choose High/Med/Low



HOTEL PLAZA SAN FRANCISCO  
Santiago de Chile



## Heating

- Turn switch to HEAT
- Choose temperature (22° a 30°)
- Choose High/Med/Low

Farenheit versus Celsius: F°59=C°10/ F°72=C°22/ F°86=C°30

Conceptualising futures of  
energy demand





Space, site and scale in the  
making of energy demand

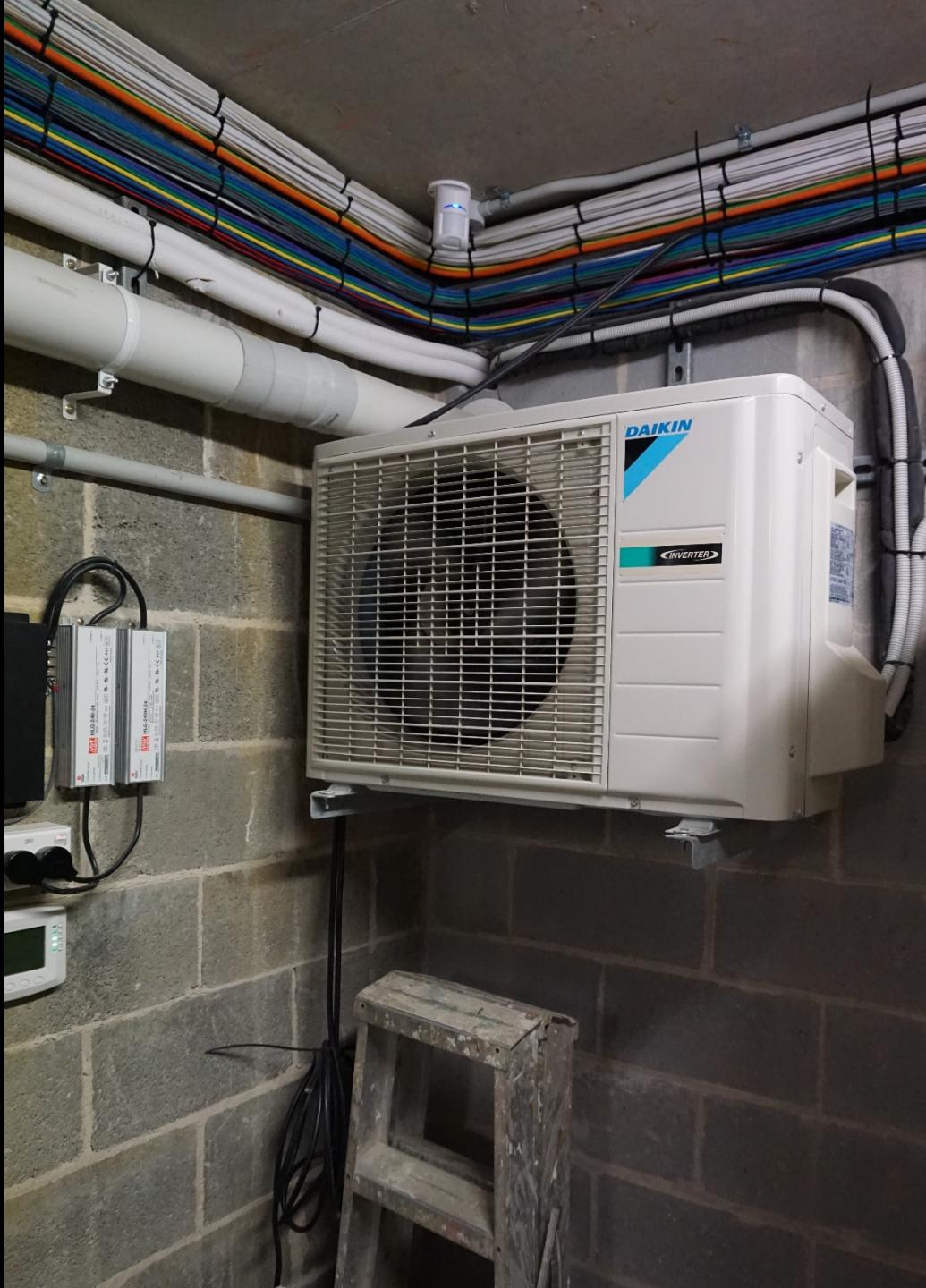


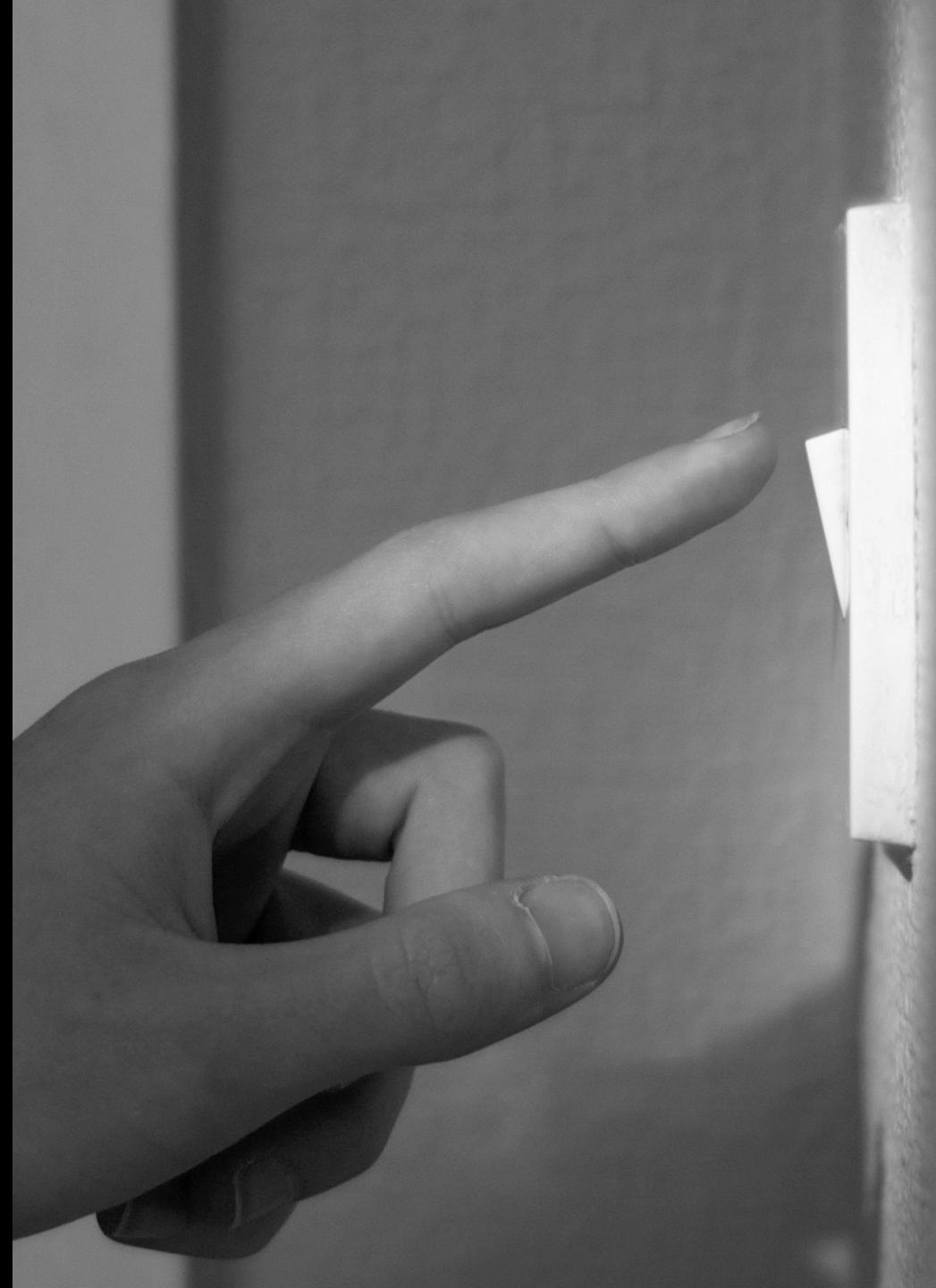






Automating everyday life







Entitlement, expectation and  
excess in energy demand

















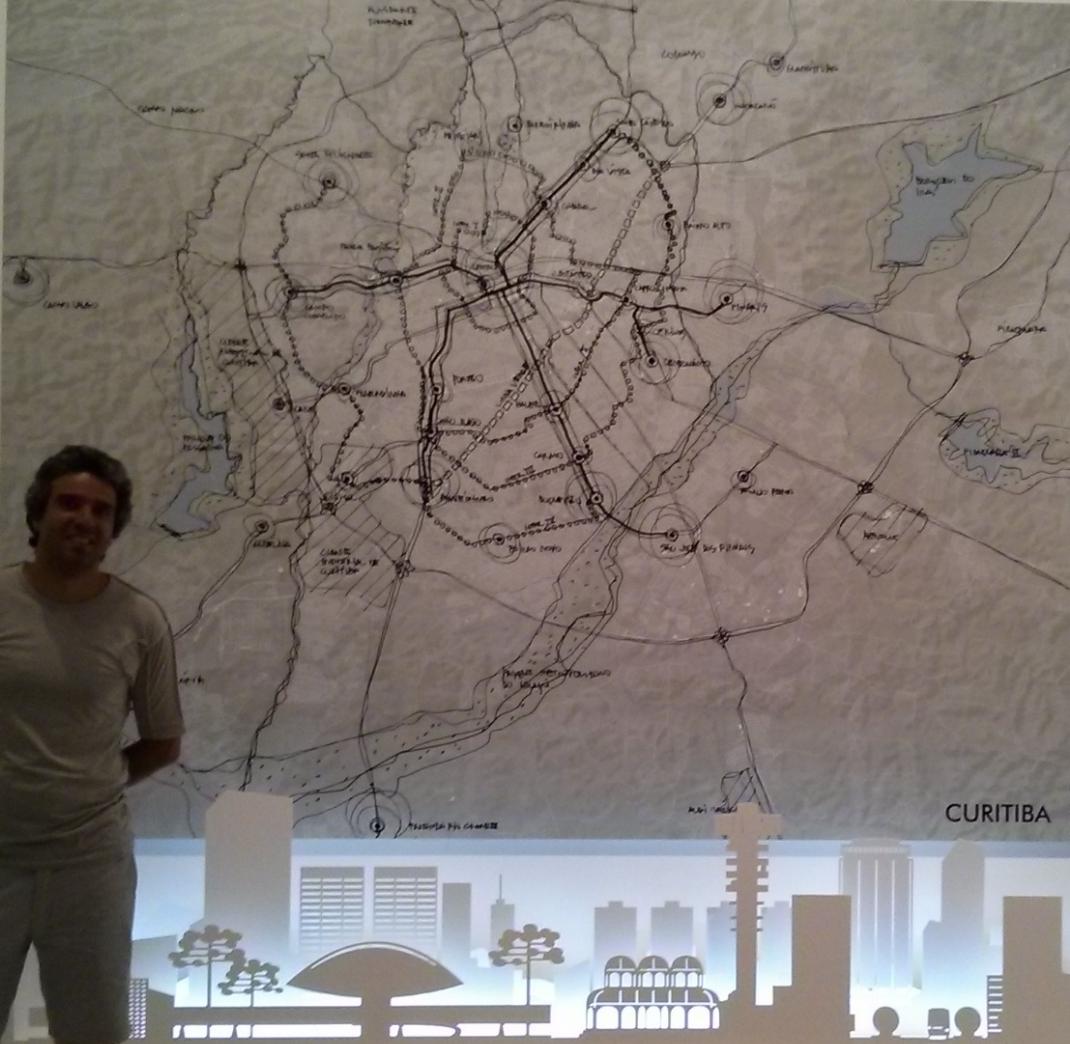
Non-permanent infrastructures  
and energy demand



Cross-national and cross-cultural  
research on energy demand







Saída

Entrada

Sentido > Jardim das Américas  
> Terminal Pinheirinho



valor 109,019





















Thank you to our contributors  
and expert judging panel