Cree and The Noun Project Collaborate to Create the Next "Bright Idea"

Workshop Attendees to Design a New Symbol for LED Lighting

Cree and The Noun Project are sponsoring an Iconathon at the Cree campus in Durham on Saturday, Feb. 25 to create universally recognizable symbols for LED lighting and other energy-efficient technologies.

“We’re continuing to raise people’s awareness of the LED lighting revolution, bringing together leading creative minds to help us establish a symbol to represent LED lighting,” said Ginny Skalski, Social Media Specialist, Cree. “After Saturday, the world will no longer be forced to use the inefficient, old-school incandescent light bulb to represent ‘bright ideas’ or the toxic, mercury-filled CFL to represent ‘efficient lighting.’”

The event will include presentations from Edward Boatman, co-founder and creative director of The Noun Project, and Paul Pickard, a lighting revolutionary and systems architect at Cree. During the half-day design workshop, attendees will help craft the basis of a new symbol for LED lighting and other important energy-saving technologies, including solar panels, weatherized homes and wind turbines. The final symbols will later be added to the public domain and available for anyone to download for free at TheNounProject.com [1] .

The Noun Project is a growing open sourced visual library of the symbols and icons that form the world’s visual language. The Noun Project organizes Iconathons around the country to collaboratively design new sets of civic symbols.

You can keep up with the Feb. 25 Iconathon for Energy Efficiency by following the hashtag #CreeIconathon on Twitter.

For more product and company information, please visit www.creelighting.com [2].

Posted by Ron M. Seidel, Editorial Intern

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Links:
[1] http://thenounproject.com
[2] http://www.creelighting.com