

PRODUCT OPERA

'Product Opera' is a term coined by Alec Robertson (2000) to denote the unified kinetic aesthetics of elegant movement, sound, touch, and any narrative within physical objects. It is part of his concept- '4D Design' - "the design of the behaviour of artefacts and people in relation to each other and their environment." (1995)

Product opera draws upon the theories and practices of the performing arts generally, such as from choreography, music composition and libretto to add emotional value to physical objects. Hence it's resonance with the term 'opera', which combines various arts disciplines for unified artistic expression, and is sometimes referred to the 'Queen of the Arts' for performances by people. Performances by physical objects may range from kinetic sculptures to everyday products, services and tech-systems, such as a table top lamp.

Definition (noun)

Product Opera is the performative characteristic within physical objects, especially when applicable to the design of everyday products services and tech-systems through the unified kinetic aesthetics of elegant movement, sound, touch, and any performative narrative.

Definition (verb)

Product Opera is the designing of a performative arts characteristic within physical objects, especially when applicable in designing everyday products services and tech-systems with the unified kinetic aesthetics of elegant movement, sound, touch, and any performative narrative.

References

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