

LIFAair®

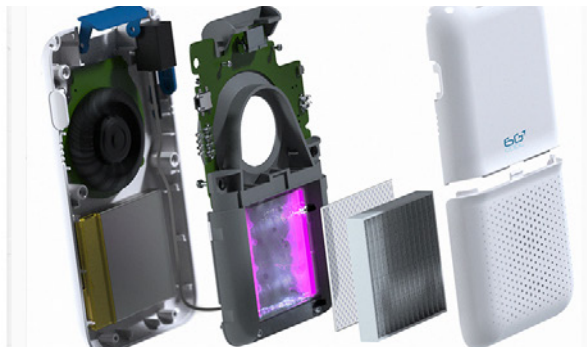
Responsible For Every Breath – Design Brief

The Problem

Our world has been reminded of the importance of clean air during the past couple of years: raging wildfires, the persistent pandemic and the wider societal shift to live in polluted metropolitan cities, all have changed our relationship with the air we breathe.

The benefit of clean air goes beyond the recent air catastrophes. Health-aware individuals and companies are looking to boost their well-being and cognitive performance by breathing clean air. Studies have shown that chess-players perform better when breathing clean air and better air quality at the office leads to higher productivity and less sick leaves.

While more and more people are adopting new ways to protect themselves against bad air quality, the environmental impacts of cleaning air are becoming bigger. Air purifiers and filters, surgical masks and other clean air products are often disposable goods that end up at the landfill. The traditional way of cleaning air is also very energy intensive: We are getting more used to continuously purifying houses, offices and other indoor spaces that are, ironically, currently seeing the lowest occupancy rates in the modern history. **Is there an alternative way to clean air on-demand where and when it is needed?**



The Design Space

Lifa Air has over 30+ years of experience in developing and manufacturing traditional air purifiers for home and office use, industrial-grade clean air solutions, portable personal air purifiers, air quality sensors and filters as well as face masks and respirators. Now we are looking into the future to develop more user- and environmentally friendly clean air products.

The Opportunity

To apply Lifa's technologies into new product concepts that fit seamlessly into people's everyday lives through personal devices, apparel or integration into home living and office space.

