**Interview with Young Professionals Application Day winner Parisa Ebadat**

The Evig downlight is designed with circular economy principles in mind, requiring only a few components and incorporating recycled plastic. It features quick fasteners like snap joins to eliminate screws, while a 60-degree light beam angle and 360-degree rotational capability ensure optimal room illumination.

In this interview, Parisa Ebadat discusses her commitment to circular economy principles in creating the Evig downlight, highlighting the importance of sustainability and user experience in product design. She shares insights on breakthrough moments, the influence of mentors, and the impact of the Red Dot Award on her career, offering valuable advice for aspiring designers.

**Red Dot: What inspired you to prioritise circular economy principles in the design of the Evig downlight?**

**Parisa Ebadat:** As a designer, I feel a strong sense of responsibility for the environmental impact of the products I create, especially when produced on a large scale. The inspiration to prioritise circular economy principles stems from analysing existing products and observing how they either harmonise with or disrupt environmental sustainability. This early awareness has shaped my design philosophy throughout designing Evig downlight.

**How do you envision this approach influencing future lighting designs in terms of sustainability and user experience?**

Lighting products are among the most frequently used in households and commercial spaces, therefore sustainability is a critical consideration in this matter. By integrating circular economy principles, we can significantly enhance the lifecycle of these products, minimising waste and promoting recyclability. While electronics have traditionally posed challenges in terms of reuse and recycling, I believe lighting products offer a promising opportunity for this transformation. This shift, similar to the transition from incandescent bulbs to LEDs, has the potential to reshape the industry and improve both user experience and environmental responsibility.

**What part of your design do you take the most pride in or what makes it particularly meaningful to you?**

What I find most rewarding is achieving a minimalist design with a reduced number of components that can be assembled without the need for tools (except the LED). This required a deep commitment to advanced engineering and extensive testing to ensure functionality without compromising simplicity. It’s this balance between minimalism and performance that I find most meaningful in the design.

**Were there any breakthrough moments that shaped your project?**

The key moments occurred during the prototyping phase when I identified and addressed gaps in both functionality and assembly. Testing the electrical components and handing the product to professionals for evaluation helped me refine the design and make critical improvements. These hands-on insights were instrumental in bringing the concept to its final form.

**Did you have any mentors or peers who helped guide your vision or challenge your ideas?**

I actively obtained helpful feedback throughout the project, but the most influential guidance came from my supervisor at NTNU, my project leader at CTM Lyng, and my husband. Each provided unique perspectives that helped me identify areas for improvement and pushed me to explore new ideas, which ultimately strengthened the final product.

**As a young professional, how do you stay current with design trends while ensuring that your work stands out as innovative and unique?**

I keep up to date by regularly visiting leading design platforms such as Yanko Design and closely following Red Dot and other prestigious award winners. However, staying innovative in the design field goes beyond tracking trends; it’s about deeply understanding the unique challenges each project presents and responding with original, adapted solutions. This problem-solving approach is what allows my work to remain both innovative and distinctive.

**What kind of projects or industries excite you for the future?**

I am interested in a wide variety of product design challenges, as I get satisfaction from pushing my own boundaries and learning new techniques. However, I am particularly excited by projects that prioritise user experience or tackle complicated problems with a design-led approach. These types of projects offer the most meaningful opportunities for creativity and impact.

**How has participating in the Red Dot Award: Product Design influenced your career as a young professional?**

The Red Dot Award has had a great impact on my career. It not only validated my design on a global stage, boosting my confidence, but it also provided valuable recognition that helped establish reliability with customers during the early stages of product launch. This recognition has been a significant driver of motivation and professional growth.

**What advice would you give aspiring designers who want to participate in the Red Dot Design Award or who are early in their design careers?**

One of the most important lessons I learned was not to let self-doubt undermine the value of my work. While it’s crucial to stay focused on refining and improving the design, it’s equally important to believe in its potential. My advice to aspiring designers is to embrace the process of continuous improvement but to always recognise the worth of their design. Confidence is the key to success, both in competitions like the Red Dot Award and in your professional career.