How Airbnb designs for trust

Video Summary

Joe Gebbia, the cofounder of Airbnb, bet his whole company on the belief that people can trust each other enough to stay in one another’s homes. How did he overcome the stranger-danger bias? Through good design. Now, 123 million hosted nights (and counting) later, Gebbia sets out his dream for a culture of sharing in which design helps foster community and connection instead of isolation and separation.

Watch it here
http://goo.gl/4RJQk2
The Precarious State Of Logo Design

Three weeks ago the Metropolitan Museum of Art—known colloquially and now formally as “the Met”—unveiled a new logo and identity system designed by the international firm Wolff Olins. The response from critics was swift and fierce. Influential typographer Erik Spiekermann harped on the logo’s proportions and “forced curvy shapes”; New York Times critic Michael Kimmelman accused the museum of pandering to younger audiences; and Justin Davidson, of New York magazine, compared it to a typographic bus crash. Ouch.

It’s a familiar scenario with logo and identity reveals—the images get passed around the Internet, critics weigh in, and the peanut gallery follows. Such was the case with Google, Airbnb, Hillary Clinton’s campaign logo, the Olympics, and the rebrand that (arguably) sparked incendiary “logo gate” culture: Gap.

Designers and clients are understandably spooked. In private, some designers speak of clients who refuse daring work. In public, they gently rue the armchair critiques that undermine months, sometimes years, of work. Others are more forthright. “I think the Internet and the press should shut up and allow the identities to find their audiences,” says Paula Scher, a partner at Pentagram and the mind behind Shake Shack’s branding among many others. “They will ultimately determine the success and failure.”

Source Link: http://goo.gl/NChreQ
Good news for people with boring friends — Facebook has once again hidden a mini game inside its Messenger app, this time to celebrate college basketball’s March Madness tournament. To play, make sure you have the latest version of Facebook Messenger, then simply send a friend the basketball emoji. Once sent, press the ball, and be transported away from your conversation to a wonderful world where there’s no baby photos, relationship drama, or Candy Crush invites — just a white screen, a basketball, and a hoop.

Flick up on your phone to launch said basketball into the hoop. Sink the rock and you’ll be rewarded with happy emoji — you know, the raised hands, the thumbs up, the tensed bicep, all the classics — but toss an airball and you’re stuck with the sad options. Hit more than 10 baskets in a row and the backboard starts moving on its own, as if controlled by a vengeful basketball ghost. Something may happen if you get any more than ten, but according to my research, that’s impossible*.

*It’s not impossible, I’m just bad at it.

Source: The Verge

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**Events**

**HORIZONS (exhibition)**

- **Date**: 22 March - 24 March
- **Opening**: 22nd March 17:00 - 20:00
- **Open hours**: 23rd - 24th March 15:00 - 18:00
- **Location**: Konsthögskolans galleri, Östra Strandgatan 32

**Bergen International Wood Festival (BIWF)** focuses on the use of wood as a material, and on its constructive, structural and tactile qualities. As part of the programme, we hold a biannual competition in the construction of experimental spatial structures in wood. Designers, architects, artists, craftsmen and students from all over the world are hereby invited to take part in a competition in Bergen in May 2016.

- **Registration deadline**: Thursday 7 April 2016
- **Sketches deadline**: Thursday 21 April 2016

**Description**

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**More info**

http://goo.gl/I2qZ6z

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**Opportunity**

CONSTRUCTING SPATIAL STRUCTURES IN WOOD COMPETITION
The school is infested with chocolate eggs #Easteratuid