WHAT'S EVERYONE UP TO

APD1  Design Methodology
APD2  Conceptual Product Solutions
BFA1  Reflection Process
BFA2  Hot Team - Innovation Project
BFA3  Hot Team - Innovation Project
IDI   Form Exploration
IXD1  Professional Product
IXD2  Interaction Concept
TD1   Vehicle Design
TD2   Vehicle Interior

FIND WOZZOP

We want your updates! Have any photos, or info send it to: wozzop@gmail.com

Tweet: #lifeatuid

Instagram with UID using:
#lifeatuid or the ‘Umeå Institute of Design’ geotag

HELP US

If you hate how this week's wozzup looks and are thinking “I could do a better job than these idiots” (and you probably could) then WE WANT YOU!

You can earn up to 200sek = 3 AMAZING H&H lunches and some warm cups of really good... coffee?

WINTER TIPS

Do's
1. Go cross country skiing (Gammlia is 9 mins from UID),
2. Go outside at lunch
3. Carry dragon glass daggers for white walkers
4. Sticking your tongue to a pole
5. Wear lot's of layers.

Do Not's
1. Try drifting around corners on your bike.
2. Riding home after Rex...

Tip of the week:
No more room in your fridge? Just put it outside!
From: Dalian, China
Class: APD1
Study/work background: Industrial Design study for bachelor in Shanghai. Internship in Designaffairs. Sometimes work as a Photographer.

10 words about yourself: NOT MEAN, Tall, Workaholic, Cooking, Photography, Shy, Love sun, Coke addicted, Milk addicted, Sony lover.

Something most people don’t know about you: Hmmm, I use to weigh around 110kg when I was 18 years old. Because of a bet with a friend, I lost 35kg in one and half months just by working out and keeping on diet. The second thing is I studied Mathematics for one year in BA, and I did quite well. But I found it really boring so I turned to Industrial Design which brings me a lot satisfaction.

What made you choose UID?
UID ranks top in the world, and I saw a lot of portfolios from UID that really surprised me. Also the website of UID has so much good information which shows the school must be really responsible for their students, that’s why I chose UID as my final decision.

Favorite thing about Umeå/ Sweden so far?
It must be the Aurora! I nearly scream out when I saw it first time. I stood on lakeside of Nydalasjön for 3 hours doing nothing but looking into the sky.

If you could go anywhere in the world right now, where would you go?
Barcelona must be the place I wanna go now because I miss the sun and the beach sooo much. And Alejandro tells me how good Spain is a thousand times everyday which makes me want to go there.

Any inspiring book/movie/ website that you could recommend?
I would like to say SketchLab is the website I want to recommend. I know it from Tomas when we were having CAID class. You can find all the coolest 3d models you need here and download them for free, some of them are even animated which is super cool.

This year, UID once again had a number of projects short listed at the Interaction Design Awards (IxDA). IxDA is the main interaction event of the year, open to professionals and companies alike.

Only 70 projects get shortlisted each year. Amongst this years shortlist was the Hololens by Microsoft and Motion Stills by Google, and 6 UID projects! On another note, Kevin Gaunt: IxD graduate from 2016, will be giving a key note there!

A big congratulations to:
INSPIRATION

When and why you started the youtube channel! I was watching a bunch of YouTubers, and there was one I particularly liked. At the beginning 2013 I made a small hammer for him as a gift. I also made a video for the process, that uploaded (it’s still on the channel but don’t watch it). He showed the hammer in one of his videos and linked my channel. And I got like 1000 subscribers. Some videos have several hundred of thousands of views.

What have you been doing before UID? 6 years of telemarketing selling various things. I’ve always had an interest in arts and design. I self-thought myself Adobe suite, CAD, 3D software etc. I worked in the evening, stayed up all night until 7 AM working on my own stuff, slept all day until afternoon and got to work.

How did you end up at UID? When my dad died I felt I really needed to do something with my life, rather than telemarketing. I started browsing studera. I found something like “special application procedure”, that sounded interesting. I found out you need to make a portfolio and send in. So basically It caught my attention because it was “special”, I never heard of UID, I had no idea it was so hard to get in, but I just tried, it would be a fun thing “ah, they’re never gonna accept me”. I printed out stuff as a professional printing company, glued it on boards, wrapped in plastic, called in sick to work, got on a bus, went to Umea (5 hours) while the glue was still drying and hand delivered. It was 5 boards 50x70 cm with stuff I was doing in my free time (3D models, pixel art, vector illustrations, photo manipulations, etc.). And then I get the letter that calls for an interview, I went there, did the whole application thing for fun, thinking “they’re never gonna accept me”. A few weeks later I get a letter that I’m welcome to start in the fall semester. I had read it 3 or 4 times before I realized what it said. I thought it was “thank you for applying, we’re not interested” kind of letter. Then I heard some people applied 4 times or go to preparatory schools, it kind of felt like they make a mistake accepting me.

All you’ve done before was digital, how come you transitioned to physical stuff that you focus on now? UID basically - getting the workshop license. Since I was a kid, my dad taught me welding and building random stuff when I was young, but lost that during adolescence. Going to UID rekindled my interest. I always liked taking things apart etc.

Would you still be doing this if you haven’t gone to UID? No, probably not. If I wouldn’t have gone to UID it’s highly unlikely I’d found out about this kind of passion again. On the other hand, if not UID then probably I would’ve end up being a mechanical engineer rather than designer.

How do you see actually yourself as a designer? I don’t like the term designer, it’s too restrictive. Designers design stuff, it’s all about the form and function and user research, but not engineering. Most designers stop once they reach the wall of developer/engineer/producer. I want to transgress that wall. I see myself more as a tinkerer and a prototyper.

How do you come up with the ideas for new videos/projects? I don’t even know. I have a really really long list of project ideas, some of them are clear from the start, some more over time. I just get an idea, early something I actually need. It’s also about the tools I have access to: “if all you have is a hammer, everything looks like a nail”. If you have access to various tools your brain will start thinking what you can do with the tools.

Your Instagram is full of pictures of objects have history. It gives object life. There is something, the antique tool for 40 kr versus a new one for ten times the price. There is something, the Kool-Aid). Question everything, especially when you’re told to do something. Spend the time at school you want to, regardless how much that is, don’t spend the time that you feel that you NEED to spend.

furbish stuff? I started going to flea markets for fun. I’m a nerd for tools and machinery. I accidentally walked into it one flea market, and started the “routine”. I love rare tech and old technology, it has a charm. Today technology has matured so much that it’s boring. Back then people were bolder in how they used technology. Old tools have much higher quality. I can get a high quality antique tool for 40 kr versus a new one for ten times the price. There is something, the objects have history. It gives object life. It’s also something I was working on at UID - how objects age gracefully.

What does your ordinary day look like? How do you deal with both time-consuming hobby and work and life? It’s on and off. Sometimes I don’t have energy to do the YouTube stuff and sometimes I really wanna work on it. So when I do have the energy I try to do as much as I can, because I know there will be a dip again. Regular days is wake up, go to work, 8 hours, back home, then I spend a lot of time on YouTube, interacting with the maker community, or work when I have energy. It also depends a lot if Ayse (my wife, who also studied at UID a few years ago) is in Turkey or in Sweden - if she’s here then I spend more time with her of course, otherwise we do craft together.

Did you ever get recognized, I know you went to Makers Faire in New York? I didn’t get recognised at Maker Faire, but once I got recognised here in Stockholm - “hey aren’t you that Switch and Lever guy”.

Is there anything you want to say to the current UID students? Don’t drink the Kool-Aid (https://en.wikipedia.org/wiki/Drinking_the_Kool-Aid). Question everything, especially when you’re told to do something. Spend the time at school you want to, regardless how much that is, don’t spend the time that you feel that you NEED to spend.

Veryday is joining McKinsey & Company! Today is a very special day for us. Veryday. Today we officially join forces with McKinsey & Company, the most respected name in the management consulting business. It’s a big step for us and a tremendous opportunity to continue to drive impact on a global scale and to serve our market sectors with the full spectrum of technology, business and design.

Since our start in 1969 we’ve come far. Over the years we have helped clients all over the world to penetrate markets, increase sales and build brands through the successful design and innovation of products and services. Today we are more global and award winning than ever. Our organization has evolved from a handful of designers to almost 100 extraordinary talented people today, all sharing the same vision of enhancing the quality of life for people around the world. Our reputation as user-centered, process-oriented and methodical has allowed us to grow, and we have been blessed with people who share our vision and believe in our values. Our deep knowledge about end users, gained over years of multidisciplinary research into physical, cognitive and emotional aspects, is what makes us special.

When we started our business in the late 60s we were pioneeering the design field by applying an inclusive and user-centric approach. Today, the need for people-driven design and innovation services, which unlock the potential of new offerings and connect with people in more meaningful ways, is growing rapidly.

True customer loyalty is a desirable goal in any industry. Companies need to adapt in this highly competitive market with changing consumer behaviors and new technology.

We are convinced that joining forces with McKinsey & Company will be tremen-
Nomodaco dance improvisation workshop and talk  
*Date: 17th Nov*

With simple and fun exercises, we’ll experience how movements can be a tool to relate to space and each other – and how we can become aware of the constant affect we have on our surroundings. After the workshop, Nomodaco and Aditya Pawar (Umeå Institute of Design) will have a conversation about their collaboration and the potential of using dance and choreography in research.

If possible, come in comfortable clothes and shoes. No previous knowledge in dance is required. The event will be in English.

**Agenda, 17th Nov:**  
17.00-18.00 Improv Workshop  
18.00-18.30 Talk  
18.30-18.45 Mingling  

**Venue:** Infoga, Storgatan 55, Utopia Umeå

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**Umeå European Film Festival**  
*Date: 22-27 November*

Umeå European Film Festival 2016 will take place from 22-27 November.

Umeå The European Film Festival is rooted in and works on three basic themes; Gender equality in the film industry, Local Film and Film Talk. The films come from all over Europe.

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**W A N T T O S E L L A T T H E C H R I S T M A S M A R K E T ?**

**B I L D M U S E E T**  
10 DECEMBER 2016 AT 11.00-15.00  
**INVITATION TO STUDENTS AT UMEÅ ARTS CAMPUS**

As part of Plogatan’s Christmas Market, Bildmuseet will once again organise the annual market in our museum shop and at the flexhall area beside the café. As a student at the Arts campus you are welcome to sell your art, craft, design and other things that you yourself have created. Together we can create a unique market! We will arrange with a great atmosphere and a DJ.

If you want to participate, please notify Martina Wolgast at martina.wolgast@bildmuseet.umu.se.  
Last day for registration is 25 November. Enclose images and descriptions of what you want to sell (Food, cookies or beverages is not allowed because of the risk of competing with café Hansson & Hammer). Let us know if you need more than one table (70x140 cm) or if you need wall space behind your table.