STRESS RELIEF
**STAY IN THE LOOP**

**WEEK 43**
October 21st 2013

Visit the UID Facebook page!
http://www.facebook.com/uid

Tweet with UID with: #lifeatuid
Or follow us: @wozzop

Check out the UID vimeo pages:

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**KITCHEN CLEANING**

BA1 this week - FOR EVERYONE USING THE KITCHEN, PLEASE DON'T FORGET TO CLEAN AFTER YOURSELVES!

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**SWEDISH SAYING OF THE WEEK**
Det som göms i snö kommer upp i tö
*What is hidden in snow comes back when it thaws*

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Halloween **ticket sales** will start this week. There will be an early bird price for UID students until the 28th of October (80kr instead of 100kr) so keep your eyes open! Contact Viktor from IxD2 for further information about the tickets.

Meanwhile check out some costume inspirations:
http://www.ravensblight.com/papertoy.html
http://www.instructables.com/id/Circus-Halloween-Costumes/

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**Bloggers Wanted!**
StudyInSweden.se is looking for a student blogger from Umeå University. If you enjoy writing and sharing your experience in Umeå and Sweden with a wide audience, please send an email to contact@adm.umu.se if you are interested.

http://blogs.sweden.se/students/

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Entrepreneurship Workshops

Entreprenom is a workshop series during evenings where you can learn everything from having a business idea, packaging and presenting (pitching) and there's a chance to win a scholarship for 6000kr.

All the workshops will be in Swedish.

Contact Ebba Eriksson at entreprenom.umu@gmail.com or visit https://www.facebook.com/entreprenom

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**AGNES ROSENBERG**

5 words or less about yourself:
A lot of salt, ginger, liquorice, twiglets and blood pudding (even though I try to be a veggie).

Something most people do not know about you:
I'm strong enough to carry Ilteris on my back!

An Interesting fact about your city:
In Gothenburg you can by fish in a church.

Your favourite food:
The Perfect Lemon Meringue Pie

The New Black in TV / MOVIES:
Spirited Away by Miyazaki (oldies but goldies)

The New Black in DESIGN:
Some inspiration instead http://www.annahepler.com/

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**IDIL TUNGA**

5 words or less about yourself:
Curious proactive spontaneous

Something most people do not know about you:
My shoe size is 41!!

An Interesting fact about your city:
Istanbul's population is 1,5 times more than Sweden's. It's a little packed over there :)

Your favourite food:
I have a thing for Kanelbulle. Yummy!

The New Black in TV / MOVIES:
The New Black in DESIGN:
Some inspiration instead http://www.annahepler.com/

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**CREDITS**

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Thanks for your contributions.

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**CAID - Advanced level**

Vehicle Design
Vehicle Interior with Bang Olufsen

Video Prototyping
Vehicle Interior with Bang Olufsen

Design Process
Design as Emotional Experience - Form
Design and theoretical subjects

Digital 3D modelling/Rhino
THE WEEK

THAT WAS

WEEK 43

Friday Tap Pub

Cool eye tracker googles

APD2 Field Trip

Chillin'

Marengue Fika

IxD1 presentation

DesignLab2013
Culture on Campus is pleased to feature a strong singer on the rise who is part of this year’s programme of Umeå Jazz Festival 2013. Her voice is both soft and light, but Emilia Mårtensson’s mild, cool manner makes her one of the most persuasive in the current crop of impressive young Swedish singers. She also has an almost frighteningly broad and adventurous repertoire with Jacques Brel, Nat King Cole and Swedish folk songs – and that’s where Barry Green weaves his clever and accompanying piano style. Emilia is from Ystad and became “The New Face of British Jazz 2012,” and now awaits a tour in the United States.

Emilia Mårtensson – vocals
Barry Green – piano
Sam Lasserson - bass
Adriano Adewale – drums

Emilia Mårtensson
Date: Friday 25 October
Place: Teatern, Umeå School of Architecture

U x U enters the Glass House
Date: Mon Oct 14 - Mon Nov 4
Place: The Glass House

U x U is a music festival that will take place in Umeå 19 -? July 2014. The question mark means that the festival’s duration is not fixed yet – The audience decides when the festival ends! Each sold CO-FOUNDER TICKET, a special type of ticket that is sold during October 2013, extends the festival with +15 seconds.

In the Glass House, U x U Festival present themselves with an interactive installation. Go by and peek into the installation on Rådhustorget!

Organizer: Föreningen U x U Festival
Part of a project: U x U Festival
More information: http://www.uxufestival.com

Why Brainstorming is a Waste of Time and What You Should Do Instead

“And then Eli thought it would be a good idea to start rhyming words,” my friend Rochelle told me last night on the phone, “because no one was coming up with any good ideas using free association.” She wasn’t, bringing me up to date on re-runs of The Office. She was actually describing a brainstorming session at her company. The leader of the group was making me think – of grown ups – play rhyming games as a way of coming up with fresh insights for new product development. “He told us we were all stuck and this exercise was going to stretch and relax our minds,” she added.

The conventional wisdom that says you can institutionalize the new idea process via formal brainstorming sessions is simply wrong. Part of what we know about the brain makes it clear why the best new ideas don’t emerge from these kinds of groups.

First, the brain doesn’t make optimal connections in a rigid atmosphere. In a brainstorming session, there is too much pressure from the group and its leader. Peer pressure and the need to please with “right answers” shackles participants and lessens their ability and desire to take risks with suggestions that might cause embarrassment. Psychologists have documented the predictability of free association.

Here are a few activities that are more effective at generating ideas than brainstorming:

1. Do something mindless.
   Take a walk, organize your sock drawer, draw a hot bath and soak for a while – and be sure to listen to music you like. You can free your mind by engaging in an activity that is unchallenging enough to allow your mind to “wander.” It’s during these not-so-aimless journeys that we often formulate exciting ideas or find answers to questions that have been bugging us. Moderate background noise enhances creativity too, so play some favorite music.

2. Do something hard.
   Exercising your brain with challenging and interesting tasks makes it better at innovating. Crossword puzzles and memory games may not do the trick if they aren’t difficult enough. New and challenging tasks stimulate the brain most and help to grow cognition. Researchers at the University of Hamburg subjected 20 adults to a month of intense training in juggling, and found an increase in the gray matter, the part of the brain that processes complex ideas, as early as seven days after the training began.

3. Make time to meditate.
   Innovation and new ideas are inside you, and meditation is one way to allow them to become apparent and connected. Meditation increases your power of concentration and allows your mind to let ideas flow freely. People who meditated for about 30 minutes a day for eight weeks had measurable changes in gray-matter density in parts of the brain associated with memory, sense of self, empathy and stress.

4. Sleep on it.
   Our ability to learn, think more innovatively and solve problems is actually enhanced after getting a good night’s sleep or even a very satisfying nap. German neuroscientist Ulrich Wagner did a study published in 2004, “Sleep Inspires Insight,” that found that deep sleep inspires insight and triggers new conceptual insights. It makes sense. Who can really think about important issues or decisions when exhausted? Put away that work and go to bed!

5. Believe in your abilities.
   In What the Best College Students Do author Dr. Ken Bain writes that the idea that intelligence is static – either you’re born smart or you aren’t – is simply not true. Creative, successful people have something in common: they all believed that intelligence is expandable. People who believe they can “grow” their brainpower demonstrated more curiosity and openness to ideas than those who believed intelligence was fixed. Several studies have shown that when people learn something new, they can become smarter and that their brains can become “stronger,” it actually happens, even if they do nothing else than read an article about the subject.

If all of us who believe we can improve our cognitive abilities have less of a tendency to give up when we are faced with difficult problems, like coming up with new ideas. I told my friend that next time Eli schedules a brainstorming meeting, she should call in sick on that day instead, and sleep in, then take a walk, listen to music, practice her Italian lessons, mediate and most of all, believe in her capacity and innate intelligence to solve big problems. You should too.

Debra Kaye
http://www.entrepreneur.com/article/227797
HONEY CHIA PUDDING
with fruit topping
Healthy snack by Doris Feurstein

Ingredients:
Pint of fresh apples (or figs...)
1 tbsp honey
1/2 cup water
Little bit of cinnamon

1/2 cup chia seeds
2 cups almond milk (coconut milk, cashew milk or hemp milk)
1/2 tsp ground cardamom (if you like)

1. Put the sliced apples with the water and honey into a skillet. Add cinnamon if you like. Heat over high until a boil begins, then reduce heat to simmer until liquid is reduced and looks glassy—about 10 minutes.

2. While apples cook, pour all the almond milk, cardamom and the chia seeds into a bowl. Stir it well and set aside for 10 to 15min.

3. Chia seeds absorb liquid, and create a gel around them. This magic will turn your mix into a pudding consistency.

Spoon apples on top of pudding and enjoy

This is one of my favourite snacks. It is quick and easy. Chia seeds are a great source of healthy omega-3 fats and fibre among many other health benefits.

In Umeå you can find Chia seeds here:
HELEMIN
Västra Norrlandsgatan 19
903 29 Umeå, Sweden
090-77 81 71

CHALLENGE OF THE WEEK
Hug someone!

Hugging therapy is definitely a powerful way of healing. Research shows that hugging (and also laughter) is extremely effective at healing sickness, disease, loneliness, depression, anxiety and stress.

“We need four hugs a day for survival. We need eight hugs a day for maintenance. We need twelve hugs a day for growth.”

So go ahead and hug someone! It can be your friend, someone you just met or if you feel adventurous it can be a stranger! Send photos and/or write about your experience for a chance to win “free beer” for the next pub!

Future articles & photos can be sent to: wozzop@gmail.com by Thursday evenings.
We love hearing from you!!