**STAY IN THE LOOP**

**SEPTEMBER 30th 2013**

**WEEK 39**

- **APD ONE** Skills and Techniques
- **APD TWO** Visual Design Prototyping
- **TD ONE** Skills and Techniques
- **TD TWO** Form Workshop
- **IXD ONE** Skills and Techniques
- **IXD TWO** Experience Prototyping
- **BFA ONE** Design as Emotional Experience 1
- **BFA TWO** Design as Emotional Experience 2
- **BFA THREE** Design and theoretical subjects 3
- **IDI** Design Process Basics

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**SWEDISH SAYING OF THE WEEK**

*Skägget i brevlådan – Caught with your beard in the letterbox*

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**COMPETITIONS**

**MUUTO TALENT AWARD**

With the introduction of Muuto Talent Award we encourage students from the Nordic design schools to express their story and provide their perspective on a Muuto product. We therefor invite students to present their greatest work within one of three categories: Furniture, Lighting, and/or Accessories. Muuto Talent Award gives the most talented design students the opportunity to become the next Muuto designer and win great prizes.

Entries must be submitted in PDF form by **31 October 2013** to talent@muuto.com. Please include detailed drawings/photos, all relevant product information, full contact information, and CV.

1st prize: Muuto products at a retail value of €4000
2nd prize: Muuto products at a retail value of €2000
3rd prize: Muuto products at a retail value of €1000

[muuto.com](http://muuto.com)

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**Airbus Corporate Jets Design Contest** or “ACJ Design Contest” is a competition that challenges students worldwide to develop new ideas to deliver innovative cabin concepts for business aviation.

Cash prizes totalling €8,000 for the 3 teams whose ideas demonstrate the greatest innovation and potential concerning luxury and cabin interior design.

Entries must be submitted 12.00 noon GMT on 23rd December 2013

[www.acjdesigncontest.com](http://www.acjdesigncontest.com)
QIAN YEDAN
IxD
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: vimeo.com/uid & vimeo.com/ixdumea

10 words or less about yourself:
Adventurous, curious, love traveling, eating and cooking

Something most people do not know about you:
Swam with sword fish and Nemo; took 12 roller coaster rides in 1 day...

The New Black 5 in DESIGN:
Performing Arts Centre Abu Dhabi by Zaha Hadid
The New Black on the WEB / Books / Magazines:
Good collection of all kinds of innovative material applications, amazing pleat!

CREDITS
Thanks for your contributions.
Future articles & photos can be sent to: wozzop@gmail.com by Thursday evenings.
We love hearing from you!!
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Graphic Designer: Stephanie Knödler
Contributions: Carlos Arturo Torres, Miglé Padegimaité
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SEBASTIAN MIURA
BA ONE

10 words or less about yourself:
young, stupid & limitless

Something most people do not know about you:
I’ve been in the Swedish national team in Kendo and have represented my country internationally in tournaments and competitions.

The New Black in TV / MOVIES:
Sherlock & Suits
The New Black 5 in DESIGN:
My Class
The New Black on the WEB / Books / Magazines:
Designboom, Learning Curves, Design Sketching

KITCHEN CLEANING
APD TWO

QIAN YEDAN
IxD ONE

10 words or less about yourself:
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The New Black 5 in DESIGN:
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Good collection of all kinds of innovative material applications, amazing pleat!
WINTER IS COMING

THE WEEK THAT WAS

WEEK 39
IN KICK PARTY

SWEDISH WAY TO KEEP POTATOES WARM
THE WEEK THAT WAS

WEEK 39

CITY CHALLENGE
Education means a chance for a better life. But for the majority of the children in the developing world, access to education remains difficult.

Nicholas Negroponte created the One Laptop Per Child foundation and worked with fuseproject to create a low-cost laptop specifically adapted to children and their environment. We provided strategic solutions to the making of the XO (also dubbed the $100 laptop), which led to the unique configuration and innovations that make the XO a true industry game changer.

The design intent was to make the XO immediately recognizable as a child’s product, but not like a toy: the XO’s look and feel is of a high-quality tool for education. Specific friendly design elements such as the soft edges, rubber keyboard, or turning the burdensome collaborative Wi-Fi antennas into whimsical rabbit ears, adds a childlike feel to the laptop. We also designed the XO icon with its color permutations that allows for 400 easily recognizable versions of the product, and permeated both product and user interface. The shared vision between fuseproject and OLPC resulted in close to a million laptops ordered and headed for the hands of children worldwide. FUSEPROJECT

http://one.laptop.org/

over 2.4 million children and teachers have xo laptops
Design by Alberto Carballido

MG CS
Geo Pillows - Mika Barr
Renault Twin Z

MAGICAL CONTAMINATION
BY ANTOINE BRIDIER-NAHMIAS

http://magical-contamination.tumblr.com/
The beginning of the year was fresh and pleasantly unexpected. Just before arriving to Umeå we were informed about the field trip to Abisko, a tiny town situated 200km above the Arctic Circle. The purpose of the trip was to gather some initial research for the sustainable tourism project as well as to bond as a team. Although the train ride took us 10 hours one-way, the landscape seemed like ever-changing watercolours and kept us alert along the way. Experiencing Northern Lights, midnight sauna, meditation in a complete silence and having a chance to speak to the locals made it authentic and unforgettable. We have not only immersed ourselves in a completely new environment, but also tried to feel and reflect on every single detail. We got to know that there are 12 children in the whole village, curious how this might affect one’s development. Did not have a chance to speak to any local children, but it was incredibly calming to be surrounded by silent nature and we returned to Umeå full of positive thoughts and inner peace.

After a change of environment we were introduced to a series of Tuesday sessions called the Literature Circle. Each week a new piece of text is given to read and reflect on, afterwards discussed in a class with everyone. So far we had papers and thoughts on designing pleasurable interfaces, how professionals think in action, as well as introduction to aesthetics. This type of exercise is eye-opening and most of us had to admit that we wouldn’t have enough determination to do it by ourselves. Also, seems that reflection is slowly becoming an integral part of everyone’s life here, which is not only important for a professional, but also for a personal development. We also encourage and motivate each other to write weekly reflections as a part of our unofficial blog collective. Bringing extra cookies for Friday fika has become a soft punishment for those who forget their weekly obligations.

Besides the Literature Circle, our class has already had quite a few workshops on conceptualization methodologies, interview techniques, musical experiences as well as prototyping using Processing. It is interesting to observe that everyone seems to have a different level of expertise in the mentioned subjects. However, the class is incredibly helpful and willing to exchange knowledge. It has also been very inspiring to attend presentations from the 2nd years’ one-week projects. Also, almost everyone from the IxD1 took part in this OzCHI 24-hour design challenge competition, which was an excellent opportunity to test one’s limits and to know the people better. Now we cannot wait to start designing for our first project on musical experiences in collaboration with the Guitar Museum opening in Umeå, February 2013. We might even see some of our installations implemented there, so everyone is welcome to visit!

Miglé Padegimaitė