work hard
play hard(er)

Love each other!
Stay in the loop:

05 January 27th, 2014
Love each other!

BA1 Design for the Future
BA2 Design Presentation 2, Rhino
BA3 Design as Emotional Experience 3

Workshop cleaning: TD1 & TD2
Kitchen cleaning: APD1

Karey Helms IxD2

10 words or less about yourself:
East Tennessean born and bred.

Something most people don’t know about you: I was an introverted child, mainly playing with Mickey and Hawkcaven, my two imaginary best friends.

The New Black in BOOKS: I try to read about where I am - this summer while living in Paris I read ‘A Moveable Feast’ by Ernest Hemingway. While visiting the States over the holidays ‘On the Road’ by Jack Kerouac. Loved both books for their strong opinions and observations on the respective cultures, and especially the contrast in writing style.

The New Black in SLANG: I perhaps over use it - but ‘janky’ is essential. It means ‘junky’ + ‘skanky.’ I’m a frequenter of urbandictionary.com....

The New Black in RANDOMNESS: I love behavioral economist Dan Ariely’s podcast ‘Arming the Donkeys.’

Dawid Dawod APD2

10 words or less about yourself:
A bohemian that loves rhapsodies.

Something most people don’t know about you: I’m great at singing Bohemian Rhapsody.

An interesting fact from your country: Bohemian Rhapsody is the national anthem in my home country.

The New Black in TV/MOVIES: Live Aid 1985, Queen performing Bohemian Rhapsody.

The New Black in SLANG: Chiptease.

When you buy a bag of chips thinking that it will be full of chips but when you open the bag it’s barely full.

- I bought a bag of chips out of the vending machine and there was only 5 chips in the bag, what a Chiptease!
uidsocmed

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

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Or follow us: @wozzop

Check out the UID vimeo pages:
 vimeo.com/uid & vimeo.com/ixdumea

What a week!
Hej, exciting news.

Hej, so a few things about the last and upcoming week:

1. A huge thank you to all the staff members for an amazing 80’s pub! Everyone’s full of positive vibes. Love, students.

2. It was great to hear all the second year Masters students’ degree project sneak peaks. Looks exciting, share your progress with Wozzop!

3. Special congratulations to Erik Evers and his truly inspiring degree work - everyone was speechless! All the best for the future.

4. It’s the opening the Capital of Culture 2014 this weekend, make sure not to miss the events. More details inside Wozzop.

5. Petra needs various volunteers during the Capital Culture weekend at UID. To help with journalists, gifts etc. Get in touch with Petra: petra.kack@umu.se. Just for a few hours, exciting!

6. The Princess of Sweden, Victoria, and her husband Daniel are visiting UID on Saturday, so stay around :)

With love,
Wozzop / Migle

A truly inspiring TED talk on success and how it’s influenced by grit. Watch it!

Grit - individual's passion for a particular long-term goal or endstate coupled with a powerful motivation to achieve their respective objective.

Angela Lee Duckworth: The key to success? Grit
http://www.ted.com/talks/angela_lee_duckworth_the_key_to_success_grit.html
Turn It Up: How the Right Amount of Ambient Noise Increases Creativity
by David Burkus

Finding the right space to do creative work can be difficult. Inside the office, there are constant interruptions, last-minute meetings, and an often unbearable amount of noise. On the other hand, locking yourself away in quiet isolation can sometimes be just as counterproductive (not to mention boring). For most creatives there is a “Goldilocks” zone of just the right amount of noise, but not too much.

Perhaps this is why so many creatives often retreat to public spaces like coffee shops. They’ve become a virtual second office to so many. Specifically, settings like coffee shops contain the right level of ambient noise that just happens to trigger our minds to think more creatively. A paper published late last year in the Journal of Consumer Research, argues that the ideal work environment for creative projects should contain a little bit of background noise. A team of researchers, led by Ravi Mehta at the University of Illinois Urbana-Champaign tested the effects of varying levels of noise on participants’ creative thinking skills.

Specifically, they separated the participants into four groups and asked all four groups to complete a Remote Associates Test, a commonly used test of creative thinking that asks test-takers to find the relationship between a series of words that appear unrelated. Each of the groups was subjected to a different level of background noise (50 decibels, 70 decibels, 85 decibels, and total silence). When they scored each person’s test, the researchers found that those in the 70 decibel group, exposed to a moderate level of ambient noise, significantly out-performed those in the other three groups. The background noise boosted their creative thinking.

Researchers found that those exposed to a moderate level of ambient noise significantly out-performed those in the other groups.

Background noise creates a distraction, but balance is key. A moderate level of background noise creates just enough distraction to break people out of their patterns of thinking and nudge them to let their imagination wander, while still keeping them from losing their focus on the project all together. This distracted focus helps enhance your creativity. The study’s authors explain that "getting into a relatively noisy environment may trigger the brain to think abstractly, and thus generate creative ideas."

But what if you aren’t free to roam to coffee shops and hotel lobbies in search of distracted focus? What if you need to re-create the coffee shop environment inside your cubicle or office? Luckily there are several virtual options available:

Coffitivity (www.coffitivity.com) — Inspired by the research, Justin Kaulzer created a free online app that plays a continuous loop of coffee shop noise. The program includes noises from conversations, as well as the sounds of brewing and serving coffee. It even includes a function to mimic headphones in a coffee shop by letting you adjust the volume levels of your computer’s music player and the coffee shop sounds separately.

Ambient Mixer (www.ambient-mixer.com) — A white noise machine on steroids, Ambient Mixer features a host of traditional loops heard on white noise machines and iPhone apps. However, it takes those a step further and allows you to combine sounds, adjust noise levels, mix your background noise tracks, and share your creations with others.

99U Music Mixes (www.99u.com/category/music) — If you’re too used to your iTunes tracks or Pandora stations to let them be background noise, try these playlists: Each one is curated around a different theme for easy selection based on where you are and what you need to get done.

Focus@Will (www.focusatwill.com) — Based on the idea that background music should be interesting, but not too interesting, Focus@Will plays ambient music in phases sequenced to follow your natural attention span. The app includes a timer so you can set scheduled blocks of time to work.
Brian Eno’s Music for Airports [Spotify] [iTunes] — Released in 1978, this album is still considered one of the best ambient music recordings ever. Originally conceived of during a long layover in a European airport as a way to tolerate that level of boredom, Eno’s recording was actually played inside New York’s LaGuardia Airport for a brief time. Thankfully, it made the jump to mp3 and can now be used everywhere, even inside a coffee shop.

Raining.fm (www.raining.fm) — Keep it simple with the original ambient noise: rain. Raining.fm does just what it says on the tin and even allows you to increase the amount of thunder.

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Regardless of what method you choose, the trick is to make sure you’re exposed to only a moderate level of background noise. Let your mind wander, but not too far, and take advantage of the creative boost of distracted focus.
Darkness will turn into light. Snow will burn. Streets and spaces will pulsate and in the heart of Umeå people from all over the world will come together. The city is ready. Now the transformation will begin.

During the weekend of 31 January to 2 February we will inaugurate the Capital of Culture year 2014 together. The party will go on all weekend, day and night, with the opening ceremony Burning Snow on Saturday as a high point. There the residents of Umeå will gather with guests from all over Europe to witness the starting point of the Capital of Culture year. Curator: Tina Eriksson Fredriksson.

**Burning Snow**

Burning Snow is the name of the official inauguration ceremony for the Capital of Culture year. The ceremony will be held on and around Umeälven river as a choreographed festival with light, music, song and movement.

**City of Winter**

During the Opening Weekend, City of Winter invites you to a spectacle of artwork in snow, ice, fire and video. Umeå will be totally transformed; it will be taken over by artistic and co-creation happenings. Burning pillars of ice provide light and guidance, while huge fires draw us to warmth and provide meeting points.

**Lit City**

During the Opening Weekend, Lit City lights up Umeå as never before. Buildings and happenings are set in light and a laser beam shoots through the city. Rådhusesplanaden and the city centre are transformed by their new lighting.

**Sápmi Today**

The heart of Umeå, Rådhusstorget, will be totally transformed during the Opening Weekend. Sápmi Today will transform the square into a both present day and futuristic Sami place with stewing cauldrons and reindeer as well as guests from all corners of the globe.

**Soundscapes**

Soundscapes provide the musical setting throughout the Opening Weekend and give Umeå a new sound landscape. The music that is pulsating through the city is being created in a specially adapted container on Rådhusesplanaden. It is a live performance, created on the spot by musicians from the electronic music field.

**Umeå Today**

See how Rådhusesplanaden is transformed to one long collective stage. Shadow play, winter boules and giant embroidery take over the street, where giant fires spread warmth through the cold winter air. Sit a while and just take in everything that is going on around you, or play a part yourself.

**Words Needed**

Language finds new forms of expression through Words Needed, a fascinating, textual artwork where moving texts are projected onto snow walls. International artists cooperate to emphasise the right to use and develop your own language. A collective work that allows you to feel the power of words.


**Free buses**

On Saturday, some roads in the center of town will be completely blocked. **The ULTRA will however be free to ride on Saturday from 10:00 to 22:00.** The full schedule can be found on tabussen.nu. (http://umea2014.se/en/opening-weekend/trafficmaps/)

*** Most malls and stores in the center will be open between 10 a.m. and 5 p.m. on Saturday. Many will also be open between 10 a.m. and 4 p.m. on Sunday.

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**Umeå Snow Sculpture Championships / 2014**

Rules: A maximum of eight teams may participate in the competition. The teams should consist of three members. The organizer will appoint the participating teams. This year’s theme: “Time restarts again”

* Apply by providing the organizer with a sketch or model of the sculpture, no later than 22 February 2014.

The tournament begins on Friday 28 February at 10:00 with lottery of the snow cubes. Location: Rådhusesplanadens Stage. The contestants are allowed to work on sculptures throughout the competition. That is Friday, 10:00 to Saturday at 13:00. The jury will select winning sculptures based on artistic design and technical skills.

P.S. Check your emails from Birgitta Sundberg on January 22nd, there’s a registration form (send to m.uddestrand@bredband.net) and more info. Why not to take part?

Prizes:

Total prize money is 30 000 SEK:
1st prize 7 000 SEK
2nd 4 000 SEK
3rd 3 000 SEK
4th through 8th 2 000 SEK each
The audience’s choice: + 6 000 SEK