Wozzop
UID's Weekly Magazine

March 10th, 2014
Love each other!
Facts about the Strategic Board

“It’s much more than a job to us. We too have passion for what we do”, Anna Valtonen

The Strategic Board is organized to define strategies and actions for the future of UID. It consists of the Rector, the Head of the Department, staff representatives, a student representative and three external members from the industry and academia.

The Strategic Board meets twice a year. In the autumn semester, they discuss the vision of UID in relation to developments within the industry and the shifting role of designers. In the spring semester the Strategic Board discusses actions and plans that will take place the following academic year, as a result of the autumn meeting.

The focus of the Strategic Board is to keep the level of education the students receive relevant to the shifting role of designers within industry and academia. The external members bring their insights and make recommendations as to the vision of the school. During the autumn meeting, students have the opportunity to present their needs and concerns as well as make recommendations to improve for the school.

This spring meeting was held on February 5th. The main focus of the meeting was to review and formalize the Action Plan and the Operational Plan, which were derived from the potential future scenarios discussed in the previous meetings. The Action Plan is used to communicate UID’s actions to the University, whereas the Operational Plan is for internal use. The latter is available to the students and they are encouraged to read it.

In addition to that, Niklas Andersson presented a scenario that will encourage the development of joint workshops between UID’s courses. Could the Hot Team collaborate with IDI? Will the Prototyping The Future be re-introduced? On a practical level, these changes will not be extreme, but they will encourage cross-disciplinary involvement towards areas where Design is under development.

Johan Redström spoke about the role of Research in professional practice and a new one-year course that the school wants to introduce, Design Research Intensive. Its audience is still to be decided, but its value to the school’s community includes opening a dialogue with other research communities and providing knowledge to the university.

As Demian Horst pointed out, the school is trying to find ways to involve the alumni with the curriculum. Specifically, they would like to get knowledge from the industry to assist students with finding internships. Supporting students with developing entrepreneurial skills is another area the alumni believe to be essential. There is an opportunity to discuss these ideas with the 25 years anniversary of the school this autumn, which could potentially become a two day event together with the Halloween party.

The Board discussed the necessity lobbying to find a stable scholarship programme to cover tuition fees that will maintain the interest of applicants on an international level. Moreover, being credited for our international character will help gain funding from the university to maintain our labs and grant necessary equipment.

Other topics included the recruitment of a new rector, a program leader for the Interaction course, additional staff based on demands, UID’s DNA, the budget/deficit, and the return of the auditorium to the university.

by Kallirroi Pouliadou
Madyana Torres de Souza IxD1

10 words or less about yourself:
Noisy mind, tiny hands.

Something most people don't know about you:
I’m living by myself since I’m 19 and I studied music (classical guitar and bel canto) for three years. Ah! I also know how to use a pistol and have a titanium bone :)

An interesting fact from your country:
You can engage in deep intimate conversation with nearly everyone in the streets. It’s possible to plan a revolution within 5 min with the bored people at the bus stops.

Specific from my city, Recife: We are famous to claim that the best and bigger of everything happens/happened here. We were also colonised by the Dutches, beside the Portugueses.

The New Black in BOOKS:
‘The Codified World’ by Vilém Flusser - It’s not new, just a book that have been travelling with me a lot and I can’t get tired of. It is mostly about design with a philosophical perspective, how we need to make sense visually to survive.

I also travel with “White Nights” from Dostoyevsky and “Budapeste” from Chico Buarque. They’re both short, dense, bright and sweet.

The New Black in DESIGN:
Ayse Birsel, Industrial Designer from Herman Miller. I’m still amazed with the combo of simplicity, empathy and sustainability. She is a mesmerising person. http://dereconstruction.com/

The New Black of RANDOMNESS:
War Drags You Out, by Saint Hoax, an artist that describes his work as “PoPlitical INFATUATION: Rewriting stories with visual lies”. http://www.sainthoax.com/wdyo.html

Everything started when he realised that the same effort required to be a drag queen is used to create a leader image.

Desmond Wong IxD2

10 words or less about yourself:
I do not have very much to say about myself. (yay! 10 words)

Something most people don't know about you:
I am afraid of rust and I can’t use rusty bathtub or sink. I will freeze and can’t stop starring at the rusty bit.

- It’s about money, duh!
- I’m neither a trained Jedi or drunk enough to understand it.

The New Black in SLANG: Chuffed - an informal way to say “I’m pleased.” “I’m chuffed to bits.” “I am really pleased.”

The New Black of WEB:
http://newblackontheweb.tumblr.com/
It really IS just a black page on the web ;)

Social media:
Visit the UID Facebook page! 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

Credits:
Thanks for your contributions. Future articles & photos can be sent to: wozzop@gmail.com by Thursday evenings. We love hearing from you (seriously) !!

Editor: Miglė Padegimaitė
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Creativity works in mysterious and often paradoxical ways. Creative thinking is a stable, defining characteristic in some personalities, but it may also change based on situation and context. Inspiration and ideas often arise seemingly out of nowhere and then fail to show up when we most need them, and creative thinking requires complex cognition yet is completely distinct from the thinking process. Psychologically speaking, creative personality types are difficult to pin down, largely because they’re complex, paradoxical and tend to avoid habit or routine. Research has suggested that creativity involves the coming together of a multitude of traits, behaviors and social influences in a single person.

“It’s actually hard for creative people to know themselves because the creative self is more complex than the non-creative self,” Scott Barry Kaufman, a psychologist at New York University who has spent years researching creativity. “The things that stand out the most are the paradoxes of the creative self ... imaginative people have messier minds.”

1. **They daydream.**
According to Kaufman and psychologist Rebecca L. McMillan, who co-authored a paper titled “Ode To Positive Constructive Daydreaming,” mind-wandering can aid in the process of “creative incubation.”

Although daydreaming may seem mindless, a 2012 study suggested it could actually involve a highly engaged brain state — daydreaming can lead to sudden connections and insights because it’s related to our ability to recall information in the face of distractions. Neuroscientists have also found that daydreaming involves the same brain processes associated with imagination and creativity.

2. **They observe everything.**
The world is a creative person’s oyster -- they see possibilities everywhere and are constantly taking in information that becomes fodder for creative expression. As Henry James is widely quoted, a writer is someone on whom “nothing is lost.”

The writer Joan Didion kept a notebook with her at all times, and said that she wrote down observations about people and events as, ultimately, a way to better understand the complexities and contradictions of her own mind: “We are talking about something private, about bits of the mind’s string too short to use, an indiscriminate and erratic assemblage with meaning only for its marker.”

3. **They work the hours that work for them.**
Many great artists have said that they do their best work either very early in the morning or late at night. Vladimir Nabokov started writing immediately after he woke up at 6 or 7 a.m., and Frank Lloyd Wright made a practice of waking up at 3 or 4 a.m. and working for several hours before heading back to bed. No matter when it is, individuals with high creative output will often figure out what time it is that their minds start firing up, and structure their days accordingly.

4. **They take time for solitude.**
“In order to be open to creativity, one must have the capacity for constructive use of solitude. One must overcome the fear of being alone,” wrote the American existential psychologist Rollo May. Artists and creatives are often stereotyped as being loners, and while this may not actually be the case, solitude can be the key to producing their best work. For Kaufman, this links back to daydreaming -- we need to give ourselves the time alone to simply allow our minds to wander.

“You need to get in touch with that inner monologue to be able to express it,” he says. “It’s hard to find that inner creative voice if you’re ... not getting in touch with yourself and reflecting on yourself.”

5. **They turn life’s obstacles around.**
Many of the most iconic stories and songs of all time have been inspired by gut-wrenching pain and heartbreak -- and the silver lining of these challenges is that they may have been the catalyst to create great art. An emerging field of psychology called post-traumatic growth is suggesting that many people are able to use their hardships and early-life trauma for substantial creative growth. Specifically, researchers have found that trauma can help people to grow in the areas of interpersonal relationships, spirituality, appreciation of life, personal strength, and -- most importantly for creativity -- seeing new possibilities in life.

“A lot of people are able to use that as the fuel they need to come up with a different perspective on reality,” says Kaufman. “What’s happened is that their view of the world as a safe place, or as a certain type of place, has been shattered at some point in their life, causing them to go on the periphery and see things in a new, fresh light, and that’s very conducive to creativity.”

6. **They seek out new experiences.**
Creative people love to expose themselves to new experiences, sensations and states of mind -- and this openness is a significant predictor of creative output.

“Openness to experience is consistently the strongest predictor of creative achievement,” says Kaufman. “This consists of lots of different facets, but they’re all related to each other: Intellectual curiosity, thrill seeking, openness to your emotions, openness to fantasy. The thing that brings them all together is a drive for cognitive and behavioral exploration of the world, your inner world and your outer world.”

7. **They “fail up.”**
Resilience is practically a prerequisite for creative success, says Kaufman. Doing creative work is often described as a process of failing repeatedly until you find something that sticks, and creatives -- at least the successful ones -- learn not to take failure so personally.

“Creatives fail and the really good ones fail often,” Forbes contributor Steven Kotler wrote in a piece on Einstein’s
creative genius.

8. They ask the big questions.
Creative people are insatiably curious -- they generally opt to live the examined life, and even as they get older, maintain a sense of curiosity about life. Whether through intense conversation or solitary mind-wandering, creatives look at the world around them and want to know why, and how, it is the way it is.

9. They people-watch.
Observant by nature and curious about the lives of others, creative types often love to people-watch -- and they may generate some of their best ideas from it.

"[Marcel] Proust spent almost his whole life people-watching, and he wrote down his observations, and it eventually came out in his books," says Kaufman. "For a lot of writers, people-watching is very important ... They're keen observers of human nature."

10. They take risks.
Part of doing creative work is taking risks, and many creative types thrive off of taking risks in various aspects of their lives.

“There is a deep and meaningful connection between risk taking and creativity and it's one that's often overlooked," contributor Steven Kotler wrote in Forbes. “Creativity is the act of making something from nothing. It requires making public those bets first placed by imagination. This is not a job for the timid. Time wasted, reputation tarnished, money not well spent -- these are all by-products of creativity gone awry."

11. They view all of life as an opportunity for self-expression.
Nietzsche believed that one’s life and the world should be viewed as a work of art. Creative types may be more likely to see the world this way, and to constantly seek opportunities for self-expression in everyday life. “Creative expression is self-expression,” says Kaufman. “Creativity is nothing more than an individual expression of your needs, desires and uniqueness.”

12. They follow their true passions.
Creative people tend to be intrinsically motivated -- meaning that they’re motivated to act from some internal desire, rather than a desire for external reward or recognition. Psychologists have shown that creative people are energized by challenging activities, a sign of intrinsic motivation, and the research suggests that simply thinking of intrinsic reasons to perform an activity may be enough to boost creativity.

13. They get out of their own heads.
Kaufman argues that another purpose of daydreaming is to help us to get out of our own limited perspective and explore other ways of thinking, which can be an important asset to creative work.

“Daydreaming has evolved to allow us to let go of the present,” says Kaufman. “The same brain network associated with daydreaming is the brain network associated with theory of mind -- I like calling it the ‘imagination brain network’ -- it allows you to imagine your future self, but it also allows you to imagine what someone else is thinking.”

14. They lose track of the time.
Creative types may find that when they're writing, dancing, painting or expressing themselves in another way, they get “in the zone,” or what's known as a flow state, which can help them to create at their highest level. Flow is a mental state when an individual transcends conscious thought to reach a heightened state of effortless concentration and calmness. When someone is in this state, they're practically immune to any internal or external pressures and distractions that could hinder their performance.

You get into the flow state when you're performing an activity you enjoy that you're good at, but that also challenges you -- as any good creative project does.

15. They surround themselves with beauty.
Creatives tend to have excellent taste, and as a result, they enjoy being surrounded by beauty. A study recently published in the journal Psychology of Aesthetics, Creativity, and the Arts showed that musicians -- including orchestra musicians, music teachers, and soloists -- exhibit a high sensitivity and responsiveness to artistic beauty.

16. They connect the dots.
If there's one thing that distinguishes highly creative people from others, it's the ability to see possibilities where other don't -- or, in other words, vision. Many great artists and writers have said that creativity is simply the ability to connect the dots that others might never think to connect.

In the words of Steve Jobs: “Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn’t really do it, they just saw something. It seemed obvious to them after a while. That’s because they were able to connect experiences they’ve had and synthesize new things.”

17. They constantly shake things up.
Diversity of experience, more than anything else, is critical to creativity, says Kaufman. Creatives like to shake things up, experience new things, and avoid anything that makes life more monotonous or mundane.

“Creative people have more diversity of experiences, and habit is the killer of diversity of experience,” says Kaufman.

18. They make time for mindfulness.
Creative types understand the value of a clear and focused mind -- because their work depends on it. Many artists, entrepreneurs, writers and other creative workers, such as David Lynch, have turned to meditation as a tool for tapping into their most creative state of mind.

And science backs up the idea that mindfulness really can boost your brain power in a number of ways. A 2012 Dutch study suggested that certain meditation techniques can promote creative thinking. And mindfulness practices have been linked with improved memory and focus, better emotional well-being, reduced stress and anxiety, and improved mental clarity -- all of which can lead to better creative thought.
The ability to think in new ways, and to transform ideas into something useful for the society, is central to sustainable growth. Therefore, VINNOVA and ESBR started Nytt&Nyttigt – a thesis competition on the theme of innovation, commercialization and utilization. The authors of the three best theses will receive travel grants of 30,000, 20,000 and 15,000 SEK!

The competition is geared towards all faculties and is open for theses projects presented at Swedish universities during the academic year 2013–2014. Entries must be at bachelor or master level. The thesis must have received the degree VG (if given).

We need your thesis no later than June 27, 2014.

For more info and entry: www.innovationsuppsats.se