Love each other!
Electrolux Design Lab
2014 Competition
Deadline 6th April, 2014

Electrolux has launched its 2014 Design Lab competition, seeking ideas for products, accessories, consumables and services in three focus areas: Culinary Enjoyment, Fabric Care and Air Purification.

Electrolux Design Lab 2014 calls on design students worldwide to compete for a six-month paid internship and a prize of 5,000 Euros by submitting innovative design ideas for future home environments.

This year’s theme, Creating Healthy Homes, asks how we in the future can enjoy healthy well-being, live in pleasant environments and take care of ourselves and others in a way that is creative, sustainable and effortless.

“Homes become more important as the challenges in the urban environment grow and as a result we want our homes to be the center of relaxation and peace of mind. Design Lab is one way for Electrolux to build an innovation culture,” commented Stefano Marzano, Chief Design Officer of Electrolux.

“In 2014 we are looking forward to receiving creative ideas on the theme Creating Healthy Homes, to help shape the future of people’s everyday lives into a positive direction and present propositions that envision healthy and sustainable lifestyles.”

The competition opens for entries March 1 and the submission deadline for the competition is April 6, 2014.

More information and submissions: http://electroluxdesignlab.com/2014/

Sign up as student volunteers for DRS’14:
Deadline 30th March.

This is to remind students who would like to attend the Design Research Society Conference as student volunteers.

The sign-up links and more information can be found via this link: www.drs2014.org/sv.

Any questions? Contact Aditya (aditya.pawar@dh.umu.se)
7 Habits of Incredibly Happy People

While happiness is defined by the individual, I've always felt it foolish to declare that nothing can be learned from observing the happiness of others.

In our day-to-day lives it is easy to miss the forest for the trees and look over some of the smaller, simpler things that can disproportionally affect our happiness levels. Luckily, we can go off more than just our intuition; there are lots of studies that aim for finding the right behavior that leads to a happier life. Below, we take a look at some of the more actionable advice.

1. Be Busy, But Not Rushed

Research shows that being “rushed” puts you on the fast track to being miserable. On the other hand, many studies suggest that having nothing to do can also take its toll, bad news for those who subscribe to the Office Space dream of doing nothing.

The porridge is just right when you’re living a productive life at a comfortable pace. Meaning: you should be expanding your comfort zone often, but not so much that you feel overwhelmed. Easier said than done, but certainly an ideal to strive towards.

Feeling like you’re doing busywork is often the result of saying “Yes” to things you are not absolutely excited about. Be sure to say “No” to things that don’t make you say, “Hell yeah!” We all have obligations, but a comfortable pace can only be found by a person willing to say no to most things, and who’s able to say “Yes” to the right things.

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2. Have 5 Close Relationships

Having a few close relationships keeps people happier when they’re young, and has even been shown to help us live longer, with a higher quality of life. True friends really are worth their weight in gold. But why five relationships? This seemed to be an acceptable average from a variety of studies. Take this excerpt from the book Finding Flow:

National surveys find that when someone claims to have 5 or more friends with whom they can discuss important problems, they are 60 percent more likely to say that they are ‘very happy.’

The number isn’t the important aspect here, it is the effort you put into your relationships that matters. Studies show that even the best relationships dissolve over time; a closeness with someone is something you need to continually earn, never treat it as a given. Every time you connect with those close to you, you further strengthen those bonds and give yourself a little boost of happiness at the same time. The data show that checking in around every two weeks is the sweet spot for very close friends.

3. Don’t Tie Your Happiness to External Events

Humility is not thinking less of yourself, but thinking of yourself less. —C.S. Lewis

Self-esteem is a tricky beast. It’s certainly good for confidence, but a variety of research suggests that success that is bound to external success can be quite fickle. For example, certain students who tied their self-esteem to their grades experienced small boosts when they received a grade school acceptance letter, but harsh drops in self-esteem when they were rejected.

Tying your happiness to external events can also lead to behavior which avoids failure as a defensive measure. Think of all the times you tell yourself, “It doesn’t matter that I failed, because I wasn’t even trying.” The key may be, as C.S. Lewis suggests, to instead think of yourself less, thus avoiding the trap of tying your self-worth to external signals.

4. Exercise

Yup, no verboise headline here, because there is no getting around it: no matter how much you hate exercise, it will make you feel better if you stick with it. Body image improves when you exercise (even if results don’t right away). And eventually, you should start seeing that “exercise high” once you’re able to pass the initial hump. The release of endorphins has an addictive effect, and more exercise is needed to achieve the same level of euphoria over time.

So make it one of your regular habits. It does not matter which activity you choose, there’s bound to be at least one physical activity you can stomach.

5. Embrace Discomfort for Mastery

Happy people generally have something known as a ‘signature strength’— at least one thing they’ve become proficient at, even if the learning process made them uncomfortable.

Research has suggested that mastering a skill may be just as stressful as you might think. Researchers found that although the process of becoming proficient at something took its toll on people in the form of stress, participants reported that these same activities made them feel happy and satisfied when they looked back on their day as a whole.

As the cartoon Adventure Time famously said, “Suckin’ at something is the first step to being sorta good at something.” and it’s true, struggle is the evidence of progress. The rewards of becoming great at something far outweigh the short-term discomfort that is caused earning your stripes.

Struggle is the evidence of progress.

6. Spend More Money on Experiences

Truly happy people are very mindful of spending money on physical items, opting instead to spend much of their money on experiences. “Experiential purchases” tend to make us happier, at least according to the research. In fact, a variety of research shows that most people are far happier when buying experiences vs. buying material goods.

Here are some reasons why this might be, according to the literature:

Experiences improve over time. Aging like a fine wine, great experiences trump physical items, which often wear off quickly (“Ugh, my phone is so old!”). Experiences can be relived for years.

People revisit experiences more often. Research shows that experiences are recalled more often than material purchases.

You are more likely to remember your first hiking trip over your first pair of hiking boots (although you do need to make that purchase, or you’ll have some sore feet!).

Experiences are more unique. Most people try to deny, but we humans are constantly comparing ourselves to one another. Comparisons can often make us unhappy, but experiences are often immune to this as they are unique to us. Nobody in the world will have the exact experience you had with your wife on that trip to Italy.

We adapt slowly to experiences. Consumer research shows that experiences take longer to “get used to.” Have you ever felt really energized, refreshed, or just different after coming back from a great show/dinner/vacation? It is harder to replicate that feeling with material purchases.

Experiences are social. Human beings are social animals. Did you know that true solitary confinement is often classified as “cruel and unusual” punishment due to the detrimental effects it can have on the mind? Experiences get us out of our comfort zone, out of our house, and perhaps involved in those close relationships we need to be happy.

7. Don’t Ignore Your Itches

This one is more anecdotal than scientific, but perhaps most important.

When the Guardian asked a hospice nurse for the Top 5 Regrets of the Dying, one of the most common answers was that people regretted not being true to their dreams:

This was the most common regret of all. When people realize that their life is almost over and look back clearly on it, it is easy to see how many dreams have gone unfulfilled. Most people had not honoured even a half of their dreams and had to die knowing that it was due to choices they had made, or not made. Health brings a freedom very few realise, until they no longer have it.

As they say, there are seven days in the week, and “someday” no longer have it. While happiness is defined by the individual, I’ve always felt it foolish to declare that nothing can be learned from observing the happiness of others.

Bad news for those who subscribe to the Office Space dream of doing nothing. Experiences are more unique.

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http://99u.com/articles/22557/7-habits-of-incredibly-happy-people by Gregory Ciotti

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Events and more:

“The mass of men
by Gabriel Gauchet (UK, 2012, 17’)

Synopsis
Richard, an unemployed 55-year-old, arrives 3 minutes late for his appointment at a job centre. An advisor, stifled by the limits of the system she works in, has no choice but to penalise him for his tardiness. To avoid plunging further into destitution, Richard takes desperate measures. Inspired by the events surrounding the London Riots in 2011 and the subsequent infamous speech made by Prime Minister David Cameron, Mass of Men gives a harsh insight into the dangers of repression, disillusionment and apathy.

Festivals
➢ 58 awards, screened at 108 festivals; Golden Leopard for Best International Short Film at Locarno 2012; Grand Prix at Tampere Film Festival 2012; Nahemi Prize at Encounters Short Film and Animation Festival 2013; Grand Prix at Tokyo Short Shorts Film Festival & Asia 2013;

Natan
by Jonas Berergård & Jonas Holmström (Sweden, 2003, 12’)

Synopsis
It is Natan’s first day in his new job. The employment office has sent him to Viggo’s hamburger joint. Münir is trying to teach him the moves, but Natan is a disaster waiting to happen. Viggo sacks him and Natan is back on the street again. But Viggo’s conscience gets to him - he grabs a hot dog and goes looking for Natan....

Festivals
➢ Screened at 22 film festivals; won Grand Prix at Clermont-Ferrand International Film Festival 2004;

Hej hej!

I am Puxi, a fellow student from the other campus. I’m currently working on an audience development & research project so in the following weeks I’ll organize a series of short film screenings on the art campus. There will be a selection of award winning shorts from international film festivals such as Sundance, Cannes, Clermont-Ferrand etc.. They’ll come in all forms and shapes from quirky animations and intriguing narrations to provoking documentaries and experimental films. The events will last maximum 30’, but you can expect a rollercoaster of emotions. After all in only 10 minutes a short film can make you roar with laughter, shock you or leave you in tears!