Love each other!
Michela Magas is a researcher, designer and cofounder of Stromatolite, who have developed design innovation concepts for a series of international clients including Apple, Nike and Nokia, as well as educational methodologies for the Royal College of Art Design Products and Goldsmiths MA Design Critical Practice. She also founded Music Tech Fest in London 2012 and is planning to take the festival to Umeå next year! Come and hear the talk.

Please RSVP jennie.vanman@umu.se

Lunch available for purchase from 11.30

Fanny Emilia Eklund BA1

An overproud Canadian/wannabe Swede with more ideas than time.

Something most people don't know about you:
I'm related to Napoleon.

An interesting fact from your country:
Rob Ford is finally in rehab.

The New Black in TV/MOVIES:
Coincidentally called The Next Black, a documentary film focused on the designers, innovators and leaders that are shaping the future of what we will be wearing.

The New Black in DESIGN:
I've had long-standing creative crushes on Jessica Walsh, Daniel Simon, Marc Newson, and Lotta Niemenen. Oh and Erik Evers.

The New Black in WEB:
nondesign.tumblr.com A collection of laughable bad product sketches where "design" has intentionally been removed. Submit, it's harder to come up with than you think!
**Design industry predictions for 2014**

### Branding

"Visually: The March of Mobile: brand designers will increasingly need the magnifying glasses out to create crafted and elegant solutions for smaller screens. Just as album covers shrunk from 12" vinyl to 12mm boxes on iTunes the visual platform for a brand is the new shrinky-dink. Strategically: Demand for significant programmes of change that lift an organisation, product or service to a new business level, rather than simply lift the face. The logo designer will continue to find the phone ringing less and less. Socially: The rise of mass customer-powered customisation — Twitter, Facebook, Weibo are not fads... they shape the way brands operate and will build from asking what people think, to using personal public data to give people what they love. Politically: The great power cut. After an attack on banks the energy companies are next on the list. Expect gas, electricity and water brands to get a kicking and respond with a raft of softly-softly brand activity. Digital: Everything as a service. Forget ownership. Access is what we’ll see more of. Music was just the first to switch. Summary: We used to be reverential when it came to brands. We are now more referential. Trust is eroded, we seek peer reviews, on and offline, before we commit to anything from banking to bags, bread to bass, bowling to bling. The brand ideas we produce tomorrow that can inhabit those conversations, will fuel business success."

Simon Manchipp, executive creative director, SomeOne

### Graphics and illustration

“We’ve seen a growing demand for traditional hand-crafted illustration techniques, including watercolour, ink and pen, which we expect to see continue in 2014. Colour palettes are becoming simplified, with fewer, bolder tones applied. Strong typographic headlines, especially 3D rendered, are also becoming dominating. The visual media, from magazine covers to large outdoor media.’

Tom Robinson, co-founder, Handsome Frank

### Interactive

“Flat design emerged as a big trend for 2013 and there’s no sign of it abating. One of the drawback’s of flat design is the removal of common cues or ‘affordances’ that imply interaction. Combine this with the lack of real estate on most smartphone displays—which necessitates a lot of hidden functionality—and you’ve got users frantically sliding or swiping the screen in the hope that something reacts. To get around these issues, animation is going to play an increasing role in the interaction designer’s toolkit. Animation can around these issues, animation is going to play an increasing functionality—and you’re left with users frantically jabbing or swiping the screen in the hope that something reacts. To get around these issues, animation is going to play an increasing role in the interaction designer’s toolkit. Animation can around these issues, animation is going to play an increasing role in the interaction designer’s toolkit. Animation can...”

Andy Budd, founding partner and chief executive, Clearleft

### Product

“2014 will see the real upsurge and implementation of the cloud and the “air” product. The accelerating layout of infrastructure and uptake of ultra-high speed networks will inevitably open exciting opportunities for an enhanced “always-on” society and see the realisation of revolutionary internectivity. Devices will be increasingly reliant on the cloud’s power (remote processing, storage etc.) and the role of the coder in product design will be ever more important. They are the future engineers. You’d currently associate 4G and the cloud with your mobile devices. But just imagine how your day could be enhanced by everyday products being able to talk to each other wherever you are and whenever you want. This was concept, now it is really a reality. In 2014, the Cloud really could make a storm.”

Rowan Williams, designer, SeymourPowell

### Financial Performance

“2014 is likely to be another tough year for design. A recent survey that we published, The Financial Performance of Marketing Services Companies, highlights a reduced fee-income per head. It also shows that a greater proportion of fee income is being spent on staff costs. This, combined with the usual post-recession pressure on salaries, could see staff costs rise even further. On top of this, consultancies are having to deal with the demands of the ever-changing digital landscape. As we know, the individuals with expertise in these areas come at a price; they are often freelance, which means they cost even more. This will only exacerbate the problem. Consultancies have spent the last few years trimming non-staff costs as much as they can, so I doubt there is much room to make further savings to compensate. In light of this, directors will need to make sure they find the best way to pass on any increased staff costs to clients.”

Esther Carder

### Retail and customer experience

“Personalisation, convenience, seamlessness, sustainability, user-centred design. Each of these aspects will undoubtedly play a major part in the reshaping of future retail experiences. Rigid top-down service specifications will no longer suffice to impress. Rather, framework are needed that are more user-centred, flexible, end-to-end and based on what customers really want. Supportive, informed customer service at every touchpoint will be crucial for effective delivery and maintaining loyalty. Competition amongst retailers will become fiercer with growing pressure from charity and adjacent sectors. The diminishing divide between online and high street will see experiences needing to manage and blending more effectively. By harnessing technology and embracing transparency retailers will reassure customers that they are getting good value and making sustainable choices. Designers need to understand these different aspects and reconcile them in a way that makes perfect sense to the customer. Ethnographic insights should be used more to understand customers’ latent needs and multi-disciplined strategic design approaches will help unlock innovative new experiences.”

Neal Stone, founder and director, leapSTONE

### Packaging

“The recession may have permanently changed some consumer behaviour for good. It’s taught consumers own-label is good enough but people will always want to spend where they see added value. Premium brands are already doing well but it’s the mass-market brands in the middle that will need to create their premium. This will mean more interaction with packaging (such as the Coke named bottles, personalised Dairy Milk bars, augmented reality etc) and a shift back from the rational to emotional in order to engage on a deeper level. Strong linking of the brand strategy from packaging to all touchpoints will be the push, with agencies being asked to work more closely together to create seamless engagement. The consumer has never had a stronger influence over brands, and the delicate balance between listening and inspiring versus swaying to research groups and risk-averse marketers will see the creative rise next year.”

Browne Edwards, creative director, Brandhouse

### Interior

“There’s a real growing confidence - dare I say optimism - out there within the interior architectural community for 2014. The recession may have permanently changed some consumer behaviour for good. It’s taught consumers own-label is good enough but people will always want to spend where they see added value. Premium brands are already doing well but it’s the mass-market brands in the middle that will need to create their premium. This will mean more interaction with packaging (such as the Coke named bottles, personalised Dairy Milk bars, augmented reality etc) and a shift back from the rational to emotional in order to engage on a deeper level. Strong linking of the brand strategy from packaging to all touchpoints will be the push, with agencies being asked to work more closely together to create seamless engagement. The consumer has never had a stronger influence over brands, and the delicate balance between listening and inspiring versus swaying to research groups and risk-averse marketers will see the creative rise next year.”

Overheard at UID*

“ Pieces of wise awesomeness bouncing around in the corridors of UID. Follow and tweet your overheards @overheardatuid

"Maybe it doesn't send a good message to put LEDs on litters.”

"I feel like google docs gets better everyday" @maybeswiftlyyou

"The pink fur is your tough cookie.”

"If there is a question, illustration is the answer.”

"We need a bottom. We don't have for now but we need it, in the end.”

"You are so fatty you need a panoramic selfie.”

*Source: http://www.designweek.co.uk/analysis/design-industry-predictions-for-2014-part-one/3037722/article
Hello people! We want YOUR clothes.

We are all leaving this place soon, some for summer and some forever, so Migle and Emily are organizing a clothing swap. We will design an efficient exchange system, just show up on time with heaps of clothing, shoes, handbags, jewels etc etc. Your stuff should be clean and in decent shape. As of now we will have it in the project studio this Thursday at 16:30, but stay tuned for any changes. Invite your friends and spread the word! One woman's trash is another woman's treasure.

1. Walk outside.
Skip the gym and head for the great outdoors. While exercising in itself is a great boost to your mental health, going for a walk or run outside has even more vital health benefits. Studies show you'll exert more effort, and will have increased signs of “vitality, enthusiasm, pleasure and self-esteem,” as compared to staying indoors.

2. Take vitamin B12.
You've always known taking vitamins is important, but do you know about the benefits of B12? Studies have shown that a severe deficiency of B12 can lead to depression, anxiety, paranoia and more harmful problems. Get your B12 dosage from pill supplements, or by eating foods such as eggs, poultry and dairy products like milk.

3. Write simple goals.
The National Alliance on Mental Illness says setting simple, well-defined goals like, “I will smoke one less cigarette, each day, for the next three weeks,” is a great way to actually accomplish something. Set goals for yourself in relation to your mental health (such as, “I will take two minutes each day to focus on breathing”), and be as specific as possible. Once you've accomplished that goal, reward yourself!

4. Listen to slow, calming music.
Plenty of studies have shown that performing tasks while listening to classical tracks such as Pachelbel's “Canon in D Major” soothes your mind and reduces anxiety. If you're not one for classical music, opt for other tracks that are slow and simple.

5. Use lavender oil.
Put a bit of lavender oil on your pillow. Studies show that the essential oil can improve your sleep quality and help battle insomnia. If you don't want it on your pillow, try drinking a bit of lavender tea before bed to soak up its healthful benefits.

6. Spend money on someone else.
You know that victorious feeling you get when you find the perfect gift for someone? That's your happiness levels skyrocketing. Studies have shown that people who buy something for someone else feel happier throughout day. And you don't have to break the bank every time — spending $5 for someone else is perfectly effective.

7. Meditate.
We know this is constantly touted as the mind-clearing fix-all, but it's for good reason. Mindful meditation can increase the brain's emotional regulator, and can help combat depression, anxiety, stress, insomnia and more. Start slowly by meditating for three to five minutes per day in order to get comfortable with silence.

Source: http://mashable.com/2014/05/02/simple-mental-health-tips/?utm_cid=mash-com-fb-main-link