**STAY IN THE LOOP**

- **APD1**
  - CAID: Advanced level
- **APD2**
  - Conceptual Project Solutions
- **BA1**
  - Design Process 1
- **BA2**
  - Design and Theoretical Subjects 2
- **BA3**
  - Design Presentation 3: Storytelling

- **IDI**
  - Design Process Basics
- **IxD1**
  - Skills and Techniques: Graphic design
- **IxD2**
  - Project 3: Interaction Concept
- **TD1**
  - Project 1: Vehicle Design
- **TD2**
  - Project 3: Vehicle Interior

**KITCHEN CLEANING: BA3**

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FUTURE ARTICLES & PHOTOS CAN BE SENT TO: WOZZOP@GMAIL.COM BY THURSDAY EVENINGS. WE LOVE HEARING FROM YOU!

**CREDITS**

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Graphic Designer: Justyna Fryczak
Photos: Petra Käck, Kallirroi Pouliadou
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**WEIGHTY TED VIDEO**

THE FUTURE OF EARLY CANCER DETECTION?

Jorge Soto / TED TALK

Along with a crew of technologists and scientists, Jorge Soto is developing a simple, noninvasive, open-source test that looks for early signs of multiple forms of cancer. Onstage at TEDGlobal 2014, he demonstrates a working prototype of the mobile platform for the first time.

Watch it here: http://www.ted.com/talks/jorge_soto_the_future_of_early_cancer_detection

**THIS WEEK**

**SOCIAL ENTREPRENEURSHIP – WHAT IS IT AND HOW CAN IT BE SUPPORTED?**

Malin Gawell, Umeå University and Södertörn University

Date: Tuesday, October 21 / Time: 13:15-15:00 / Place: Sliperiet

This seminar will present and discuss fundamental reasoning about social entrepreneurship. Findings from the research will be mixed with the opportunity to exchange experiences and conversations that relate to the various initiatives at Umeå University.

Malin Gawell, Ph.D., is Associate Professor of Business. She is active in the Business School at Umeå University and Södertörn University College. She has also worked at my University, KTH and Stockholm University. Over the past fifteen years she has conducted research on social entrepreneurship and social enterprise. With one foot in entrepreneurship and organizational research, and the other foot in research on civil society, she has studied a large number of activities and also the increased interest in these types of activities developed over time.

Organized as part of the DARE project - Development Arena for Research and Entrepreneurship, funded by Vinnova.

**GAMES TO ACHIEVE GOALS AND SKILLS IN SCHOOLS**

Felix Gyllenstig Serrao

Date: Thursday, October 23 / Time: 14:00-15:00 / Place: HUMlab-X

Felix Gyllenstig Serrao works as förstelärare in Gothenburg. He also runs the blog Game tutorial (http://spellararen.se/) where he writes about how one can use games and its context in the pedagogy. Felix has appeared both on SVT and the Ministry of Education in PI, and runs a project called Minecraft classes where he teaches other instructors to use the game Minecraft as a teaching tool.

NB: The lecture will be given in Swedish. Register for this event via the website: http://www.eduplaychallenge.org

**CULTURE ON CAMPUS**

ARA

Date: Friday, October 24
Time: 12:10-12:50
Place: Ljusgården atrium, Teacher Education Building

The group ARA takes a prominent place between Sami tradition and visionary energy. Their first album titled “O” created new ways for yoik as an art form, a musical meeting that bridged cultural boundaries. With the new album Vuoste virdái (“Against the Stream”) Ára honors the people standing up for their origin, those who are proud of their tradition and history.

FREE CULTURE FOR STUDENTS, FACULTY AND STAFF EVERY WEEK AT LUNCH TIME

#LIFEATUID

Credits

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Thank you for your contributions. Future articles & photos can be sent to: WOZZOP@GMAIL.COM by Thursday evenings. We love hearing from you!
“I’ve got a feeling... that tonight’s gonna be a good night” - Black-eyed peas

In the fight for wearable, a challenge has come totally from left field, and is being executed in a way that is oddly familiar. Last night, at Dreamforce, Black Eyed Peas’ frontman will.i.am introduced Puls, a new wristband that combines communication (phone, email, SMS), music, social networking (Facebook, Twitter, Instagram), health tracking and GPS-mapping into a single device.

To date, all offerings in the wearable market have been focused on packing a small square similar to a watch with electronics without looking at the band as a part of the offering. The net result is that sacrifices had to be made, forcing those devices to be accessories to your mobile phone. But Puls rethinks the approach, making a bold fashion statement that moves away from the established approach. Using something that is more akin to a bracelet, this new device packs the battery, phone antenna and radio into a surface area of a watch.

It’s a re-imagination of the approach to wearables. will.i.am was trained as a fashion designer (he went to the Fashion Institute of Design and Merchandising) and while not everyone will like the look and feel of the wristband (he seems to be intent to not position it as a watch), it is clear that he is going for a market that may be seeking to be different.

And the funny thing is that, to those of us who are tracking tech, it feels oddly familiar.

Just listen to the copy:

“There are leaders and there are followers and followers follow leaders. And leaders are followers too. But they don’t follow the crowd. They follow their gut; they follow their instinct; they dance to the beat of their own drum. They have the Puls because they follow their dream. They go against all odds. They’re the oddballs, the bizarre, the weirdos, the freaks, the dreamers, the unique. They’re hip-hop; they’re punk rock; they’re geek; they’re chic; They are artists; the black sheep... and a lot of people think they are outcasts, cast from society, but the reality is, they are an army, a strange imaginative wild and complex and beautiful people. And they are leaders. They are cultural taste makers; they’re trailblazers.

These are the people that set the stage. These are the people that rock the stage. They’re the ones who think of things you can’t fathom and imagine the things that have not been imagined. I am Will and we are fashionology.”

People who follow technology will get a sense that there’s something familiar here. To me, this ad sounds suspiciously like another, older ad, one that came up in 1997:

Here’s the copy from that ad:

“Here’s to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They’re not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. But the only thing you can’t do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.”

In 1997, when Apple created it, they were the underdog, the company that was appealing to the edge, to the people who weren’t part of the mainstream, the ones who didn’t use a Windows PC. Fast forward to 2014 and Apple is the mainstream. The battle is between Apple and Google, with no one else being part of the dialogue. So to pick an iPhone or an Android device is the kind of thing that doesn’t differentiate you any more.

So while Google and Apple work hard on filling the gap each of their product has and seem increasingly similar, there is room for something new.

Microsoft tried a new approach with their operating system and largely influenced the dialogue, bringing us a design sensibility that is flatter in both iOS and Android.

Unfortunately for Microsoft, the baggage they carried as the incumbent from a previous era meant they could not be seen as an insurgency candidate. And the overly corporate tone of their messaging did not tug at people’s heart chords.

To unveil something different, a new player would have to be different. It would have to be someone who would lead you with a story, something to believe in. Steve Jobs could do that. He could make users yearn for a new piece of electronic by just giving it a feeling. It wasn’t a story led by technology, but one led by fashion.

So the insurgent would have to understand fashion. And this is where will.i.am comes in. He’s the kind of guy who understand fashion, a man with his own label, a man who is closely following trends in order to influence popular culture. Not only did he turn the Black Eyed Peas into a critical and popular hip hop band but he also helped turn political speech into something cool and relevant, as he did when he produced the “Yes, We Can” video for Obama.

Leveraging the power of music, combined with political speech, that’s how one can influence. Of course, it didn’t hurt that he could leverage his friends in the music and movie industry to attract a younger demographic towards the polls.

The Puls, as it is presented in its intro video, lives in a Peter Pan world, where those over 30 are not admitted. This is not your father’s wearables, it screams, this is a device for us cool kids. And in the same way will.i.am sold a candidate, he’s now selling a different approach to technology.

It’s not a world where we are tethered to our phones but a world where phones are accessories, in our lives but not central to it. This is not your father’s phone, this is different. And different is cool. That’s the message will.i.am is packaging.

DAVID VS. GOLIATH

For a performer, he seems superbly humble, the little guy who reluctantly went into the space, someone who was just “encouraged” to get out there among the giants.

“To develop something like what we developed... it’s something that a giant would do, something that big companies do, not a company of awesome people from Bangalore, India and Singapore (but I’ve got a f*ing awesome team),” he says. The presentation seems awkward, a reluctant revolutionary, the kind of guy that you want to root for, the ultimate underdog in a clash of titans.

In 1997, Apple is hurting. They need to change the dialogue and reinroduce themselves to the world so Steve Jobs went on a rethinking that led to the ad you see above. Here’s what he had to say at the time.

“It’s a more quiet Jobs that makes this intro. The swagger of his youth is gone. He seems downright humble, a trait not often associated with the master showman. A simple slogan (“Think Different”) and the Apple logo grace the final shot of that campaign. It is the scream that leads Apple’s revival and embeds it with everything it does for the next decade and a half. In 2014, Apple sits on top of the world. It makes billions of dollars in revenue, is recognized as a world-class influence in what the tech industry will do, as its iPhone and iPad dominate thinking about mobile. And so it announces a watch. The Apple way is a nice accessory but it’s exactly the opposite of what we want. It’s a product that is not a departure, not something that the world needed, not something that will.i.am sold, it was a product that he had to create.

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Continue reading at: http://www.tnl.net/blog/2014/10/16/incumbent-challenge/
THE WEEK THAT WAS

THE PHD FAIR

UID OKTOBERFEST PUB

CANADIAN THANKSGIVING
Emily from IxD2 made delicious pumpkin pie treats to celebrate.
UID HALLOWEEN PARTY
THE SEVEN DEADLY SINS

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