TATU HENELL
LOCAL STUDENT

THE NEW BLACK ON THE WEB
http://cardesignbullshit.tumblr.com
“Definitely worth checking out!”

NOMINATION FOR NEXT ISSUE:
Andreas Enebrand, APD1

ND

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THE NEW BLACK IN TV/MOVIES
Chappie, a new film that comes out in March by Neill Blomkamp (District 9, Elysium). Watch the trailer!

THE NEW BLACK IN RANDOMNESS
buffalobillgates.tumblr.com

LEONARDO DAVICII

THANKS FOR YOUR CONTRIBUTIONS.
Future articles & photos can be sent to wozzop@gmail.com by Friday evenings.
We love hearing from you!

STUDENT INTERVIEW

10 words or less about yourself:
I don’t always smile but when I do it’s awesome.

Class/Company
MFA Transportation Design 1
MEQU, Copenhagen

10 words or less about yourself:
I love CPH but also miss you guys!

Class
MFA Advanced Product Design

Something most people don’t know about you:
I don’t know anything about cars.

Class/Company
MFA Advanced Product Design

An interesting fact from your country
There’s a heavy metal band for children in Finland.

Class/Company
MFA Advanced Product Design

The New Black in TV/MOVIES

Class/Company
MFA Advanced Product Design

The New Black in SLANG
Dynamic. Also minimalistic and integrated.

Class/Company
MFA Advanced Product Design

The New Black on the WEB
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“Definitely worth checking out!”

Editor: Jessica Williams

Graphic Designer: Justyna Fryczak

Contributions: Henrike Feckenstedt,
Johan Grönskog, Kimberley Beuprez,
Victor Muñoz

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The week that was

#lifeatuid
@wembers
Swedes dressing like Swede

@tylermacdesigns
First semester presentation done!!

@deedeecarlson
Music Tech Fest Scandinavia sounds exciting

@l_ay1a
Have been missing sunshine for really long time. Just feel good.

@tylermacdesigns
#printing first semester poster prep

The end of my last day in Umeå for a bit. Toronto here I come.

@deedeecarlson
Design for all - A construction sound game you can play being blind

@andiminsweden
1-day workshop about design for all. Here's our prototype

IDI enjoying the sun and views of the river

@deedeecarlson
Music Tech Fest Scandinavia sounds exciting

@l_ay1a
Have been missing sunshine for really long time. Just feel good.

@tylermacdesigns
The end of my last day in Umeå for a bit. Toronto here I come.
The device—a kind of face-computer that looks like a pair of space-age sunglasses—is a bit like the Oculus Rift in a completely digital environment, Project HoloLens is extremely ambitious, and it’s the first major test of whether Microsoft’s new CEO, Satya Nadella, can restore the company’s long-dormant reputation for innovation and creativity.

AS MIND-BLOWING as a holographic tutorial is, or even the virtual surface of Mars, Project HoloLens’ first killer app is likely to be the popular videogame Minecraft, which Microsoft acquired in September. For a generation of children, Minecraft has become the digital equivalent of Lego blocks, a highly collaborative form of play. Soon imaginative kids might be able to play in 3-D, working alongside holograms of their real-life friends to build things together. The promise of a product like this is central to helping Project HoloLens take off. As Terry Myerson, who runs Windows, told me, “If you want to play holographic Minecraft, the only place to do it is going to be on this.” And you don’t have to be an early-adopter Glasshole to want in on holographic Minecraft.

The slow rollout is because—in another sign of an attitude shift—Nadella says he wants to see how people react to Project HoloLens, and adjust the product accordingly. In 2007, when Steve Jobs introduced the iPhone, he resisted apps, preferring his customers to access the web through Safari browsers. But after that approach tanked, in 2008 he released a software development kit for app makers and launched the App Store. In similar fashion, Nadella has defined a strategy for Project HoloLens but says its path will ultimately be determined by the behaviors and preferences of its developers and users.

Microsoft is being very deliberate in how it rolls out Project HoloLens. First, Nadella plans to spark the public imagination by introducing the device to folks it calls “makers”—the people who attend TED conferences and lined up to buy Google Glass—and the oh-so-critical developers. Microsoft plans to distribute lots of development kits this year. Next up will be the commercial partners. Finally, once the platform has critical mass, Microsoft will make it available to everyone, including the Minecraft-obsessed.

It will take a while for any of these competitors to succeed, and Kipman suggests that if users and developers take Project HoloLens in another direction, or don’t take to it at all, Microsoft will be OK.

Just when will the next computing interface take hold? I press Nadella on this, but he’s not one to predict the future. “What is that quote? I forget now who said this,” he says.

“You always overestimate what you can get done in a year and underestimate what you can get done in 10 years.”

Later, I look up the quote. He got the gist of it right. And the person who said it was Bill Gates.
Now in its 16th year, the Red Dot Award is one of the world’s largest and most distinguished design competitions. The winning products are presented in the Red Dot Design Museums, and in the Red Dot Design Yearbook.

The competition recognizes and promotes excellence across a wide array of industries and disciplines, including commercial products, entertainment, home goods, social impact designs and student designs.

The city of Umeå will be occupied by music and emotions, collected during travels through Europe. The Etno Caravan consists of musicians from 16 countries: Austria, Australia, Chile, Czech Republic, Canada, Denmark, England, Estonia, Germany, Ireland, Lithuania, Norway, Scotland, Slovenia, Sweden and Ukraine.

Etno Caravan
Date: Thursday 19th February
Time: 12.10–12.50
Place: Ljusgården Atrium
Teacher Education Building

Students may enter one design per category:

» Adult Fiction Cover Award
  Oranges Are Not The Only Fruit — Jeanette Winterson

» Adult Non-Fiction Cover Award
  Freakonomics — Steven D. Levitt & Stephen J. Dubner

» Children’s Cover Award
  Carrie’s War — Nina Bawden

Deadline: 11th March
1st Prize: £1,000

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Read more: idsa.org

Read more: http://red-dot.de/

Registration Latecomers: 28th January – 11 February
Read more: http://red-dot.de/