THE WEEK THAT WAS
The pictures of last week;
who danced the best duck dance?

ARTICLE
WHY MILLENNIALS DON’T WANT TO BUY STUFF
Read all about why you don’t feel inclined to buy a car

with
Regi Vegele
and
Andreas Enebrand

IxD LAB SIGN UP
New sign-up sheets on the Interaction Lab door for the access-lecture & arduino-intro

EVENTS
Need a break?
Find out what is happening this week on page 2
STAY IN THE LOOP
APD1
Workshop in Morphology
APD2
Degree Project

kitchen cleaning

workshop cleaning

BA1
Design Project 1
BA2
Design Project 2: Internships
BA3
Design Presentation 3

IxD1
Workshop in Morphology
IxD2
Degree Project

TD1
Vehicle Design Theory
TD2
Degree Project

EVENTS

WEDNESDAY
LECTURE
WED 11th FEB
Date: Wednesday 11 February
Time: 15:00–16:00
Kenneth Bringdén: Sustainability, Humor and Materials

SHORT BREAK
NEW SCREENING
THU 10TH FEB
Date: Tuesday 10 February
Time: 12:15
Place: Lindelhallen
The theme of the screening is Bank! Bang! as the films will
deal with banking, on the one hand, and bank robbery, on the
other.

THE SWEDISH
MOUNTED BAND
OF THE ROYAL
LIFEGUARDS
FRI 13th FEB
Date: Friday 13 February
Time: 12:10–12:50
Place: Ljusgården Atrium, Teacher Education Building
Culture on Campus kicks off the 50th Anniversary Year with
trumpets and kettle drums with the Swedish Mounted Band of the Royal Lifeguards!

YGA – Young Guns Award
Young, Gifted & Ambitious. Be recognized as one to watch.

YGA is now in its 13th year of recognizing young talent
globally. The founding principles and purpose of YGA
is to support young talent. Those whose potential is just
starting to be realized, the ones who will change the
world we live in, the ones who others will aspire to be
in a few years.

Entry deadline is extended to Friday, 13th February
Enter here: http://www.yga-award.com/enter-now

TED: Ben Ambridge: 10 myths about psychology: Debunked

How much of what you think about your brain is actually
wrong? In this whistlestop tour of disproved science, Ben
Ambridge walks through 10 popular ideas about psychol-
ogy that have been proven wrong — and uncovers a few
surprising truths about how our brains really work.

WEEKLY TED VIDEO

#lifeatuid or @wozzop
http://www.facebook.com/uid
#lifeatuid
vimeo.com/uid
vimeo.com/ixdumea
vimeo.com/groups/apdumea

IxD LAB SIGN UP

A new set of sign-up sheets have been posted on the door
to the Interaction Lab.

Want to learn some basics about electronics and how
to solder, or simply get card access to the Interaction Lab?

SIGN UP FOR THE ACCESS-LECTURE!

Want to learn how to bring light, sound and/or motion
into your model with some easy programming?

SIGN UP FOR THE ARDUINO-INTRODUCTION!

WEDNESDAY LECTURE WED 11th FEB
SHORT BREAK NEW SCREENING THU 10TH FEB
THE SWEDISH MOUNTED BAND OF THE ROYAL LIFEGUARDS FRI 13th FEB

BANK! BANG!

INCIDENT OF A BANK (2000. 12)
A small family business is about to go bankrupt. When
it tries to make an emergency loan from the bank it
becomes apparent that the thing it says seems not right.

Nominated for an Oscar at the 74th Academy Awards in 2001

MY FINANCIAL CAREER (CA, 1982. 7)

An animated film based on Stephen Sondheim’s stage
production of a young man’s first brush with banking. When
he tries to make his payments, he is introduced by the institution that no-
ting he says seems quite right.

facebook.com/short.break.events
WHY MILLENNIALS DON'T WANT TO BUY STUFF

—THE CONCEPT OF SHOPPING HAS SHIFTED FROM OWNING STUFF TO BUYING INTO NEW IDEAS.

by JOSH ALLAN DYKSTRA

Compared to previous generations, Millennials seem to have some very different habits that have taken both established companies and small businesses by surprise. One of these is that Generation Y doesn’t seem to enjoy purchasing things.

The Atlantic’s article “Why Don’t Young Americans Buy Cars?” mused recently about Millennials’ tendency to not care about owning a vehicle. The subtitle: “Is this a generational shift, or just a lousy economy at work?”

What if it’s not an “age thing” at all? What’s really causing this strange new behavior (or rather, lack of behavior)? Generational segments have profound impacts on perception and behavior, but an “ownership shift” isn’t isolated within the Millennial camp. A writer for USA Today shows that all ages are in on this trend, but instead of an age, this is a new attitude toward ownership occurring everywhere, and once we recognize this change, we can leverage it. Instead of kicking against the wave (which is the tendency of many institutions and leaders), we can help our organizations thrive in this strange new marketplace by going with the flow and embracing the death of ownership.

A New Form of Competitive Advantage

Even in this strange new world, the economic laws of scarcity apply, and they are precisely what’s shifting. To “own something” in the traditional sense is becoming less important, because what’s scarce has changed. Ownership just isn’t hard anymore. We can now find and own practically anything we want, at any time, through the unending flea market of the Internet. Because of this, the balance between supply and demand has been altered, and the value has moved elsewhere.

The biggest insight we can glean from the death of ownership is about connection. This is the thing which is now scarce, because when we can easily acquire anything, the question becomes, “What do we do with this?” The value now lies in the doing.

In other words, the reason we acquire “stuff” is becoming more about what we get from the acquisition. Purchasing something isn’t really about the thing itself anymore. Today, a product or service is powerful because of how it connects people to something or someone else. It has impact because we can do something worthwhile with it, tell others about it, or have it say something about us. As leaders and entrepreneurs, we can intentionally use this knowledge to our advantage. We just have to think about the “stuff” we sell in a slightly new way.

And there’s the culprit. Humanity is experiencing an evolution in consciousness. We are starting to think differently about what it means to “own” something. This is why a similar ambivalence towards ownership is emerging in all sorts of areas, from car-buying to music listening to entertainment consumption. Though technology facilitates this evolution and new generations champion it, the big push behind it all is that our thinking is changing.

This new attitude toward ownership is occurring everywhere, and once we recognize this change, we can leverage it. Instead of kicking against the wave (which is the tendency of many institutions and leaders), we can help our organizations thrive in this strange new marketplace by going with the flow and embracing the death of ownership.

WHAT TO DO: Create crystal-clear communication that helps people connect how your product or service could create? It could very well mean the difference between life and death for your business.

SINCE PEOPLE AREN’T SHOPPING TO “OWN” THINGS IN THE TRADITIONAL SENSE ANYMORE, HERE ARE THE REAL REASONS PEOPLE ARE PURCHASING THINGS NOW—AND WHAT WE CAN DO TO TAP INTO THIS NEW POWER:

1. People buy things because of what they can do with them. The product or service we deliver can help people do something important (if only to them), and this connects people to a sense of empowerment. It helps them feel less like spectators in their own lives, and gives them a greater sense of autonomy and action. As a company, Apple is great at leveraging this. Their products and services help people gain a sense of mastery over the world around them through digital products that let them curate music, movies, and photos. You’ll notice this sentiment in almost any Apple commercial, which depicts the many ways people use their products to connect to their own personal purpose.

WHAT TO DO: Help connect people to other people through your business. Sales isn’t really about “selling,” anymore, it’s about building a community.

2. People buy things because of what they can tell others about it. There’s a social piece to owning something that is still very much alive, and always will be. Many times (and this will only be more true in the future), the joy of having something isn’t in the having, but in the sharing. When we share something we like with people we like it creates a bond, and this is meaningful—and the goodwill created in that moment expands to encompass our brand and our business in general.

WHAT TO DO: Connect people to something bigger than themselves through your product or service. A bigger impact is almost always there, we just tend to forget about it.

3. People buy things because of what having it says about them. This is what The Atlantic author mentions when he talks about the desire of Millennials to live in urban settings. Though I don’t pretend to speak for everyone in my generation, for me this choice has almost nothing to do with being anti-car. Instead, it’s about all the other things a “non-car life” represents: it helps me be more environmentally conscious, socially aware, and local. This distinction of purpose may seem nuanced, but motivation is a powerful differentiator (perhaps one of the most powerful).

As we watch the old definition of “ownership” go extinct, how will you leverage the unique connections your product or service could create? It could very well mean the difference between life and death for your business.
THE WEEK THAT WAS

Waffle Wednesday! Thank you to Jonas, Louise and Axel (BA1) for making it happen.

Friday Pub: AFTER SKI! Thank you BA1 for a great evening!

School meeting: lots of people showed up!

ID1’s Friday Fika

Thanks for your contributions. Future articles & photos can be sent to: wozzop@gmail.com by Friday evening.

We love hearing from you!
Regi Vegele

Class/Company:  
MFA Interaction Design  
Apple, Cupertino  

10 words or less about yourself:  
IxD intern @apple happily avoiding winter in Umeå :)  

Something most people don’t know about you:  
I’ll be seeing Neil deGrasse Tyson next week and will try to get him to sign a t-shirt I have of a ‘pixelated’ Carl Sagan and him :) Nerdy. Oh yeah, and I just got 2 wisdom teeth pulled out!  

An interesting fact from your country:  
People usually ask what Lithuanian language sounds like. The Lithuanian language is more ancient than Greek, Latin, German, Celtic, or the Slav tongues. It belongs to the Indo-European group and retains features close to Sanskrit.  

The New Black in TV/MOVIES:  
Marco Polo, Cosmos (re-watching for the 4th time).  

The New Black in RANDOMNESS:  
Tara asked to say "hello!" :)  

The New Black in DESIGN:  
Raspberry Pi 2 + Windows  

The New Black on the WEB:  
Sketch3 a pretty nifty little app for UI work. http://bohemiancoding.com/sketch/  
Openframeworks and Cinder++ two ‘easy’ frameworks for the hardware/software blend.  

Andreas Enebrand

Class:  
MFA Advanced Product Design 1  

10 words or less about yourself:  
One word. Awesome.  

Something most people don’t know about you:  
I am outsourcing all my APD projects to India… don’t tell Thomas.  

An interesting fact from your country:  
If something is really nice we say: Gött mos!  

The New Black in BOOKS/MAGAZINES:  
Jony Ives book: The Genius Behind Apple’s Greatest Products  

The New Black in TV/MOVIES:  
Suits of course! Season 4 just started to air… Litt up!  

The New Black in DESIGN:  
The one and only Tatu Henell and his latest project… my eye doctor tells me that I can’t look at him for the next 4 months.  

NOMINATION FOR NEXT ISSUE:  
Louise Persson, BA1  

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