The New Black with Pernilla Sandberg & Arash Karimi

Article Designing a New Mobility

TED Why the buildings of the future will be shaped by... you

Event Behind the Bezel: Coin-Op Arcade Cabinets as Design History

Opportunities Ställverket Logo Competition, Entroprenom, Forecast, The City of Tomorrow Challenge
**Weekly TED Video**

**Marc Kushner: Why the buildings of the future will be shaped by you**

Architecture is not about math or zoning – it’s about visceral emotions,” says Marc Kushner. In a sweeping – often funny – talk, he zooms through the past thirty years of architecture to show how the public, once disconnected, have become an essential part of the design process. With the help of social media, feedback reaches architects years before a building is even created. The result? Architecture that will do more for us than ever before.

**Watch the talk here**
https://www.ted.com/talks/marc_kushner_why_the_buildings_of_the_future_will_be_shaped_by_you languagenen

**Events**

**Behind the Bezel: Coin-Op Arcade Cabinets as Design History**

Seminar with Dr. Raiford Guins, Associate Professor of Culture and Technology within the Department of Cultural Analysis and Theory at Stony Brook University

Behind The Bezel argues for an expanded view of game design to account for the industrial and graphic design of the historic coin-operated arcade video game cabinet. Attention is afforded to machines produced between 1971 and 1979, before color monitors and multicolored graphics became prevalent. Focusing on a period before the video game craze hit full swing with its major stars on the horizon and with the design paradigms of older electromechanical games still prevalent, provides a look into machines for which cabinets played a much larger role in filling in the gaps when the modified TV’s behind the bezel still radiated in black and white. Technological constraints compelled cabinet design to play a contributory if not constitutive role in defining the game and gameplay [...].

**Date** Thurs 3rd March  
**Time** 13.15–14.30  
**Place** Humlab X

**UID Interview**

**Distant Arash Karimi**

Transportation Design  
AUDI AG

10 words or less about yourself  
Born in Iran, raised in Piteå, thinking of buying a car.

Something most people don’t know about you  
I can weave handmade persian carpets… and I’m Swedish and understand swedish (often not recognised when walking on the streets abroad)

An interesting fact from your country  
Iran  
You serve cucumbers in a fruit bowl alongside regular fruits after dinner.

Sweden  You listen and wait until your neighbour has gone from the hallway outside before going out of your own apartment.

**Local Pernilla Sandberg**

Staff  
Administration

10 words or less about yourself  
My favourite place is Järnäsklubb in Nordmaling.

Something most people don’t know about you  
I know the EAN code for frozen hamburgers. Very handy at times.

The New Black in SLANG  
This isn’t new, but every hillbilly in Nordmaling knows: If dirt aint flyin, you aint tryin.

The New Black in RANDOMNESS  
When one wants to smile: https://www.youtube.com/watch?v=GzcIyxFTUTQ

The New Black on THE WEB  
Goon riding! Ronnie Mac: https://www.youtube.com/watch?v=VBINWn6QnmU  
Trey Canard: https://www.youtube.com/watch?v=uy3LpwcGDGU

Nomination for next issue  
Heather Wiltse, PhD

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**Credits**

Thanks for your contributions. Future articles & photos can be sent to: wozzop@gmail.com by Friday evenings. We love hearing from you!

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Designing a New Mobility

By Tamara Warren

In the last century, cars transformed American life and its landscape—city surfaces became places of vibrant, visceral physicality and driving ushered in the viability of suburban developments and the notion of travel by expressway. When cars were first created, design departments didn’t exist— that came much later when Harley Earl established the concept at General Motors in the 1950s. Instead, in the early days of the automobile, design was an inherent aspect of product development, a carryover from the bespoke coach build process.

Today, the concept of mobility is being challenged as alternative fuel sources, computerized cars and self-driving technology become reality. These changes are ushering in a paradigm shift: How will we travel by expressway in the future, when cars are first created for the expressway rather than returning to the early days of the auto industry, when cars were designed to be intuitive, while mitigating risk and the propensity for distraction. The race to introduce new technologies tasks the design team to sort out the user experience and implementation of the technology—this is where car design departments are recruiting and hiring. For a new generation of automotive designers, it’s not enough to be able to model the shape of a car.

Habib leads 120 designers at the iconic BMW Design. “Building these beautiful sexy shapes, these driving machines, is not only what we do. We have to do a lot more and a lot of that has to do with the experience, the user interface.”

Habib leads 120 designers at the iconic German luxury performance brand. BMW is known for it’s driver-centric experience, and that’s precisely what Habib and his team had to determine what gestures would be intuitive, while mitigating risk and the propensity for distraction. The race to introduce new technologies tasks the design team to sort out the user experience and implementation of the technology—this is where car design departments are recruiting and hiring. For a new generation of automotive designers, it’s not enough to be able to model the shape of a car. Designers must be able to think in more expansive, future-minded ways, and quickly adapt to shifts in consumer perception.

Automotive UX

As technology transforms the car industry, the role of an automotive designer is also shifting to define the way drivers interact with their vehicles. Designers determine and mitigate the pace of technology as it is introduced into the car. They flush out touch and appearance of user interfaces, integrate the sound of sophisticated sensors and select the myriad of materials used on hard surfaces.

“I realized that being a car designer today is not the same thing as being a car designer in the past,” says Karim Habib, who heads BMW Design. “Building these beautiful sexy shapes, these driving machines, is not only what we do. We have to do a lot more and a lot of that has to do with the experience, the user interface.”

The Anthropology of Automobiles

It is these sorts of innovations that are transforming the role of automotive design departments—how much digitized information is necessary, what makes sense for the consumer and how technology should be consumed. “One of the most interesting things for those who are involved with cars is that certain objects have a different meaning as society evolves and changes, and the car is definitely one of those. The meaning of what cars stand for is changing, and it’s changing quickly,” Habib says. As long as consumers invest in automobiles, human behavior and the desire for individuality remains key to creating and selling successful cars. But as lifestyles continue to reflect an increasingly digitized world, out-of-the-box thinking becomes necessary. Even the way cars are being imagined requires a new approach to design. BMW’s context design team reports to Habib and is charged with studying future trends around the globe. Instead of dreaming up the shape of cars, this group of 8 designers embedded within BMW Group Design Munich study and anticipate the future of mobility by traveling the world and studying how people in different cultures live.

“We have to do a lot more and a lot of that has to do with the experience, the user interface.”

To sort through these questions, Habib turns to the tenets of classic design. “In my experience, really good designers are the ones that worry about two things — one is authenticity. What are the intrinsic values of an object? What does it do well? The second aspect is the environment and sociological changes and how we evolve and the values that come with those changes. That’s the amazing thing. [In car design] there’s anthropology and urbanism.”

“We’re in the early stages of a new tech-driven auto industry. As car companies move toward autonomous driving, key developments will demand the skills of designers as consumers use their sense of touch, sight and sound to operate their cars. It’s a heady time for the automotive industry, in which the pace of progress seems to be stepping ahead of the product and predictions. It’s the designers who are in the position to translate that imagined experience into the tangible aspects in the new world of mobility.

Read full article
http://www.core77.com/posts/32056/
Designing-a-New-Mobility

Opportunities

The City of Tomorrow Challenge: Air Liquide and Michelin

Come up with ideas for new systems, innovative services or apps that will make our cities more sustainable. Award: Trip Worth €1000
Learn more http://www.studyka.com/en/challenges/vdd

Compete for the title of ‘Entreprenom 2015’ and 5000SEK. Starts March 26th.
Application and Info: www.usbe.umu.se/entreprom/
The week that was #lifeatuid

IxD 1: explore communication design with Jan van Toorn

Ping-pong in the MA studio

Wednesday Lecture: art historian Els Kuijpers & Dutch graphic design legend Jan van Toorn

UMA Pub

@MartijnvdBroeck: Booked my tickets to @SIDeRIxD, a conference about #Embodied #Interaction with @TrieuvyLuu and @ezgisabir. Awesome! #lifeatuid

@jorenza: a blue Man

@lugnegard: #mini #workshop #lifeatuid #problemsolving #sketching #konceptgeneration

@intheeyeofman: Pubs always bring tiny epiphanies #superstition #wisdomwithacookie #lifeatuid

@MartijnvdBroeck: Booked my tickets to @SIDeRIxD, a conference about #Embodied #Interaction with @TrieuvyLuu and @ezgisabir. Awesome! #lifeatuid

Fantastic Friday 13th Staff Pub #superstitions
The sun is here. #lifeatuid — A story of a cover picture

Ernst Hellby Most happy
Felix Hora The cool

Lene Rødningen
The Dressmann man

Henrike Feckenstedt
Doesn’t give a f**k - against the stream

Ernst Hellby “I love life”

Robert Striedieck
Gold & White or Blue & Black?

Pontus Merkel

Axel Charpentier
the lack of explosions made me angry

Ernst Hellby double inception

Joakim Bonilla goes his own way

Jon Sommarström