Profitable Sustainability

- Seminar April 23rd
- Time: April 23rd 17.00-18.30 pm
- Place: School of Architecture - The Auditorium, Art Campus

The seminar will be held in English

Per Grankvist is an editor, speaker and author on how sustainability changes the game of business and yields profitability and innovation.

He also covers what corporations and NGOs can learn from each other.

He is the senior editor for sustainability at Veckans Affärer (the Swedish equivalent to Bloomberg Business Week) and the business area manager for an editorial team focusing on sustainability producing content for paper, online and podcasting.

He is also the executive producer of three of the biggest sustainability events in Scandinavia: The E-Prize Day, focusing on energy, the Social Capitalist Conference, focusing on social responsibility, and The Green Capitalist Conference, focusing on business and the environment.

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INSPIRATION

http://www.theydrawandcook.com/ - Recipes illustrated by artists from around the world.

http://www.servicedesigntools.org - An open collection of communication tools used in design processes that deal with complex systems.

http://hacknmod.com/ - The HacknMod team is devoted to seeking out all the best hacks, mods and DIY (do it yourself) projects around web.

Do you have any inspirational sites or blogs that you want to share with the rest of the school? Send them in to wozzop@gmail.com
UID Master students win iF concept awards 2012

From more than 10,566 valid entries submitted by design students from all over the world, only 100 projects received an iF concept award 2012. Two of these were awarded to Masters students at Umeå Institute of Design (UID): Simon Fredriksson and Gosha Galitsky, Dogan Sekercioğlu, all students at the Masters programme of Advanced Product Design (APD) and Carol Tang from UID's Interaction Design programme.

Simon Fredriksson received his award for his Niox Mine, a concept for a complete system for people diagnosed with asthma. It allows the user to monitor the level of inflammation by measuring the nitric oxide level in the airways, which is an indicator of the present condition of one's asthma. This information makes it possible for the user to adjust the optimal medication dosage, thus avoiding over or under medicating, thereby giving a better chance to have as normal life as possible. The project was carried out in collaboration with Aerocrine, a Stockholm-based medical technology company.

Gosha Galitsky and Dogan Sekercioğlu received, together with Carol Tang, an award for their concept for a Diver Distress Signal System (DOSS) in the cross-programme course Industrial Sound Design. In regular use the DOSS functions as a diving computer. The emergency function is readily accessible by pulling the handle on the device. Once activated, the DOSS uses proprietary alarms and light signals to communicate various levels of distress. The device also functions as a beacon that guides rescue divers to the victim, saving precious time and significantly increasing the victim's chances of survival.

Umeå University, and the UID, is proud to be the only Scandinavian university represented in iF's ranking of the award winning universities. Of UID's eleven iF awards since 2007, nine have been given to students from the APD programme.

“iF concept award is one of the most important as well as biggest international competitions for students and young professionals from the areas of design, architecture, marketing and engineering. The iF concept award was introduced as a discipline in 2003 and has become an award in 2008. It is a label of design excellence for young designers worldwide but also secures points in the iF ranking university for the academic institutions involved.”

Source: iF design website
The iF website: http://www.ifdesign.de/index_e
All the UID winners: http://exhibition.ifdesign.de/winner_en.html?ma_id=511
The 2012 ranking lists: http://www.ifdesign.de/ranking_tabellen_e
DOSS short scenario animation: http://vimeo.com/34739008
Nyhet på svenska: http://www.teknat.umu.se/nyhet//.cid187905

THE WEEK THAT WAS

Library is open

TD1 Sketching Workshop on Cintiqs
Want Breakthrough Ideas?  
First, Listen To The Freaks And Geeks

If you want a mainstream hit, talk to the product’s extreme users, writes Sense Worldwide’s Brian Millar

The stairs to our company’s fourth-floor loft posed a challenge for the dominatrixes. Many were wearing vernicious Jimmy Chos and Christian Louboutins, and there was a bit of grumbling by the time they got to the top. I suppose they’re more used to dishing out suffering than enduring it themselves. As they made the trek through our building, they raised hardly an eyebrow from our staffers.

At Sense Worldwide, a branding consultancy specializing in working with extreme consumers, we’re accustomed to individuals who are a million miles away from that “regular customer.” You know, the ones who sit in focus groups and fill out online surveys. For us, one day, it’s dominatrixes; the next, it’s obsessives. We’ve been working with extreme consumers for years. Some of them have extreme needs that no product on the market can meet—so they modify them, or make their own. Some of them reject a whole category. You can learn a lot about mobile phones by talking to a power user. You can learn even more by talking to somebody who’s deliberately never bought one.

Extreme users think differently, work differently.

These extreme users have a willingness to experiment that’s far beyond the capacity of any design agency. And because they’re improving the thing that they love, they’re not going to charge you by the hour. We recently worked with some Brazilian transsexuals on hair-removal products, looking at ways of making the process less painful. I can assure you, we had their full attention. Some are still sending us ideas.

—and they listen differently.

When we get extreme users together in a room, we often sit them down with the top design and R&D wizards from our clients. We ask our clients to bring the ideas they could never sell internally, because radical people appreciate radical ideas.

Every good designer has felt the pang of watching a truly revolutionary concept being pulled apart by the passive-aggressive mouth-breathers who make up most focus groups. “This doesn’t taste like cola,” they said about Red Bull. “Executive chairs are made of leather,” they said about Aeron. “Only secretaries have keyboards on their desks.” They said about PCs. All kinds of great ideas, from the Walkman to nacho chips, died in research with average consumers. That’s because regular people don’t like new things much. You know that. You’ve read Blink.

But what if you’re working on something less glamorous? Like, say, a blister-and-sweaty-foot range? Well, then you have to think a bit more creatively. What kind of person spends a lot of the day in uncomfortable shoes but would have a professional interest in keeping their feet immaculate? Before long, your recruitment people are scouring the Internet for soldiers, dominatrixes, and models. (It turns out that dominatrixes are easy to find on the web. Who knew?)

First, Listen To The Freaks And Geeks.

Great ideas, from the Walkman to nacho chips, died in research with average consumers.

But you’re going to get ambitious about your next task, don’t you and talk to normal people about it. You’ll only get normal answers. Get out of your comfortable little world and step into a completely alien one. As we say round here, when worlds collide, transformation happens.

Believe in the method behind the madness.

At first, it seemed strange for me to take mainstream brands to fringe people. But it works. Kenyan micro-lenders and global retail bankers can learn a tremendous amount from each other. Health insurers and medical tourists can create services that benefit both of them. Running shoe design has been revolutionized by studying people who have never worn them. Now it seems strange to talk to regular people. What are they going to tell you that you don’t already know?
You may not know CAD, but if you’ve got a computer, you can now start creating 3D models.

That’s the idea behind 123D Catch and 123D Make, two new free software applications that Autodesk is planning on releasing on Monday. The two programs join the company’s existing iPad app, 123D Sculpt, as part of a family of tools that are intended to give just about anyone the ability not just to make their own 3D designs, but also to get them produced as real, physical models.

Autodesk unveiled the two new applications at a press event at its innovation center here today, making the argument that just about anyone can now play the role of 3D modeler that has traditionally belonged to CAD experts and other professional designers.

With 123D Catch, a user can take any digital camera and use it to photograph a real-world object.

With the associated 123D Make tool, the user can then take that new 3D model and upload it to Autodesk’s servers in order to get a physical model made from it. For an additional fee, Autodesk will arrange to produce a 2D cut pattern made from wood, cardboard, plastic, metal, or fabric, that can be used to put together a full 3D representation of the original object. The result will require a fair amount of touch-up, but it’s a pretty good start for most people.

Autodesk is betting that the tools, used either alone or in conjunction, will be valuable to anyone wishing to prototype a new product, art project, or piece of furniture, or someone just looking to create their own models of real-world objects.

This is just the latest in what is almost certain to be an increasing stream of product and service offerings from companies looking to democratize the process of making 3D items. Most recently, a startup called My Robot Nation introduced a service that lets users craft a small digital robot design and then have a physical 3D printed model shipped to their door. Other companies, such as Shapeways, Freedom of Creation, and Ponoko are also in the business of letting users upload their own 3D designs and then charging to 3D print them, although these are generally aimed at more sophisticated and experienced modelers.

By snapping a few dozen pictures from angles all around the object and then uploading them to Autodesk’s cloud-based system via the software, the user can within minutes get back a 3D model of the object. Autodesk will process the model at no charge.

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With 123D Catch, Autodesk is betting that because digital cameras are now ubiquitous, almost anyone should be able to produce a workable 3D digital model. The tool—which for the moment is only available on PCs—returns a model that can be closely examined and re-touched, and which can include extremely detailed wireframe data.

Users can choose to email the model to anyone they wish or even automatically upload a digital fly-around of it to YouTube.

At the same time, 123D Make allows users to manipulate their 3D model and see on the screen the schematics of the 2D cut-outs that will be physically printed. The tool lets the user resize the final model on screen and because of built-in knowledge of what it takes to manufacture a real-world object automatically updates the schematic to account for the changes. Users can either print the schematics on paper themselves and then take the time to glue them onto materials like cardboard or wood, or pay Autodesk to create the cut-outs.