Interested in designing the Wednesday lecture posters?!
email: wozzop@gmail.com

Notes!

Cintiq Tablets to UID
Dear all,
I am very happy to tell you that within the coming weeks we will be equipping all workstations in the Green PC lab with the latest model of Cintiqs. The idea is that this space will be our advanced 2D design lab.

Enjoy!
Demian Horst

Airbrush Kit
UID now has an airbrush kit that is available for students and staff to borrow. So if you have a project or feel like getting experience with a new tool contact Lars or Erling to borrow it from the workshop.

Remember Daylight Savings Time
Remember that on Sunday March 25th we set the clock one hour forward! Plan your sleep accordingly!

Inspiration
http://flickrhivemind.net/ - a search engine for flickr which makes it easy to find inspirational images in a no frills interface (editor’s tip: search for “lego”)
http://ffffound.com/ - Inspiration from all around the web collected by a large user group of dedicated individuals
http://visuelle.co.uk/ - A site with mainly graphic design and related things

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.

Kultur på Campus
Al Pitcher - stand-up comedian
He’s back! If you missed his successful performance in February, you have another chance!

Wednesday 21 March, 12-10-12.50
Teatern, Umeå School of Architecture, Umeå Arts Campus

Come see this hilarious show from Al Pitcher, the award winning standup comedian from New Zealand. He was named Sweden’s male comedian of the year for 2011. This spring, Al Pitcher is kicking off his FIKA tour in Sweden.

“When I had lived in Sweden after a while I finally realised how important FIKA is for Swedes,” says Pitcher, a Kiwi currently residing in Stockholm.

“Combining stand-up comedy and rituals regarding FIKA give me the chance to create an entirely new show,” he continues. “Since the audience is the most important part of the performance, the show is going to be very special, in the spirit of the fika break.”

The Culture on Campus performance will be an abbreviated version of the full show.

Credits
Editor: Daniel Jansson  Photos: Daniel Jansson
Graphic Designer: Camila Lima

Thanks for your contributions.
Future articles & photos can be sent to: wozzop@gmail.com by Thursday evenings.
We love hearing from you!!
A building made of bottles: inflatable market hall winning idea in architecture competition

Rodrigo García Gonzáles, student at Umeå Institute of Design, Umeå University, received first prize in the European student competition in sustainable architecture, Gau:di.

The winning concept is a market hall made out of empty plastic bottles and paper. It will be constructed in full scale as a 1:1 prototype and presented at the opening of the Biennale of Architecture in Venice, Italy on August 28.

It is the third year in a row that Gau:di, a European student competition in sustainable architecture, is arranged. The task this year was to design a market hall providing flexible space for market vendors, exhibitions and street theatre – an interactive meeting place in an urban environment.

130 entries had been submitted, out of which the jury selected ten winning projects. The first prize was awarded Rodrigo Garcia Gonzáles, student at Umeå Institute of Design, together with Maciej Siuda, student at the Warsaw Technical University, Poland.

Their project, titled Devebere, is an inflatable market hall constructed out of plastic bottles, bags and other waste. The building can alter its form based on the needs of the users, and be moved between different locations to be placed either on land or on water.

In its motivation, the jury states that Devebere is awarded first prize due to the “political urgency of the topic – garbage and recycling – the coherence of the process – total and holistic – for the constructive intelligence and innovation, the human engagement, the true and humbly demonstrated talent, the profound humour and the subtle capacity of communication.”

The competition task included suggesting a geographic location for the market hall. The team behind Devebere chose to place their inflatable construction in Venice. There, the winning entry will be constructed during this summer, in order to be presented at the Architecture Biennale in September. In the coming months, the team will be testing and trying out different techniques and prototypes in France, Spain and Italy. The process of prototyping and building Devebere will be carried out in cooperation with other competition participants, the Venice municipal recycling company and market hall neighbours in Venice, with the support of the Institut Francais de l'Architecture.

A video of the concept can be viewed at http://vimeo.com/34405885 and the process can be followed on www.devebere.com.

>> a lecture will be held by Rodrigo on Wednesday in the Green Room at 15:00. Read more about it on the back cover of Wozzop.
Americans no longer yearn for bigger and better, argue Continuum strategists Susan Lee and Jenny Liang. Here are three keys to creating products and services that evoke the new American dream.

For many Americans, the world seems like a markedly different place than it was in 2008. They have experienced a global recession, sweeping changes in technology, and four seasons of Jersey Shore. In the context of all this change, what they want out of this life and what the American dream means for them has changed along with it.

Many of them no longer aspire for bigger and better things. Instead, the conversation has turned from having things to doing things. Suddenly, wealth, property, and an impressive career have become far less important than experiences, recognition, and impact. And with emerging services and technology, these dreams have become more attainable than ever.

So what does that mean for companies whose job it is to provide products and services that tap into our values and aspirations? How can your organization deliver the new American dream to the new American consumer?

**THE KEYS FOR KEEPING YOUR BRAND RELEVANT IN THE POST- Occupy ERA**

Americans now value access over assets. They care about getting to their destination, not owning a car. Watching movies, not collecting DVDs. Looking great, not seeing clothes hanging in the closet. As material wealth loses its cachet, consumers will demand products that are less of a mantelpiece and more a portal to the right experience.

Service providers like Netflix, Zipcar, and Rent the Runway have already disrupted their industries by selling the experience without the ownership. Now, even companies with products to sell are starting to take big bets on this shift in consumer values.

Google, for example, took on the PC world by releasing the Chromebook in June 2011—the first “web-based computer” on the market. Stripped of many of the features that other companies compete on, the Chromebook is not so much a computer as it is a portal to the web. Instead of building in desktop applications, Google equips its computers with free wireless and 3G data, keeping users constantly connected. The jury’s still out on whether Google’s bet will pay off, but given consumers’ growing desire for convenient access, it’s likely that the market will only grow.

Whether your company has products on the shelves or a service to provide, think about how your product or service allows customers to get behind the velvet ropes of an experience they desire. If it can be replaced by a product or service that offers more access at a lower cost of ownership, soon enough it will be.

**GIVE THEM ACCESS**

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**MAKE THEM FAMOUS**

With the increasing ubiquity of social networks, people can access the eyeballs of others near and far. They want to declare who they are to the world (or at least their Facebook friends), and they want products and services that can help them do so. Instagram, for example, allows people to showcase their photos in a creative way and share them with an audience. Pinterest is an almost effortless way for people to show their taste and style and creations of their customers. Nike did just this when they transformed their running shoes, a decidedly unsocial product, into a platform for competitive fitness communities through Nike Plus. By tracking and sharing users’ running activity, Nike elevated an individual activity into a social one in which people can be congratulated (or heckled) by their friends at every mile. How can your product make your customers famous?

**HELP THEM MAKE THEIR MARK**

As Americans strive to identify themselves, they increasingly believe it is their civic responsibility to help make the world a better place, and technology is empowering them to do so. Citizen-driven movements such as the Occupy Movement reflect a growing desire among Americans to help shape the world around them; it also reflects their drive to get it done. So when it comes to buying products and services, they don’t just want to hear about how a company is committed to a cause—they want to be on the front lines.

Rather than thinking about how your company can be more socially responsible, think about how your customers can directly affect a cause with your product. For example, when designing new toothbrush packaging for Preserve, an eco-friendly home products brand, we created a way for customers to get directly involved in their environmental cause with the Mail-Back Pack. The Mail-Back Pack is a toothbrush package that doubles as a return envelope, so customers can send the toothbrush back to Preserve after use. Preserve then turns the used brushes into plastic lumber for picnic tables and boardwalks for a third stage of use. Extending responsibility onto customers reminds them that they are the ones enacting change. Making their contribution quantifiable gives them proof that they made a difference.

The American dream reflects our highest aspirations and deepest values. During times of rapid change, companies need to look closely at these aspirations and values, as they drive the products and services people will want in years to come. It could mean the difference between staying one step ahead of the market or being stuck in the past.

Source: http://www.fastcodesign.com/1669195/the-keys-for-keeping-your-brand-relevant-in-the-post-occupy-era
Wednesday lecture
Green Room 15.00h

Devebere

Maciej Siuda
Rodrigo García

A project made of AIR and GARBAGE by PEOPLE