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

STAY IN THE LOOP

apid1
Form Workshop 1
apid2
Degree project
ba1
Project Application 1
ba2
Internship
ba3
Computer Visualisation Technology
dc
Design Argumentation

idi
Brainstorm, Ideation, Sketching

ixed1
Form Workshop 1
ixed2
Degree project
td1
Polygon Modeling using Maya
td2
Degree project

The New Black in TUNES Your mixtape of the week
>> Anything by The Books, Groundation, Anything by Black Keys, Deadbeat, Balstyrko

The New Black in TV/MOVIES Must watch
>> Saxondale - Steve Coogan fans, watch all of it.

The New Black in BOOKS/MAGAZINES A book you’ve read recently, a one sentence description about it, and a sentence of what you liked or didn’t like about it. Or a magazine that you’re hooked on

>> The Fountain Head by Ayn Rand. About a circle of architects in the early 20th century. I like the way its written, excellently. Very clever.

The New Black in DESIGN A design or designer that blew you away recently
>> Mind bending anamorphic illusions by Felice Varini

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

Editor: Daniel Jansson Photos: Daniel Jansson, John Vikström, Graphic Designer: Camila Lima, Rickard Åström

CRÉDITS

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INSPIRATION

http://www.designbuzz.com/ - Design ideas and concepts
http://yayeveryday.com/ - things Chris Kalani likes and wants you to know about
http://www.creativeapplications.net/ - reports innovation and catalogues projects, tools and platforms relevant to the intersection of art, media and technology.

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

CLEANING:
kitchen: BA3
workshop: lxD1

Tweet with umeadesign with: #lifeatuid
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Visit the UID Facebook page! www.facebook.com/uid

prototyping the future reflections

Today is the last day to hand in your Prototyping the Future reflections. Send in the reflection paper to Birgitta Sundberg. Name your reflection document with the workshop number + your full name [ex: ws3_name_nameson] and write the same in the subject field of the e-mail you send to birgitta.sundberg@dh.umu.se. Remember to also include your name, class/education/role, and the name of the workshop in the reflection paper itself!

Write 1-3 A4 pages discussing the following topics:

• What did you learn?
• How does this make you a better designer/professional (skills, thinking, future prospects etc)?
• Would you recommend that UID includes this area or theme in future curricula? Why?
• If we could include it, what should be kept the same, and what done differently from the PtF week?
Ställverket had a meeting Wednesday.

Nintendo releases a smaller version of the Wiimote, exclusively at UID.

Rickard teaches Arduino to architect students. In his own words: “A group of students from arch got to try an introduction to arduino to see if it is something that their programme would benefit from. We’re waiting for the evaluation but they seemed to have fun.”

The new holkens get a lot of sunlight.
The aspiration is that the digital humanities can transform the humanities by introducing new practices. A third model sees the digital humanities as an emerging discipline of its own that may or may not merge with related fields like game studies, interactive arts, and informatics. In such a disciplinary model digital objects become both the object of study and one of the means of dissemination. While many in the humanities may balk at thinking of digital things as scholarship, I believe the field is committed to exploring this line of thinking through making.

We don’t have compelling examples the way an orrery is a compelling historical example of knowledge things in Baird’s sense. This presentation will then end by looking at various digital things and asking about their theoretical status.

http://geoffreyrockwell.com

It’s widely accepted and understood that consumer decisions are as much influenced by emotional attachments to a product or service as by the hard facts such as price and performance. So why is it that when it comes to most aspects of human transportation, the world still seems to believe people are rational machines?

Take the spectacular failure of Tata’s ambitious low-cost car, the Nano. In many ways, the Nano seemed like a real game-change—a car that would do for the auto industry what Icahn did for furniture, Amazon for book retail, and Netflix for video rentals. The vision for the car, as articulated by Ratan Tata, the chairman of the hugely successful Tata Group, was inspiring: Make a luxury car available to the average Indian consumer. Tata followed the disruptive innovation script to a T. The company innovated all aspects of the value chain to slash the cost of production, building a car with fewer components of less expensive materials while maintaining fantastic fuel efficiency.

Even the distribution model was paradigmatic: The Nano was to be sold at large supermarkets and electronics stores. On top of that, Tata had devised a contemporary launch plan leveraging social media instead of the expensive TV ads most other car brands adhere to.

The only way to get consumers to choose cheaper, more efficient transportation is to make it the cool option. So what went wrong with the Nano? An Indian consumer study by a brand strategist from Venturethree, Sandeep Dighe, came to a clear conclusion: Indian consumers don’t want a cheap car; they want a car to flaunt. For Indias, as for people in all other countries, a car is much more about status and identity as it is about transport. Positioning the Nano as the world’s cheapest car was, in other words, a dramatic mistake and a startling reminder that transport is as much an emotional decision as buying soap.

Other car manufacturers looking to capture the low-end car market better take note. Unfortunately, Tata’s mistake isn’t unique in the world of transportation. When it comes to devising urban mobility schemes, engineers and planners rule. Most collective transport schemes are based on a false assumption that if given a cheap and effective option, people will use it.

Urban mobility is a massive global challenge. The world needs people to shift from big, heavy, female-consuming cars to collective transport, including bikes and other low-energy forms of mass transportation. But as the Tata example shows, the challenge is as much emotional as functional. For the bus, riding a bike, or driving a cheap lightweight electric car must be perceived as cool, a symbol of status even in places like China and India, where buying a Mercedes is seen as almost a life goal in itself. Here, brands like Tesla and Bimota have shown a way to create aspirational change rather than a functionalistic approach to building more infrastructure.

Actually, in many cases there is plenty of infrastructure already in place, and it’s just poorly designed and relabeled compared to cars. Despite an adequate interstate network, traveling by bus is considered in itself deplorable in the U.S. at large, whereas buses in the UK have been well-branded.

This is an area where the right design, branding, and marketing could make a huge difference to the world and future generations. These changes might even be one of the huge opportunities out there. Together, cities are already bigger than any individual market or alliance. And urban populations are becoming increasingly uniform as a consequence of globalization. The rise of a large urban market and the need to reduce CO2 emissions is an opportunity ripe for new urban-mobility solutions.

Written by Jens Martin Skibsted and Rasmus Bech Hansen

More information: http://www.core77designawards.com/

The only way to get consumers to choose cheaper, more efficient transportation is to make it the cool option.

More than half the global population now lives in urban environments, and that number will only grow. By 2050, an estimated 80% will live in cities. This means that in the next 40 years we will need to build the same amount of urban infrastructure as we have in the last 4,000 years. This trend will also have an impact on global warming. Between 1990 and 2007, transportation-related emissions increased by a third, while emissions from other sectors decreased. Regardless of our political views, we can’t afford to perpetuate the car-centric model. It’s time to brand alternative forms of transportation in a way that convinces consumers to opt for higher-efficiency modes over the traditional automobile.

The only way to get consumers to choose cheaper, more efficient transportation is to make it the cool option.
Internship reflection

Wednesday lecture 22/2
3pm potentially

Featuring:

Jennifer S-H: IDEO in Boston
Eric L: Toyota in Tokyo, VW in Shanghai
Malin G: Toyota (NG), Designit (CPH), Smart Design (SF)
Nick R: Atlas Copco, Designit (Aarhus), Lunar (SF)