Living like a real Swede:
“Rescue people in icy waters”
From 2012, SVID focuses on national program areas where design and user-driven development has great potential to change and improve. – Anna Valtonens experience from both private industry and the academy will be an important part of the development, says Robin Edman, CEO of SVID, in a statement.

SVID board consists of representatives of the Regional Growth, IVA (Royal Academy of Engineering Sciences), Swedish Design and the Association SVID.

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

Tweet with UID with: #lifeatuid hashtag or follow us: @wozzop

Visit the UID Facebook page! www.facebook.com/uid

Check out the program blogs! http://www.interactiondesign.se/blog/ http://www.advancedproductdesign.se/blog/ http://www.transportationdesign.se/blog/

Stay in the Loop

Inspirational Links

- http://volpinprops.blogspot.com/- Prop and replica design by Harrison Krix

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

Weekly Comic

Back to work...

The Swedish Agency for Economic and Regional Growth (Tillväxtverket) has appointed Umeå Institute of Designs rector Anna Valtonen new Chairman of the SVID, Swedish Industrial Design Foundation.

SVID is helping companies and businesses to grow by spreading knowledge, create communities and enhance the opportunities for development and change – processes where design is an important part.

Anna Valtonen is happy about the appointment:
- Design has an important role in society. SVID, and UID, is working actively to increase the use of design in innovation and change processes. We both strive to develop future industrial design and to create a strong Swedish industry that uses design in an appropriate manner, she says.

UID’s rector new chairman of SVID

Be a volunteer in the annual folk music festival Umefolk

Folkets Hus in Umeå.

The festival is the largest folk music festival in Sweden during the winter and is visited by artists from around the world! Our preliminary program is available at: http://www.umeafolkmusik.se/Umefolk/UmefolkProgram12.pdf

We will hold volunteer meetings January 25 and February 8 at 19 at Folkets Hus (you only need to attend one of the meetings). We will tell you more about the various volunteer groups and what it means to work in them. If you want to volunteer but are unable to come to one of these meetings, it is possible to read about the groups on our website: http://umeafolk.umeafolkmusik.se/ and then sign up by sending an e-mail to Lisa; volontar@umeafolkmusik.se

Interested in designing the Wednesday lecture posters?! Email: wozzop@gmail.com
LIVING LIKE A REAL SWEDE
“Rescue people in icy waters”

In co-operation with the police academy at Umeå University, some of the UID students had the possibility to take part in an exercise, “Rescue people in icy waters”.

Tapio, who has participated in this activity several times before, encouraged the students to jump in the icy waters of Nydala lake. (Approximately 3-4 °C)

Since the activity was called “Rescue people in icy waters” and not “Jump in and get out as soon as possible”, once in the water one was expected to swim 6 meters to rescue an orange dummy (Mr.Larsson), swim back to the shore, calmly answer some questions to prove the icy waters didn’t turn you into a crazy person and get out from the water using spikes.

For me? Once in a lifetime experience... Only once!

“Rescue people in icy waters”
UID CHRISTMAS PARTY

UID closed the year with a cozy party! Sexy secret santa was invited specially for students that worked hard all year! Happy New Year UID!

“HO HO HO!!!”

“Have you been a good designer?”

Thanks a lot to the party group & DJs!!

Interview with Jules

- What made you decide to dive in 4 degree water?
- I guess it was a balanced mix of healthy conscience: knowing I didn’t yet experience the north’s challenges to an extreme extend-having missed all the snowfall over christmas...- and an unhealthy bit of idiotic, blunt group pressure-friends were visiting at the time.-
- How did it feel?
- Well, consecutive, my immediate brain pulses reflected:
  recklessness (crawling on the ice, towards the water)
  excitement (diving into the water, head first)
  adrenalin (whilst taking a swim..)
  a specific kind of ‘gratification’ (climbing back onto the ice)
  hell (5 min after the dive, while changing clothes)
- Would you do it again?
- Yes! And I do recommend it, too. It’s like completing a 1-week sports tournament in a couple of minutes!

Text by Ayse Gokce Bor
That Sounds Great!

Peoplepeople’s speaker has recently been selected by Wired magazine as one of 15 products to show at the 2012 International Consumer Electronics Show (CES) in Las Vegas.

Current problems for people
There’s a war going on in the living rooms of the world – the never ending battle between home electronics and interior design. It might be the huge TV that really doesn’t work with the nice old cupboard, or maybe the heaps of cables that for some reason needs to connect to our stereo system.

Just making it all connect in the right way is tricky enough. Making it blend in often feels impossible unless we would build it into our walls. The thing is, hiding stuff behind walls is both expensive and difficult, and a lot of people actually want their hi-fi stuff to be visible.

So we realized there are some improvements that should be made to this situation, and set out to meet the three following issues:

• People want music to sound good. How can we let the music equipment blend in nicely, while still be proudly perceived as high tech?
• These days people keep music in many different digital places. How can we allow people to play it without hassle or cables everywhere?
• Electronic waste is a huge environmental problem. How can we design something that doesn’t add to that huge landfill?

This speaker tries to answer all of the questions above.

How we designed it for people
The transparent design lets the speaker blend in to any living room out there. The size can be big enough to offer a good sound quality, yet the speaker takes little visible space. The box is transparent, but the sound creating components are clearly emphasized.

Usability
The speakers come with a small wifi antenna, that can plug in to any computer, music player or smart phone out there. It will also work for old stereos or vinyl equipment.

The aim is to set the music free regardless where it’s stored.

Sustainability
Being big is good for sound quality, but not so good for shipping. Any other speaker will ship a lot of air around the globe before ending up in your living room. This speaker ships in a small, flat package that goes in through your mailbox. The glass sheets making up the box is being ordered through the glass repair shop closest to every single customer.

In that way the speaker reduces shipping with up to 90%, and supports local handicraft in one go.

A very economical and ecological solution.

The speaker is then assembled at home, IKEA style. This also means that the components that breaks first (the rubber ring and the speaker cone) can be easily replaced, keeping the product away from any landfill.

A well established definition of sustainability is to satisfy the needs of people, planet and profit. Our speaker design tries to accomplish exactly that.

Sounds great doesn’t it?

Who are we?
Four UID alumni Martin Willers, Per Brickstad, Anna Palleschitz and Johan Frössén.

Liquipel’s Invisible, Hydrophobic Gadget Coating

You know you were disappointed at the end of Signs when it turned out the sophisticated alien race could be defeated by... water. An enemy to our species becomes a lot less scary when it can be vanquished with a bottle of Evian.

Still, water ruins stuff for us too: Outdoor barbecues, a box of photos you stored on the basement floor, that smartphone you never should have brought into the bathroom. On that latter point, a company named Liquipel is aiming to render our electronic device to protect them in the event of accidental exposure to liquids. It is not visible to the human eye, virtually undetectable and... will not compromise the look, feel, and performance of your electronics. [It] penetrates the entire device as a whole, including all of the vital components inside and out to provide optimal protection against accidental contact with liquids.

The video demonstration is dramatic, though counterbalanced with that lawyerish disclaimer that basically says “Oh by the way, don’t try actually doing any of this stuff to your phone” For now the company is only offering to coat devices that you mail in to them, an unattractive arrangement that will presumably fall by the wayside once they’ve licensed the technology directly to manufacturers. In any case Liquipel’s technology has been deemed to have merit by at least one credible group: Like Ekso Bionics, they’re also a 2012 Edison Award nominee.

http://peoplepeople.se/2012/01/invisible-speaker-wired-magazine-favorite-gadgets-at-ces/
http://peoplepeople.se/2011/11/that-sounds-great/
Dearest Core77 readers...

Consider this a friendly reminder. Next Tuesday, January 17, we will launch our 2012 Core77 Design Awards! As promised, this year is bigger and better honoring 17, count ’em, 17 unique categories of design excellence each headed up by an expert jury captain.

NEW CATEGORIES IN 2012:
Consumer Products
Equipment
Soft Goods
Furniture & Lighting
Interiors & Exhibitions
Visual Communication
Packaging
Interaction
Service
Transportation
Social Impact
Educational Initiative
Strategy & Research
Speculative
DIY
Food Design NEW
Commentary & Writing NEW

Each of our exciting categories celebrates 17 diverse areas of design endeavor, honoring the ever-changing design world. Our jury captains are design experts from all over the globe representing 7 countries and 12 cities—they will be selecting their team members from their local area. Besides Core77 editorial coverage for winners, your work will be seen by a truly global jury. And if you register for our program early, not only will you get the latest news updates, but we send you one of our great limited edition posters. Our new website launches on Tuesday with all of the details, so stay tuned!

Sign up at http://www.core77designawards.com/ to keep up to date. Enter within the first weeks to take advantage of earlybird discount and save %20 on entry fees.

Credits

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
Graphic Designer: Ayse Gökce Bor
Photos: Daniel Jansson, Emily Keller, Mei Tzu Huang
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