TIME AS CURRENCY
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Time as Currency

Time as Currency explores the topic of time and how it can be embodied in objects, tools, and services, informed by people and their behaviors. Without using conventional tools, such as clocks or calendars, the students focused on how time can be measured, made tangible, or represented in their concepts. The goal was to discover unusual, quirky, ironic, or simply unexplored opportunities for design.

The results of this exercise are a rich and unexpected range of illustrations, product concepts, and installations, all with very peculiar twists:

- From generative approaches like ‘Puberty of Things’ or ‘Freezing Time’,
- To functional objects in ‘Sense of Time’ or even more intimate reflections on the passing of time such as ‘Time Heals’.

These projects can be interpreted as one-off explorations on the subject or as an initial platform for the designers to start understanding the complexity and richness of the world around the design of a simple object.

We are very proud to introduce Time as Currency as a good example of strong design thinking and refined creativity. This exercise gives us a clear glimpse of the talented and exciting generation of designers to come.

Enjoy,

Leif and Dario
Time as currency

Ulf Ruff & Pablo Bernal
Lead University Industrial Design (LIID - IED)
04.12.2010

Brief

Develop a product, space or interaction concept that uses time as currency.

Think about tools and measures that are time dependent or about the effect that time has on things, people and behaviors.

Focus on how time can be measured or represented in your concept without using conventional tools (clocks, calendars...)

Examine how time affects objects, tools, behaviors and our daily lives and our everyday actions.

Please provide 3 minute presentation to illustrate your initial findings on the glass table on Monday March 7th.

Bring images, videos and/or anything that can help explaining your thoughts.

Team efforts are encouraged.

Goals

We are looking for a tangible, wearable object that can be exhibited. Variety of materials and techniques is welcomed as the only limit is your imagination.

Extracurricular

A product, service or space concept rendered and prototyped is a plus. More details will be provided.

Agenda

Monday March 7th
10:00 am

A few stimuli
people
process
THE PUBERTY OF THINGS

- Adapt to
- Curious
- Eclecticism
- Breaking the norm
- Imperfection

CHANGE OF SHAPE

RAW

- Process
- Energy
- Transformation
- Blossom
- Repeat
- Revolution
- Fusion
- Undertake
Mood

- Varying
- Extreme
- Trigger
- Drama queen
- Moodswings
- Unproportional
- "Average sign"
products with expiration date

How do products age?
That was the question our group worked on during the workshop week. A worn product does not have to be something negative; it just shows how it has been used and gives it a certain patina, which often creates an added value for the user. Our goal was to create products where you clearly see how the object age during the usage, but also sense the expected lifetime of it. The product would become beautiful and personal when it is worn. Simply a more honest world with a bit more honest products.
Objects, like people, develop in stages through life before settling into a shape. Seeing the design process of objects as a transition period, going from raw to refined, provoked ideas on firstly, what the in between stages would be characterised by when it has yet to decide what to be, an unproportional pending in between extremes.

The Raw bowl, spoon and glass are objects all inspired by the idea that usage wears down objects to its ultimate shape. Adapting to the users behaviour; whether the user is left or right-handed, how he or she prefers to hold her glass or stir the spoon around the edges of the soup bowl will gradually wear down the material and finalize the products. Offering a raw object and leaving the user to refine the design offers more room for individual preferences. Not leaving the last decisions up the industry but putting them in the hands of the final user indicates respect and freedom of choice. As a woman uses a block of lipstick it is formed by her body and her ways. It will tell her story. With a serviette roll, the expression “to break” a napkin is taken to another level. Here, the napkins are unbroken, there are no pre-cut, pre-folded creases, every mark made is yours. The ultimate shape of a half used salt block will tell a sculptural, personal story of how you like to cook.
How does one perceive time? Is it time in itself or is it the perception of
time that makes us so depended upon its existence?
The aim of this project was to develop a concept of manipulating one’s
sense of time, to create a situation or environment where one forgets
the existence of time, breaking free from its bonds.

We chose to make a product for an airport, where there are a lot of
different waiting situations. The product is a table for the shorter
waiting scenarios, a table where one can occupy oneself, and loose
sense of time. The inspiration came from bubble wrap and the clicking
of a pen.
sense of time

Bored
Rastles
(restless)
Relaxed or
working
Sitting positions

Chair

Okura she, shechites

500 x 20 = 10 000
We made a watering can which uses an intelligent stone material which dries slowly. The tip of the can is constructed by this material and will change color and texture slightly when moist. When the can is dry the material is white and resembles the rest of the can. It is from the difference between the gray color of the material and the whiteness of the rest of the can time can be told. The lighter the stone on the pipe gets, the drier your plants are. When the stone has changed back to completely white, it is time to water your plants again.
ONE constant is that emotion always changes, and changes you. You can be sad for a long time, but never the same kind of sad – and never forever. Therefore as emotions always change, time can be measured in emotions. And if there is something that is most relevant to measure time in, for us as emotional beings, it’s neither seconds nor weeks – but emotions.

A journey is a period of change over time. A journey of mourning is processing sorrow. In the beginning the bracelet is black, drenched in the dark feeling that loss brings. The more you subconsciously fiddle with the bracelet, think of the loss and process your feelings the more the bracelet shows it. In the end you end up with a bracelet that is indirectly whitened from your processing of the loss. A bracelet that you hopefully want to keep wearing when the infected feelings associated with the loss have been processed and what remains is a reminder of the good memories linked with the late loved one.
time heals

- emotional state
  - relevant
  - measuring time through emotions
  - emotions through behaviour
  - fidgeting

- change with you
  - personal, lost from others
  - sorrow
  - journey
  - pain
  - sugar

- take with you
  - show present state
  - peel off / budding / changing
  - reference in time
  - memories
When we first heard our theme “Time Freeze” we had a long brainstorming and came up with several concepts. We proceeded with three concepts: “change of state”, “time capsules” and “stuffed animal”.

**CHANGE OF STATE** CONCEPT
Time changes everything. Products go through life cycles and change state while being used, some more than others. Common is that no product look the same as it did when it was bought. Why do products look like they do when you buy them? What happens if you freeze another stage of a product’s life cycle and sell it like that instead? We were inspired by the “worn jeans”-phenomenon and applied it on other products such as chewing gum and toothpaste.

**TIME CAPSULES** CONCEPT
A time capsule sounds like something that only exist in Sci-Fi movies. But the nature is actually filled with little time capsules, seeds. You can take a seed from a place and time and save it for many years before planting it. When you finally let it grow you bring an old memory to life.

A memory capsule.

**STUFFED ANIMAL** CONCEPT
Stuffed animals can be seen as a way of freezing time. This installation plays with that notion. It is a deer head hanging on a wall with its body still in movement projected beside it. Which part is more alive?
SKO
PARAPLY
RÅBÆRF
TØFFER
SAK

- färdig kexade Kekser
- USB Candy
- rådyrade Pestit
- 'Pizzari

Tuggummi
ciggarrete