

wuanny

Wonhee Lee

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BA Year one Studio Project 1.5 Submission

3 May, 2024

I Have To Return Some Videotapes

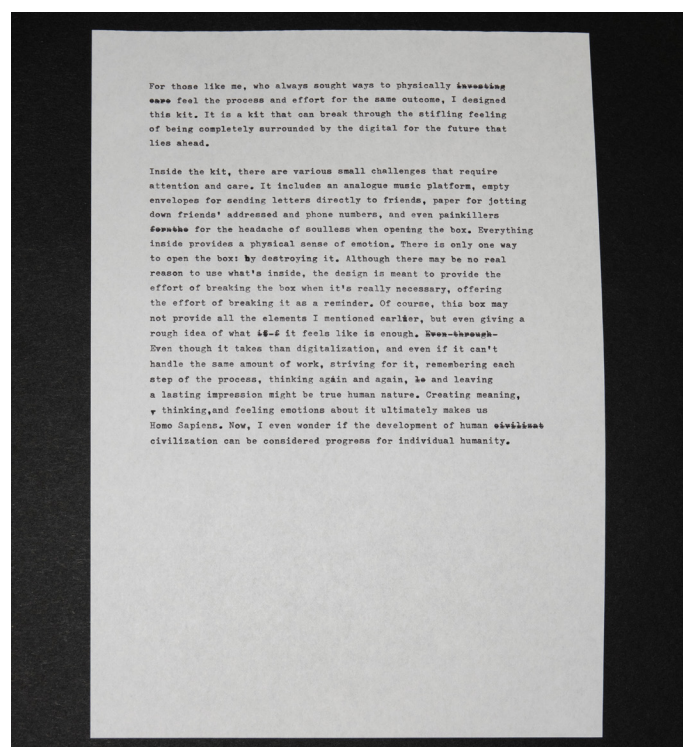
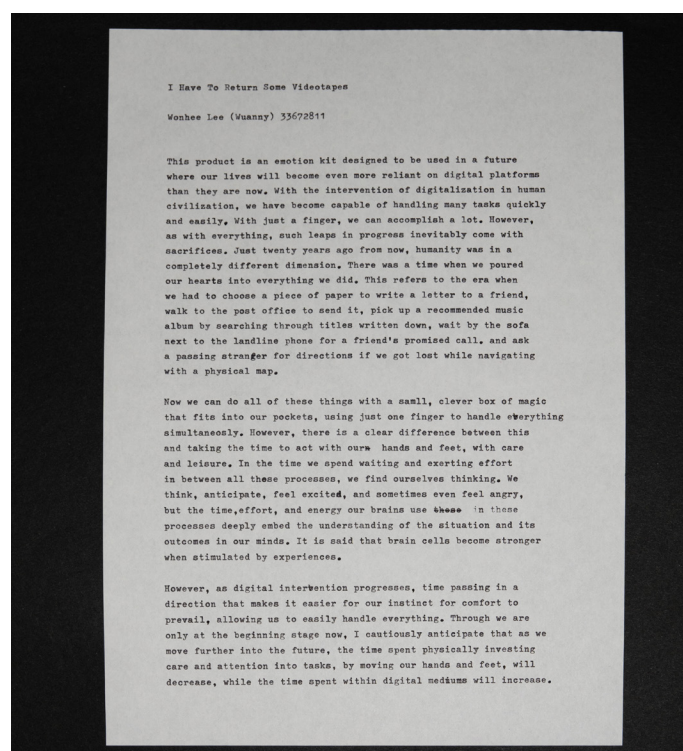
How the description was displayed

This product is an emotion kit designed to be used in a future where our lives will become even more reliant on digital platforms than they are now. With the intervention of digitalization in human civilization, we have become capable of handling many tasks quickly and easily. With just a finger, we can accomplish a lot. However, as with everything, such leaps in progress inevitably come with sacrifices. Just twenty years ago from now, humanity was in a completely different dimension. There was a time when we poured our hearts into everything we did. This refers to the era when we had to choose a piece of paper to write a letter to a friend, walk to the post office to send it, pick up a recommended music album by searching through titles written down, wait by the sofa next to the landline phone for a friend's promised call, and ask a passing stranger for directions if we got lost while navigating with a physical map.

Now, we can do all of these things with a small, clever box of magic that fits into our pockets, using just one finger to handle everything simultaneously. However, there is a clear difference between this and taking the time to act with our hands and feet, with care and leisure. In the time we spend waiting and exerting effort in between all these processes, we find ourselves thinking. We think, anticipate, feel excited, and sometimes even feel angry, but the time, effort, and energy our brains use in these processes deeply embed the understanding of the situation and its outcomes in our minds. It is said that brain cells become stronger when stimulated by experiences.

However, as digital intervention progresses, time is passing in a direction that makes it easier for our instinct for comfort to prevail, allowing us to easily handle everything. Though we are only at the beginning stages now, I cautiously anticipate that as we move further into the future, the time spent physically investing care and attention into tasks, by moving our hands and feet, will decrease, while the time spent within digital mediums will increase. For those like me, who always sought ways to physically feel the process and effort for the same outcome, I designed this kit. It is a kit that can break through the stifling feeling of being completely surrounded by the digital for the future that lies ahead.

Inside the kit, there are various small challenges that require attention and care. It includes an analog music platform, empty envelopes for sending letters directly to friends, paper for jotting down friends' addresses and phone numbers, and even painkillers for the headache of soulless when opening this box. Everything inside provides a physical sense of emotion. There is only one way to open the box: by destroying it. Although there may be no real reason to use what's inside, the design is meant to provide the effort of breaking the box when it's really necessary, offering the effort of breaking it as a reminder. Of course, this box may not provide all the elements I mentioned earlier, but even giving a rough idea of what it feels like is enough. Even though it takes longer than digitalization, and even if it can't handle the same amount of work, striving for it, remembering each step of the process, thinking again and again, and leaving a lasting impression might be true human nature. Creating meaning, thinking, and feeling emotions about it ultimately makes us Homo sapiens. Now, I even wonder if the development of human civilization can be considered progress for individual humanity.



Initial 50-100 word brief

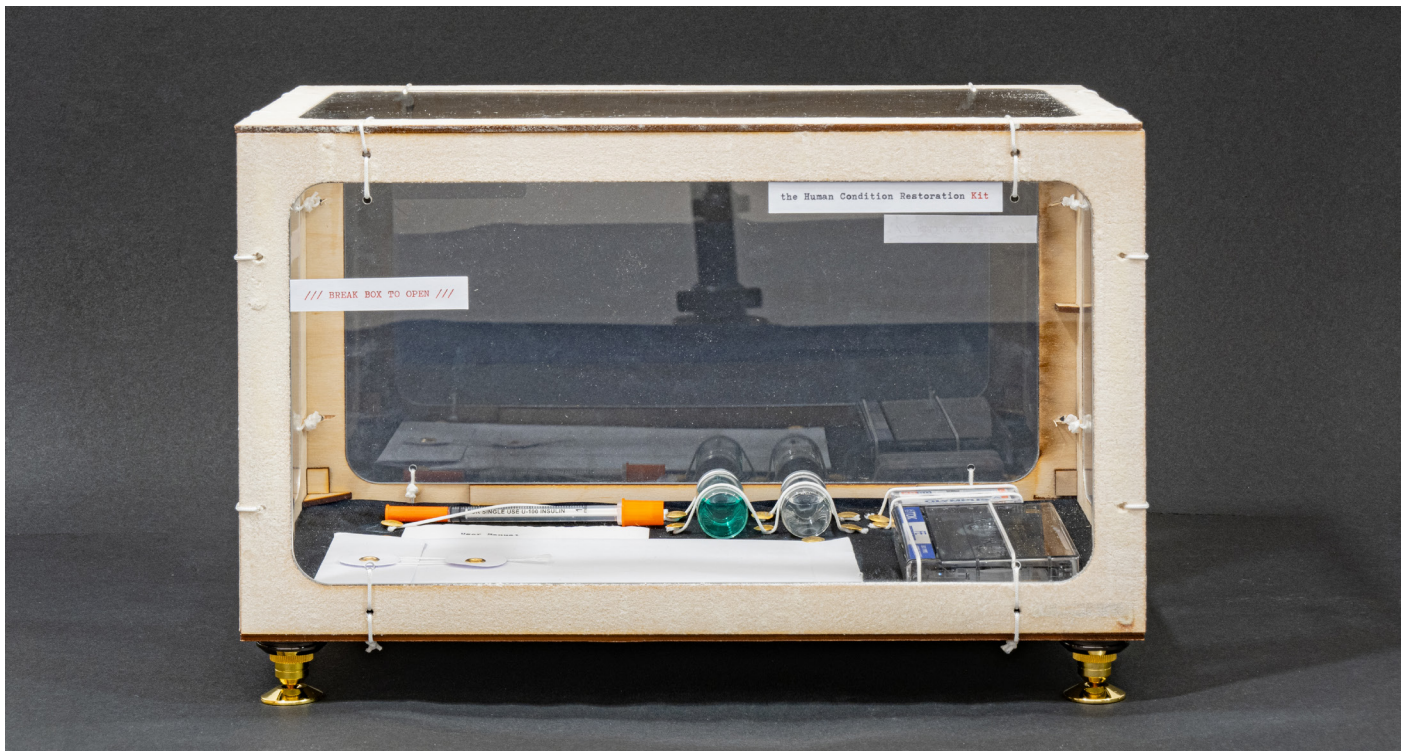
I will explore the era before digital intervention was made in the world. I want to delve into the times when people put heartfelt efforts into everything that is now taken for granted. Nowadays, if someone wants to send a message, they do it instantly on their phone; they switch tracks on their phone to listen to music; they take photos by simply turning on the phone's camera. But none of these things exists in real life until they are output physically. I will research the era when people chose stationery to handwrite letters and send them, handled music physically with care, and burnt silver grains on film to leave images and more. My goal is to design 'an object' that allow modern-day individuals to experience or feel the analog era.

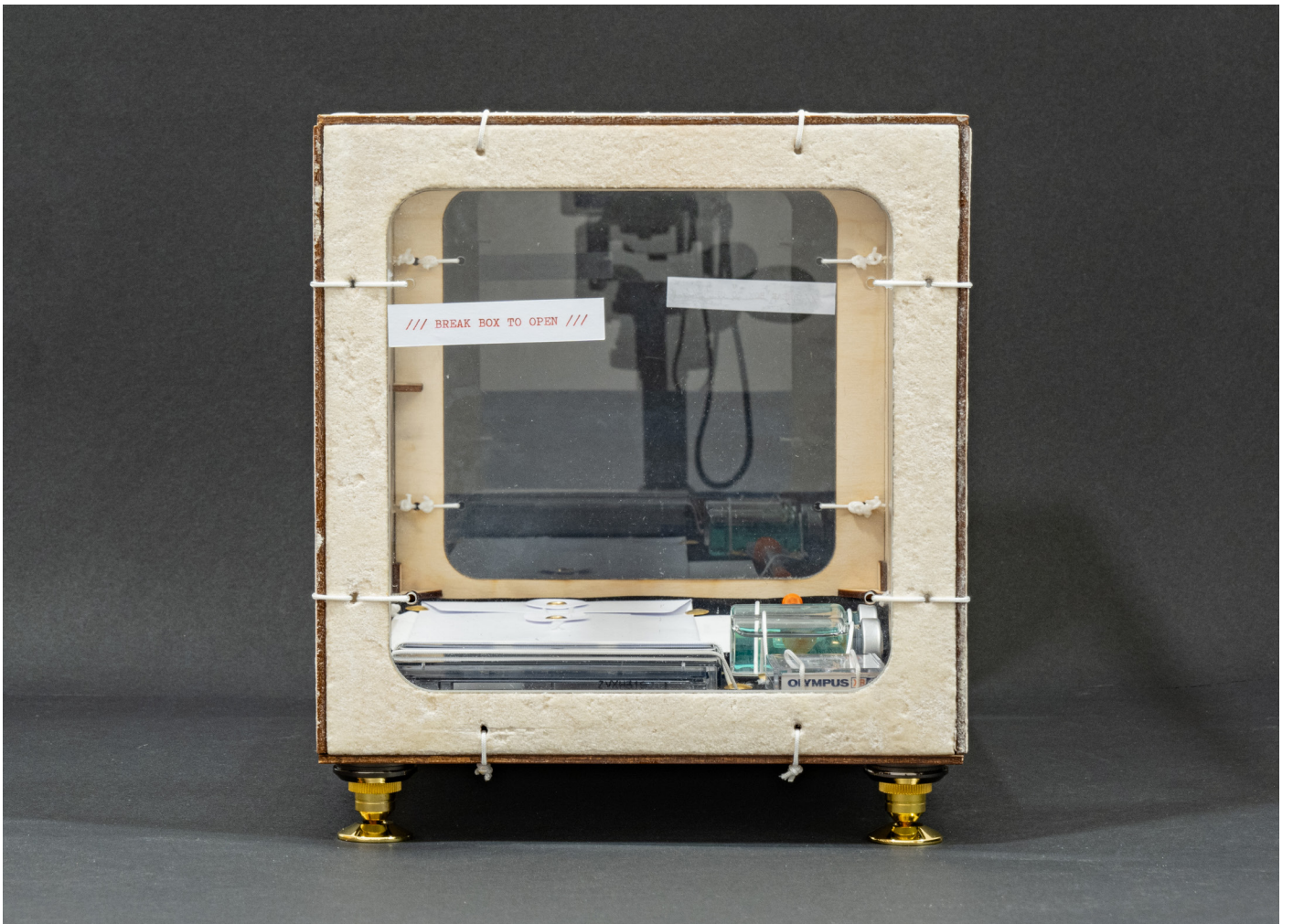
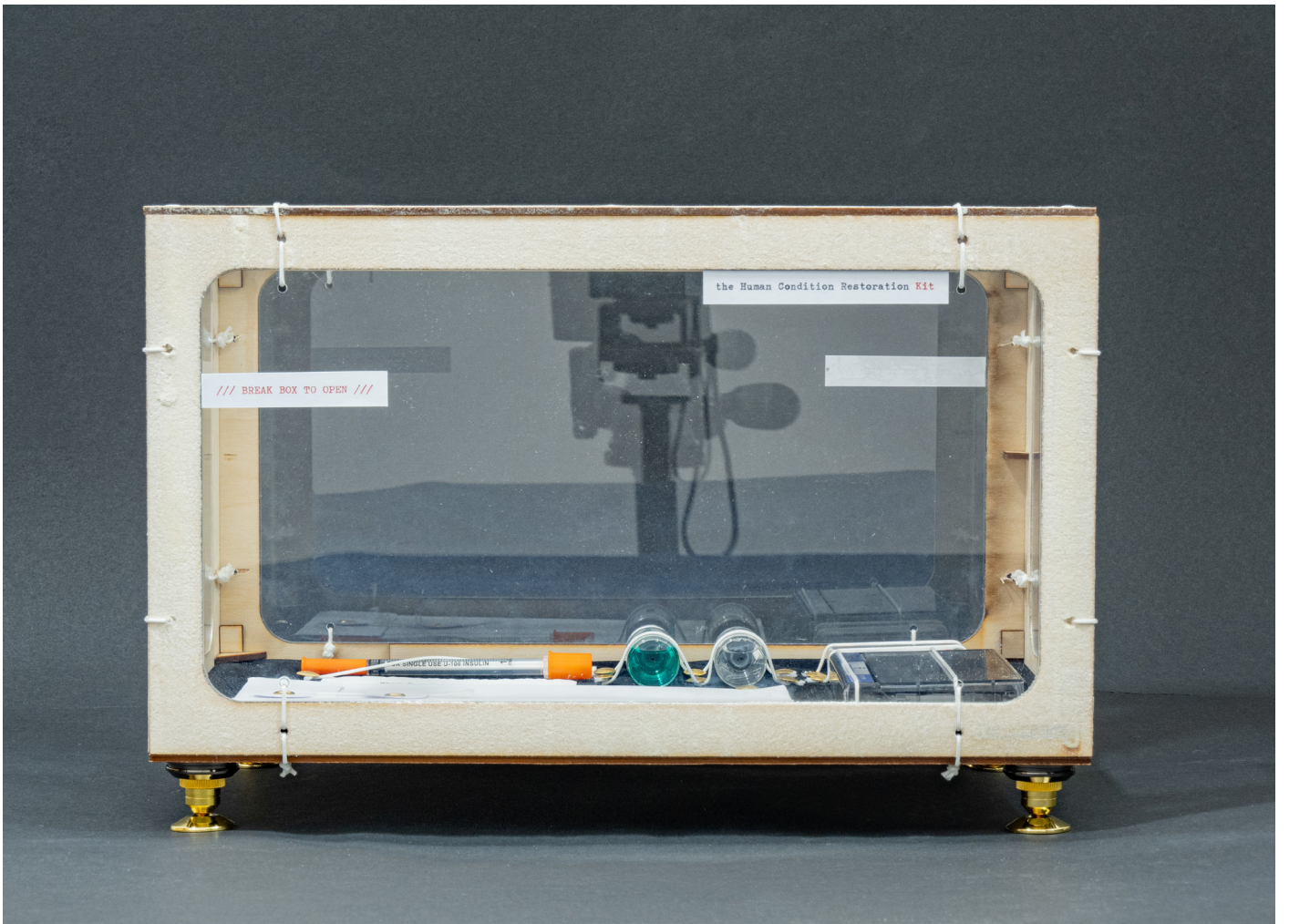
A little more?-

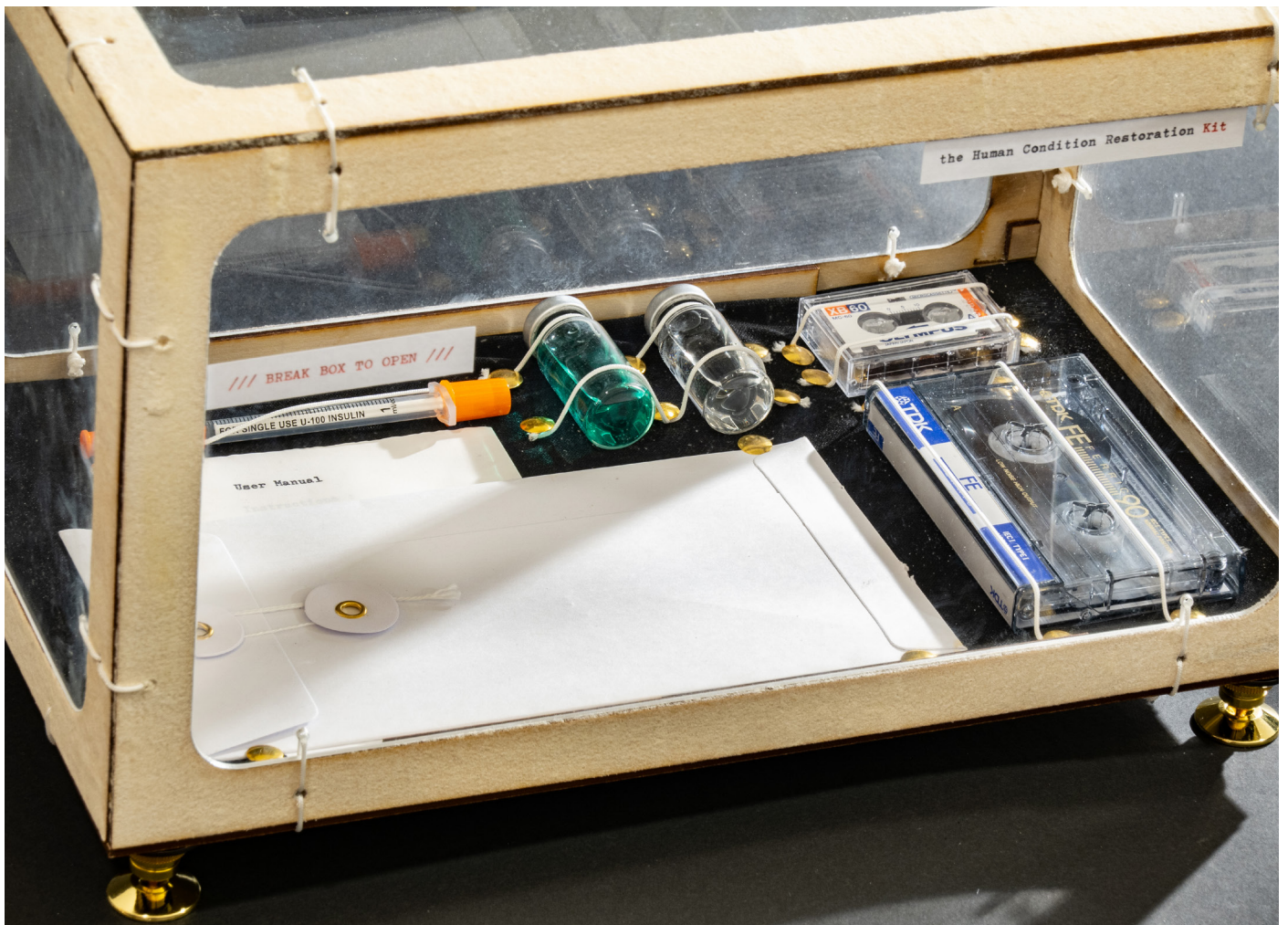
Through this project, I've learned various things. While conducting research, I gained many insights, and it became a pivotal moment in my life. However, I feel that I got too caught up in the process, neglecting time management and the final submission. Recognizing this, I'll strive to improve for future opportunities. Moving beyond superficial judgments based solely on the appearance or rarity of beautiful objects, I've gained a deeper understanding of why I appreciate them and the significance I attribute to them. It was beneficial to study the nature of humans who appreciate and enthuse over such things. If I had planned my time more meticulously and had a bit more flexibility, I believe I would have found joy in continuing this research. The final product I've achieved is a kind of emergency kit for humanity.

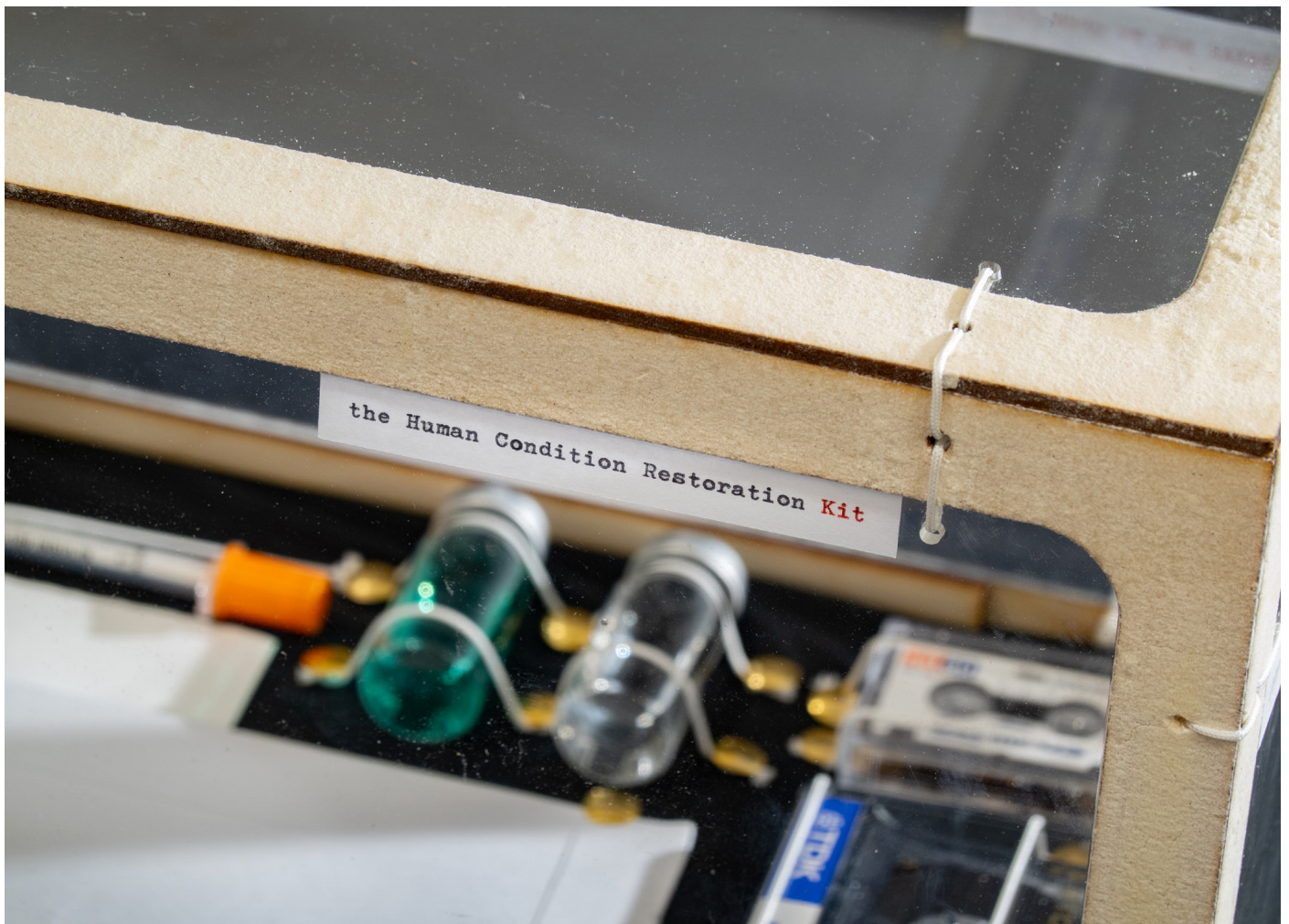
When creating this product, I tried two unique manufacturing methods. The first is flour coating, a Swedish traditional wood coating method. After eight coatings and durability testing in the rain, I discovered that water doesn't penetrate the wood thanks to the flour layer, which returns to its original state when dried. The second method involved minimal adhesive and the use of nails and screws for assembly, aiming for a humane assembly without compromising the inherent design of the materials. By securely fixing the materials, I was able to create a sturdy, stable, and humane object.

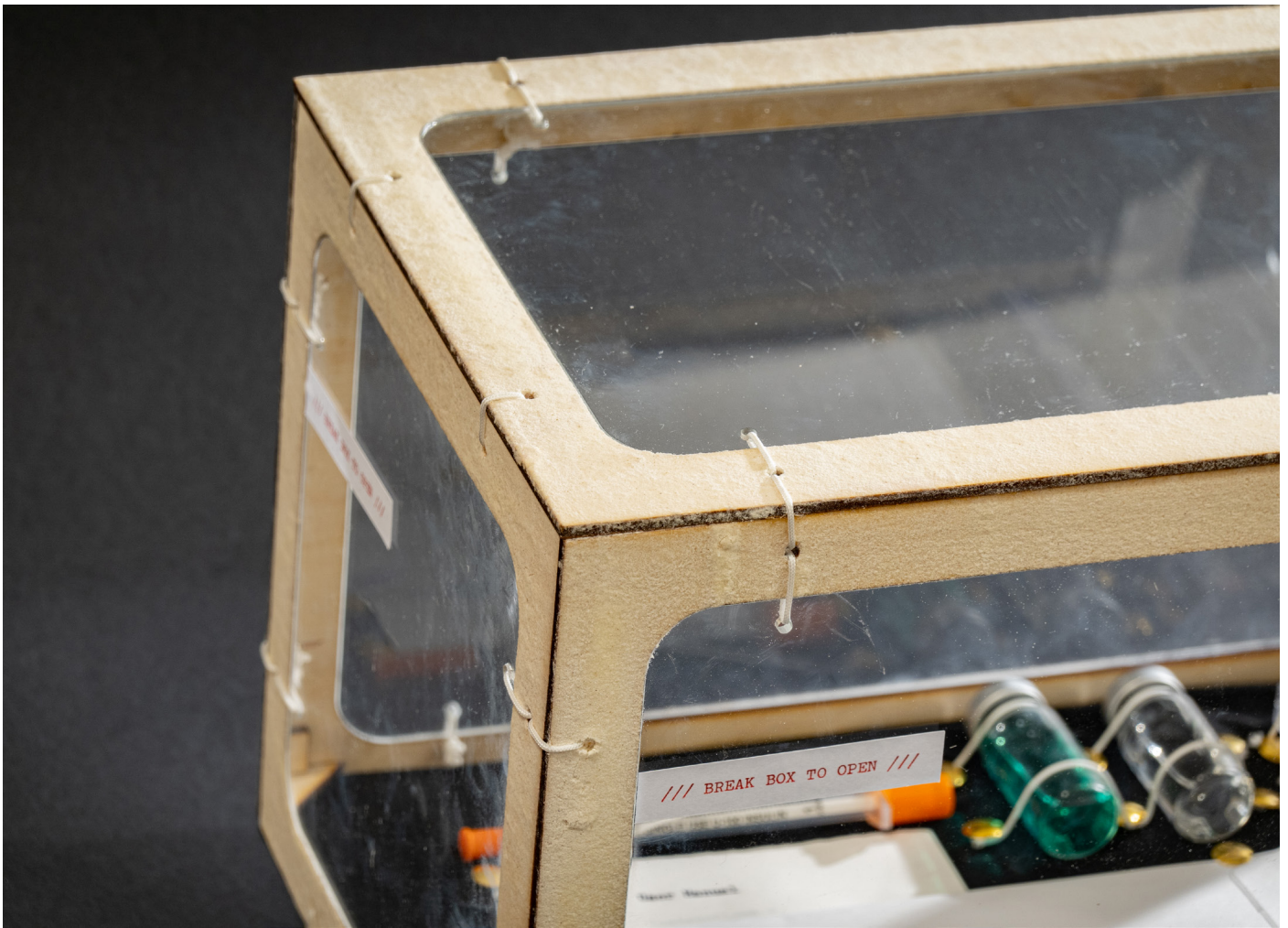












The kit includes :

- 1 X Blank Cassette Tape
- 1 X Blank Micro Cassette Tape
- 1 X Blank Letter envelope
- 1 X Blank Paper for writing adresses and numbers
- 1 X Painkiller
- 1 X Secret Potion
- 1 X Syringe
- 1 X Instruction Manual - Explains what I have to do with the objects inside.

Close up image of the flour coating.

Presentation slides

I have to return some videotapes

BA Year one

Project 1.5

Midway Presentation



Wonhee Lee [Wuanny]

April 22, 2024

Brief

Goldsmiths BA Design 2023-2024 Year 1 Studio Practice / 1.5 Exam Brief

BRIEF TITLE	[give a catchy and indicative title - make it intriguing, make people want to read on] I have to return some video tapes.
INTRODUCTION	[how connect the theme to design - locate it in a form of practice - a context to produce work] Looking back in time, what efforts did people in previous eras put in to do things that modern-day people take for granted? How does the outcome of actions done with care differ from those done as a matter of course?
QUOTE (optional)	[insert a quote that connects with the conceptual drive, theme or aims of the brief] Simple yet not plain, flashy yet not extravagant. (한이 불루 루이불루)
KEYWORDS	[think of a few keywords that are related to your project, e.g. photography, walking as medium, robots] Cassette tapes, Vinyl, Film Photography, Typewriters, Letters, Telephones, Phonebooth, Waiting, Hand drawn, etc.etc
THE BRIEF	Between 50-100 words explanation of what your brief is X [this is where you ask your respondent to 'design a X or X for X to do X & X'] I will explore the era before digital intervention was made in the world. I want to delve into the times when people put heartfelt efforts into everything that is now taken for granted. Nowadays, if someone wants to send a message, they do it instantly on their phone; they switch tracks on their phone to listen to music; they take photos by simply turning on the phone's camera. But none of these things exists in real life until they are output physically. I will research the era when people chose stationery to handwrite letters and send them, handled music physically with care, and burnt silver grains on film to leave images and more. My goal is to design an object that allow modern-day individuals to experience or feel the analog era.

Goldsmiths BA Design 2023-2024 Year 1 Studio Practice / 1.5 Exam Brief

THREE ACTIONS	[write down at least 3 actions you can immediately take to kick off your project] 1. Interview people who have experienced the analogue era (for example, my parents, teachers, etc.) 2. Gain experience by living as if I were a person from that era. The aim is to acquire detailed knowledge of their ways. It could also be helpful to find others who can experience this way of life with me. 3. Observe elements that still adopt analogue methods despite the digital age and accumulate data while investigating the reasons behind this.
DELIVERABLES	[articulate the methods/approach (e.g., medium, form) for delivery] 1. Elements utilizing techniques of the era. 2. Data collection documenting differences in how people of the past handled things that modern-day individuals take for granted. 3. Concrete examples showcasing the clear differences between antiquity and modern times. 4. Information obtained through interviews. 5. Publication 6. Products
TIME SCALE	[give a timeline - if you wish to break the brief in sections, articulate that here] Finish the plan until midway presentation and start making the outcome using the workshop after the presentation.

Goldsmiths BA Design 2023-2024 Year 1 Studio Practice / 1.5 Exam Brief

IMAGE	[find or make an image that is inspiring, smart or funny]
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Wander



I wandered because I didn't know where to start.

I've always loved old objects or behaviours but didn't know why.

Back to the past

So, I decided to go back to the past and experience that era firsthand.

Living without using any modern smart devices for two weeks.

1. Experiencing it myself, I would be able to gain lots of unexpected details.

2. I wanted to experience the feeling of using and behaving because I need to, not just because I want to.

3. I was curious about the problems I might face and the good things that could come out of them.

Although it was a short time, I tried my best.

Back to the future



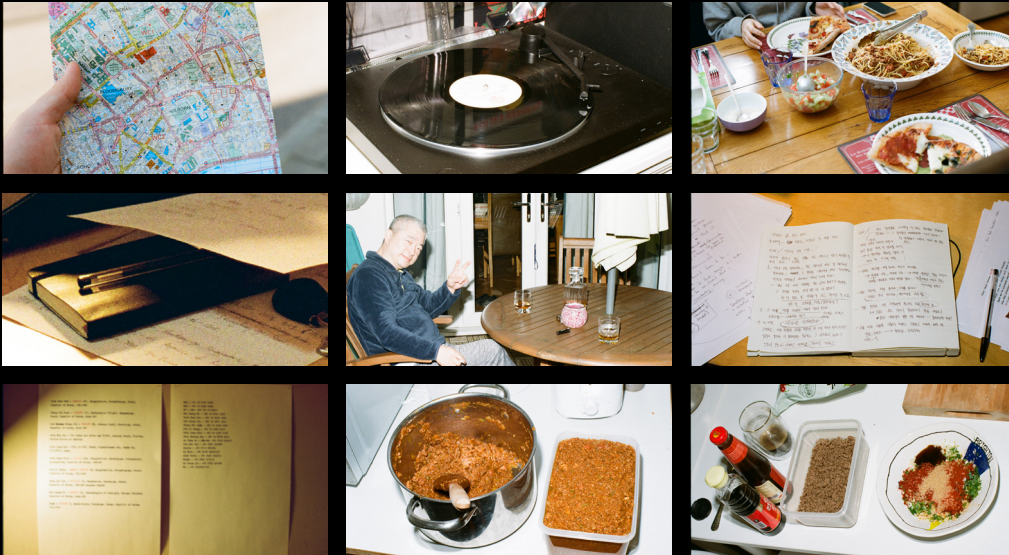
I started by changing my fully-civilized room to

Back to the future



this

Back to the future

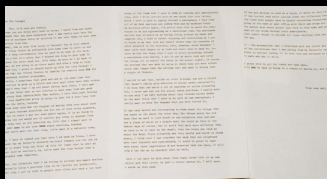


The things I did or used during this time

Back to the future



I wrote letters to my friends in Korea and sent them off. However, due to slow international shipping, I'm still waiting for their replies.



I typed so much on the typewriter that my fingernails started to feel sore.



When writing, having a dictionary open was essential.

Too much to fit all in the presentation.
(some of them are only in my memory)

**What I experienced and learned
during this period**

The realizations and changes

What I experienced and learned during
this period

**The realizations
and changes**

1. Plenty of time to think and ponder.

2. The increase in memorable moments.
(It wasn't the vintage objects that I had?)

What I experienced and learned during this period

Plenty of time to think and ponder

1. I had more time to think. Sometimes, thinking becomes so interesting that I get lost in it for hours. I've even started writing down and look back at my thoughts.

2. I had lots of chances to think about myself while reflecting.

3. I find myself relying more on memory, leading to increased time spent reminiscing and ruminating.

4. I have encountered situations where I have to put in more effort than before. Making mistakes can escalate into bigger problems, so I've become more cautious in both my thoughts and actions.

What I experienced and learned during this period

The increase in memorable moments

As I frequently visit places like the post office, record stores, photo labs, and libraries to handle tasks personally, I then had to wait until they're processed.

During the waiting time, I think about them, etching them into my mind and transforming them into genuine moments for myself. (It seems to be related to the Zeigarnik Effect as well.)

It wasn't the vintage objects that I like. It was the process and the struggle from it. The desire to feel a deeper emotion from it.

What I experienced and learned during
this period

"Even if it takes longer, even if you are not able to accomplish as much in the same amount of time, allowing the actions and experiences that you undertake to achieve those results to linger in your memory leaves a lasting impression.

In doing so, you remember, reflect, and contemplate more.

Perhaps that's what it means to be human, and sometimes, it's what brings happiness."

-dad

Keywords

To reason,

speculate,

to trouble,

suffer the trouble,

trailing note,

lingering residue,

contemplate,

remember,

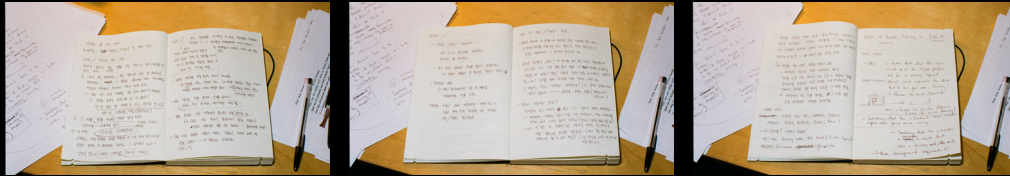
reflect,

exert oneself,

endure,

humanity

Physical emotion



-Apologies for the Korean writing

Preparing for the outcome

"Humans are known for their ability to think, give meaning, tell stories, come together, evolve, and adapt for survival.

However, with the rise of digital technology, it seems like these qualities are fading away.

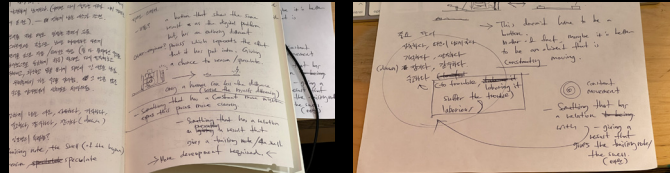
Even simple tasks like parcel delivery or food takeaway are becoming less personal, with many countries adopting doorstep drop-off services."

Preparing for the outcome

“Of course, not everyone will share my thoughts, but I want to design for the minority who share similar perspectives with me.

As explained in the brief, I want to integrate all the ideas I've gathered so far into one product. However, I'm still in the process of brainstorming ways to do that."

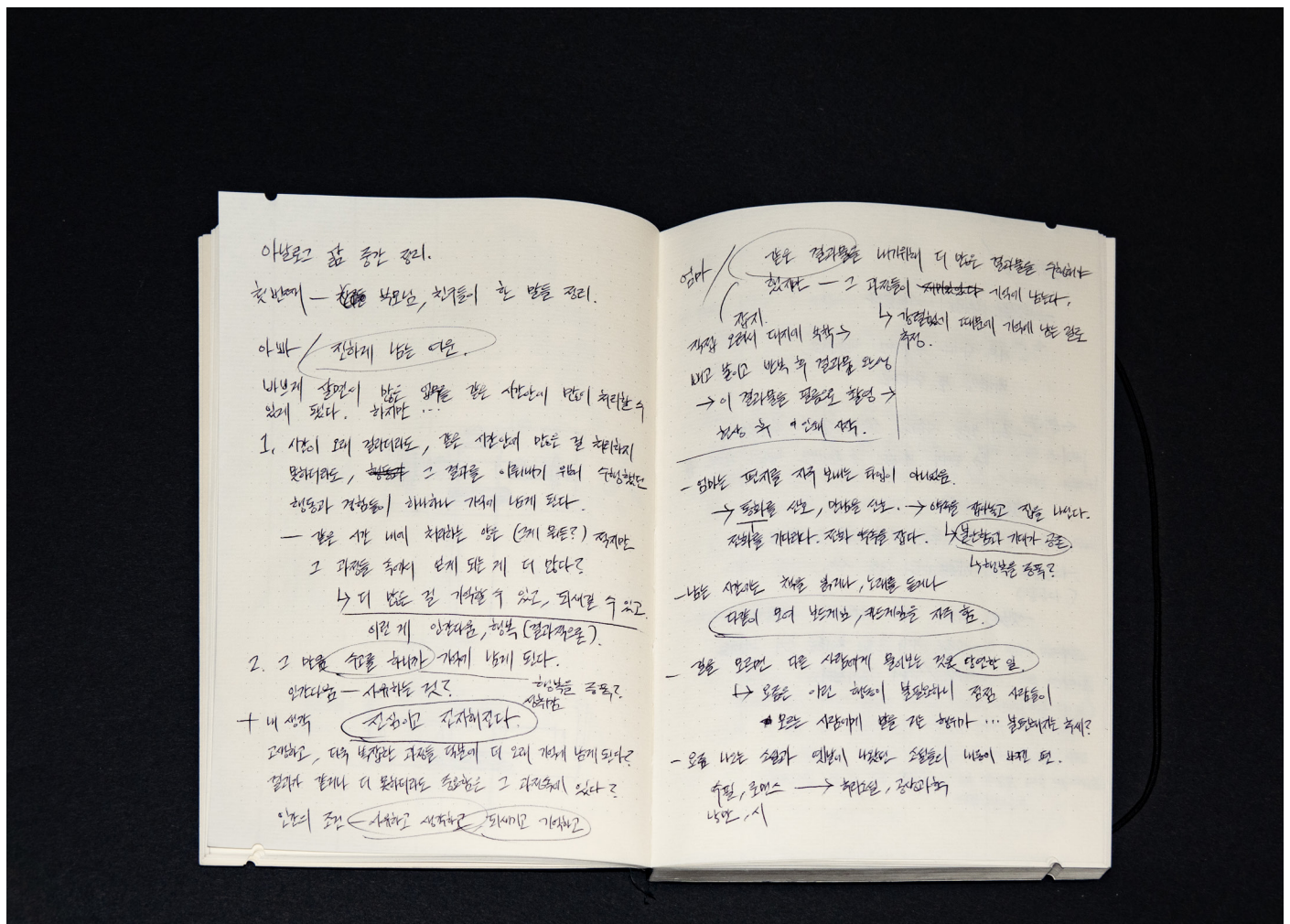
Some idea sketches below (Not the idea that I am wanting to do)



To be continued...

Thank you

More documentations



-Dad

Even if it takes longer, even if you are not able to accomplish as much in the same amount of time, allowing the actions and experiences that you undertake to achieve those results to linger in your memory leaves a lasting impression. In doing so, you remember, reflect, and contemplate more. Perhaps that's what it means to be human, and sometimes, it's what brings happiness.

The depth of what remains in my heart seems to match the effort I put into it.

-Mum

Gathering together to play board games and asking passersby for directions when we got lost were just natural things to do with the leftover time. My mom wasn't the type to send letters; she preferred phone calls.

민중

- 옛날을 생각해. -

- 아득 집이나 들어가면 밥먹고,
무엇이든 물어 물어.

- 큰이 보일 사람과 어울릴 필요가 없었다.

→ 원래 별다른 큰 물건을 행상과 관련

- 호랑이도 사람

→ 편이 들때면의 앞 문 두들기

미안함에도 그럴 상황.

- 옛날을 다들 알아 남의면에서 어떤 하고 -

오늘은 부엌 혼자 취미를 위해 밥먹는
거기/사람이 많아졌다.

내가 생각했을 / 귀찮은 생각.

- 귀찮은 생각이 든다? → 귀찮을 생각은 뭐가 다를까?

→ 귀찮은 생각을 할 때 생각은 무엇이든 가질 수 있다.
행동을 생각해야 그 생각이 편하게 된다

- 귀찮은 생각이 든다? → 귀찮을 생각은 뭐가 다를까?

뭔지 하는 것이 너무 물을 필요 없다. → ~~귀찮은~~ 생각을 쓰지

가면 → 생각은 어떤? 어떤? 의지가 생긴 → 사색하고 가짜

된다. → 그 생각을 ~~가짜~~ 생각을 해도 행동을 쓰지

(가짜는 동안 생각하고 사색한다?) → 이러한 과정을 통해

연이 남는다. — 끝까지 이러한 연들이 끊어진다.
(생각)

- 생각이 지루하다. (된다)

취미를 가진 사람이 ~~그~~ 있고, 쓰고 생각에 잠겨 있다면

- 명예에 상관없는 것들이 때문 너무 재미있거나, 너무 생각할
거리가 있어 이제 쉽게 재미있고 (보통 이쁘게 자를 수 있)

→ 이 모든 걸 지루한 느낌 착상이 마치 내 자신이

아닌 사람인지 모르는 것 같다. (내가 말하고 싶은
사람인지 볼 수 있는 경우) / 내 자신을 더욱 내 자신으로
만들고 있다.

-Friend

There's no longer a need to communicate with unfamiliar people. In the past, it was a romantic era, where you could knock on any door, spin a top, fetch water, and sometimes even get a meal. I used to sit with my family, sharing stories over a meal, but now everyone eats alone, engrossed in their phones. My friends are all the same.

- 기계에만 의존하는 경향이 많아 화상/외상이고 두려움? 사람이 잘한다. 생각하고 생각할수록 그 기원은 뇌에서 더욱 강력하게 남겨진다. (어떤 다시 생각한 어떤 이미 경험은 기억에서 보존). - 더 쉽게 남은 것과 관련.

→ 편지를 쓰는 때도 망각한 과정이 있음.
- 스마트폰을 활용을 보내는 메시지는 관련지
편지를 쓰고 직접 / 타인에게 전달 (둘 다 물리적인 주를
강제적으로 동원하게 취급) 어떤 대에 생각해보고
기억해내고, 화해하고 마음 통하게 되면서 긴 여정을 남김.
+ 문제까지 가는 수를 강요함. 그 만큼 많은
수를 강요해서 생각에도 뒤따라함.

이러한 점의.

~~편지~~, 진하게 남은 여정, 사색하다, 기억하다,
생각하다, 수화하다, 잠수하다, 잠기다 (down)

→ 인간다운? 인간만의 특장점?

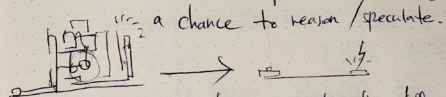
예: the trailing note, the swell (of the hymn)

사색(사): (to) reason, ~~speculate~~ speculate

수화하다: to trouble, laboring it, suffer the trouble.
laborious.

디지털 스케치.

- 버튼? a button that shows the same result as the digital platform but, has an entirely different
over-engineer? process which represents the effort that it has put into. Giving

→ a chance to reason / speculate.


Only a human can tell the difference. (value the results differently)

- Something that has a constant move might express this process more clearly.

- Something that has a relation as ~~presentation~~ a result that gives a trailing note / after swell.

→ More development required. ←

Relying solely on memory leads to more time spent reminiscing, leaving a strong impression. Writing letters requires the effort of going to the post office, but that effort creates lasting memories. It's the unique abilities of humans.

디지털 → 생각을 사람이 풀었다. 생각을 해보는데는
나는 강박이 있다.

비로그 → 생각을 해도 uncertain, 제미고
회상할 때에 회상했다.

What is it that I want to achieve from
this research? What is the purpose?

What should the outcome be able to
produce?

연구의 비전

비전, 리더십, 비전, 비전, 비전.

연구의 비전, 비전, 비전, 비전.

연구의 비전

연구의 비전

자아존중 효과? - 내게 어떤 것을 생각하게 되는...?

자아존중은 모든 것 위에 있는 사람이 아닌
기대하는 사람... 회상하는 사람...
→ 비전, 비전

자아존중 효과 / 인지 고정 (Cognitive fixation)

이러한 생각에 몰입하고 생각하게 되는...?

→ 이란 인지 그 생각에 대한 이야기
자아존중의 정도는 인지... 생각
발전?

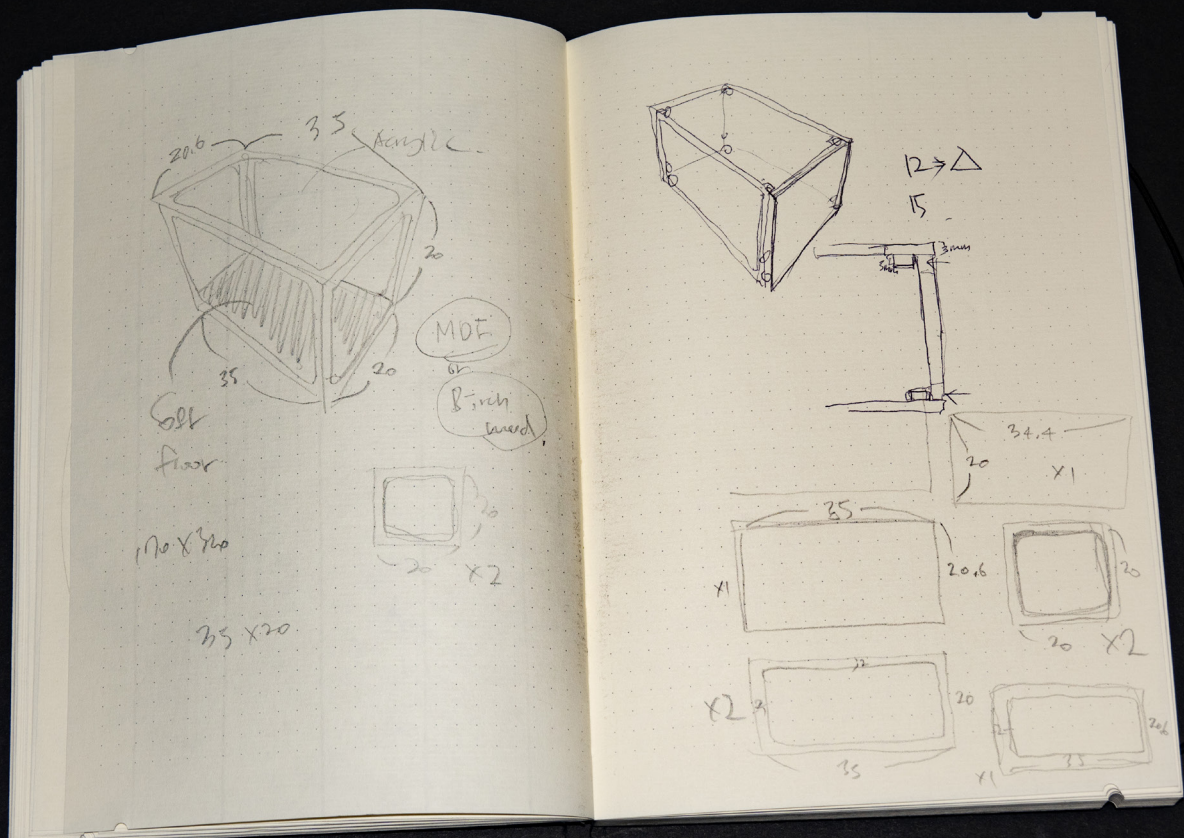
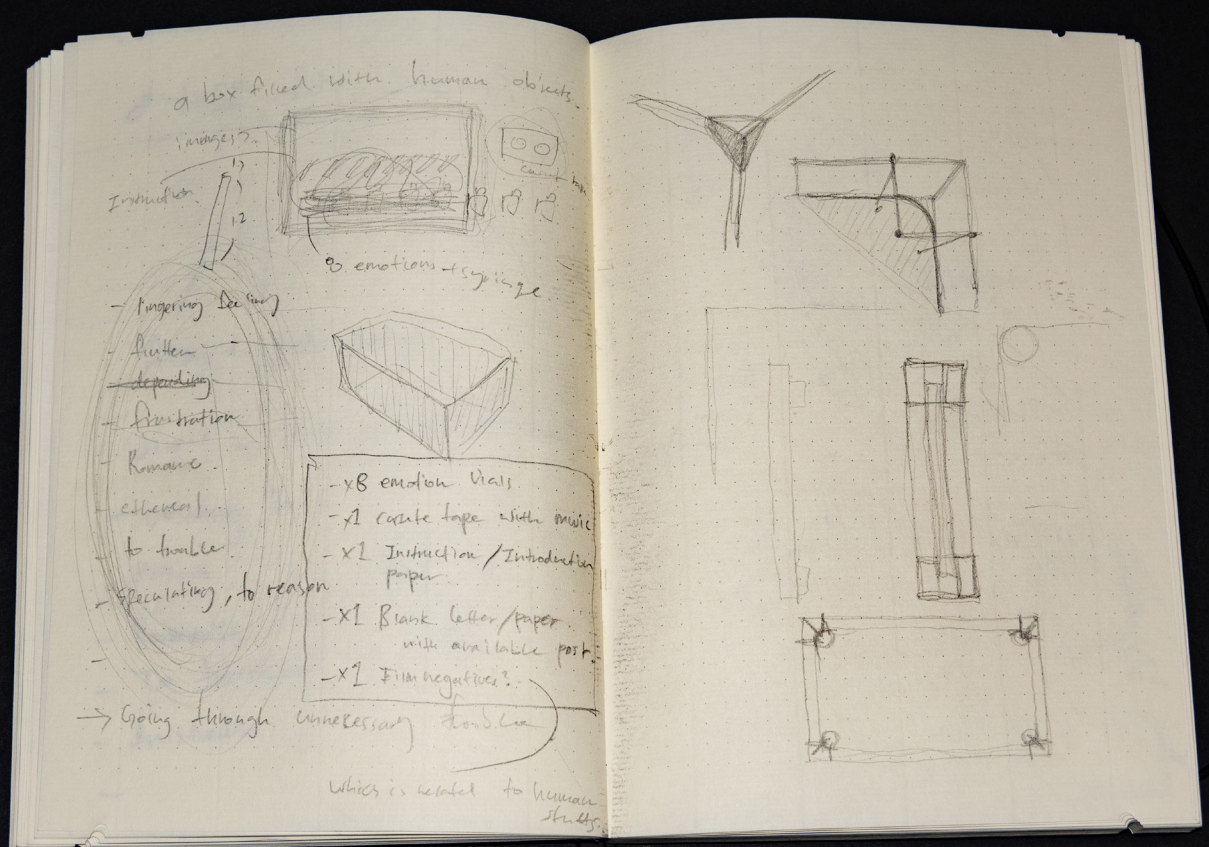
personal & institutional design?

개인적인 것.

비전...?
연구...?

제도적인 것.

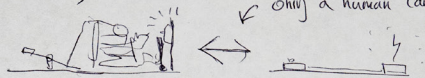
연구...?
연구...?



디자인 아웃컴 스키치

- 버튼?

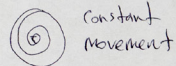
a button that shares the same result as the digital ~~platform~~ platform but has an entirely different process which represents the effort ~~or~~ that it has to put into. ~~A chance to~~ Giving a chance to reason ~~and~~ speculate.
 ← only a human can sense the difference.



중요 단어
 작화하다, 안이 디자인하다
 기억하다, 생각하다
 (draw) 그릴하다, 감수하다
 습득하다

→ This doesn't have to be a button.
 Matter of fact, maybe it is better to be an object that is constantly moving.

(to trouble, ~~laboring~~ it
 suffer the trouble)
 laborious



constant movement

- Something that has a relation ~~to being~~ with
 - giving a result that gives the trailing role/ the smell. (etc)

Thank you