

happiness,

good memories and dreams about the future

This project is initiated by us, two industrial designers, Marie-Louise Gustafsson (MA RCA, London) and Anita Ylipää (MFA Konstfack, Stockholm). It has been financed by the University College of Arts Crafts and Design in Stockholm, Sweden, "Konstfack". Also involved for the development of the prototype is Andrej Håkansson (Idea developer in interactive media).

The background is our longing for a more positive and irrational input to the design process and also in the everyday life. We wanted to investigate the possibilities of creating a space for that kind of input. Is it possible to create a mind liberating service? Is it possible to provoke creative processes? Can a positive input affect design work in a positive way? This Internet service is delivering a possibility for this and is supposed to be used by designers but might also be used by others.

The content of the service are stories told by people about *happiness, good memories and dreams about the future*. The stories are collected in interviews about these topics and they are illustrated by collages. The collages contains environmental images chosen by us but put together by the users former associations.

The aim is that people, while using the service, creates their own story and meaning when confronted with elements, presented to support each other but doing so in an unexpected way. We are also convinced of the importance of enricher personal experiences with other peoples experiences in this case the stories from the interviews. The importance of this is especially obvious for an industrial designer with a large target group for his or her work. It is a way to get to know people better.

We have now come as far as a prototype for the service. When exhibiting, we are showing the Internet service as a projection, it is possible to test and use the prototype of the interactive service. People are taking part in the building of the service as they are using it and making their own associations around the stories and the images. For us, exhibiting and letting people react on our work, is essential for the continued work with defining and developing the service.

Anita Ylipää
anita@yli.se

Marie-Louise Gustafsson
info@marielouise.se



the project exhibited at Konstfack december 2004

