hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

Designing Object Experience

Kickoff

Object Experience I 21st of September 2021

Rasa Weber, Verena Ziegler

Übersicht

Today’s Schedule

09:00

Kick Off

11:00

First Semester Orientation

Printer

Lunch Break

13:00

Exercise

Introduce yourself & your object

Übersicht

Course Schedule

Week 1	• Sketching • Stories of Objects, Senses and Actions	RW
Week 2	• Misuses • Modular Structures • Excursion (Zürich / Winterthur)	RW RW & VZ
Week 3	• Workshop Introduction • Materials & Affordances	VZ
Week 4	• Light as Matter	VZ & RW
Week 5	• Light as Matter • Final Presentation	RW

Overview

Course Schedule

BRAINSTORMING	SKETCHING	CONCEPT	PROTOTYPING	EVALUATION/ TESTING
Reality		**Hacking**		**Fiction**
I. Sketching sensory Experience	II. Sketching Form	III. Manipulate / Misuse	V. Cut & Paste	IX. Exhibition
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			VII. Creative Speed Dating	
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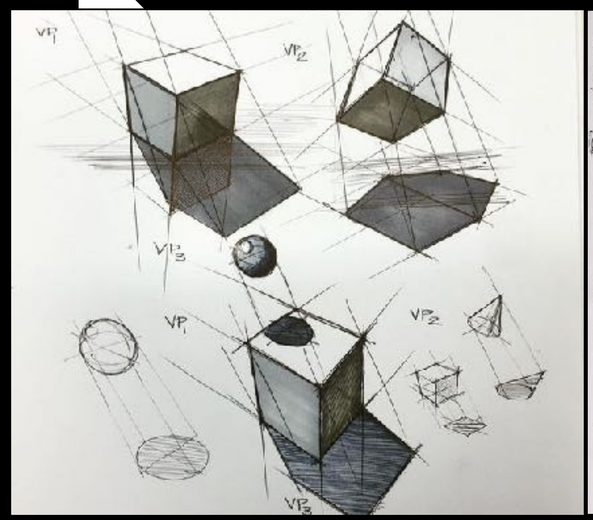

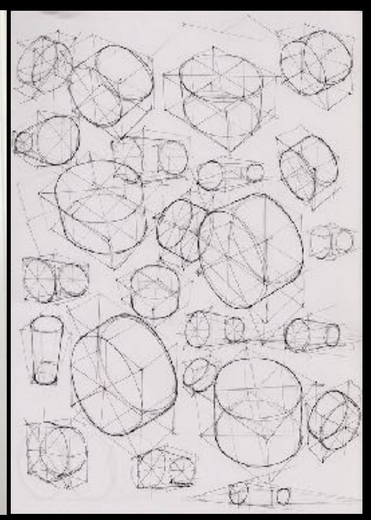

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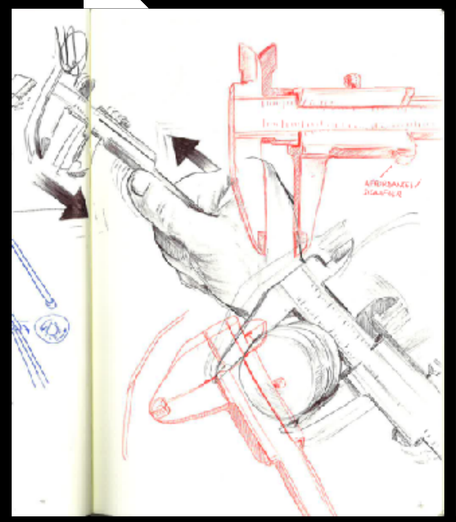

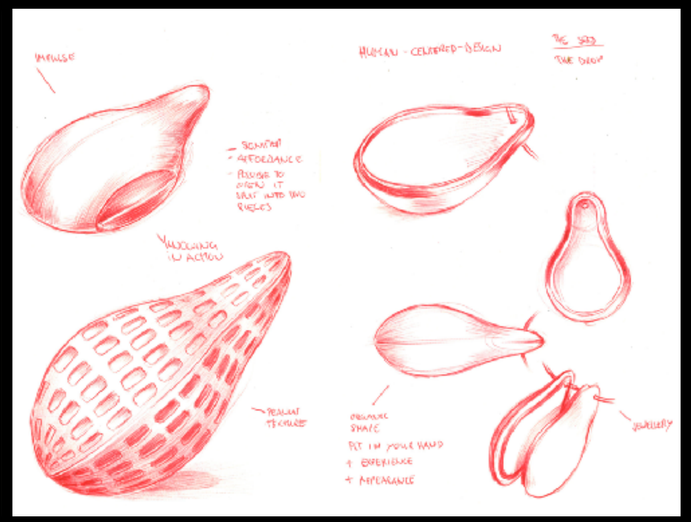

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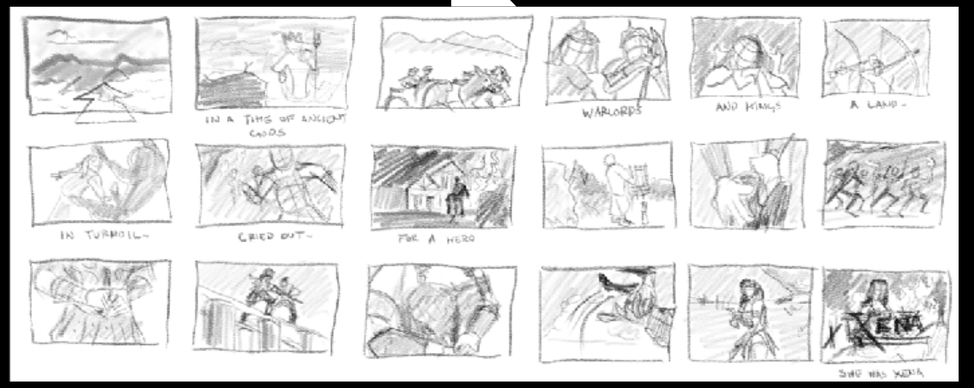

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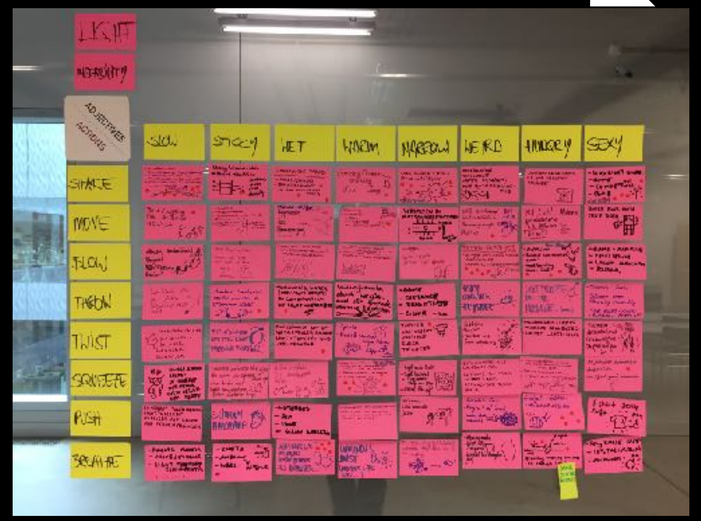

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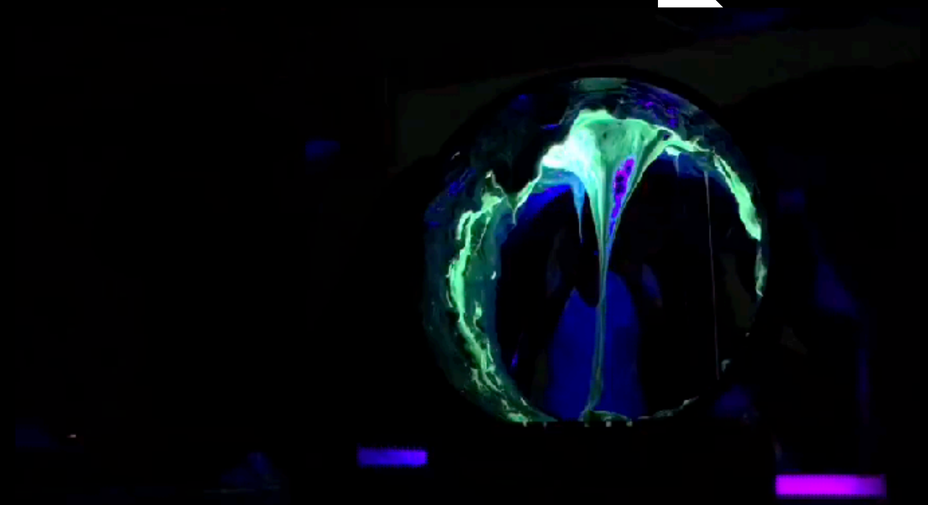

Your Lecturers

Lecturers

Rasa Weber

Lecturer / Design Researcher

- **Lecturer / phd candidate** at ZHdK
- **Designer** for material narratives
  architectural design at LXSY

- 2017 Master of Design at UdK (DE)
- 20016 Master of Co-Design Royal Danish Academy (DK)
- 2015 Bachelor of Product Design
  Art Academy Weißensee (DE)
- 2013 ERASMUS Design Academy Eindhoven (NL)

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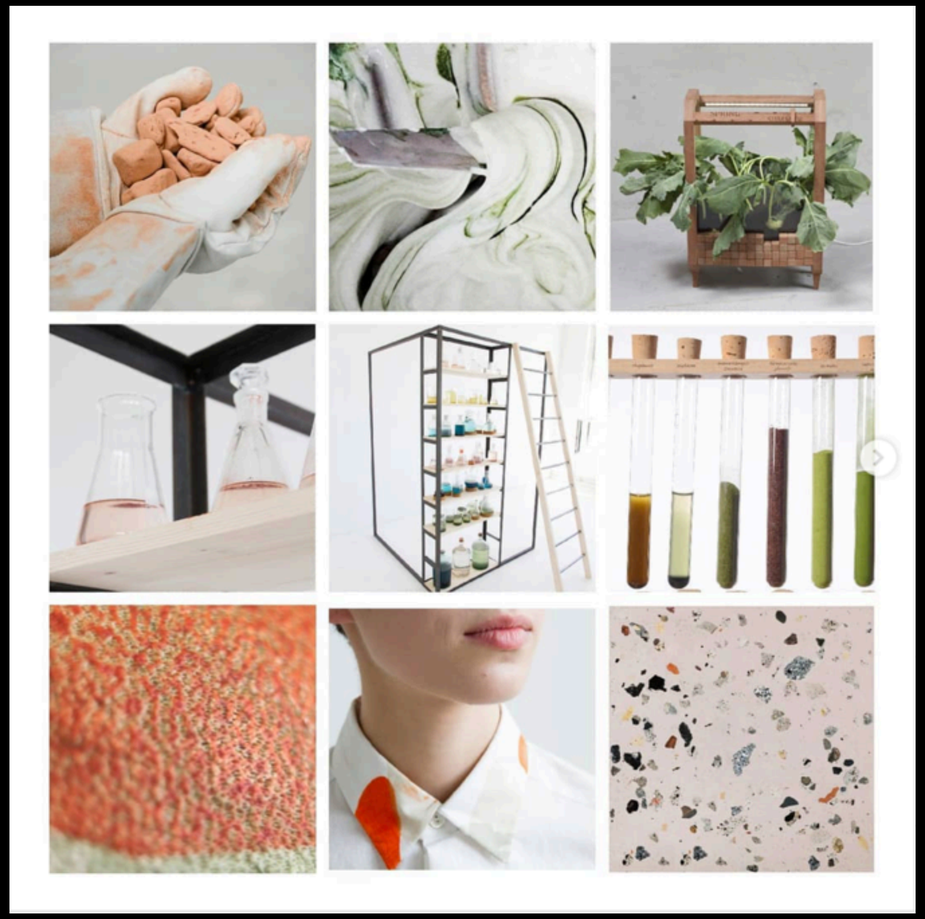
Designing material narratives - for more-than-human environments



URBAN TERRAZZO

Mining urban waste for architecture

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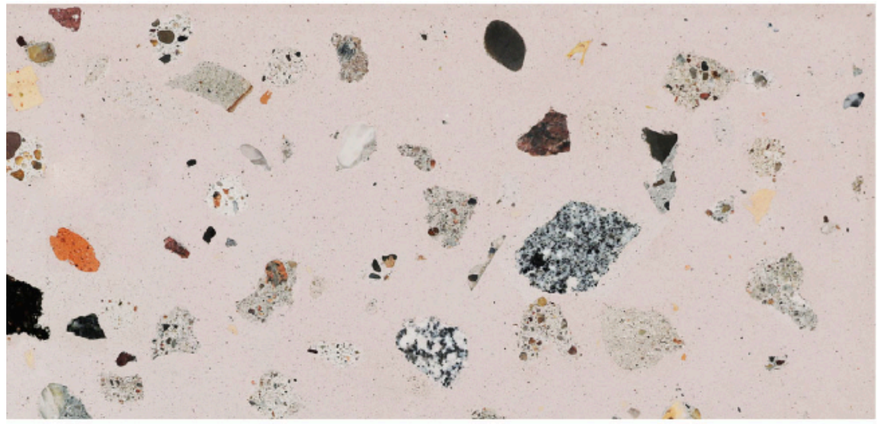


THE LABORATORY

EVER TRIED.
EVER FAILED.
NO MATTER.
TRY AGAIN.
FAIL AGAIN.
FAIL BETTER.

Samuel Beckett

Projects

ALGAEMY

A new bio-based pigment for textile printing

ALGAEMY

A new bio-based pigment for textile printing

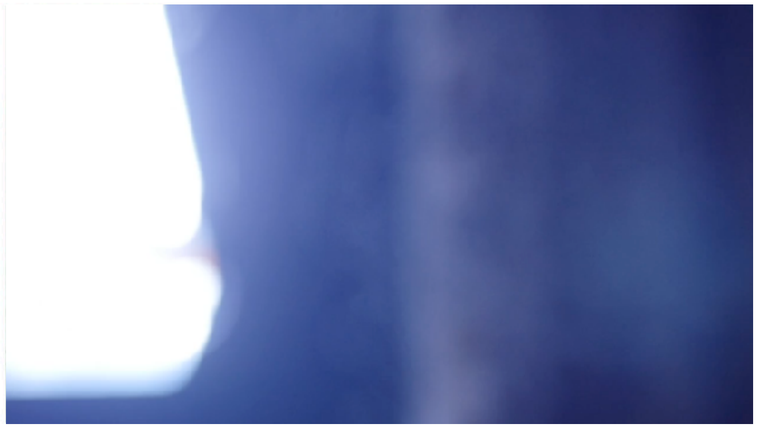
Projects

SLEEP WITH US

Interactive backpack for sleep

SLEEP WITH US

Interactive backpack for sleep



Projects

CRCLR HOUSE

Circular Building Project

Projects

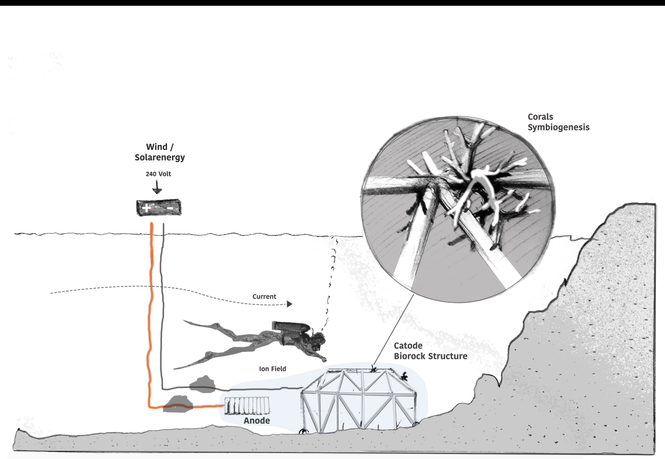
GROWING MATTER

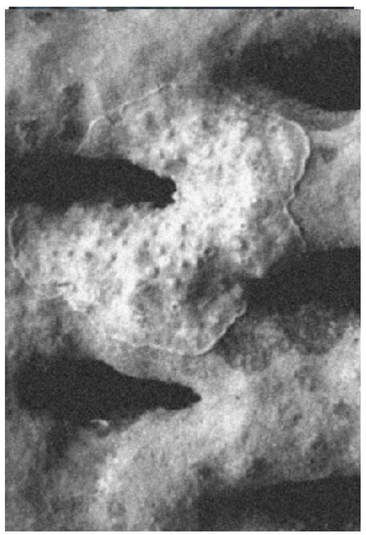
Designing active mineral structures for a ’Living Architecture’

Projects

GROWING MATTER

Designing active mineral structures for a ’Living Architecture’





My Object....

THANK YOU.

Lecturers

Verena Ziegler

Architect / Textile Designer / BA Coordinator

- Since 2016 **PhD Student** at ZHdK, UFG Linz, HTWG Konstanz
- Since 2013 **Researcher & Lecturer** at ZHdK

- 2010- 11 **Master of Design** at AUT (NZ)
- 2009- 12 **Master of Art - Textile design** at Hochschule Reutlingen
- 2004-08 **Diplom Engineer Architecture** at Technische Hochschule Stuttgart
- …

Übersicht

Titel

„InBetween // material encounters in human/non-human interactions“

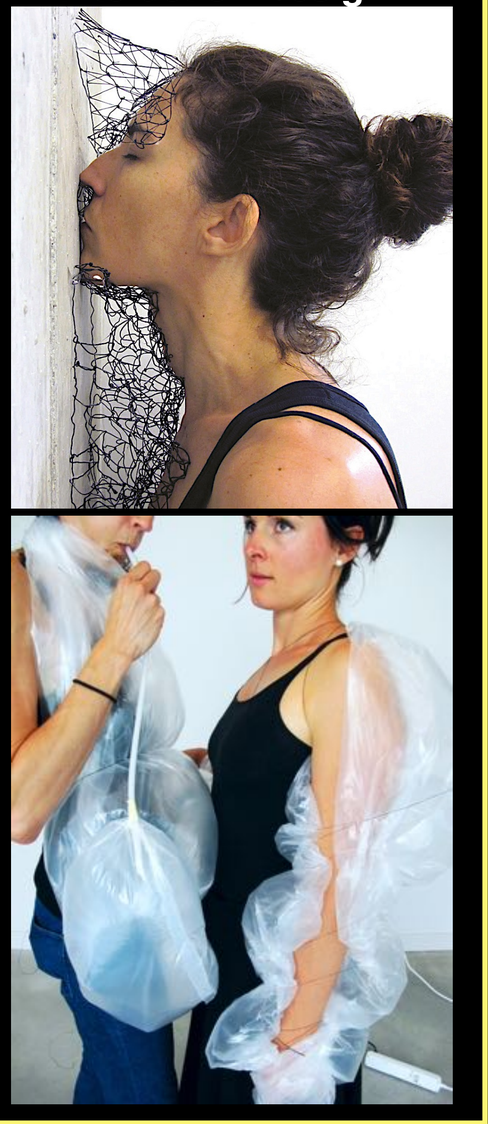
How will we live in the future ?

Lecturers

Verena Ziegler

From space to body
Architecture

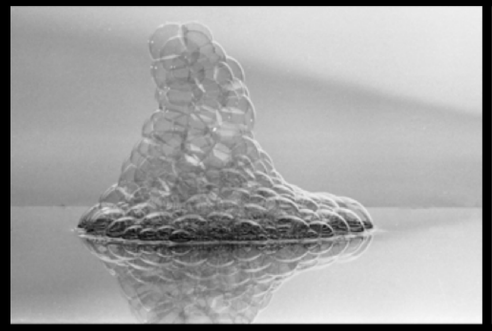
From near field to far field
Interaction Design

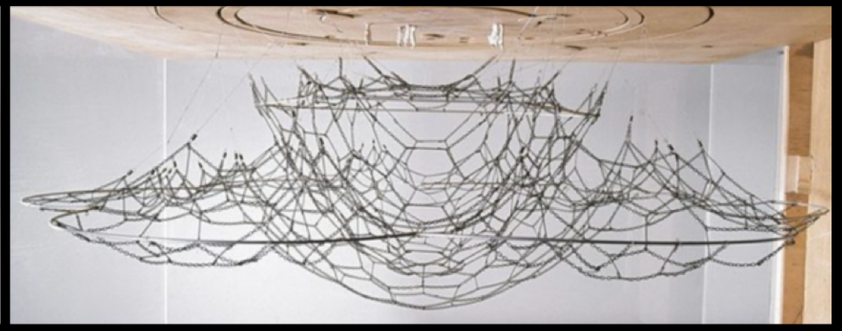


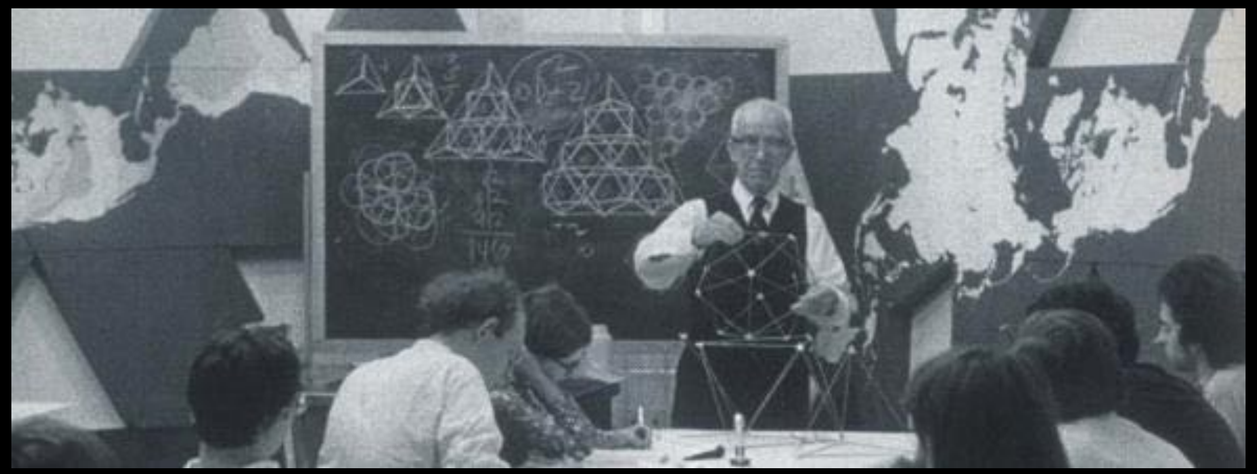
From body to space
Textile Design

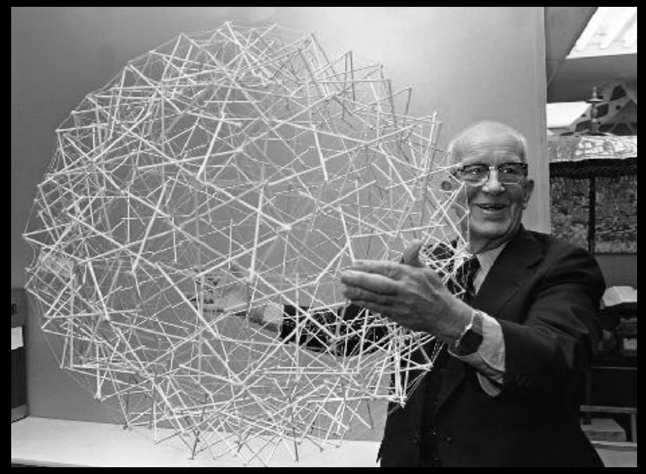
Lecturers

Verena Ziegler









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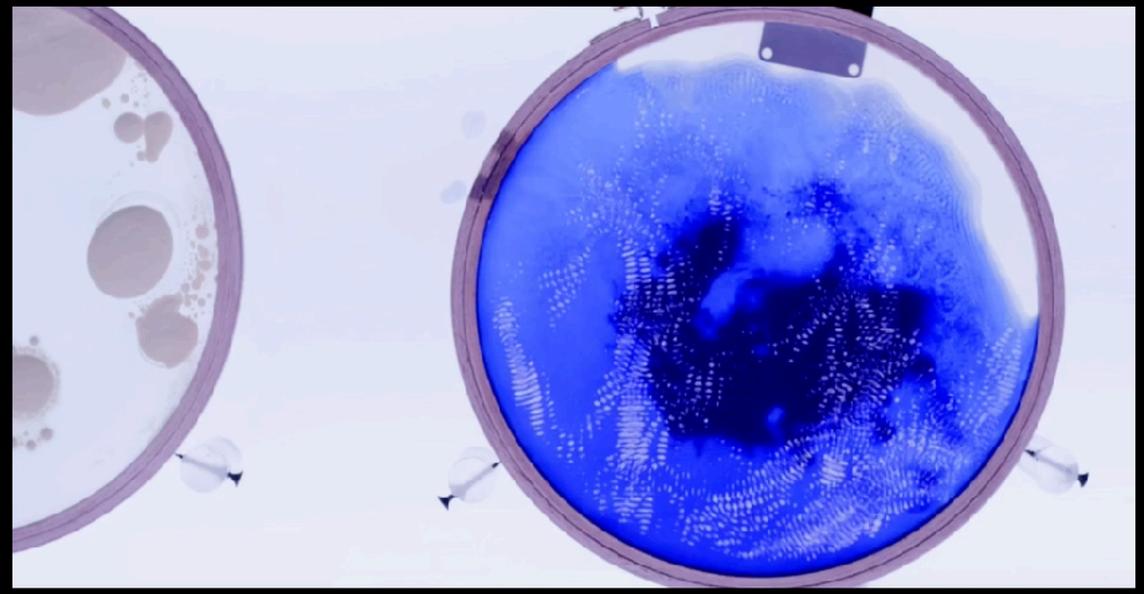

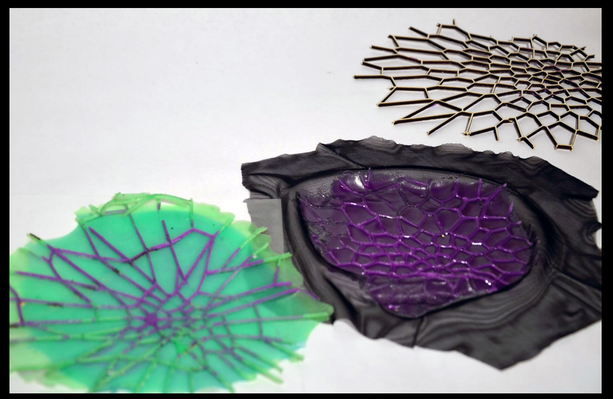

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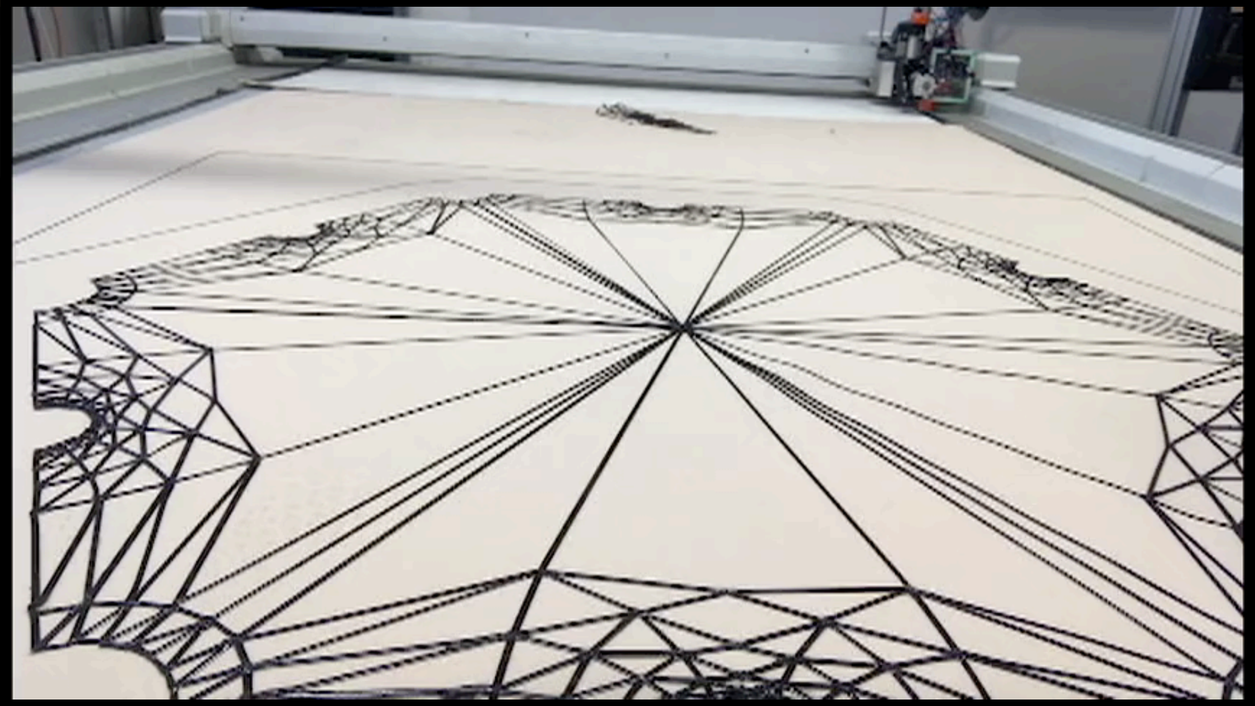

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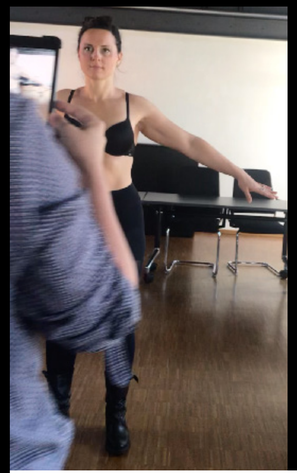
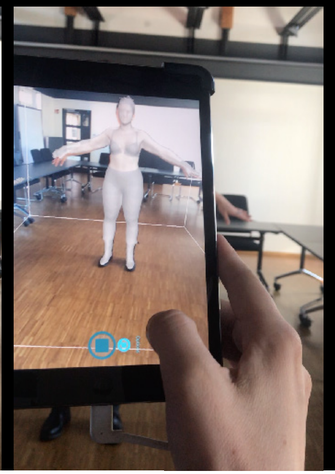
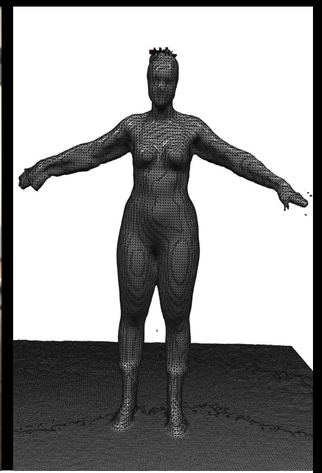

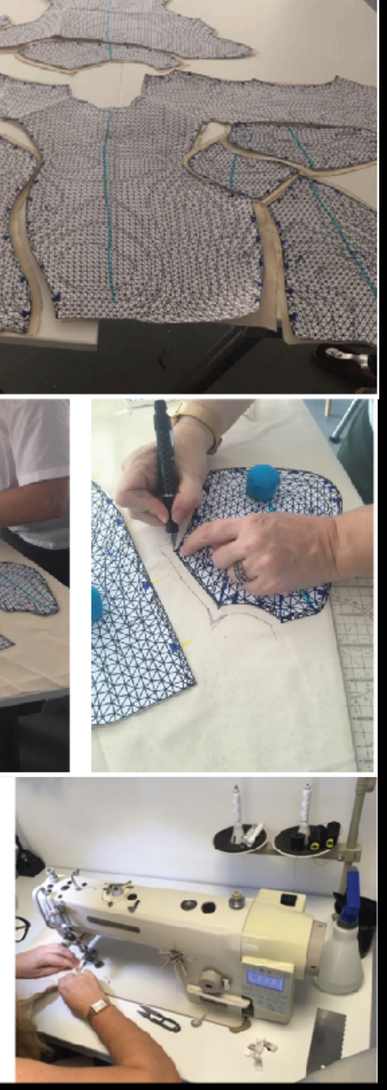

Coffee Break

EXERCISE 1

Sketching Sensory Experience

Thank you!

Contact

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Z hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

Theory of affordance, James J. Gibson (1979)

The Ecological Approach to Visual Perception:

The affordances of the environment are what it offers the animal, what it provides or furnishes, either for good or ill. The verb to afford is found in the dictionary, the noun affordance is not. I have made it up. I mean by it something that refers to both the environment and the animal in a way that no existing term does. It implies the complementarity of the animal and the environment.

— Gibson (1979, p. 127)[3]