

**Z**

hdk

Zürcher Hochschule der Künste  
Bachelor of Arts in Design

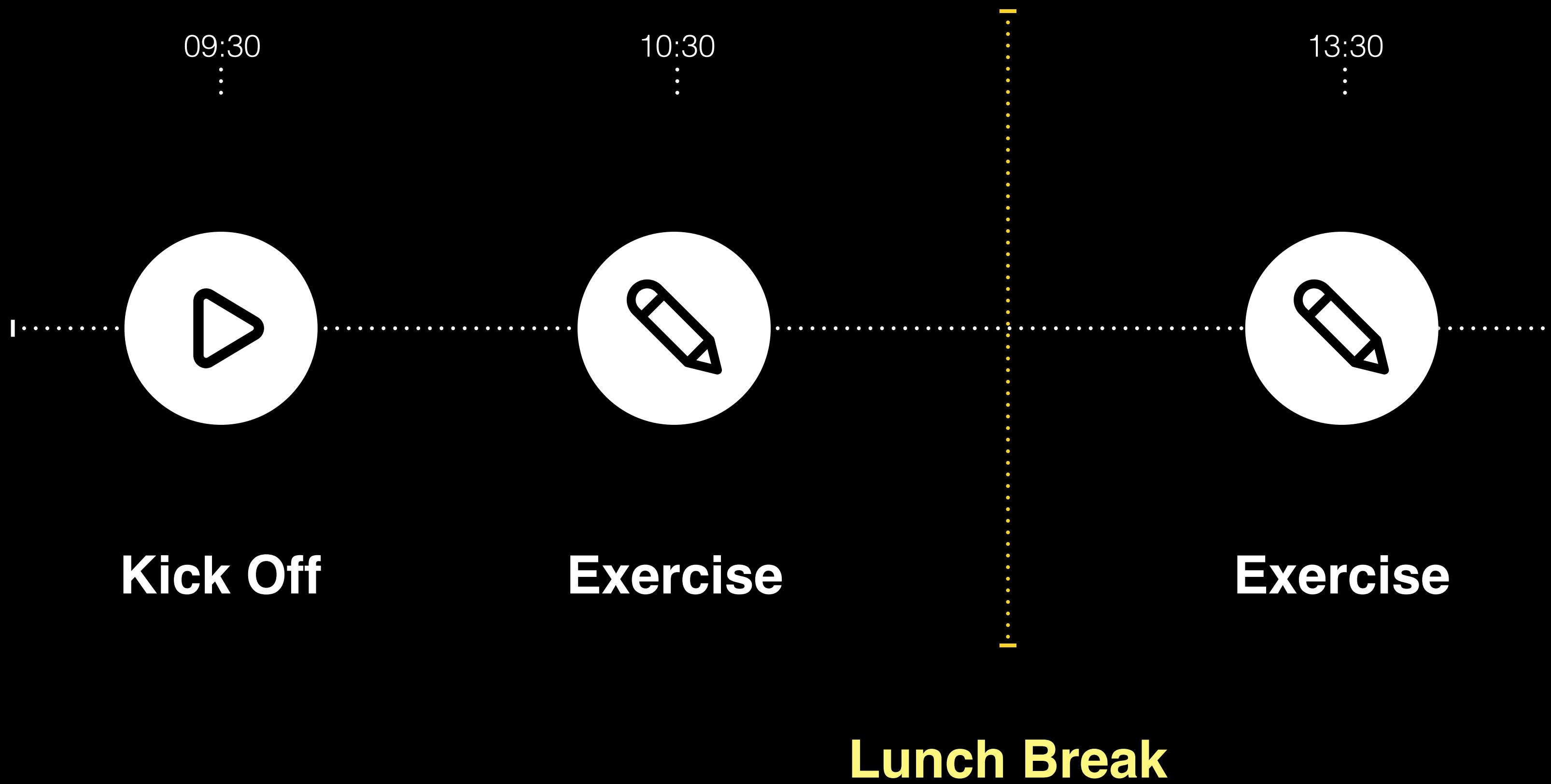
# Designing Object Experience Kickoff

Object Experience | 27th of September 2022

Rasa Weber

Übersicht

# Today's Schedule



-  
**Introduce yourself &  
your object**

## Übersicht

# Course Schedule

<b>Week 1</b>	<ul style="list-style-type: none"><li>• Cut &amp; Paste</li><li>• Excursion (Zürich / Winterthur)</li></ul>	VZ
<b>Week 2</b>	<ul style="list-style-type: none"><li>• Sketching</li><li>• Use &amp; Misuses</li><li>• Storyboard</li></ul>	RW
<b>Week 3</b>	<ul style="list-style-type: none"><li>• Workshop Introduction</li><li>• Materials &amp; Affordances</li></ul>	VZ
<b>Week 4</b>	<ul style="list-style-type: none"><li>• Light as Matter</li></ul>	RW
<b>Week 5</b>	<ul style="list-style-type: none"><li>• Light as Matter</li><li>• Final Presentation</li></ul>	VZ

# Overview

## Course Schedule

BRAINSTORMING	SKETCHING	CONCEPT	PROTOTYPING	EVALUATION/ TESTING
Reality		Hacking		Fiction
I. Sketching sensory Experience  II. Cut & Paste	II. Sketching Form  III. Sketching Function	III. Manipulate / Misuse  IV. Storyboarding	V. Cut & Paste  VI. Cube Expressions  VII. Creative Speed Dating  VIII. Prototyping	IX. Exhibition  X. Documentation

# Overview

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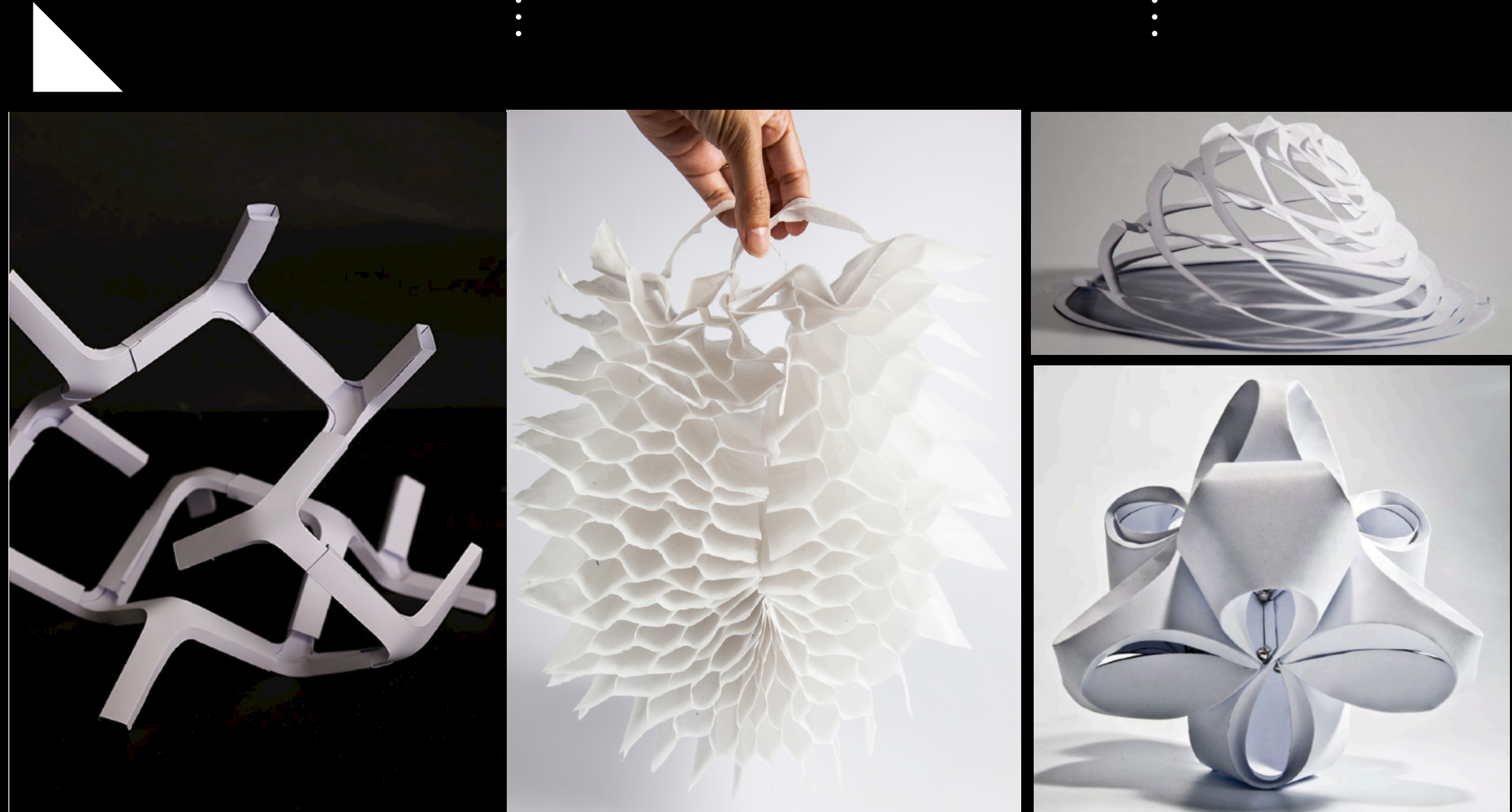
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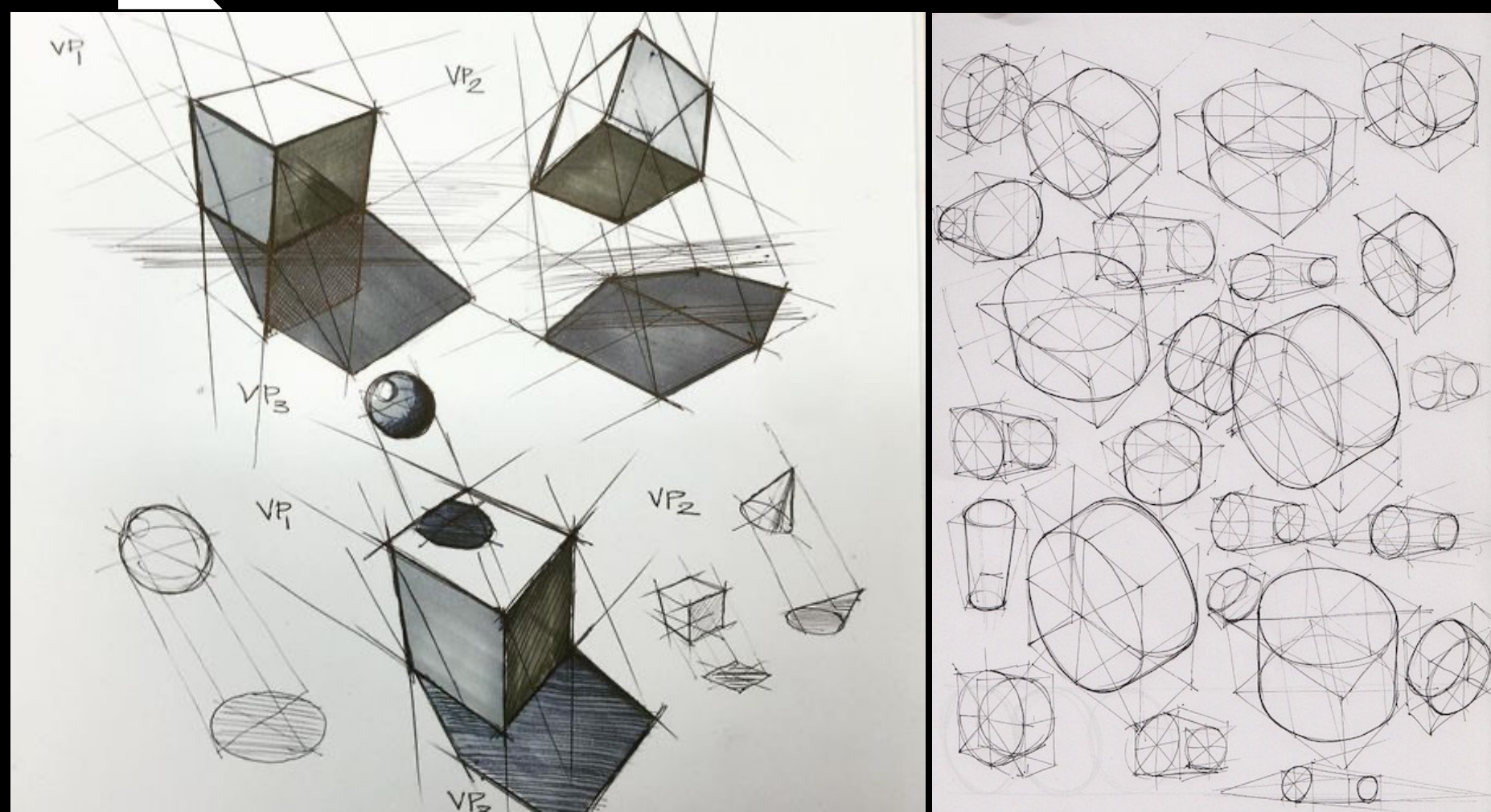
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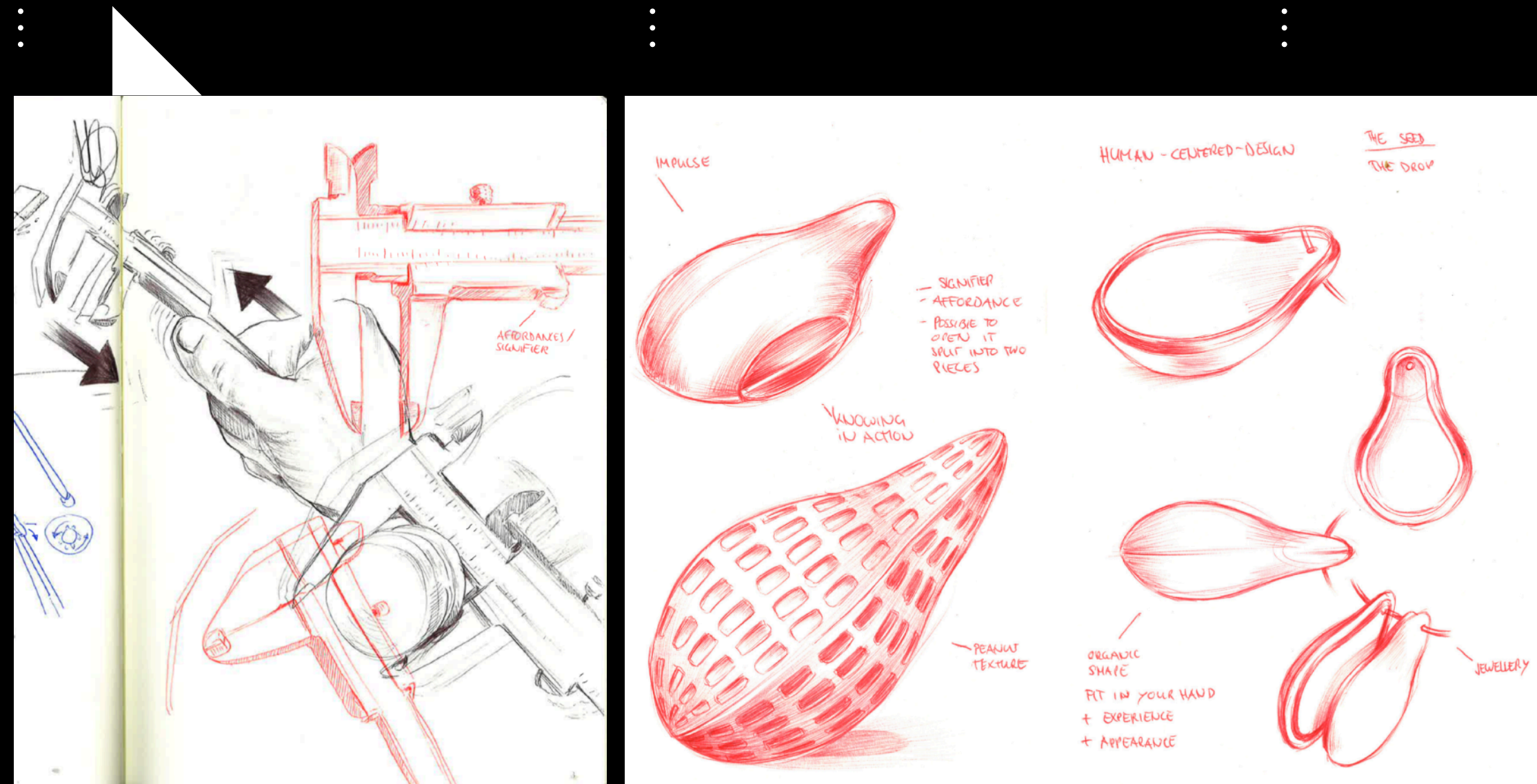




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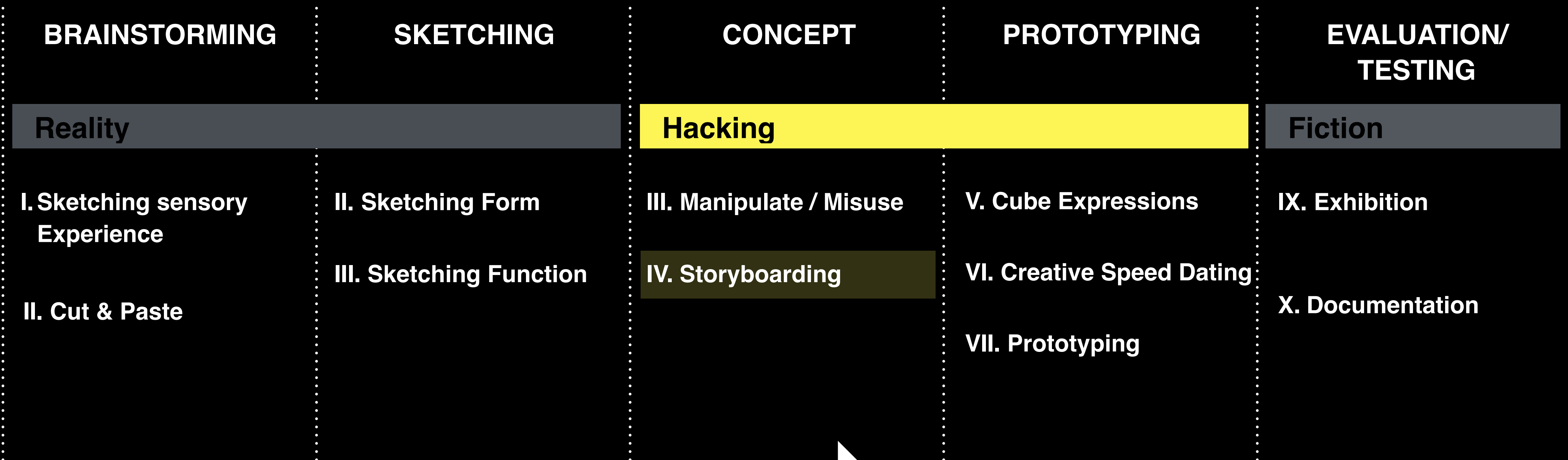
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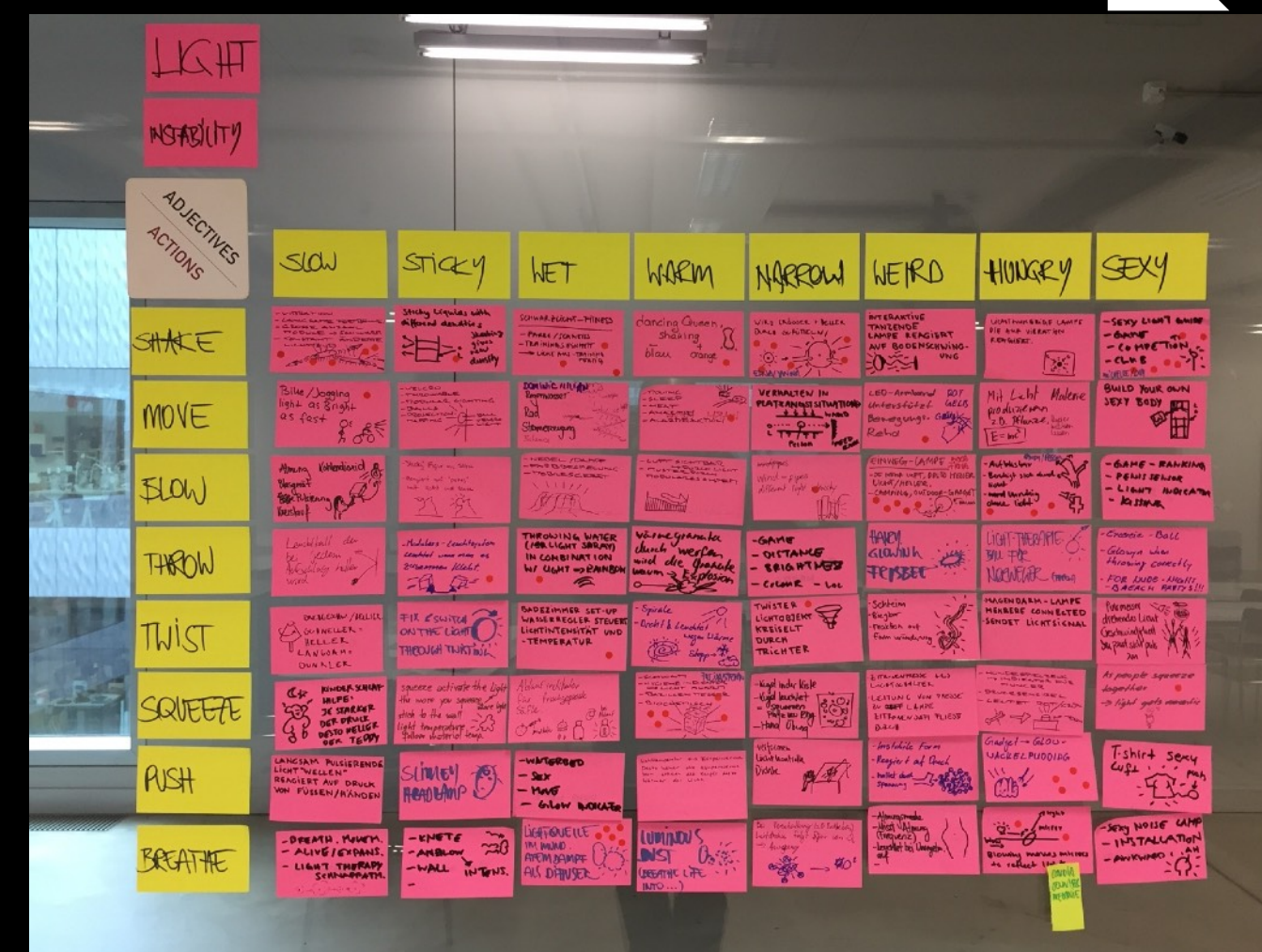
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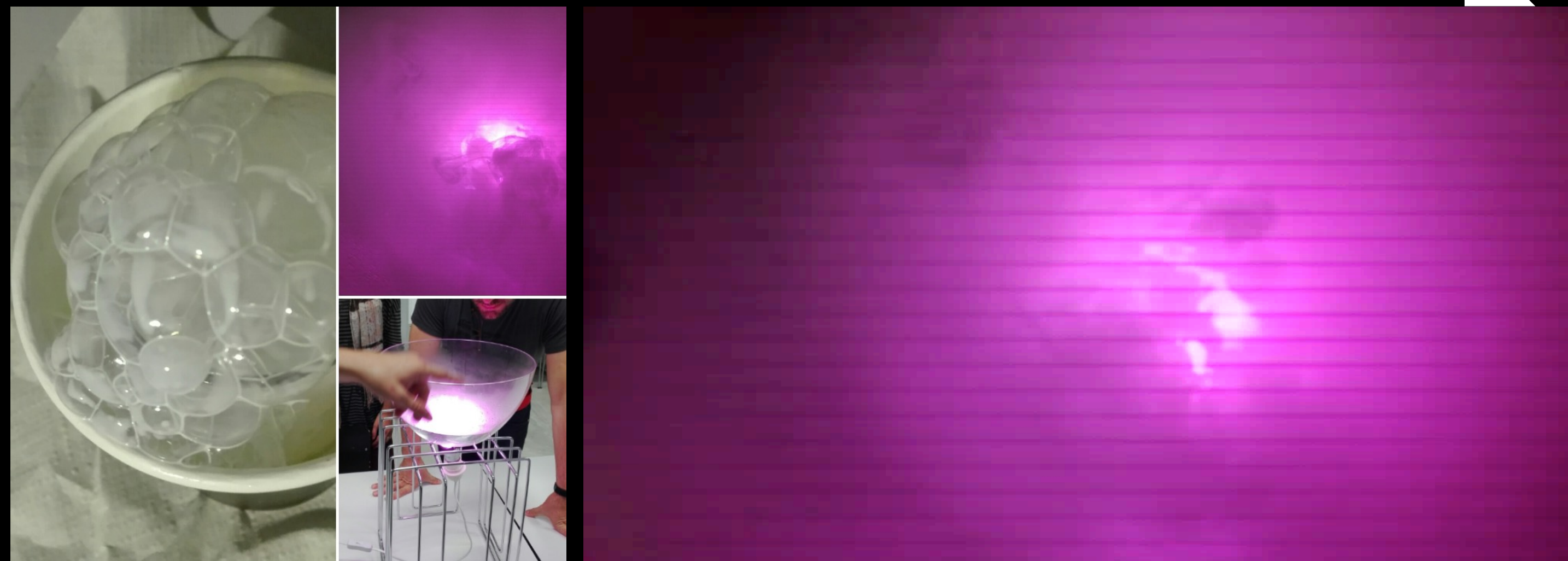
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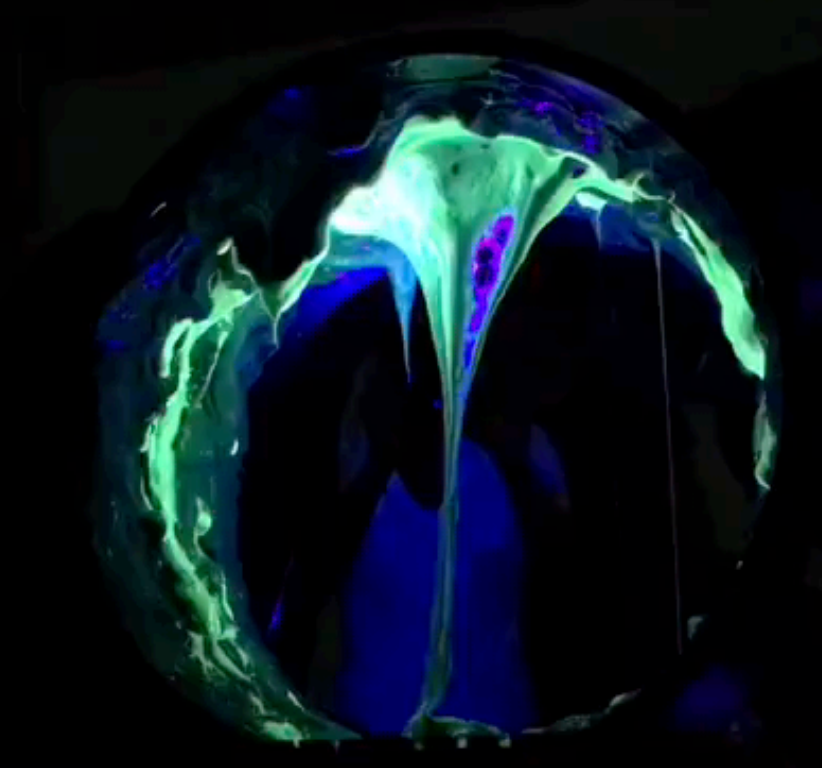
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# Your Lecturers

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Lecturers

# Rasa Weber

Lecturer / Design Researcher

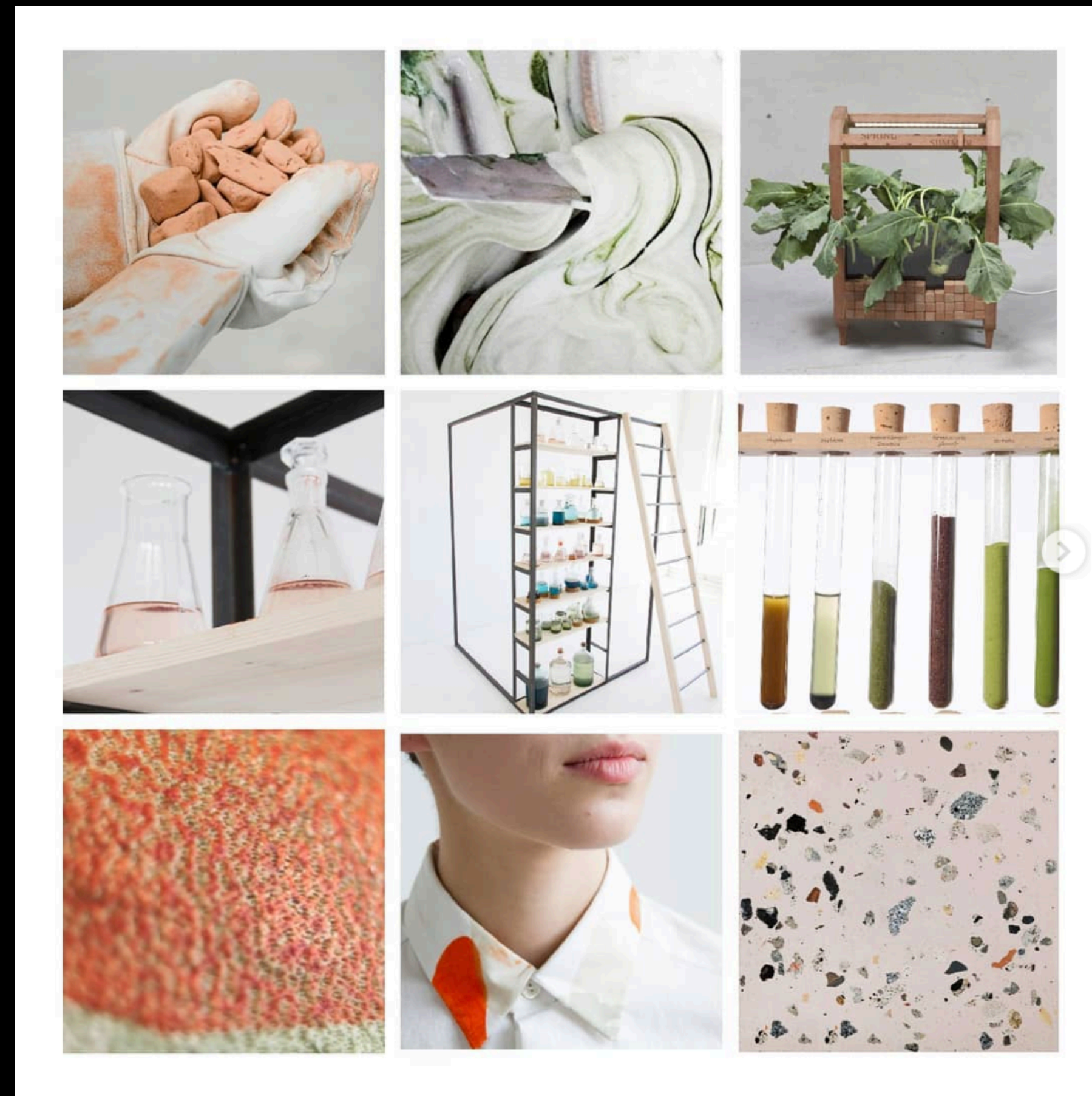
- **Lecturer / phd candidate** at ZHdK
- **Designer** for material narratives  
experimental design & sustainability
- **2017** Master of Design at UdK (DE)
- **20016** Master of Co-Design Royal Danish Academy (DK)
- **2015** Bachelor of Product Design  
Art Academy Weißensee (DE)
- **2013** ERASMUS Design Academy Eindhoven (NL)



**WHO IS THIS ... RASA?**



## Designing material narratives - for more-than-human environments



Projects

# URBAN TERRAZZO

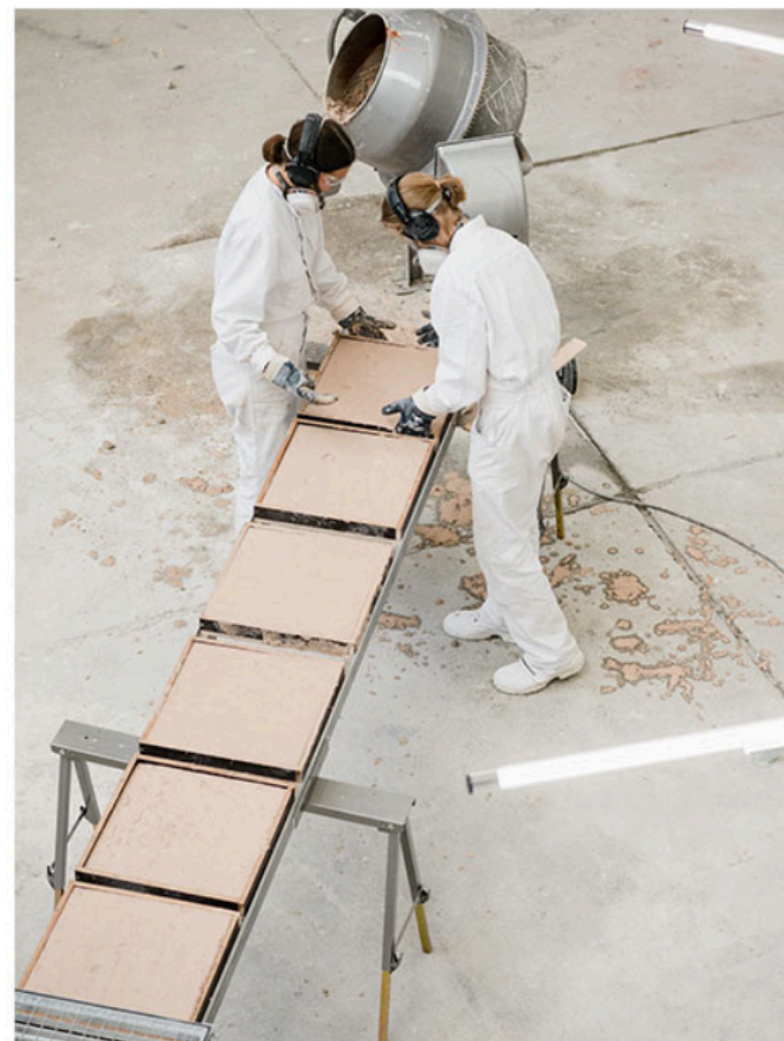
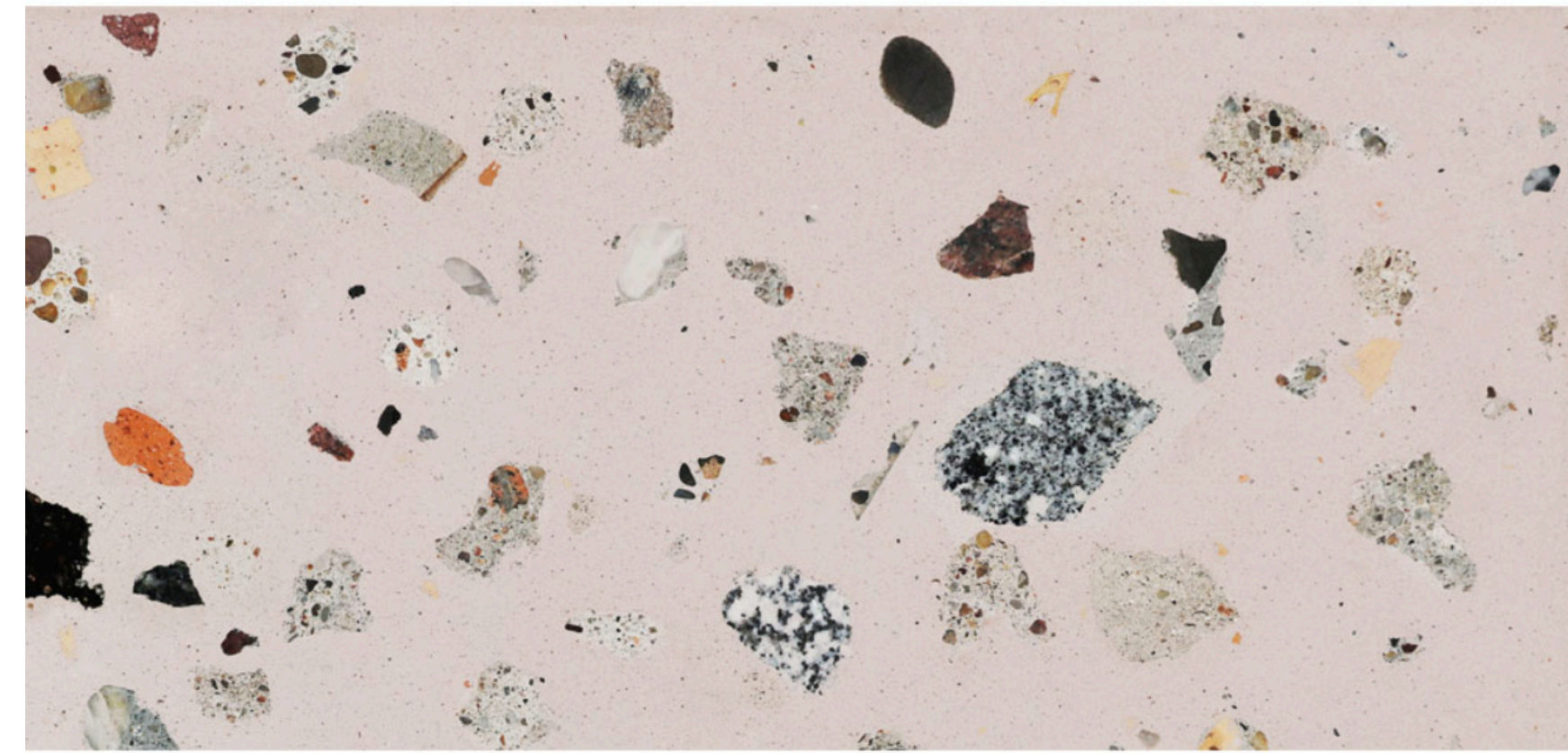
Mining urban waste for architecture



Projects

# URBAN TERRAZZO

Mining urban waste for architecture



Projects

# THE LABORATORY



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

**Samuel Beckett**

Projects

# URBAN TERRAZZO

Kunsthalle Praha



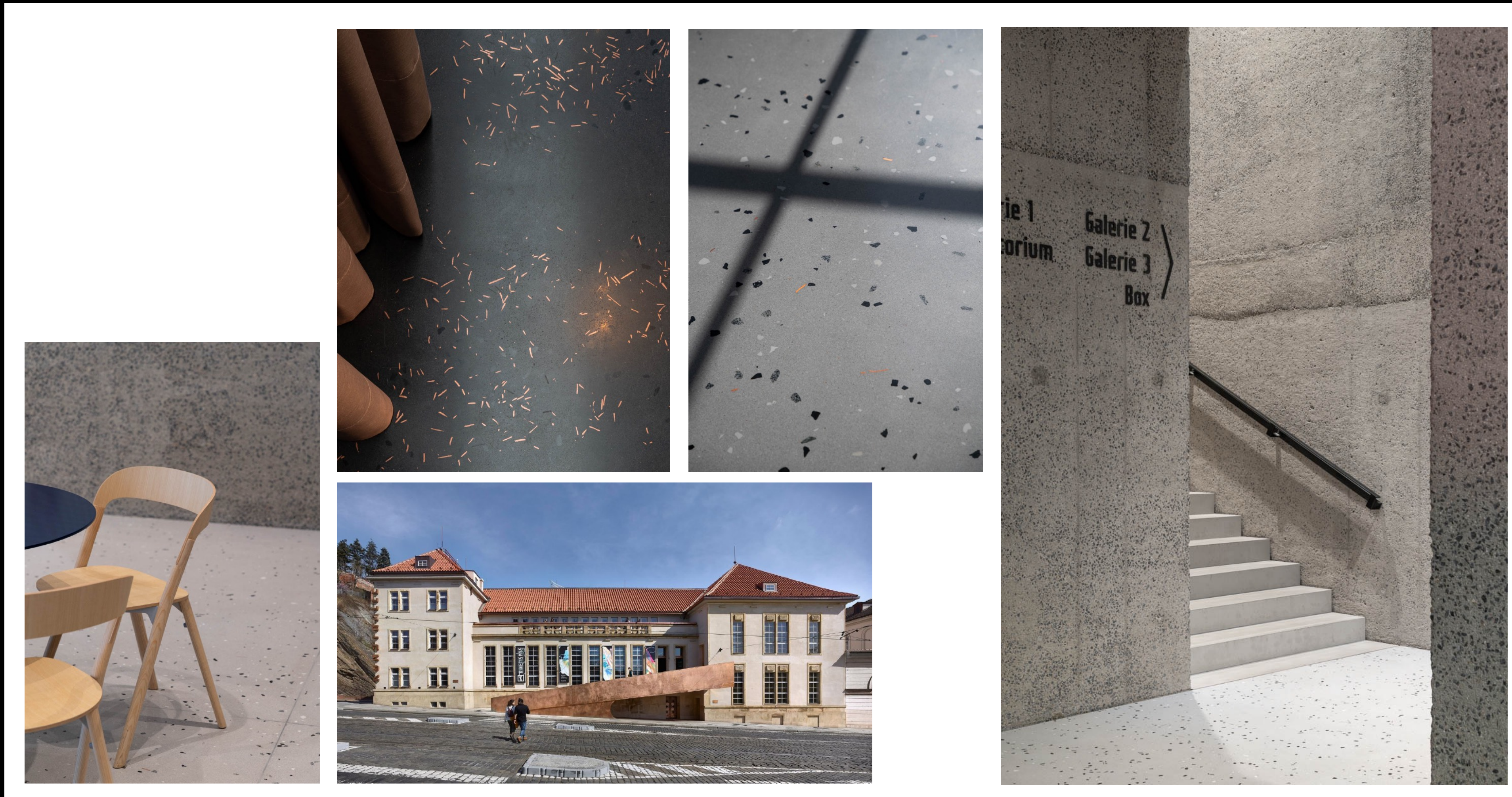
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Projects

# URBAN TERRAZZO

Kunsthalle Praha





Projects

# ALGAEMY

A new bio-based pigment for textile printing



Projects

# ALGAEMY

A new bio-based pigment for textile printing



Projects

# SLEEP WITH US

Interactive backpack for sleep



Projects

# SLEEP WITH US

Interactive backpack for sleep



Projects

# CRCLR HOUSE

Circular Building Project



Projects

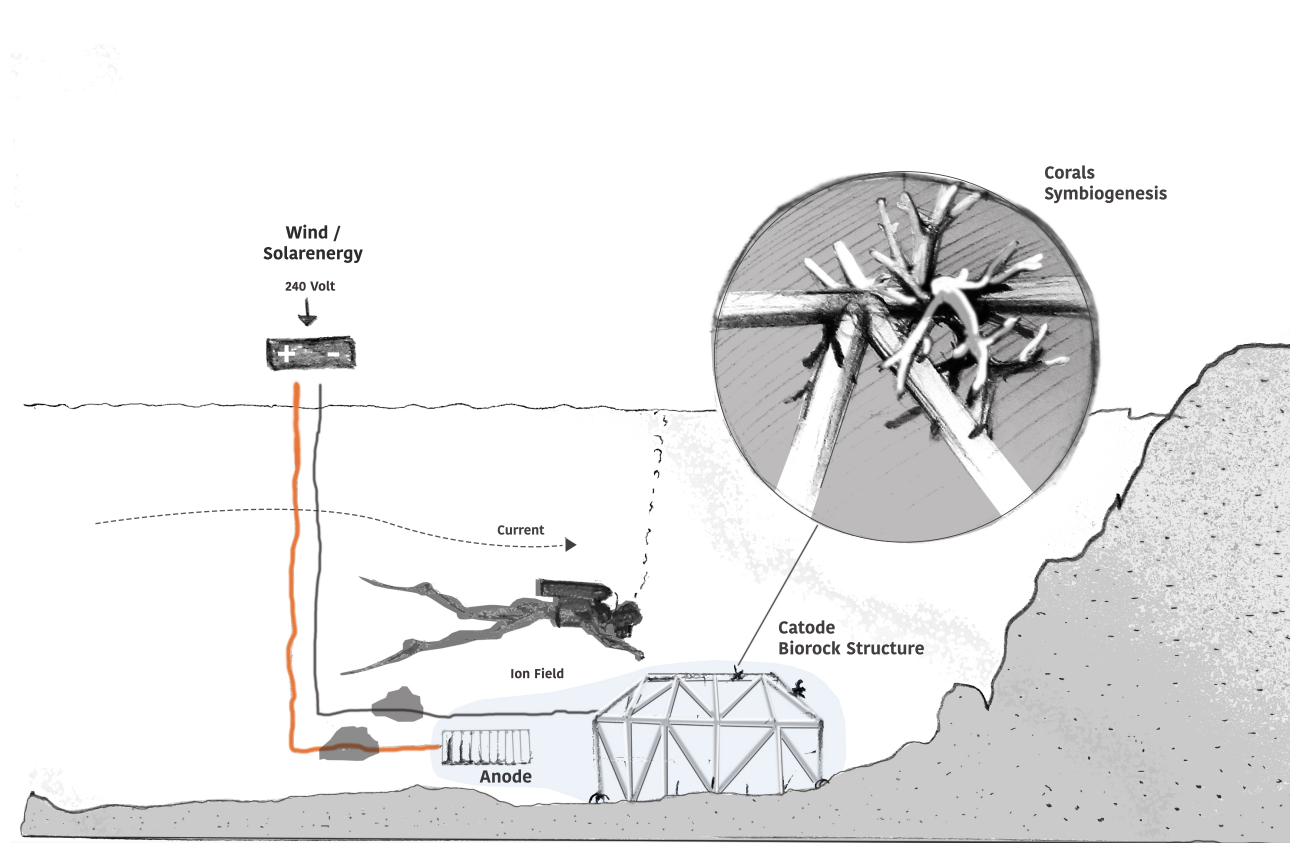
# GROWING MATTER

A Sympoietic Design Approach to the Ocean



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A Sympoietic Design Approach to the Ocean



Projects

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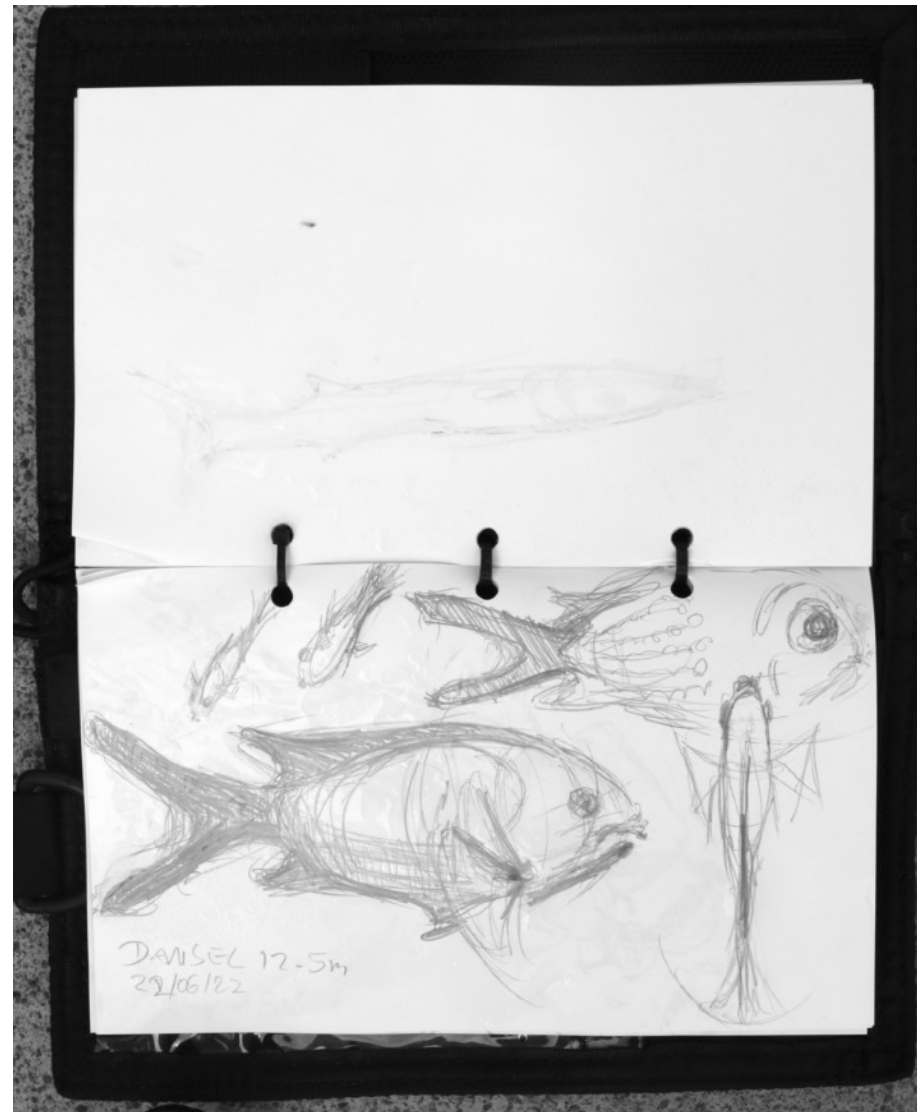
A Sympoietic Design Approach to the Ocean





# GROWING MATTER

A Sympoietic Design Approach to the Ocean



# GROWING MATTER

ASA  
VEBE

Growing Matter - research film - Curaçao Biorock

Rasa Weber

05:52

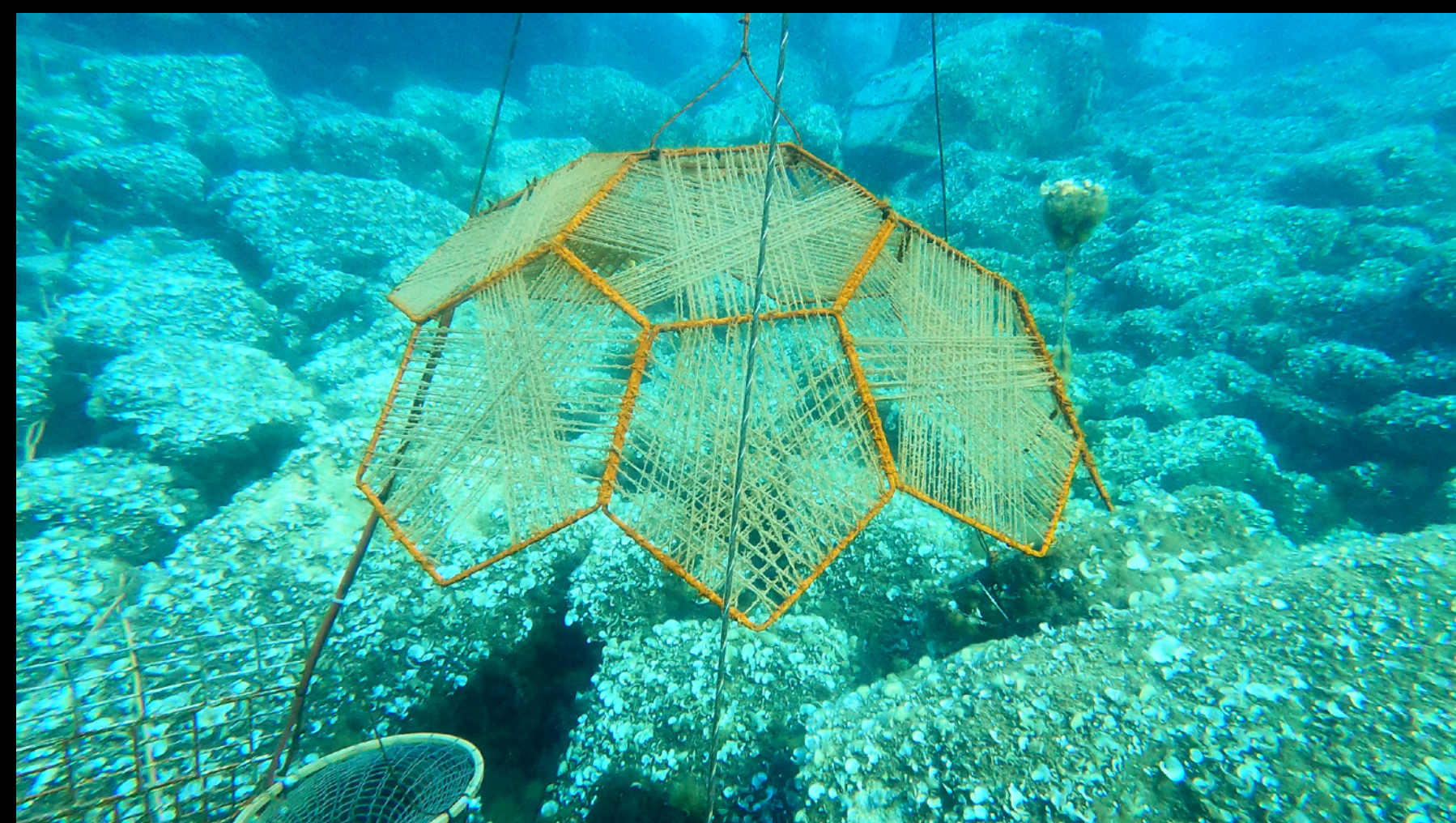
vimeo

Projects

# GROWING MATTER



CURACAO  
2 MONTH



CORSICA  
1 MONTH

# GROWING MATTER



HOW DO YOU GROW A HOUSE  
INSTEAD OF BUILDING IT?

MORE ON [rasaweber.com](http://rasaweber.com)

# Coffee Break

# Thank you!

Contact

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**Verena Ziegler** | [verena.ziegler@zhdk.ch](mailto:verena.ziegler@zhdk.ch)

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