

**Z**

hdk

Zürcher Hochschule der Künste  
Bachelor of Arts in Design

# Designing Object Experience

# Sketching Use & Missuse

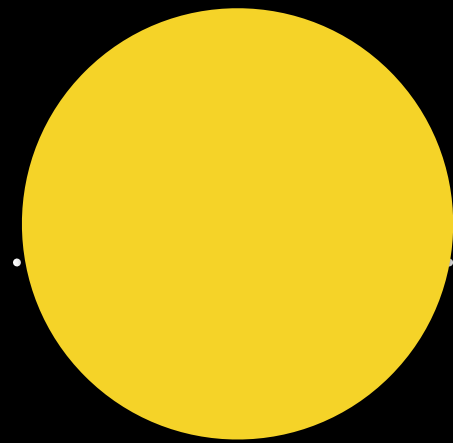
Object Experience | 28th of September 2021

lecturer  
**Rasa Weber**

Overview

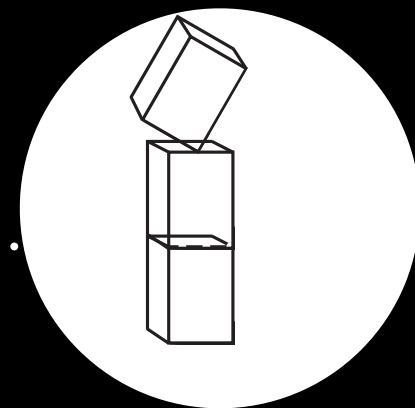
Today's Schedule

10:00  
⋮



Finish your  
works

11:00  
⋮



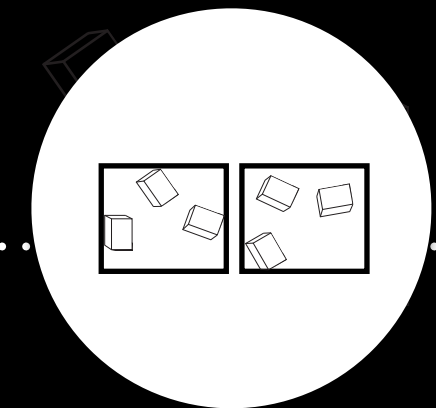
One-Minute  
Sculpture

11:30  
⋮



Hack  
an Object

13:00  
⋮



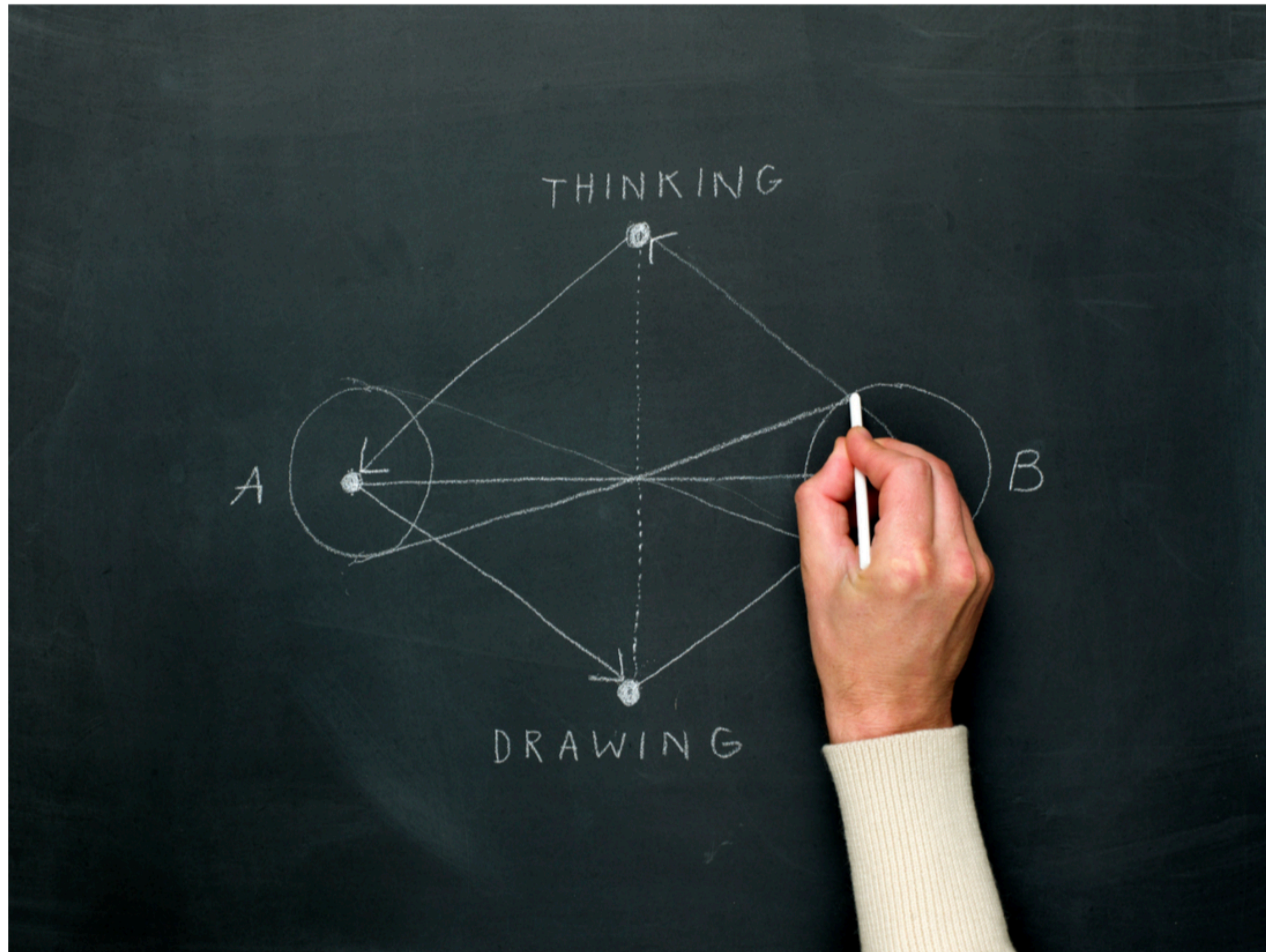
Story Board  
of  
Misuse

Lunch Break



Construction

## Drawing a Hypothesis



Nikolaus Gansterer »Drawing a Hypothesis, Table of content«, 2012

Construction

Drawing a Hypothesis

**WHAT IS THE PROBLEM WITH DESIGNING SOMETHING „NEW“?**



Construction

Drawing a Hypothesis

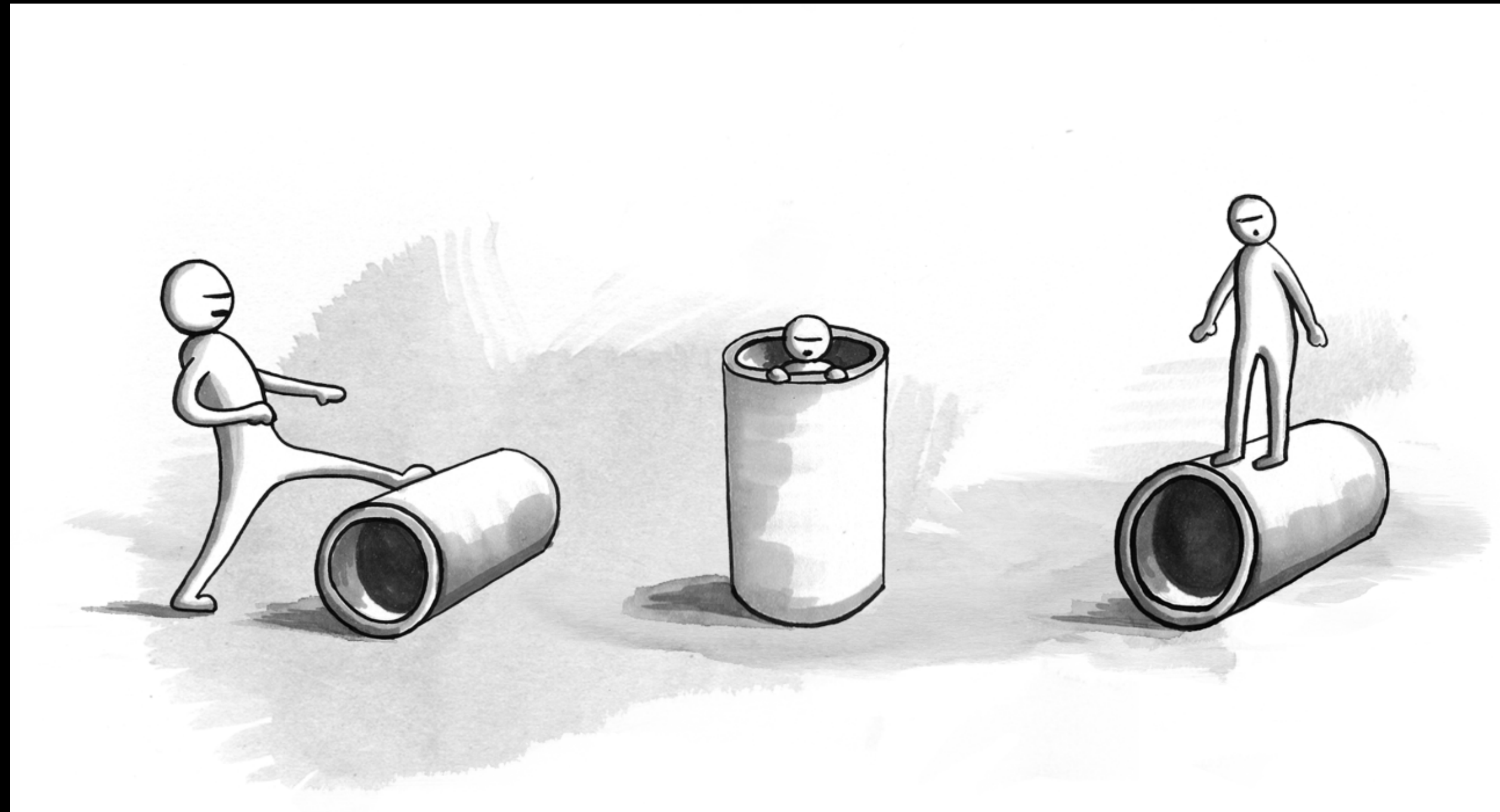
**„SPECULATIVE FABULATION“ D. Haraway**

**- Bridging the gap between hypothesis making and new creation.**

CONCEPT

# AFFORDANCES

# Construction Affordances





**Construction**

**Affordances**

**An affordance is any possible action of an object that is communicated through the object's design characteristics.**

**(Gibson, 1977)**

**Construction**

**What is the affordance of a Glas?**





**Construction**

**Using the eyes of a child / a designer!**





# Construction Affordances



ERWIN WURM, *One Minute Sculptures*, 1997.

# Construction Affordances



ERWIN WURM, One Minute Sculptures, 1997.



# Construction Affordances



ERWIN WURM, *One Minute Sculptures*, 1997.



## **Construction Affordances**

### **Types of Affordances:**

- **Perceived Affordances**
- **Hidden Affordances**
- **False Affordances**

**Construction  
Affordances**

**Object suggests how  
it might be used.**



**Perceived Affordances**

**Object has an affordance  
that is not so obvious.**



**Hidden Affordances**

**Object has a perceived  
affordance, but no result  
happens.**



**False Affordances**

Construction  
**Affordances**

**„ALLES HAT EINE BEDEUTUNG.“**



Exercise

# **Finish Your Stop-Motion Film and / or other open tasks**

1 Hour

CONCEPT

**DEFINE NEW AFFORDANCES**

**Construction**

**Affordances**

**„ALLES HAT EINE BEDEUTUNG.“**



Construction

So what else could it be?



René Magritte, „Verrat des Bildes“, 1929.

Construction

New Affordances of a Glas?



Construction

## Harvesting Soap

COS × Studio Swine

Subscribe

Studio Swine, New Spring, 2017.



Construction

**New Affordances**

**What type of new affordances  
did you encounter?**

Concept

## (Mis)interpreted Affordances





Concept  
(Mis)interpreted Affordances



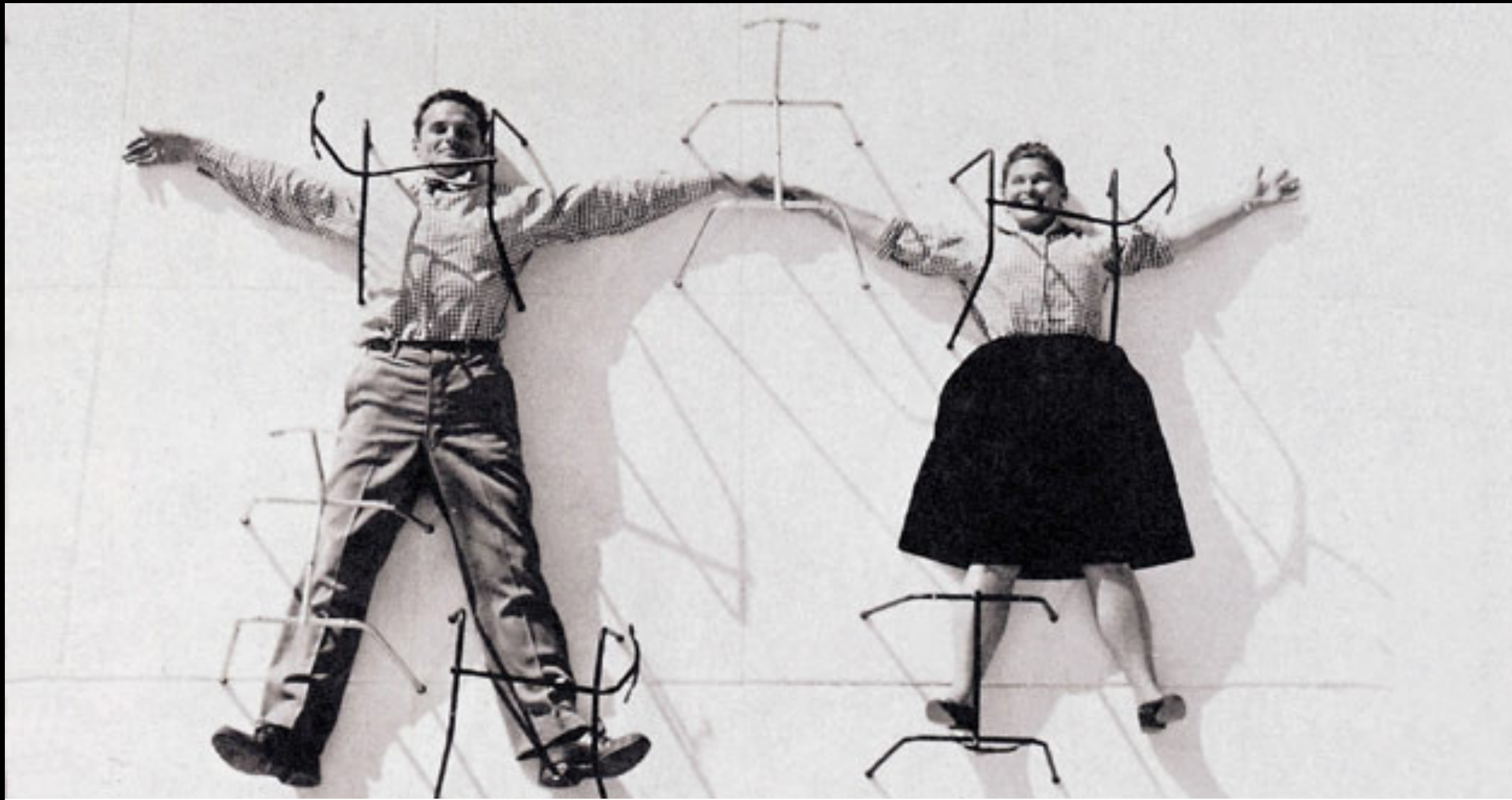


CONCEPT

# HACKING AFFORDANCES

Concept

## HOW IS THE OBJECT RELATING TO THE BODY?

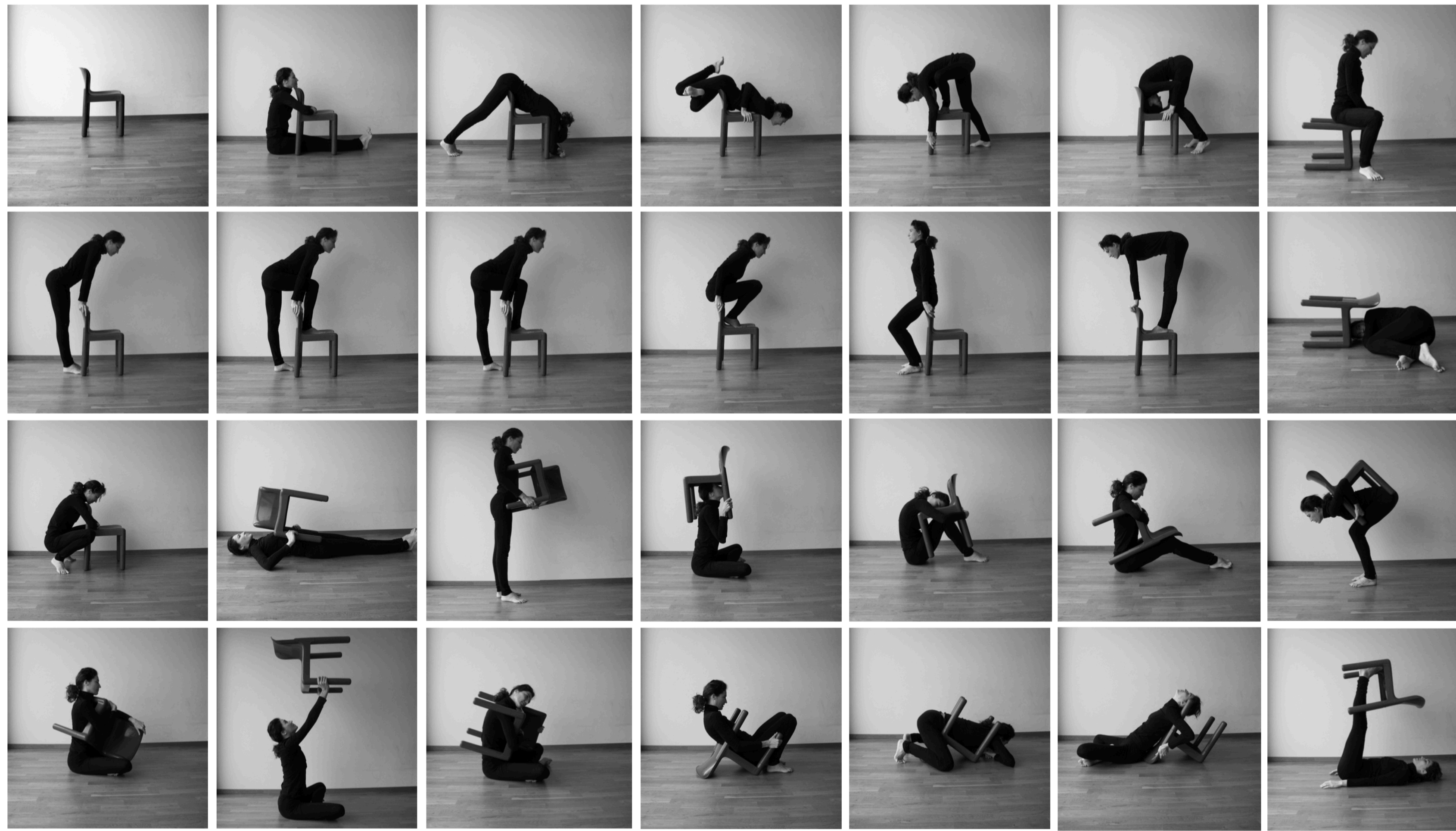


Charles & Ray Eames, Photo by Vitra.



## Concept

# HOW IS THE OBJECT RELATING TO THE BODY?

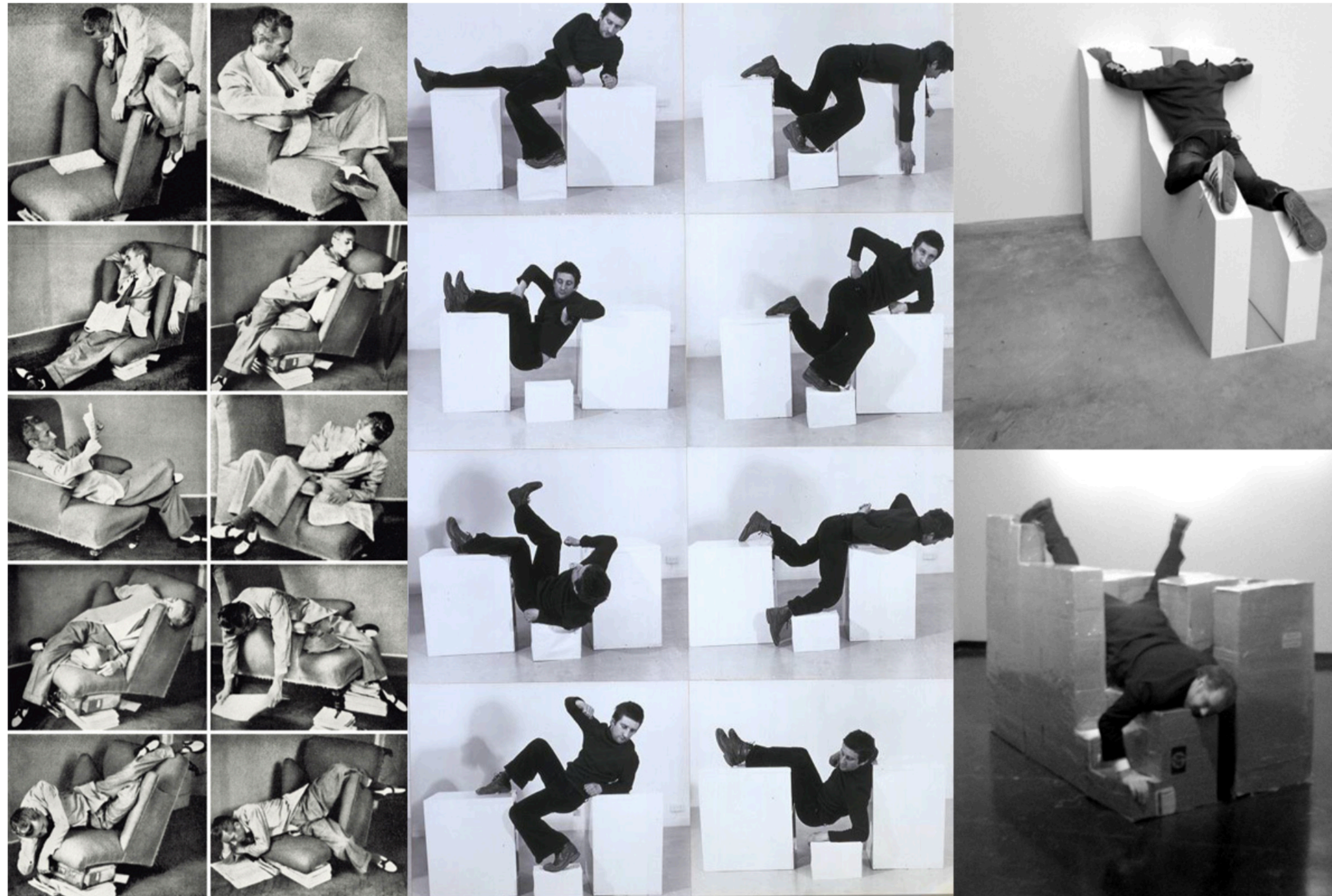


A. Velazquez, 2012, "50 WAYS OF RESTING WITH A CHAIR" <http://www.aliciavelazquez.com/restingwithchair>



Concept

HOW IS THE OBJECT RELATING TO THE BODY?



Bruno Munari (1944)

Bruce McLean (1971)

Didier Faustino (2009)



Concept

**HOW IS THE OBJECT RELATING TO OTHER OBJECTS?**



Salvador Dalí's *Lobster Telephone*, 1938



Concept

HOW IS THE OBJECT RELATING TO OTHER USES?



Bless, Z Hairbrush, 2004.

Concept

HOW IS THE OBJECT RELATING TO THE ENVIRONMENT?



Doris Salcedo, Istanbul Biennale, 2003.

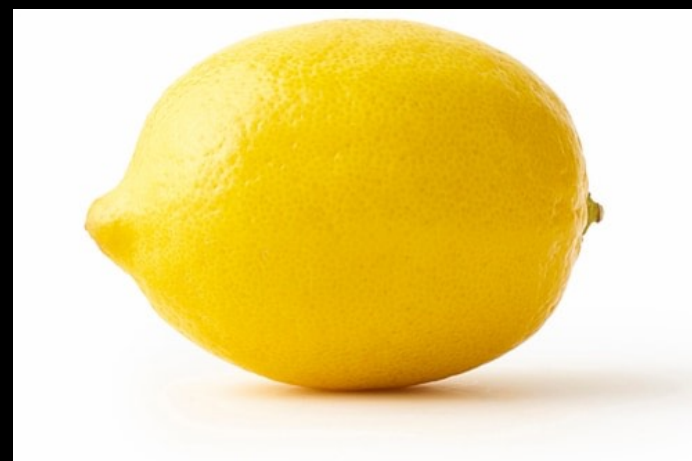


SKETCHING

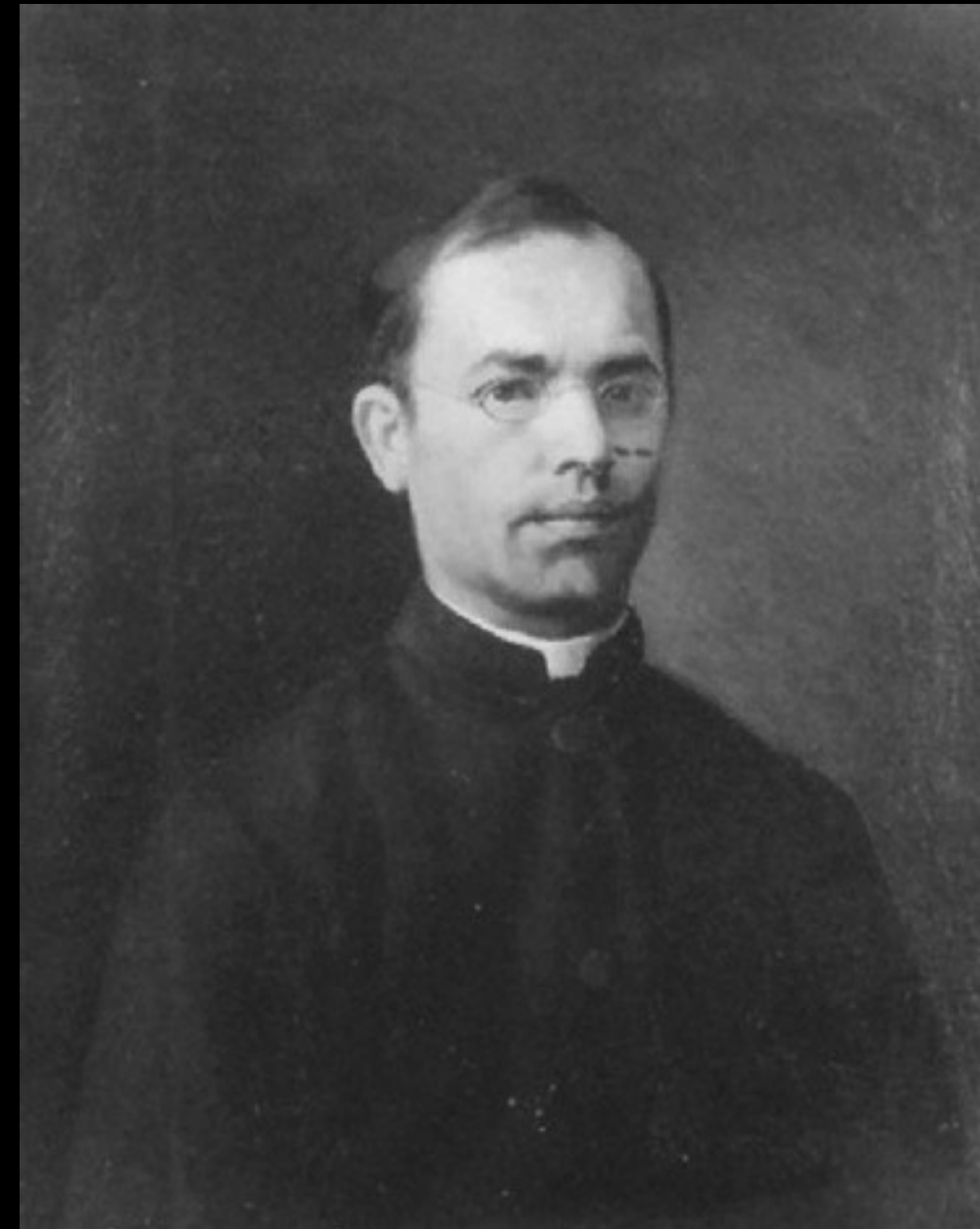
# STRATEGIES OF MISUSE

Concept

Relating two objects that are usually not combined



+



=



Concept

Relating an object and an action that are usually not combined



+ Sketching =





Concept

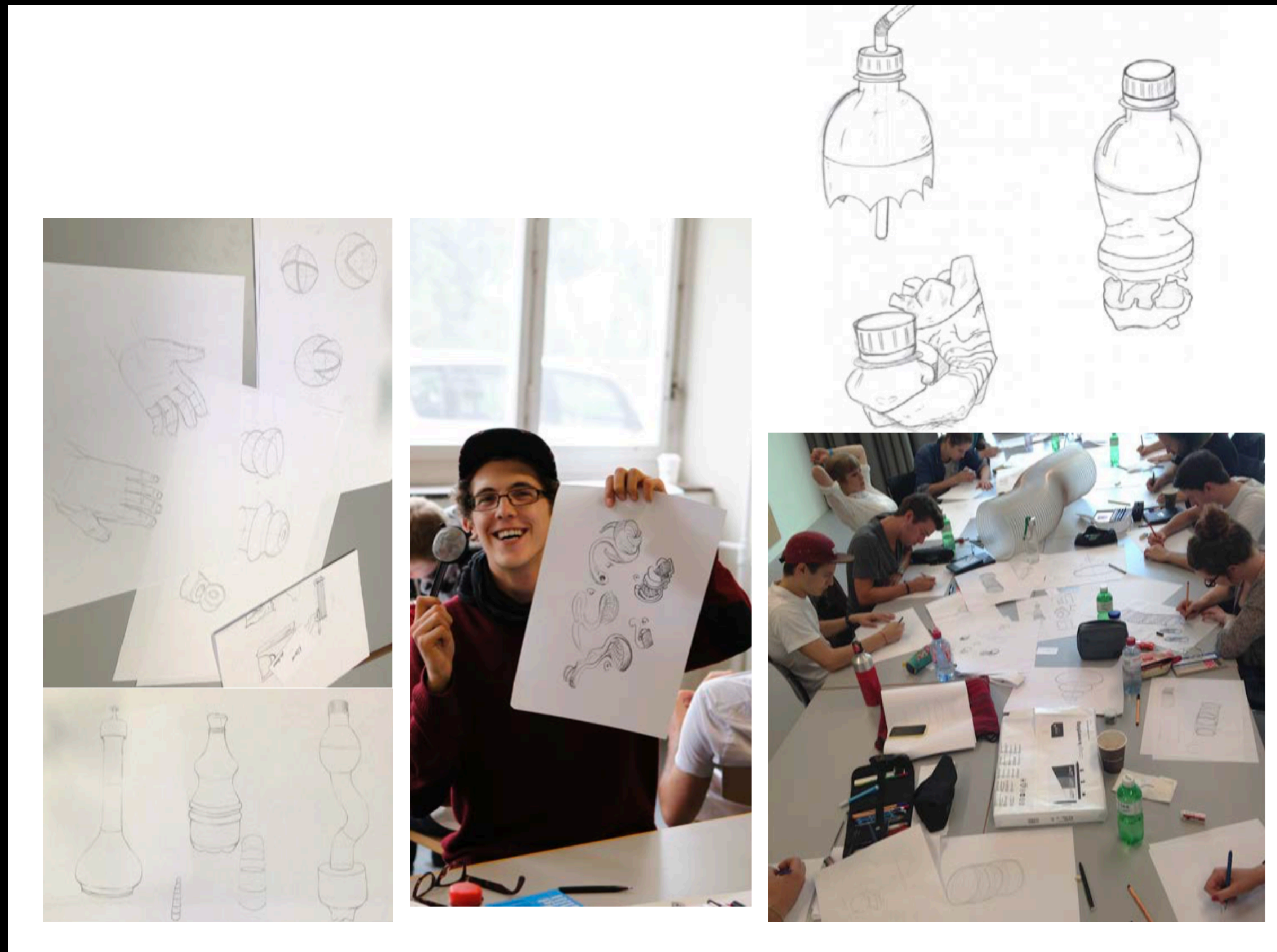
# ONE MINUTE SCULPTURES - Erwin Wurm





Concept

# Imagining the Impossible



Concept

## Imagining the Impossible





Exercise I

# One Minute Sculpture

<https://www.spick.ch/dein-spick/artikel/one-minute-sculptures/>





Sweeper Clock, Marten Baas, 2009.

**Exercise II**

# **2 Minute Sketches**

# **Sketch Misuses of an Object**

**2 Minute Exercise - 16 Objects**



Exercise III

**STORY OF TWO  
OBJECTS MEETING  
“THE DANGERS  
OF STRANGERS”**

# Thank you!

Contact

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**Z**

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