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Zürcher Hochschule der Künste
Bachelor of Arts in Design

Designing Object Experience

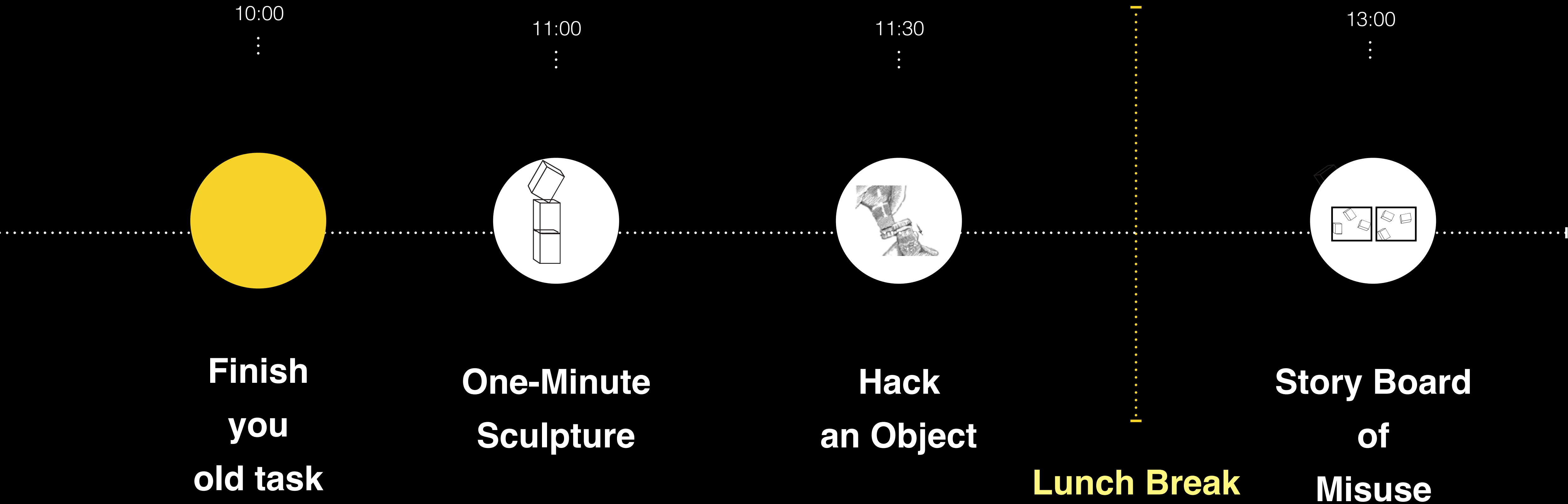
Sketching Use & Missuse

Object Experience | 28th of September 2021

lecturer
Rasa Weber

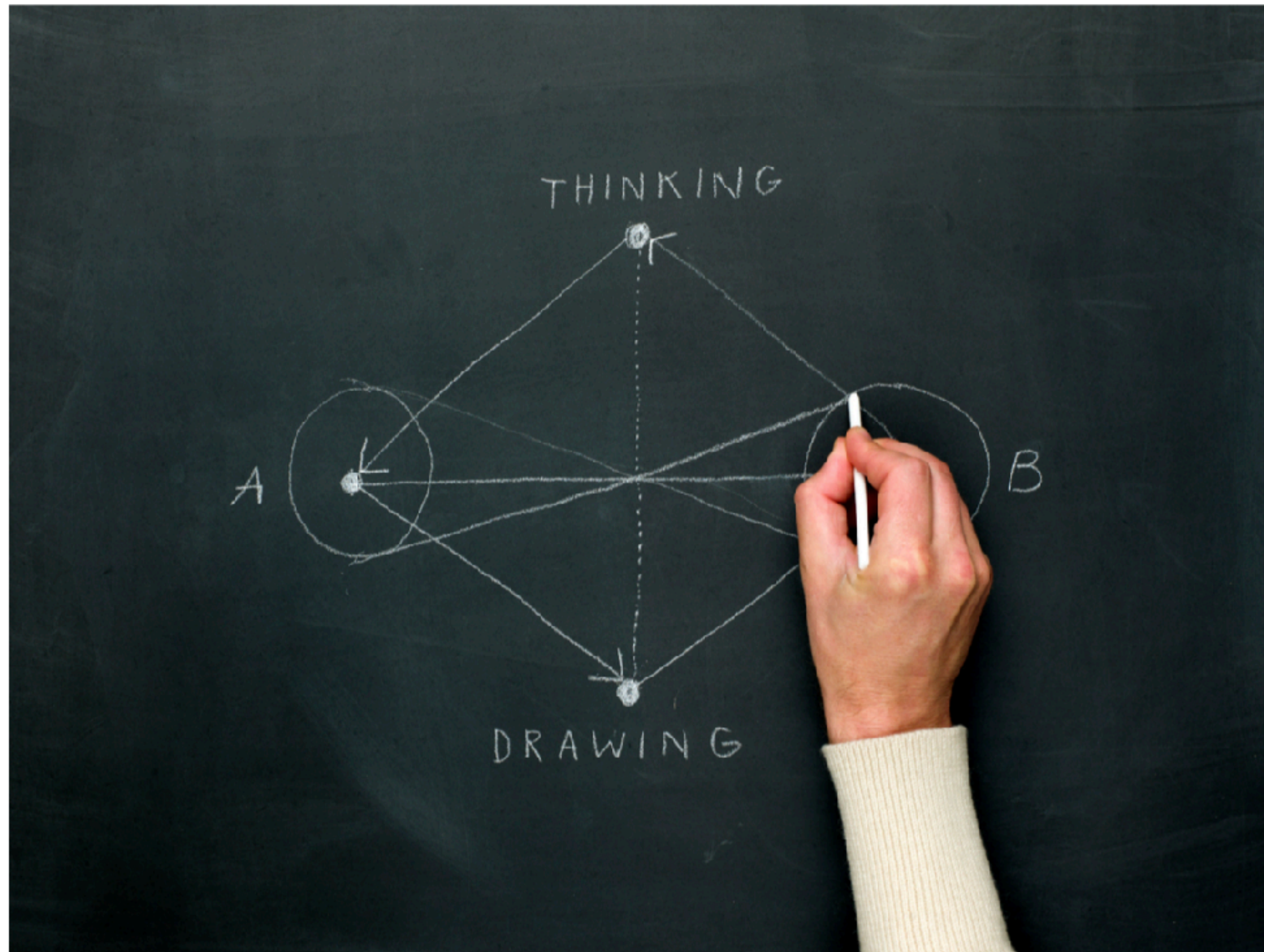
Overview

Today's Schedule



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

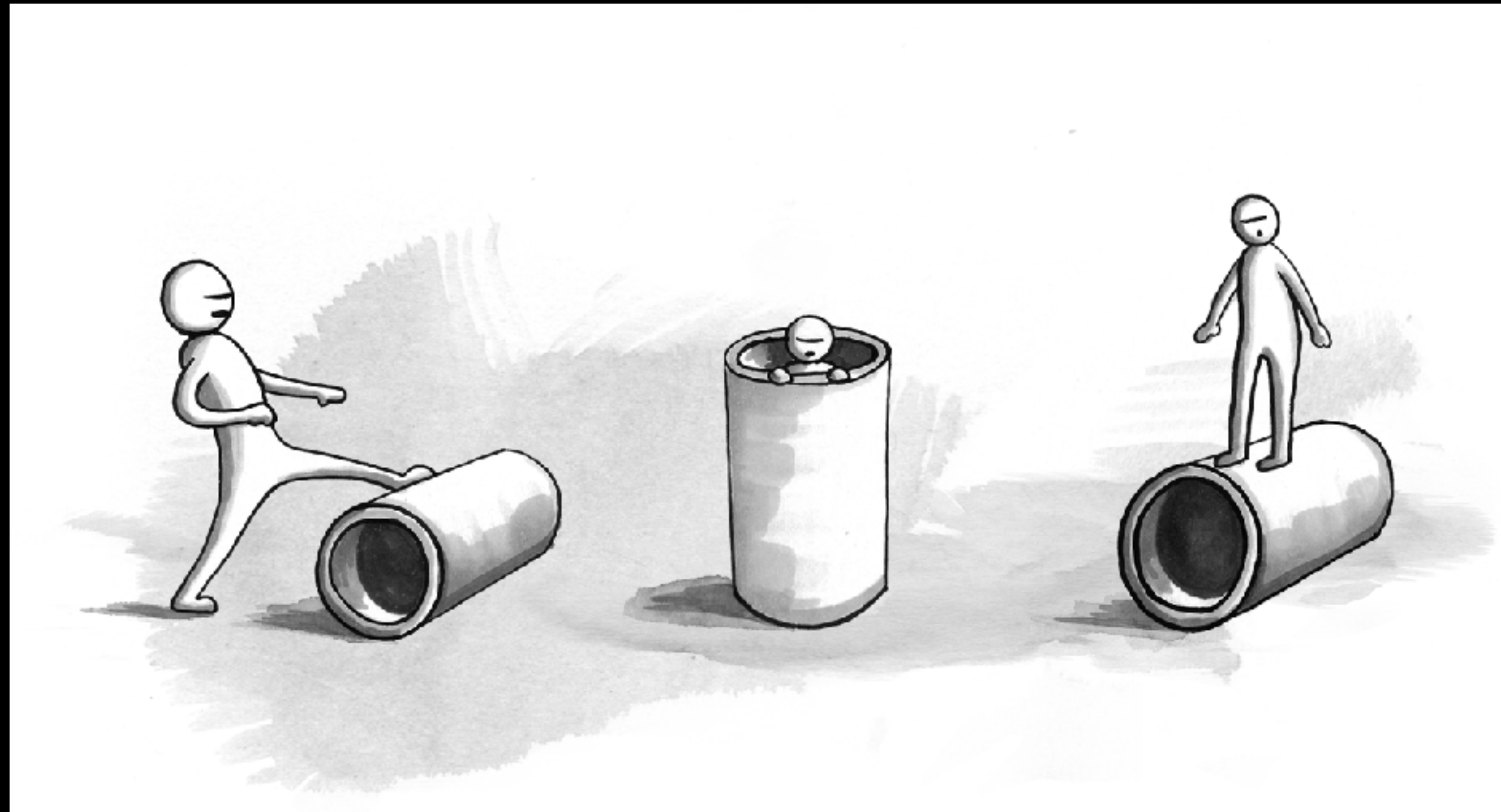
„SPECULATIVE FABULATION“ D. Haraway

- 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



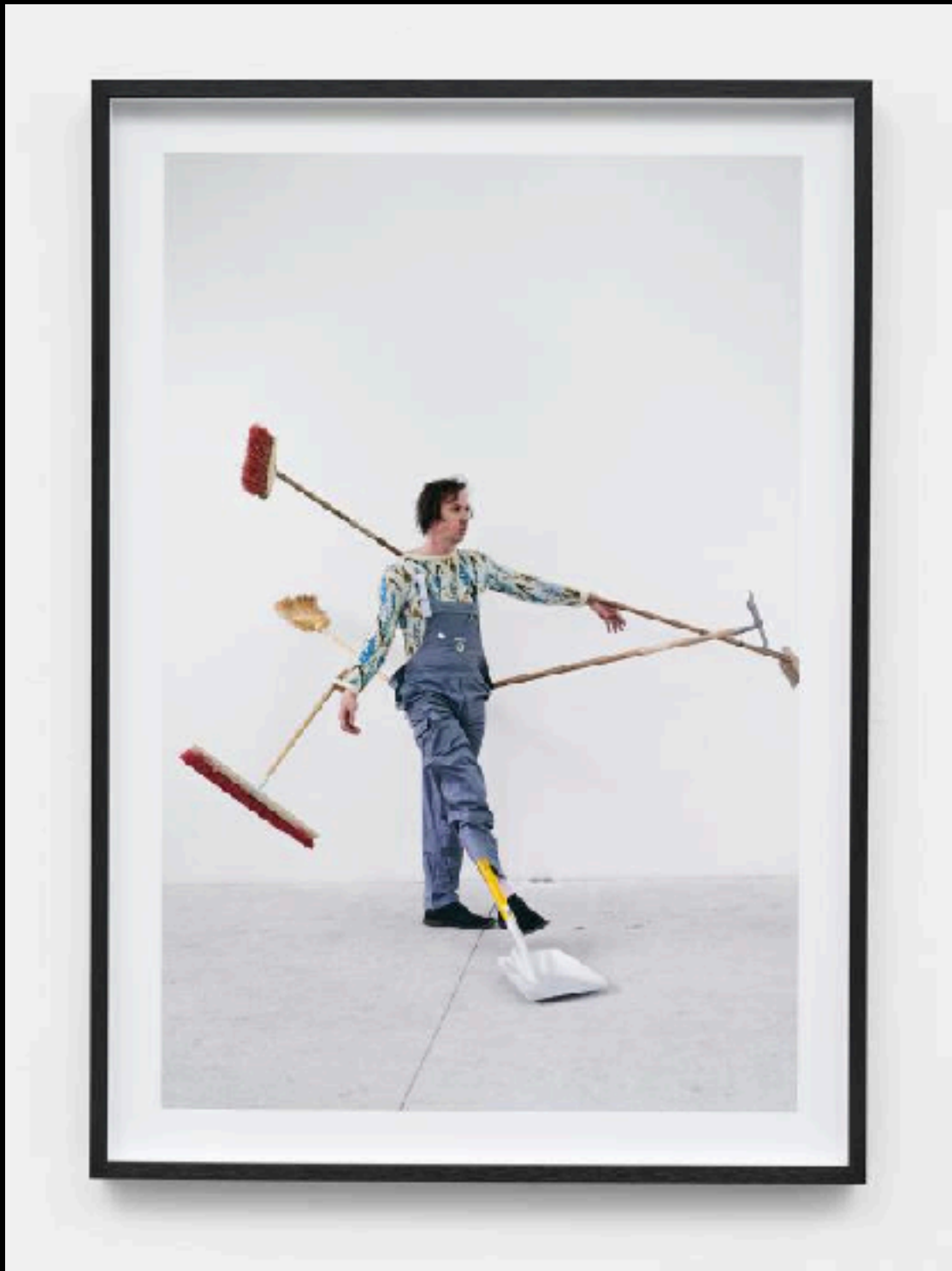
ERWIN WURM, One Minute Sculptures, 1997.

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

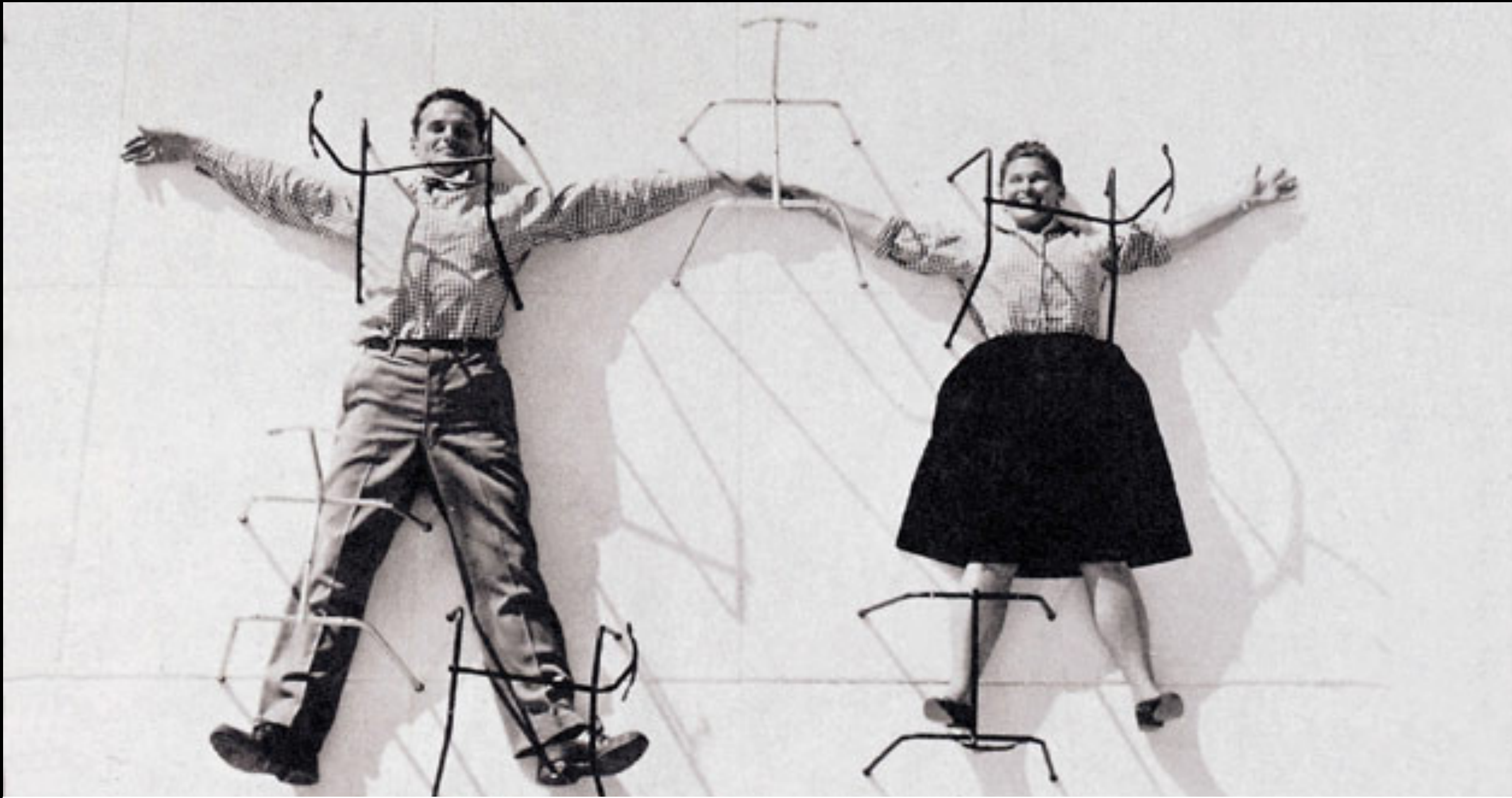


CONCEPT

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 THE ENVIRONMENT?



Doris Salcedo, Istanbul Biennale, 2003.

SKETCHING

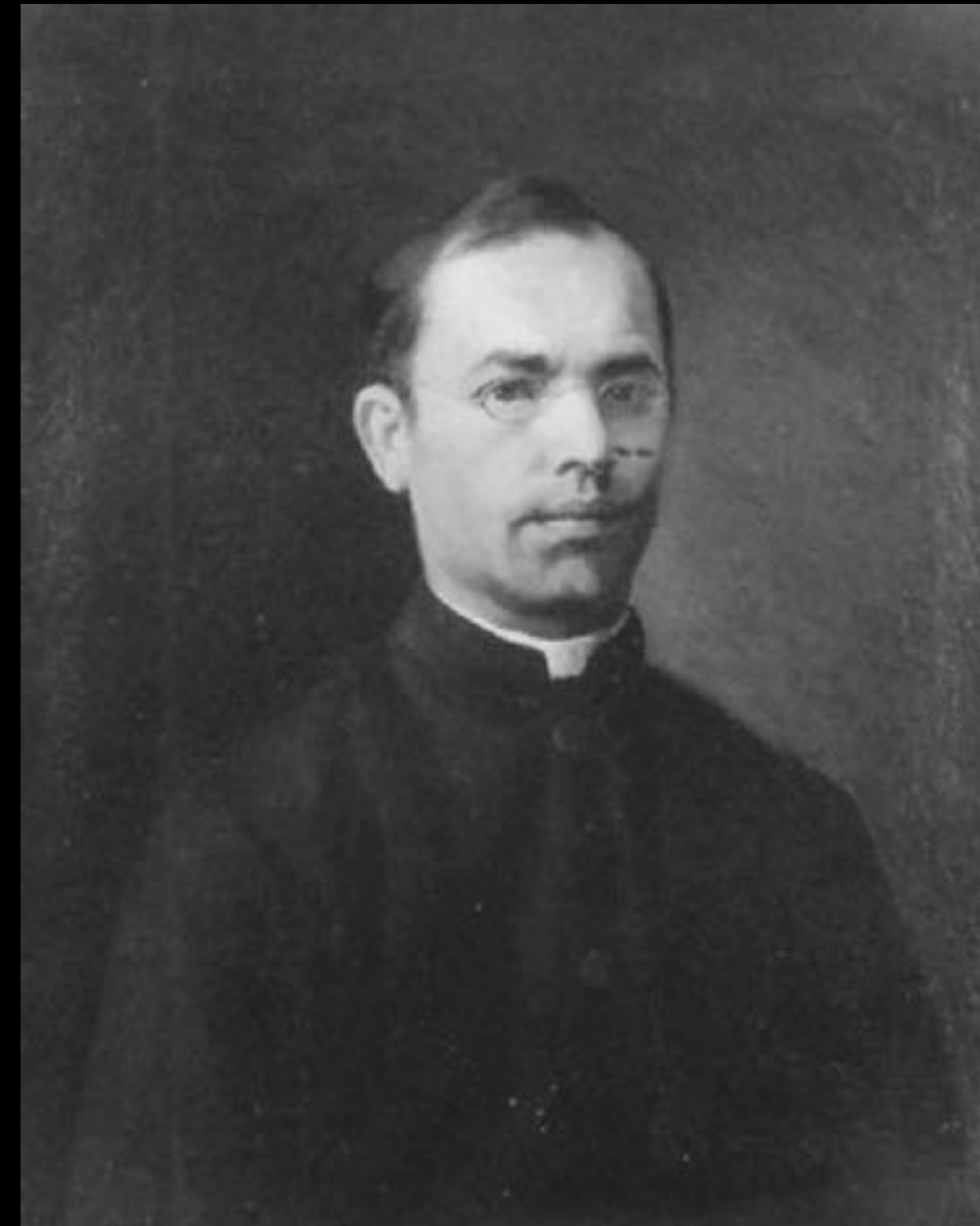
STRATEGIES OF MISUSE

Concept

Relating two objects that are usually not combined



+



=



Concept

Relating an object and an action that are usually not combined



+ Sketching =



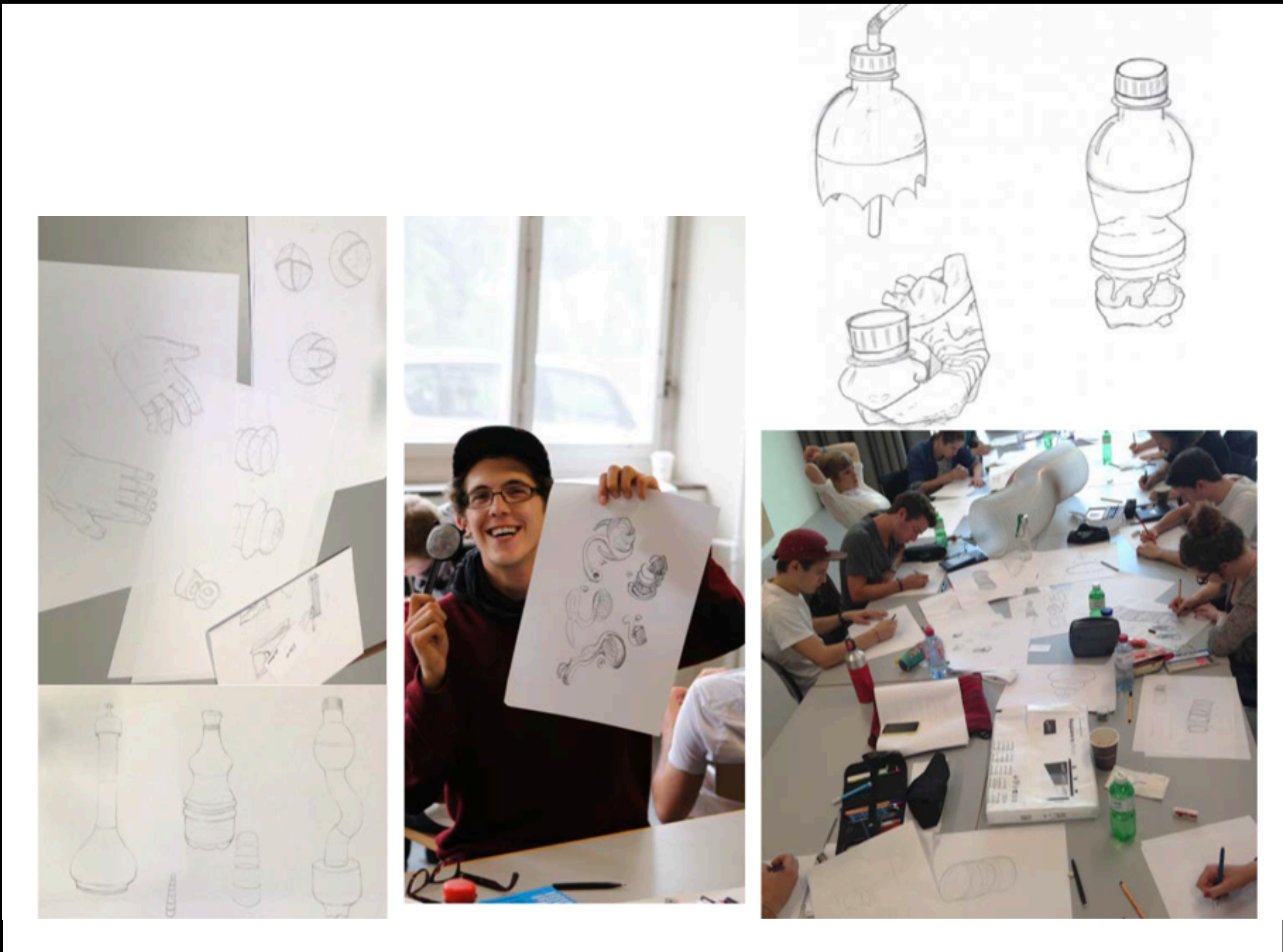
Concept

ONE MINUTE SCULPTURES - Erwin Wurm



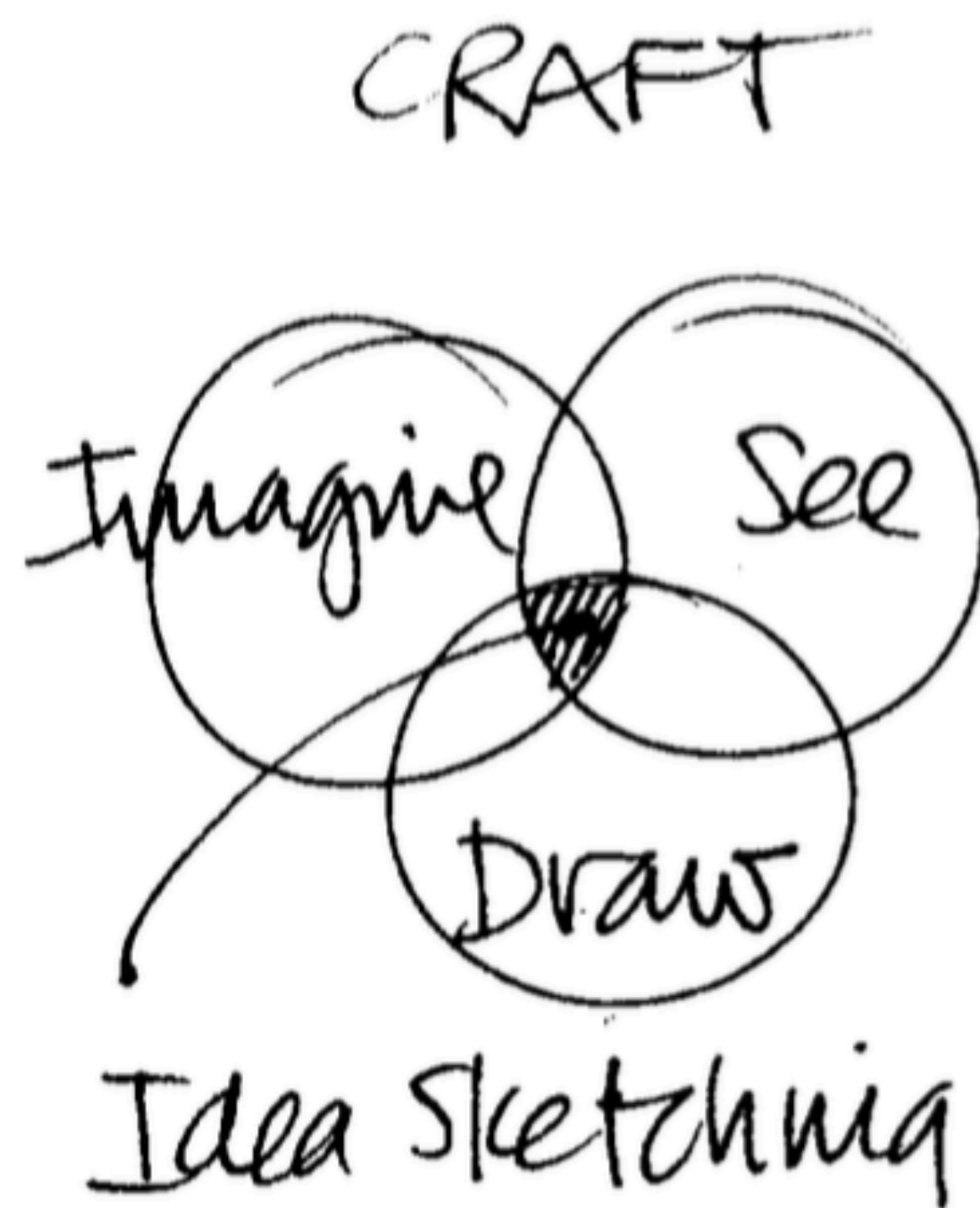
Concept

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

Draw a User Manual of the Misused Object

Exercise IV

STORYBOARD OF THE MISUSED OBJECT

Misused Object

Thank you!

Contact

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