

inspirare



BACHELOR PROJECT

//

Hanna Andersson
Magdalena Bing



LUND
UNIVERSITY

INSPIRARE

Hanna Andersson and Magdalena Bing

Degree Project for Bachelor of Fine Arts in Design, Main
Field of Study Industrial Design, from Lund University,
School of Industrial Design

Department of Design Sciences

Examiner: Professor Claus-Christian Eckhardt

Supervisors: Lecturer Anna Persson, Professor Jasjit Singh,
Senior Lecturer Charlotte Sjödel, Professor Claus-Christian
Eckhardt

© Inspirare project 2017, Print year 2019

ISRN: LUT-DVIDE/ EX--17/50378-SE

ABSTRACT

This documentation follows the process of our Bachelor Project in Industrial Design. The theme of the project is inspiration and what it means to be inspired, and resulted in a collection of three designs.

The ideation and design process is based on three current topics, chosen by us as our sources of inspiration. Our aim was to highlight the process between being inspired to having a finished product, how inspiration can be generated, and the hard work required to make something out of it. The goal was also to create something beautiful out of a problematic subject, by approaching the subjects in a more positive manner.

the content

THE BEGINNING	1
RESEARCH	3
-Pinterest	5
-Inspirare	7
BRIEF	10
MUSES VS ISSUES	11
THE THREE TOPICS	13
-Politics	15
-Social media	17
-Environment	18
SKETCHES + IDEAS	19
- From topics to products	25
THE PRODUCTS	29
THE PROCESS	
-The Pouf	33
-The spinning top	45
-The graphic print	51
FINAL RESULT	53
CONCLUSION	73

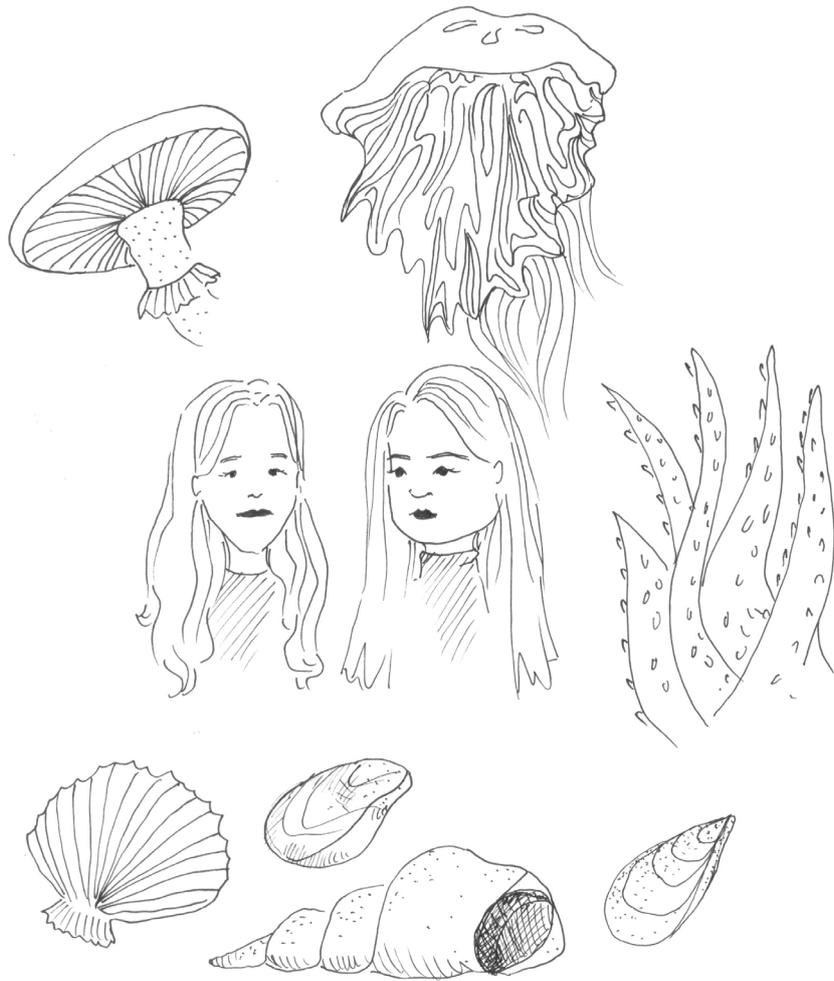
THE BEGINNING

It was the summer of 2016 and the weather was as unpredictable as our working hours.

With a cold beer in hand, we sat down at our favourite bar and started talking about maybe doing the Bachelor project together.

We had one simple vision: to do something fun. Half a year later it was time to put it all into motion. The problem was – we still wasn't quite sure about what we wanted to do. We started to look at different structures in nature, especially those of the rocky seafronts, ocean floors and environments we both know from our home towns on the west coast of Sweden.

We discussed material, shapes, structures and objects, always while looking at pinterest and google for inspiration.



RESEARCH



We began with discussing our previous projects we had done separately, and how we might try to do something different with our Bachelor. The topic of inspiration and the website Pinterest came up, as it has played a huge role in our previous work. Pinterest is both a blessing and a curse, as it allows you browse through millions of crafty ideas and fancy design, yet always becomes more of a burden rather than motivation. Spending time on the internet looking for inspiration also sometimes resulted in a design project which is just a mash up of various objects you've seen online. This is where our project started off - with a Pinterest ban. We decided to stay away from the website during the whole time of our Bachelor Project.

P I N T E R E S T B A N



We discussed the usual patterns of our previous design projects, and the sources we relied on when trying to be inspired.

Pinterest is an absolutely fabulous website. Not only does it offer unlimited sources of inspiration, but it also links it directly to its original source. Since the beginning of our education, teachers as well as students have praised the database for its variety and function, and it has become a staple in our design process.

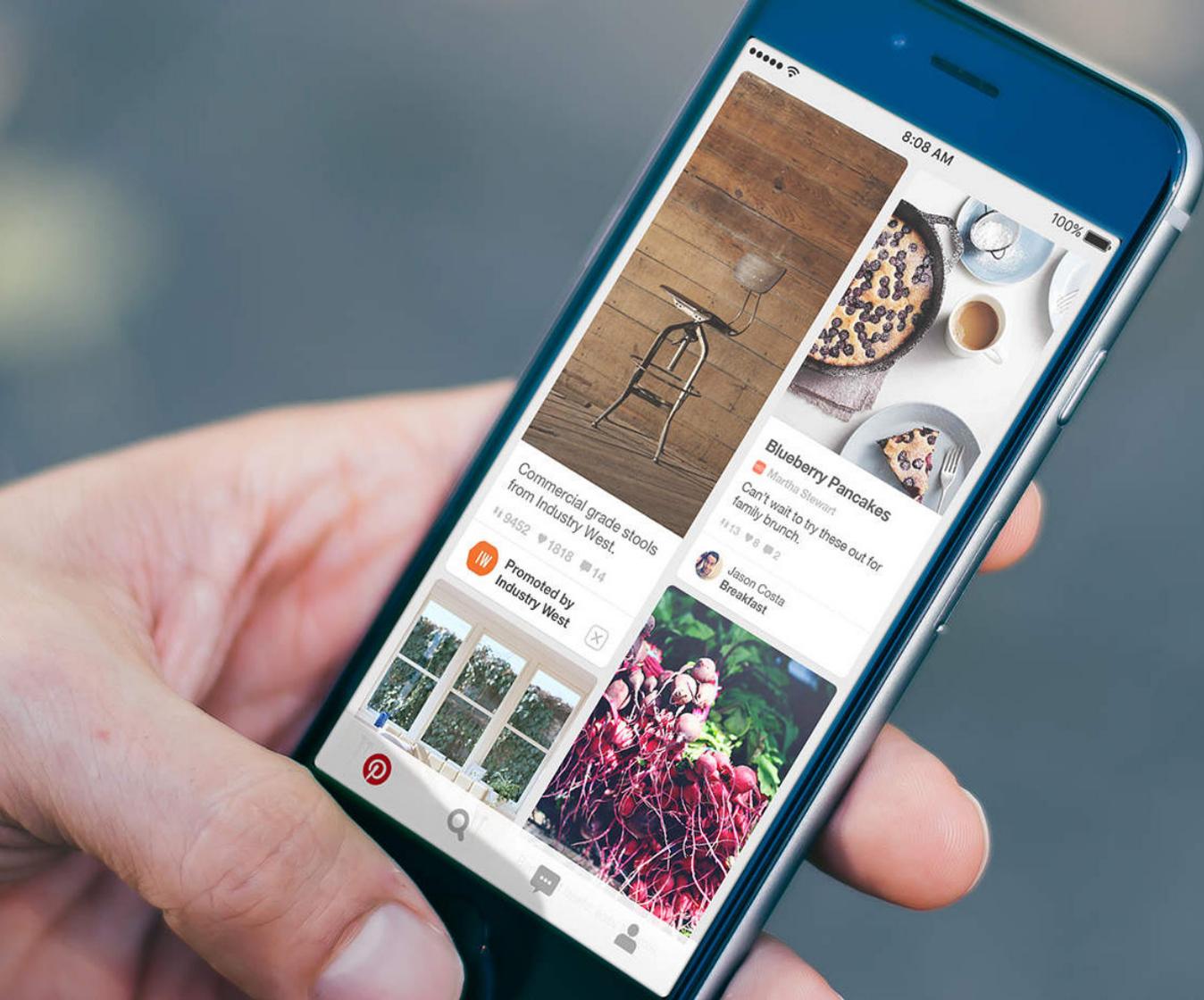
Can there ever be too much of a good thing? We analysed the way we were inspired by the many pictures of design objects on Pinterest. Looking back at our projects, we saw how the results have been a mix-and-match of several pictures and objects we've saved on the website.

Pinterest is also deceiving, as it relies on the users most common pins, and therefore offers less variety than one might expect. Were we actually being held back by the amount of pictures shown to us?

Was Pinterest creating a new kind of eclecticism, making us design a hot mess of other people's design?

In the true spirit of experimenting, we decided to challenge ourselves by giving us a Pinterest ban. Instead we would use the real life Pinterest-like places such as second hand shops, thrift stores and flea markets.

Hopefully this ban would also save us time, as we would be forced to sketch, build mock-ups and brainstorm whenever inspiration fell flat. Whatever the result, the experiment would be a way for us to see if our own capabilities would be enough to come up with a design, with little to no similarities to other products.



After giving ourselves a pinterest ban, we were forced to come up with a broad enough inspiration source to give us enough material to work with. With the idea of a collection of products, the challenge became to avoid narrowing down the brief. Having an open and broad topic is key, as it allows you to really brainstorm around it, without finding ourselves stuck in one idea. The result of that was immediate; Where do we find inspiration on our own? Inspiration became the main theme of the project. Then came the question; where can we find it?

I N S P I R A R E

Inspiration – a stimuli which starts mental activity.

The word inspiration comes from the Latin word *Inspirare*, meaning “to breathe into”. This refers to an unconscious burst of creativity. The Greeks believed that inspiration came from muses or gods, and the word has been used by Christians to describe a message/impulse sent from God.

Never before has there been a generation of people, who have access to as much information as we have, today. Possible sources of inspiration is everywhere, available at any time, but just like can feel impossible to pick out an outfit, when your wardrobe is cluttered with too many clothes, an abundance of information can stand in the way, of getting inspired.

Most designers know inspiration can be a bit of a hassle. It hits you in the most inconvenient of situations, rather than when you need it the most. We spend many hours waiting for a strike of lightning, hoping to get that million dollar idea that will change your life.

At the same time, we constantly try to look for inspiration. Sites like Pinterest or Tumblr offers you a database filled of it, with wholesome little do-it-yourself-ideas like making your own friendship bracelets or putting a candle in a mason jar. You'd think you would never run short of inspiration, as it is everywhere, available at all time. Surely, Da Vinci or Picasso didn't have this problem? They probably didn't have to create 25 pinterest folders before finding the motivation do create something. Well, probably not. We want to see a beautiful scenery in nature and not being able to help the urge to recreate it.

When we put a bottle of wine next to a bowl of fruit, we expect to immediately want to grab a pencil and draw that bad boy like it was one of our French girls. However, inspiration might not work that way. Sometimes inspiration might come from starting a project, even though at first, you don't feel inspired at all. What if we could just pick out whatever subject we wanted, how boring it might seem, and just start to work on it. Would lightning strike? Would it in fact, strike twice?

God no longer plays a big role in our Swedish society, and people no longer rely on a higher power to send an impulse of creativity. Still, we treat inspiration as something that comes out of the blue. We wait for it, rather than generating it ourselves. You can't force creativity, but can you invite it?

We want to challenge inspiration. We want to know; can you force it? Can we get inspired in any different way?

The topic came to us at a group meeting with our mentors, when one of them mentioned how the idea of a collection based on inspiration, reminded him of millennials. This immediately inspired us, and silly ideas starting popping up in our heads. What if we made three objects inspired by people? Could it be about three significant events in the life of millennials? The more we discussed, the darker the topic became.

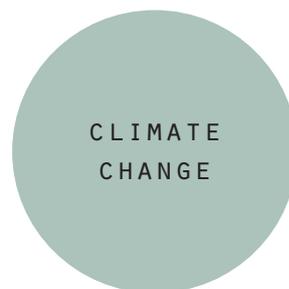
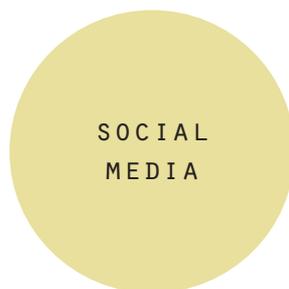
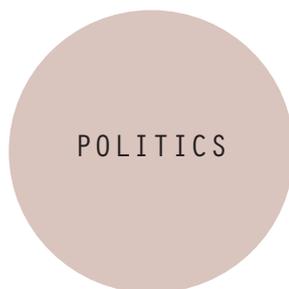
Millennials are by no means the first generation to know pain. There are many generations before who have lived through war, repression, dictators and social injustice. Millennials are, however, a unique generation in the sense of the amount of information available to us.

Unlimited information also cause for a fair amount of suffering. Unconvenient truths about our planet, our society and the people ruling it makes us feel as if we're living in a time where nothing seems to be going the way it should.

It seemed as if these three very obvious and broad subjects, would be a great place to start, as they tell a story of the times and the reality that millennials are living today.

Politics, social media and climate change are burdens which all weigh heavily on our shoulders, and burden us, rather than inspire us.

The question was, how do we approach these very sad, yet relevant topics? Do we try to solve them, designing products which might have a political standpoint, or an environmentally friendly coffee mug? Inspiration can be taken from so many aspects of a subject, and we had to decide on very few, or the collection could become somewhat of a hot mess.



B R I E F

To create a collection of products, each inspired by its own topic. The focus will be the process of going from inspiration to finished product, and on how we can be inspired by subjects, both visually as well as metaphorically.

MUSES VS ISSUES

We presented several approaches to the three themes for our class mates and friends, trying to see what kind of reaction we would get from the different takes on the topics. The one which people seemed the most excited about was definitely the approach where we wouldn't necessarily criticize or solve any of the issues, but rather accept them and take inspiration from them without any criticism.

As one can imagine, there is no way to approach these issues without a healthy amount of criticism, however we could treat them as muses, rather than issues. We decided to be inspired by the visuals and aesthetics of the three topics, rather than their political aspects.

HOW FUN WOULD IT BE TO TREAT
POLITICS, SOCIAL MEDIA AND
THE ENVIRONMENT THIS WAY, BY
DOING SOMETHING BEAUTIFUL OUT
OF A PROBLEM?



THE THREE TOPICS

This far along on our journey, the main inspiration had started with millennials, and the issues by which this generation is faced with.

While already very inspired by the three topics at hand, we knew we would have to slim it down in order to get a more specific source of inspiration. All three topics got us talking, and many discussions, mind maps and hand drawn mood boards (remember, no Pinterest) had us feeling pretty torn up after a while.

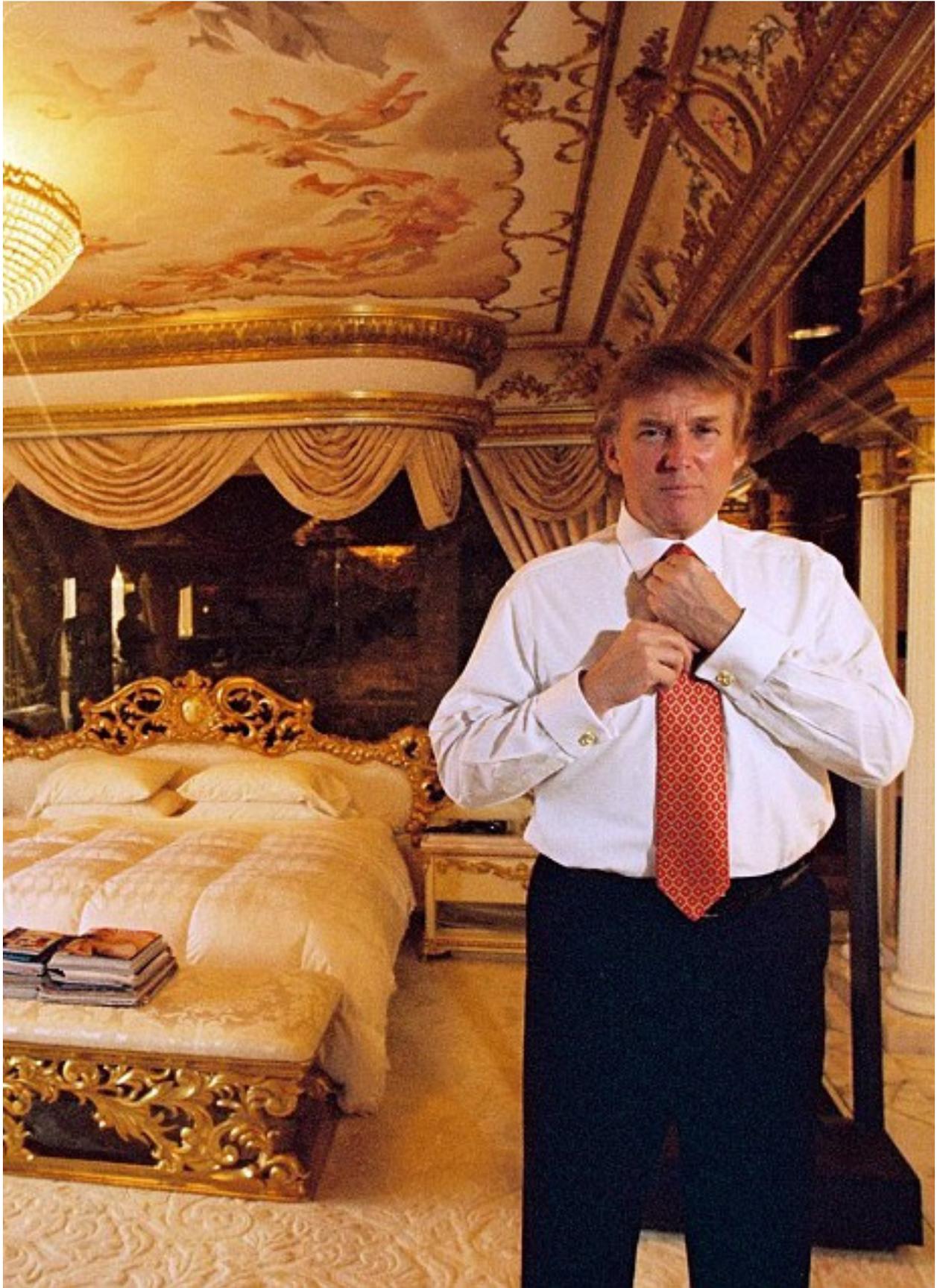
If we were to be inspired by the struggles faced by millennials, it felt important to keep the topics current - as well as relevant, for them especially. We had long conversations with fellow students and friends, but kept these talks more organic, and tried to collect some kind of data. The three topics which emerged out of these conversations as well as our own brainstorming are the three presented.



POLITICS // TRUMP

When we started our inspiration process Mr. Donald Trump had just gotten into office at the White House, and it seemed almost impossible to avoid the man. He was everywhere, all the time. When taking a closer look at the controversial president, it made more and more sense to use him as a source of inspiration. Not only does he himself, objectify women daily, but he also loves furnishing, décor and status objects, and frequently uses products for personal marketing.

Trump has his own perfume, not very ironically called success, and a Manhattan penthouse which looks like if the Versailles and a Hilton Hotel lobby had a really messed up love baby. Needless to say, he loves kitsch. And luckily, so do we!





SOCIAL MEDIA // SNAPCHAT

Today there are plenty of so called social media platforms. Instagram and Facebook has become natural additions in our daily life, and many more like them occupy our time and cell phone memory space. One platform which stands out regarding the social aspect is the cell phone application Snapchat. Introduced in 2011, the app allows the user to send a picture to a friend, who will be able to look at the picture for only ten seconds or less. Snapchat must have brought something unique and enjoyable, seeing that the app had over 156 million users at the end of 2016.

The function of Snapchat is a perfect representation of the fleeting moment of satisfaction that is social media. The user shares a brief moment in time, were taking a picture of that particular moment was more important than actually living it. The moment again becomes fleeting, when the person who receives the picture can enjoy it for only a few seconds.



ENVIRONMENT // OCEANS

As for the environmental side of things, millennials are indeed very familiar with this topic. One could compare the millennials relationship with the environment, to that of an old, distant relative. Do you care? Sure! Do we bother? Sometimes? Do we want to? Not really? We especially don't want to hang out with environment in a sad apartment that smells like cats and eat candy that looks like it's been lying there for a decade.

I guess you could say it's complicated. So complicated that we couldn't wait to simplify this global issue into something really pretty. When talking about the environment, we just couldn't let go of the rocky sea front of our home, the west coast. Soaring sea gulls, red boat houses and water, clear as day. Then we discussed the east coast. Over fertilization, gooey beaches and dead fish. Once again, the treatment of our own oceans had us feeling down. The discussion of the Baltic Sea and its tragic condition has been a hot topic for year, and no millennial has missed out on it. It seemed the most relevant issue to take on, especially since the sea is now on the verge of its breaking point.

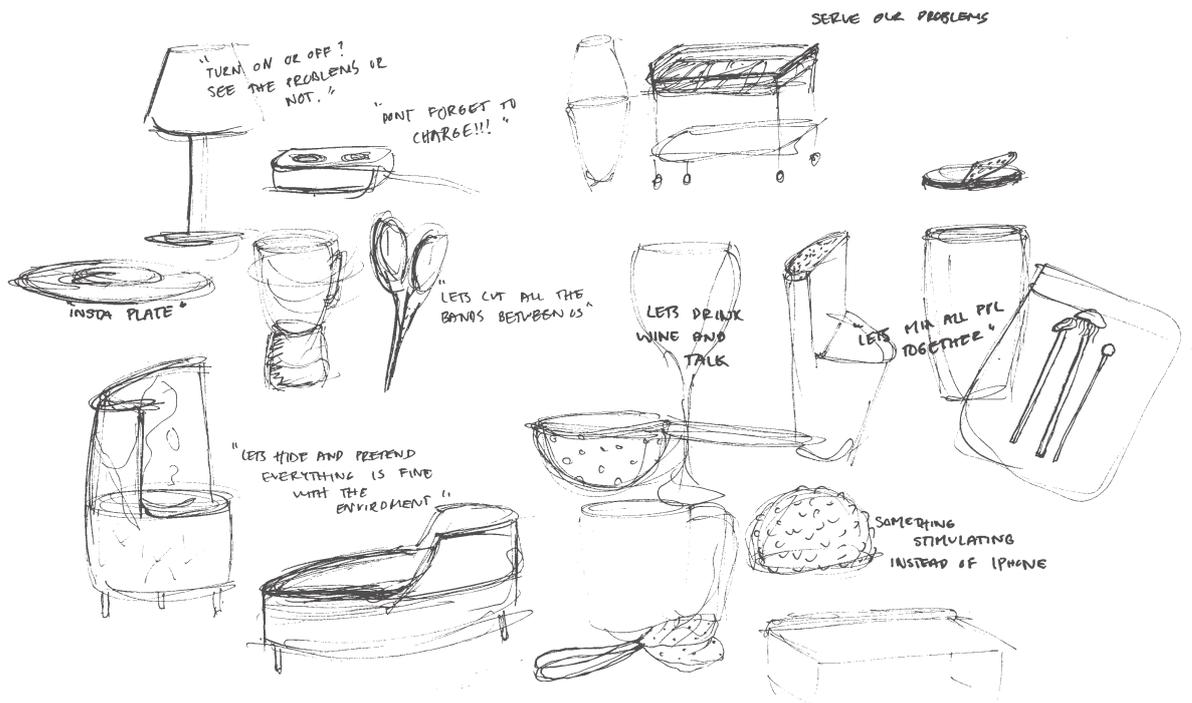
SKETCHES + IDEAS

The three topics were now going to be translated into objects. The process of making an object inspired by a topic or person can be so vague, varied and plain nonsensical that we simply had to limit ourselves to certain aspects to be inspired by. So, firstly, we had to decide what those aspects would be.

It started with the idea of the issue, and whether our products were to be the solution of those issues.

Could the issue of social media be solved with a wine glass, for example? Could a blender or drink shaker represent the solution to the dividing politics of Donald Trump? Or perhaps a tea filter, to mirror the pollution of the Baltic Sea? However, since we had already established that the topics were to be muses, rather than issues, that idea did not make sense.

Another approach would be to, rather than solve the issues, present them as they truly are. A scissor for Trump, so that he could cut all the bands between people. Or an extension cord for your phone, or a disposable plastic bag? These would be solutions in their own way, while accepting reality as it is. Going with the flow, rather than trying to improve on it.



THE SOLUTION

- Social media - wine glass
- Politics/trump – drink shaker
- Enviroment – cafare, teafilter

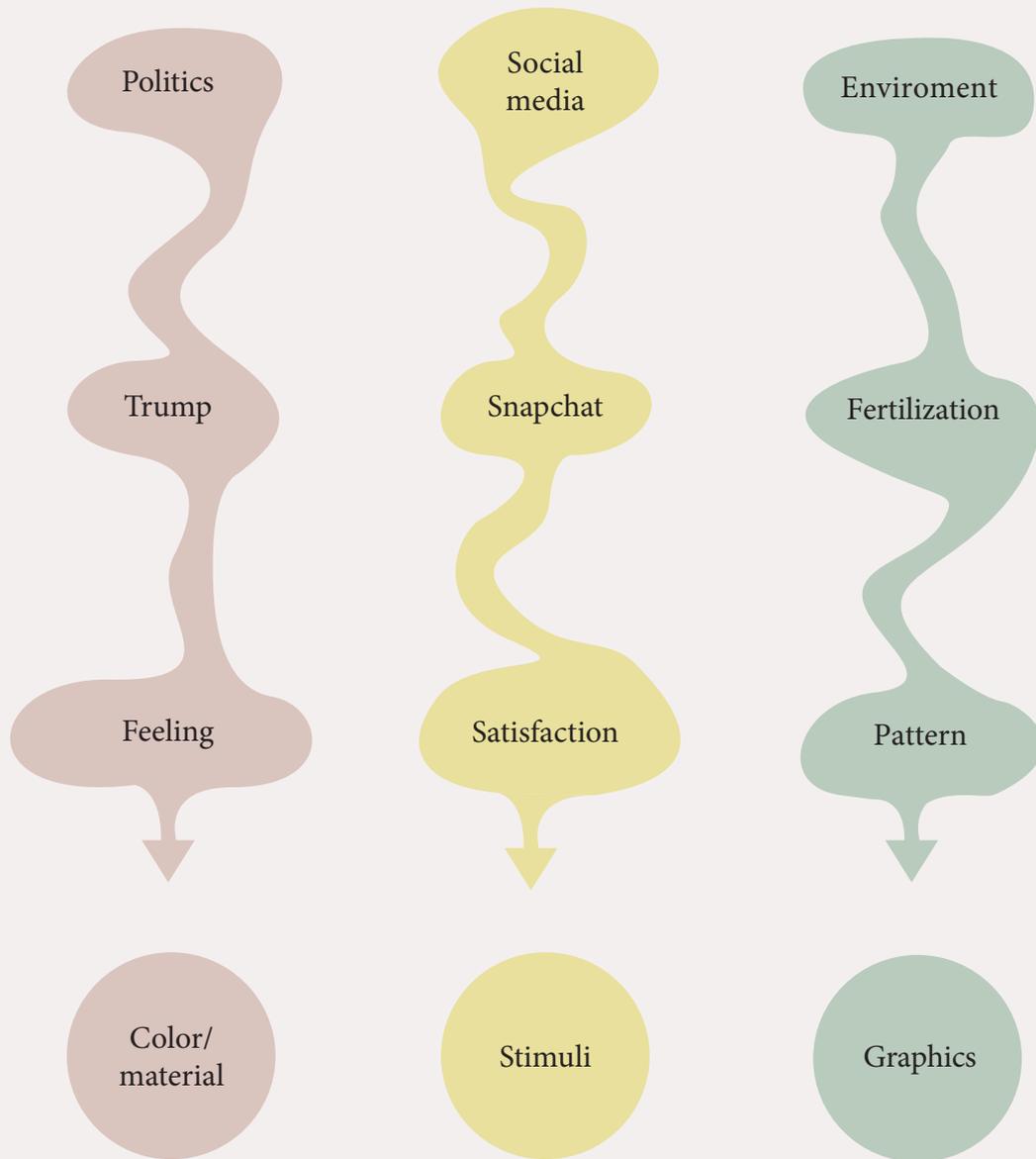
REALITY

- Social media - extension cord/powerbank
- Politics/trump – scissor
- Enviroment– disposable glass with pattern of overfertilization

SKETCHES

Because of our pinterest ban we sketched a lot and very fast, just to imagine a lot of different products. When discussing our sketches and ideas, we agreed that the approach where we accepted reality as it is, was more interesting to us than solving a problem. That way we could be inspired in way which is difficult when trying to solve the issues, and maybe end up with a more creative result.

TOPIC DISTALLATION



So we accepted reality and discussed about our three topics and what we felt about them, just to make the topics more clear for us to work with. We were thinking about what they are, how they look, how they make us feel and what they mean to us. Discussed and trying to see everything from another point of view, what can we do with this information?

When going deep into facts and thoughts about a very specific topic you eventually notice even more things.

All google pictures of Trump made discussions about his different lines and details in his face. We noticed the different skin colors he had when comparing pictures, his structure of his yellow hair and how it would feel to touch his face and hair. We wrote some words out of the thoughts, feeling, color, materials, structures, forms.

We continue to discuss social media and the what it gives us when using Snapchat for sending and receiving pictures for 3 sec and then never be able to see them again. What is that? Why are people doing that? Why do we want to show people what we're doing and how do we get affected? It becomes a satisfaction and stimuli for us which is so obvious but we need to do it even if it makes us stressed.

Ocean fertilization is both beautiful and horrible. Just search for it and you will see! We're talking about the forms it leaves in the water and the colors that merge together. It makes a living pattern and we started thinking of different kinds of graphics.

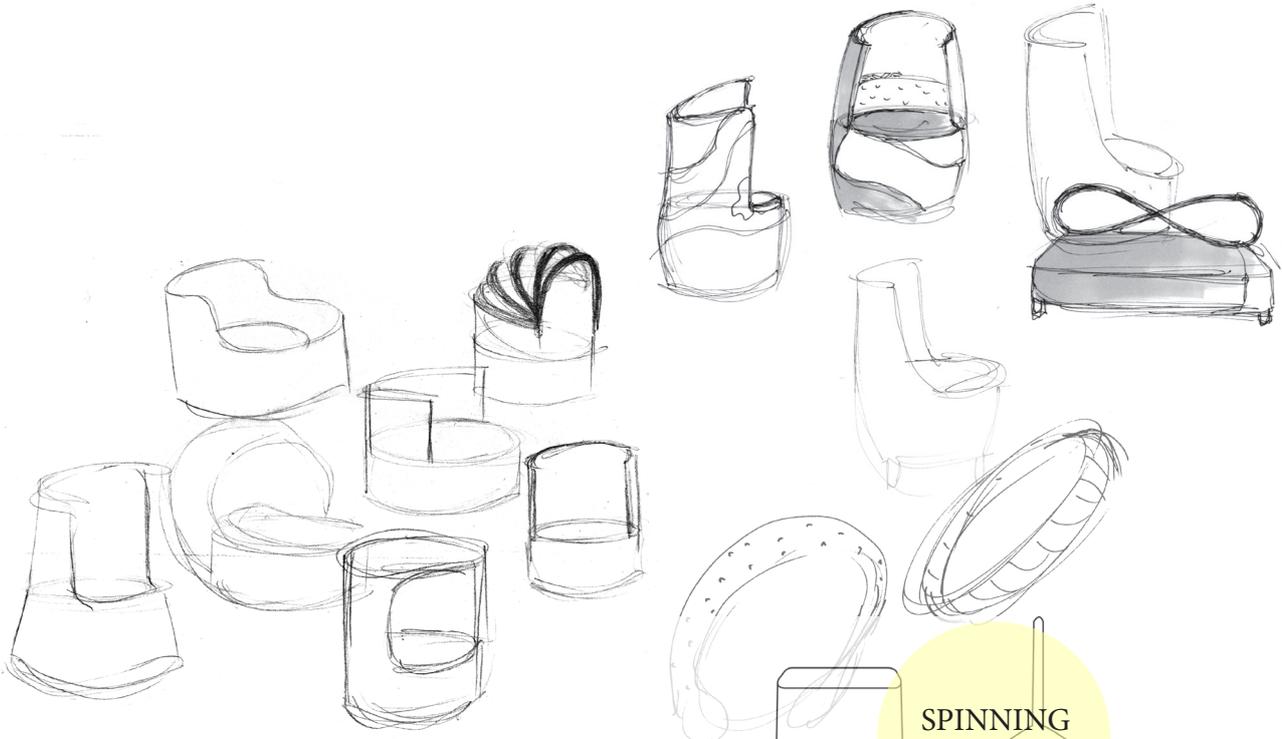
FROM
TOPICS

TO
PRODUCTS

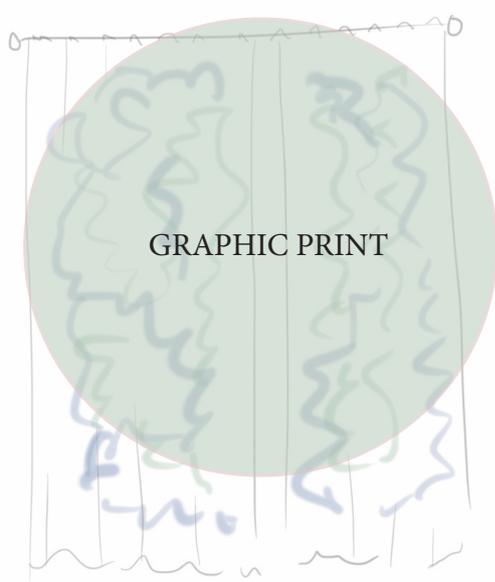


So when decided to use the reality and work with the words we got out of the topics we started thinking about how to turn these thoughts into products. We loved the thing to make for example a scissor so Trump could cut all bands between us or make something that could split people up better.

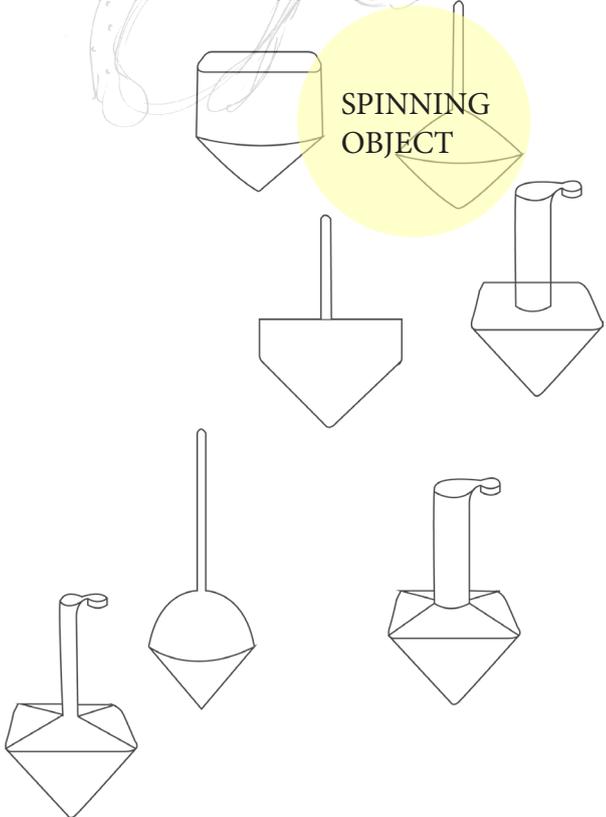
We thought of combining all three subjects into one bigger product and sketch a lot on different things. One thought was to make an armchair or sofa where you could hide from all environmental changes, it could stimulate you in some way and could be in Mr Trumps face colors. But it felt messy and the thought of doing a armchair wasnt what the subjects really took us, it was more what we thought could be fun to make. We continued sketching on three products instead.



SPINNING
OBJECT



GRAPHIC PRINT

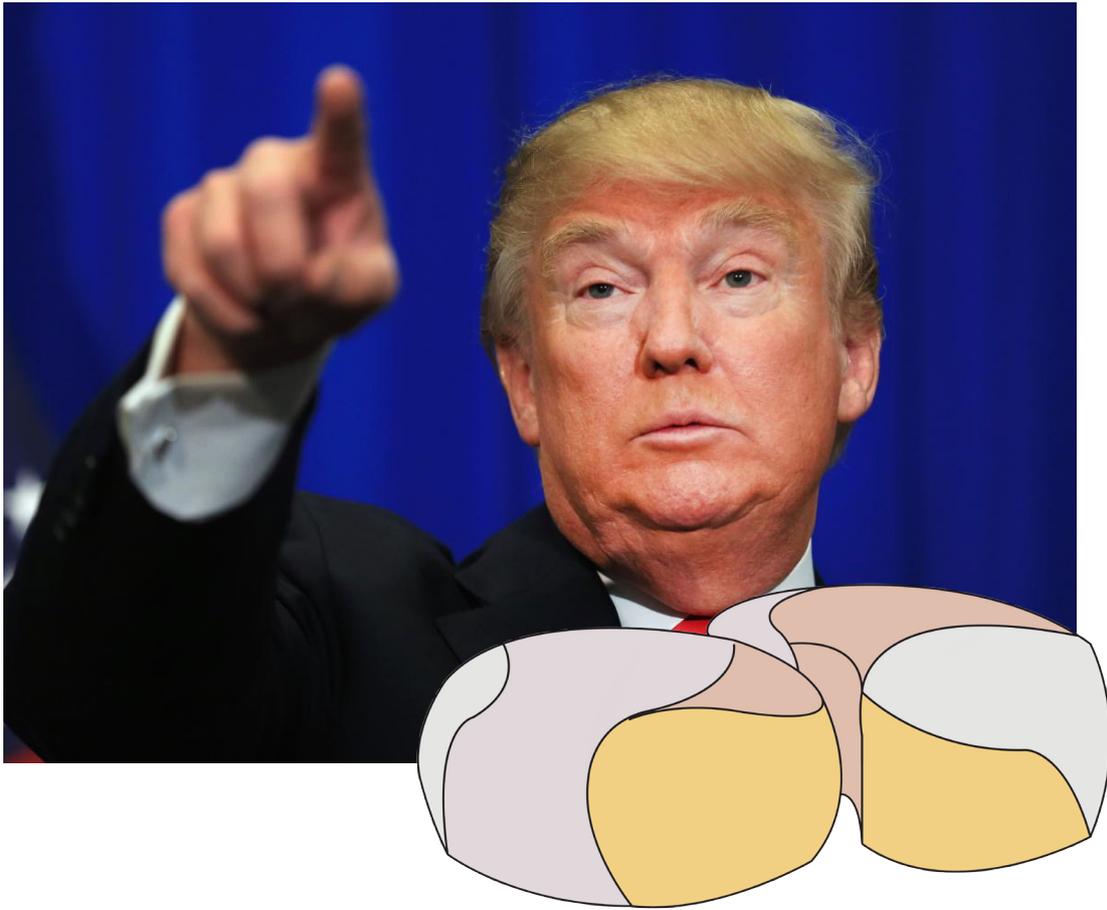


In this moment we worked like you do when drinking a lot of alcohol, every other a glass of water but instead of water we were looking at trumps face. So sketch - trumps face, sketch - trumps face etc etc. His face reminded us of fabric and soft material which made us think of other furnitures, like stools and poufs which we felt was more in right direction.

The word stimuli out of social media made us think of hourglasses and jewellery which could have a stimuli function. We continued sketching and started thinking of children when playing with toys and how children behave and need stimuli. The old wooden spinning toy came up in our discussion and we got really exited when thinking of that and how mabye could connect it to snapchat and social media.

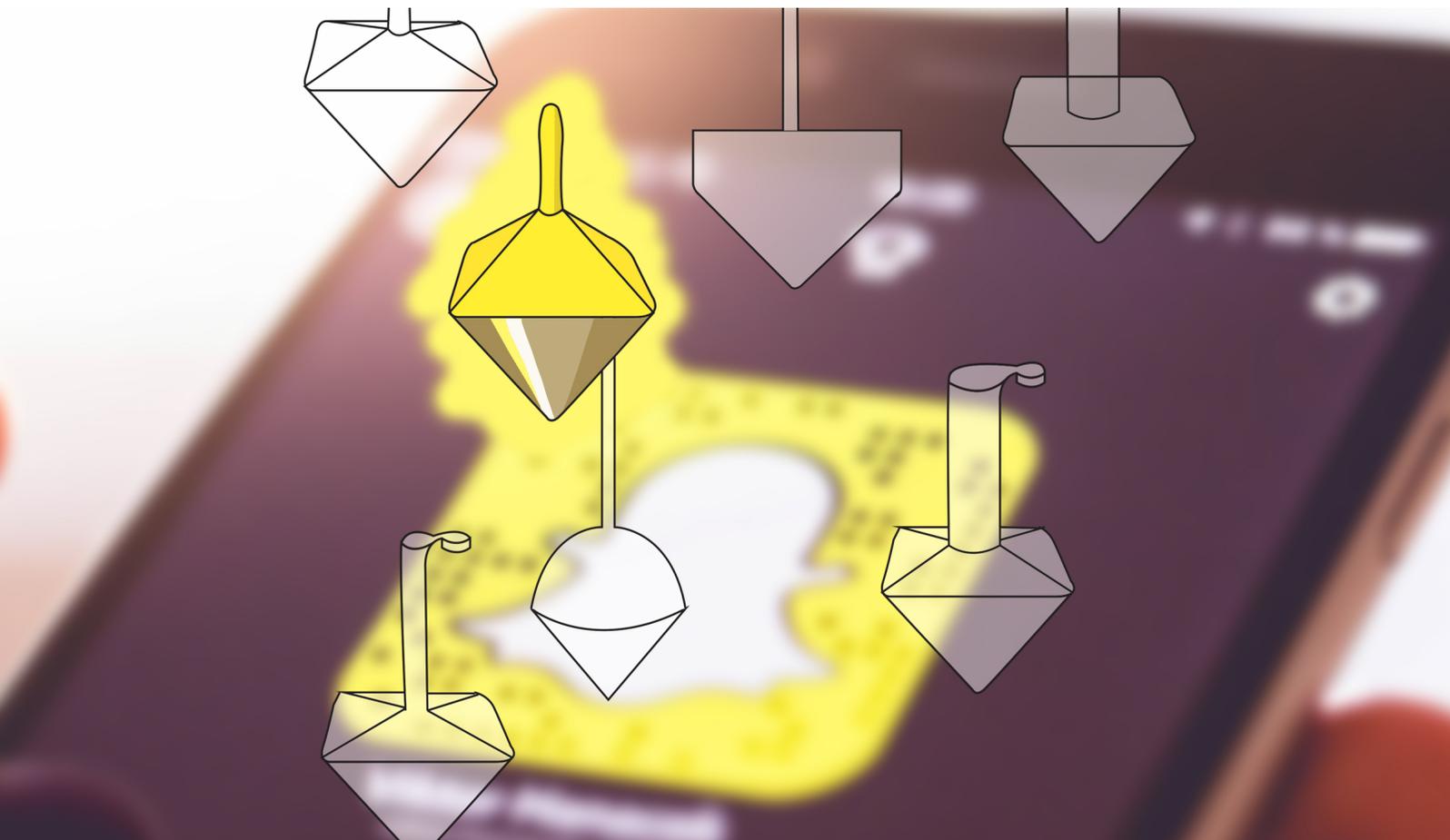
The ocean was pretty clear for us after we figured out the word pattern and graphics, we knew that we wanted to do something more graphic and thought of printing on fabric, doing a poster or just a beautiful but still tough pattern.

THE PRODUCTS



THE TRUMP POUF

When it became clear that Donald Trump was going to be the inspiration of one of the three products, it immediately raised the question of aesthetics. The focus on Trump is usually his money, his very shady business television programmes or, as of recently, his power. Above all these, are also the very peculiar things he says, ranging from sexist and childish to plain incomprehensible. This project will focus on none of these aspects of Donald, but rather take inspiration from his quite memorable exterior. Trump is in fact, a great source of visual inspiration. He has quite the colourful palette, varying from light beige, subtle pink and grey to strong hues of orange and red. There are things about Trump's opinions and politics which one cannot ignore. The pouf is built up by two smaller poufs, making it into one big love seat. When two people are sitting on the pouf, they can divide it into two poufs, one for each person. Needless to say; the pouf divides people. How this might relate to Trump is up to you (please don't sue us).



THE SPINNING GHOST

Many products came to mind when trying to capture the feeling of, not only the short lived satisfaction of social media, but also the moments we forget to cherish while trying to capture them.

The product chosen to represent this lack of carpe diem is a tractericoid, or so called spinning toy. The product spins for only a short period of time, while minutes go by, wasted and forgotten.

Spin the tractericoid and spend some time reflecting on what new profile pic you might upload before summer, or why not just take a couple of minutes to pretend your Leo DiCaprio in Inception.



THE GRAPHIC PRINT

Whereas social media and the satisfaction it brings lasts for only a moment, our planet is forever (unless, of course, we keep up our behaviour). And while social media maybe shouldn't take up too much of our time, the harsh reality of climate change certainly should. Yes, a Snapchat picture lasts only for ten seconds, but art is forever. That is why we've decided to take the sad, polluted mess that is the Baltic, and make it just that; art.

The Baltic Sea was the first thing we researched at the beginning of this project, and when we saw what over fertilization looks like, visually, we were hooked. One could not argue with the graphic aspects on the sea and its wavy pattern of water, pollution and overgrowth. Not only is it beautiful to look at, but it's something which can be used in the sense of being, as most art is, beautiful, while also reminding you why you shouldn't treat yourself to a plate of sushi, while a baby seal dies.

T H E P R O C E S S

// T H E P O U F

As much as we loved getting inspired visually by Trump, he also has a lot going on inside of him. Whatever that is, we don't want to know. However, we can imagine what Trump must feel like to the touch. Needless to say, we don't love thinking about that either. This was none the less, a very important aspect when trying to objectify the man. The Pouf must not only look like him, but feel like him. This would make the opportunity to sit on him so much more satisfying.



We discussed the feel of humans in general, especially those of older age. There was this fascination as a child with touching your grandmothers' arms and feeling the softness of the skin.

We looked at different material which could maybe imitate this type of texture, or at least remind you of it. Something which immediately came to mind was memory foam, the type used in pillows and mattresses. Since the pouf would be a recreation of Trumps face, the cheeks became especially important. Maybe memory foam could be like touching someones cheek, of even pushing two cheeks together. Memory foam did not feel like the ultimate material to use, but we did use it as inspiration.

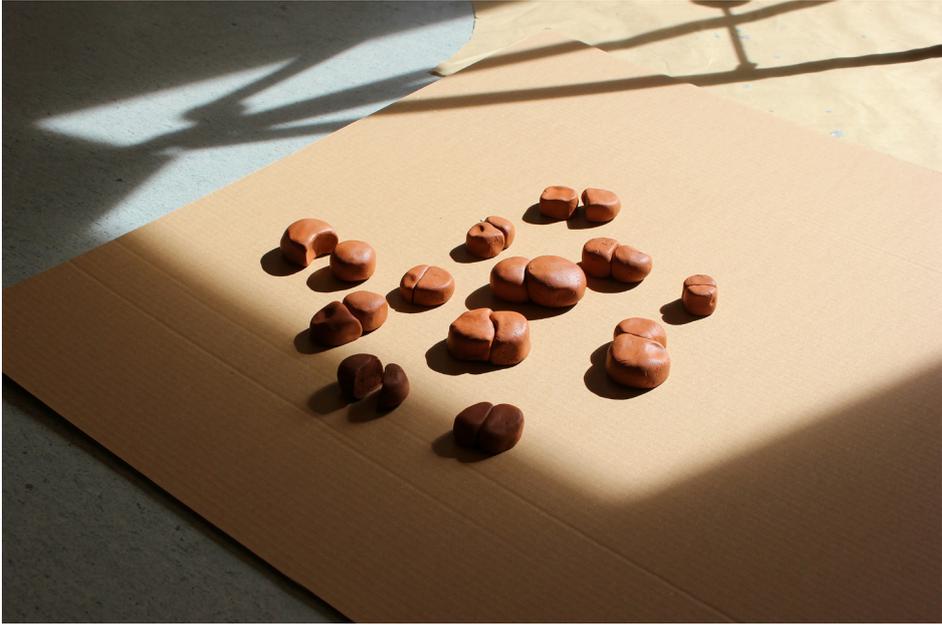
We started to experiment with material that might behave or feel similar to the memory foam, and one of those very available materials that we tried was baking flour.



Baking flour has many advantages. Not only is it available, but it is very inexpensive and all natural, not to mention produced in Sweden. When put in a plastic bag, the flour had the perfect texture and feeling we sought after.

However, when the bags were placed on the pouf, it was too hard. The Trump pouf has to be soft. We experimented with various materials and ended up with cotton, as it gave the fluffiest pouf experience.





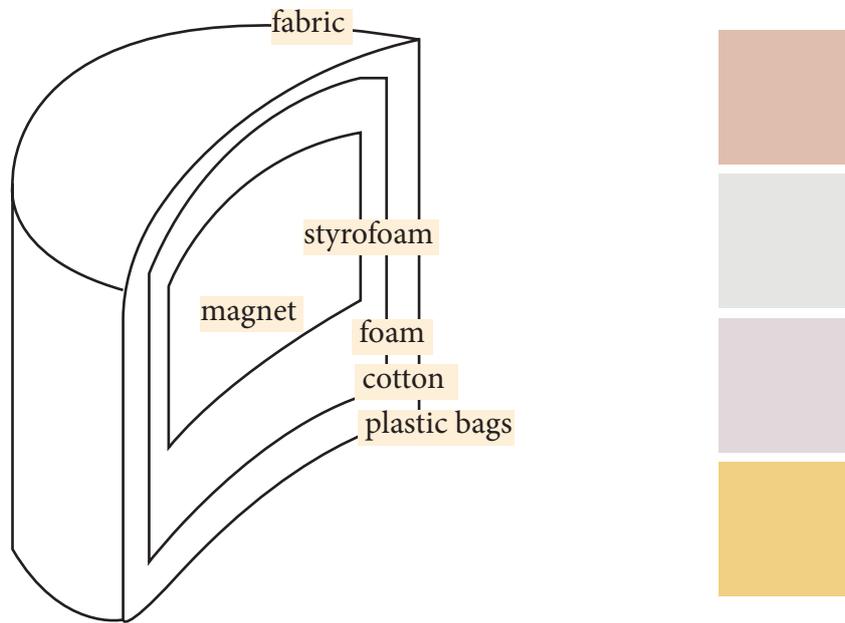
Form explorations in clay.



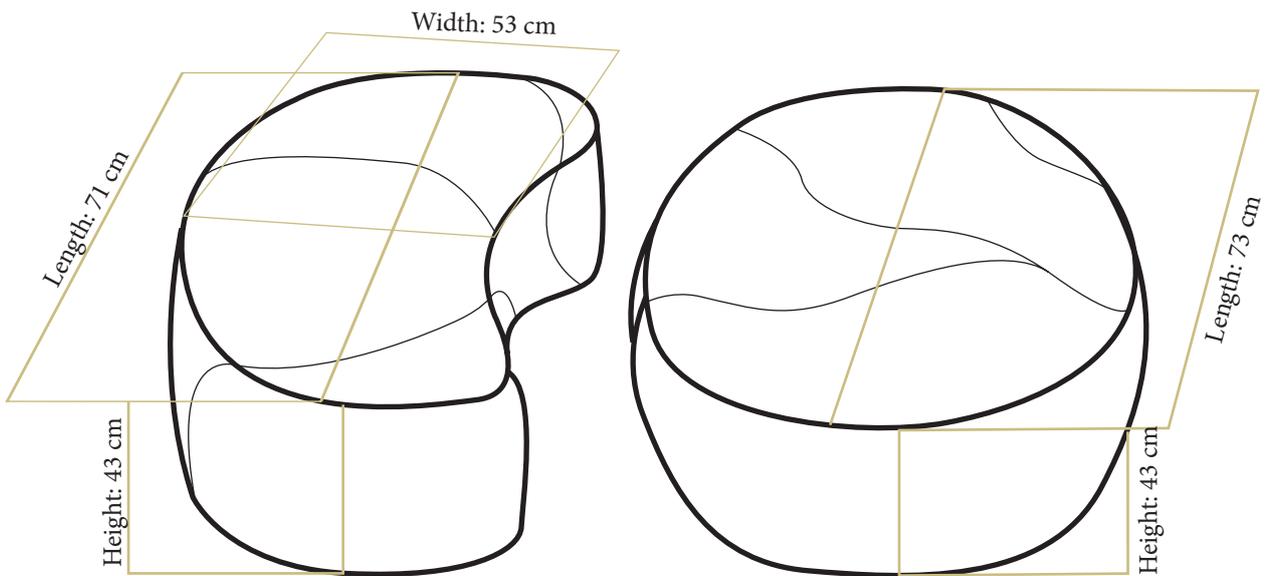
A small form exploration in clay to play with different shapes (and no we didnt bake anything even though they look like pralines). The two parts of the pouf should have a feeling that they merge together, like two, big Trump-colored cells.

We wanted an organic round shape because of the inspiration from his face and round cheeks.

All the pouf-parts:



Size matters.



C O N S T R U C T I O N

One of the perks of having a pouf, rather than a chair or a sofa, is that it's very portable. Because of the pouf being made of two parts, and therefore meant to be moved, we had to try to keep it as lightweight as possible. This is why we decided to build the core of the pouf in Styrofoam. Styrofoam is very lightweight and easy to shape, while also giving the pouf enough stability. We used solid Styrofoam to shape the two parts of the pouf, and then covered the poufs in rubber foam. The rubber foam is used for softening the pouf and the edges, while also adding to the soft, memory-foam like feeling.



THE MAKING

When working on the pouf we wanted to focus on two things. Firstly, the outside. The overall visual look of the pouf had to be mainly inspired by Mr. Trump himself. Texture, pattern and colour had to all be taken into consideration when designing the outer textile cover. When looking at Trump's face, it naturally fell into four categories; his natural skin and the colour and texture of it, his area around his eyes which had a very distinct shade of pink, the "made up" colour of his skin, which is especially present during campaigns and public appearances, and lastly, the yellow hair, which clearly comes from a bottle. These four elements of Trump's face became the foundation of which the pouf would be made up of, visually. The natural skin colour was the most interesting, as it was the hardest one to find pictures of. Only in very few pictures of Trump did we see the gloomy, leather-like skin of an old man. Most of the pictures of Trump show him with a warmer fake-tan, and this was an important aspect to include in the design, as it is the face of Trump people might be the most familiar with.

When looking for material to represent these four elements, we looked at two things: Colour and texture. The colours did not only have to be similar of those in Trumps actual face, but they had to go together and give the same kind of feeling as the one found in Trump. Also, it had to look really nice.

The material of Trumps actual skin was the one which had to be compromised when it came to looking nice. We chose a warm grey, with pink undertones I a foe leather like material.

The pink area around his eyes is represented by a similar colour, with stronger undertones of pink, in a velvet like textile.

The “made up” face, the one we’re the most familiar with, is represented by another velvet textile in a strong, warm shade of pink.

Lastly, the hair, and also the more orange parts of his face and makeup, is represented by a foe suede in a warm yellow with orange and pink undertones.



The Pouf is built as a prototype, with other materials in mind for a final, more sophisticated mass production. The fabrics are true to what would be used in the mass produced product, while the stuffing differs slightly. As for the frame, the pouf would be in styrofoam, the same used in the prototype. This is mainly to keep the weight down. The outer stuffing would be viscoelastic foam, the material used in tempur mattresses. The flour is a more creative and artistic way to materialize the feel of trump, but not realistic in a mass production.

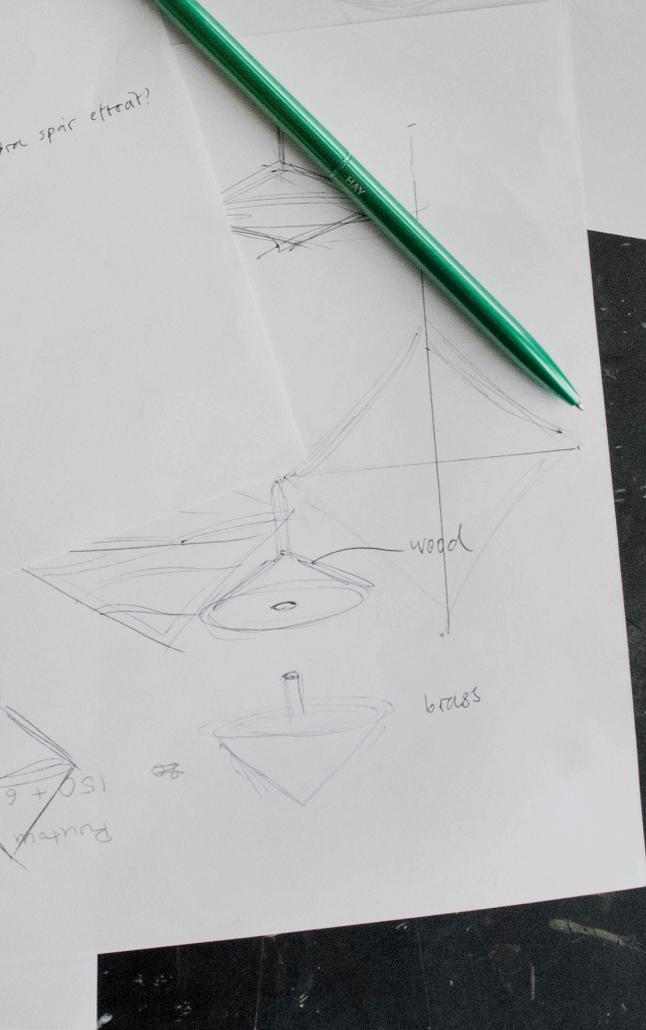






STRUCTURE C

are spär etroat?



wood

brass

Rutbu
150 + 6



M A T E R I A L

When translating all three topics into products, we focused both on the aesthetics, but also to visualise with function. The Snapchat spin top had to both look – and function – like Snapchat. This is represented in the function of a spin top, giving the user a quick yet fleeting moment of satisfaction, but the visual aspects had to represent the application just as much. The design of the spin top had to be intriguing, yet represent the enticing design of social media platforms. The strong colours, the simple graphic language and the user-friendly interface.



We decided to keep the bright yellow found on the Snapchat application. The colour has reached a kind of cultural status, and would probably be recognized by anyone under the age of 25. The little ghost on the icon is cute enough, but the yellow is what it's all about. The colour is too iconic to not keep, and probably plays a big part in why the application has become so successful.

The simple construction and design of the spin top is inspired by the curvy lines, smooth edges and user friendly feel of social media applications. It's chunky and round - heavy and solid. But it's also little and the colour is aggressive, rather than soothing.



Brass is called poor mans gold, and it's for a good reason. It's cheap, it's shiny and it looks like gold, sort of. Brass is the perfect representation of social media, as it looks and feels like something exclusive, when it is in fact – not. Social media is all about presenting your life in a certain way, writing a biography where you keep the good stuff in, and the bad stuff out. Brass is like a Snapchat or Instagram filter, trying to make the world look a little brighter, a little warmer or a little bit more luxurious. So what if the gold is not real? Who cares! It's just a photo, a fleeting moment, waiting to go by unnoticed. No one has the time to look closer, anyway.



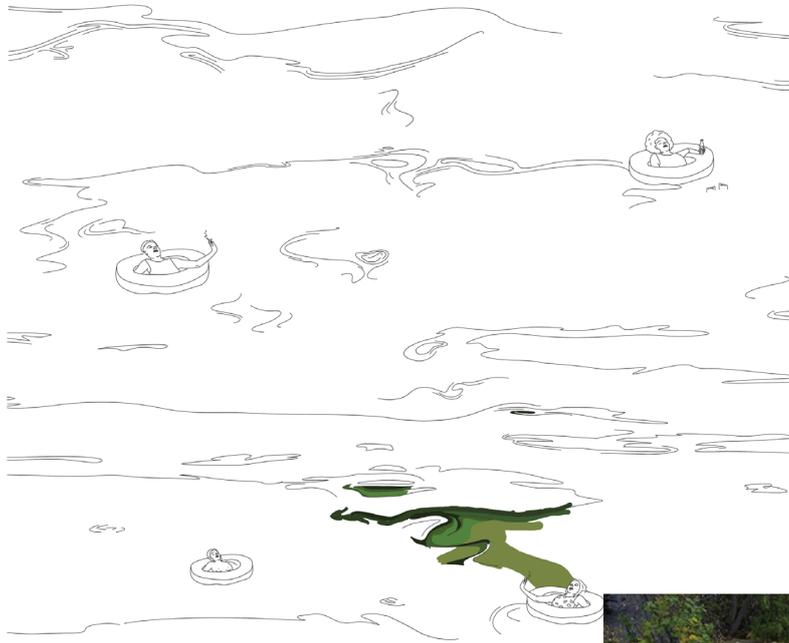


// THE OCEAN GRAPHICS

For the challenge of translating over fertilisation into a graphic print, we wanted to focus on the human aspect of the situation, as well as the natural phenomena.

There is an element of blissful ignorance regarding the environment, and the ongoing harm we humans cause it. This was a key element we wanted to emphasize, by really playing on the way we want enjoy nature – without caring for it. Humans crave and demand so many aspects of nature, especially the beauty, calm and inspiration it has given us since dawn of man, with little to no intend to give nature anything back.

We looked at the Baltic Sea, which has been a source of food as well as pleasure to humans for more than hundreds of years. Today, the sea has reached a critical point, and needs tending to, more than ever. Still, each summer, tourists and summer guests gather around the shores, enjoying the cloudy waters like it was a crystal clear beach in the Caribbean. Leaning back in their sun chairs, drinking cheap canned beer, ignoring reality for just a little while longer.



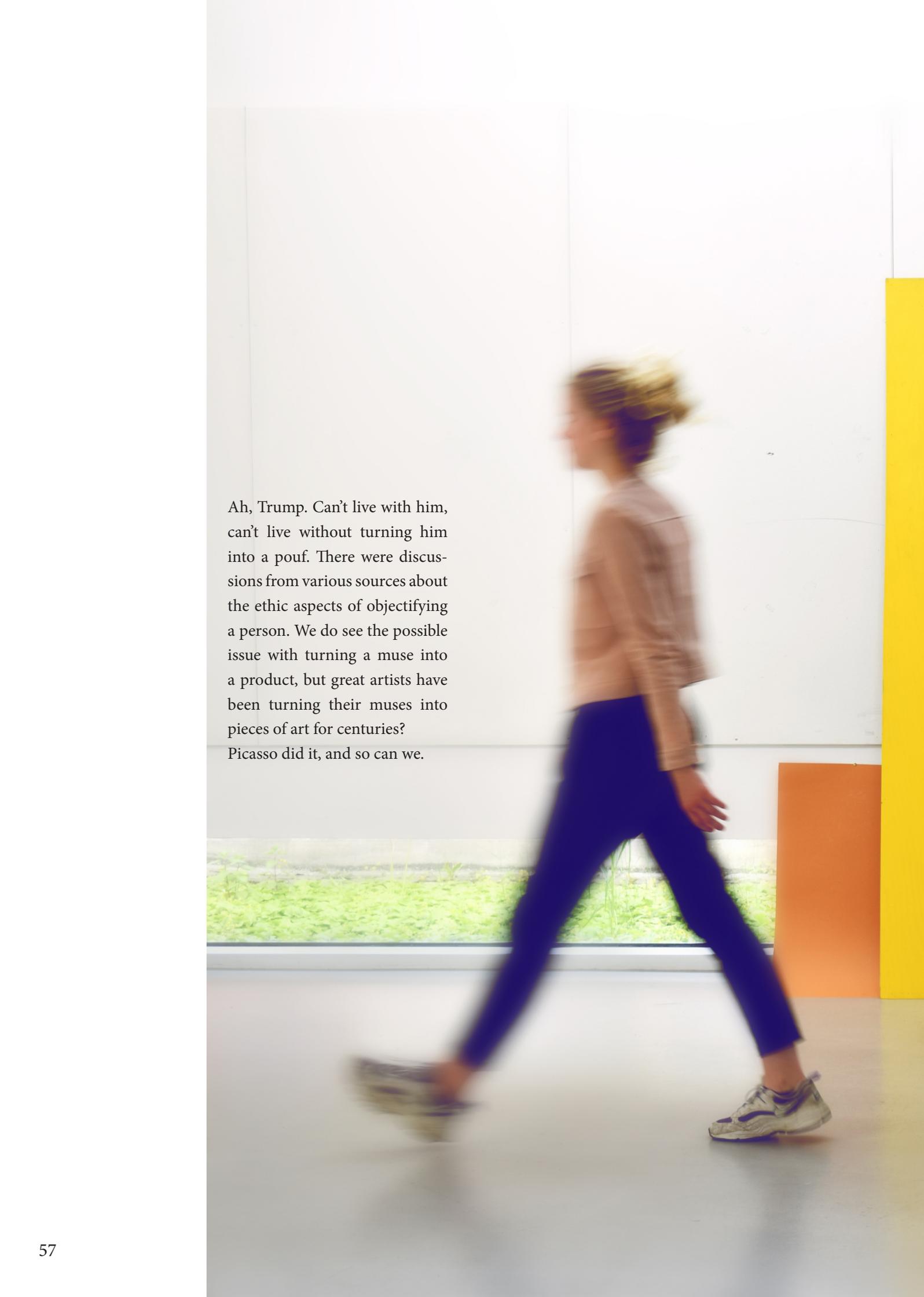
We wanted to catch that ignorance and holiday feeling when people skip reality and enjoy life with a cigarette and beer in the ocean instead. This pattern could be printed on curtains, as pillow cases, just as posters or for example wall paper. All the lines are done in Adobe Illustrator and Photoshop were used to color it.



FINAL RESULT

The
TRUMP
POUF





Ah, Trump. Can't live with him, can't live without turning him into a pouf. There were discussions from various sources about the ethic aspects of objectifying a person. We do see the possible issue with turning a muse into a product, but great artists have been turning their muses into pieces of art for centuries? Picasso did it, and so can we.



The Trump Pouf offers extra pouffiness and support for your behind, while also putting your mind at ease, knowing that you're resting your bum on a visual tribute.

The Trump pouf might not be perfect, but who is? Sure there's a wrinkle here or there, that's what happens when you're... a pouf? Maybe the colours doesn't quite match, or the lining might be tearing here or there. But you know what, you'll just going to have to accept it – for who it is.



THE TRUMP HOUSE FEELING

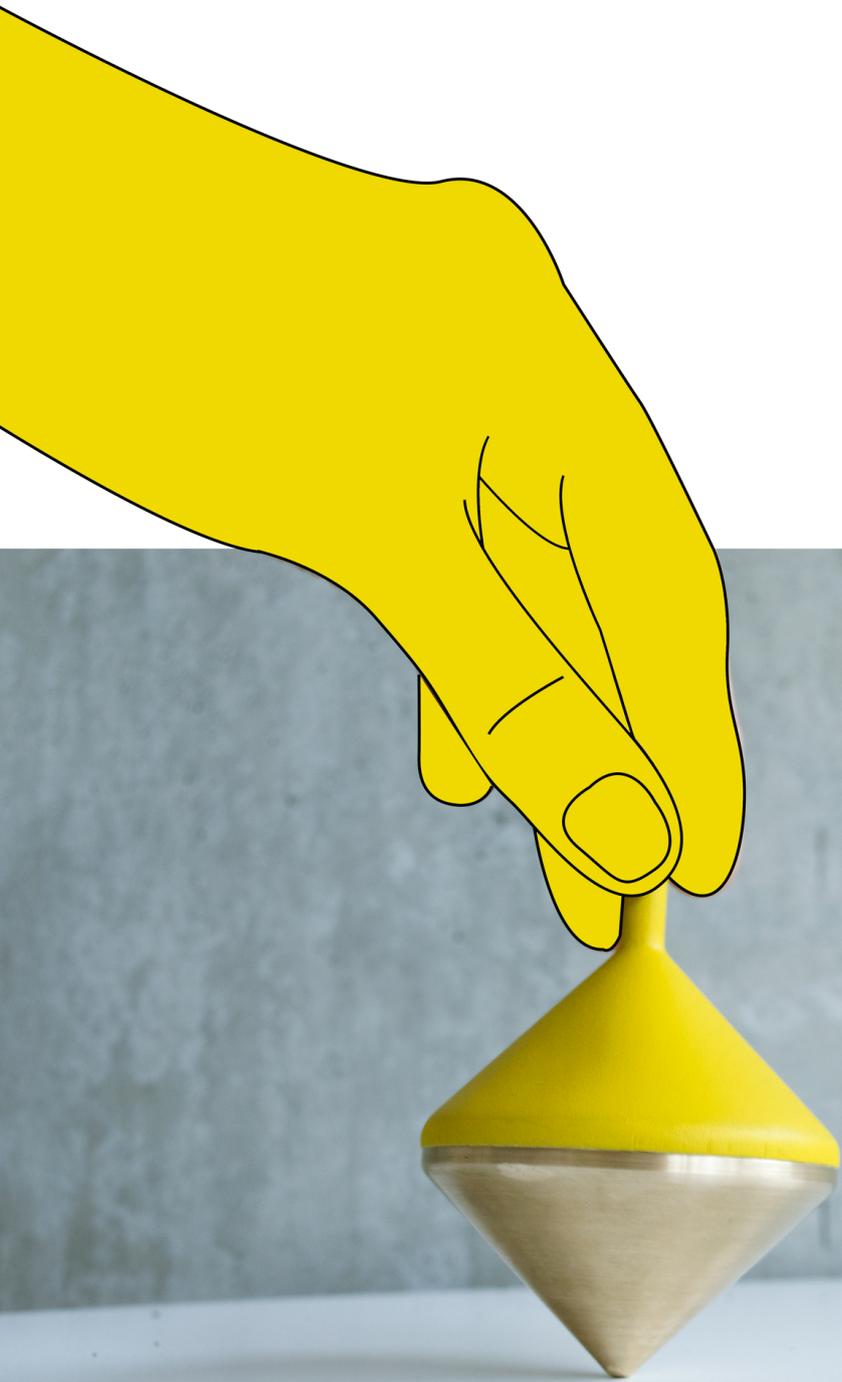




A close-up photograph of a hand holding a yellow pencil, positioned as if about to write on a lined notebook page. The background is a soft, out-of-focus mix of yellow and pinkish tones. The text 'The spinning top' is written in a white, cursive font across the center of the page.

The
spinning
top



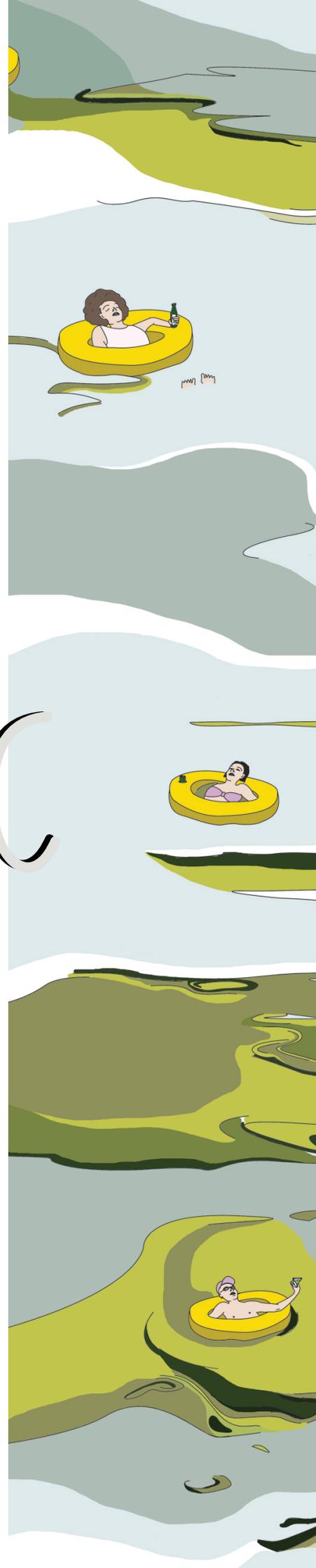


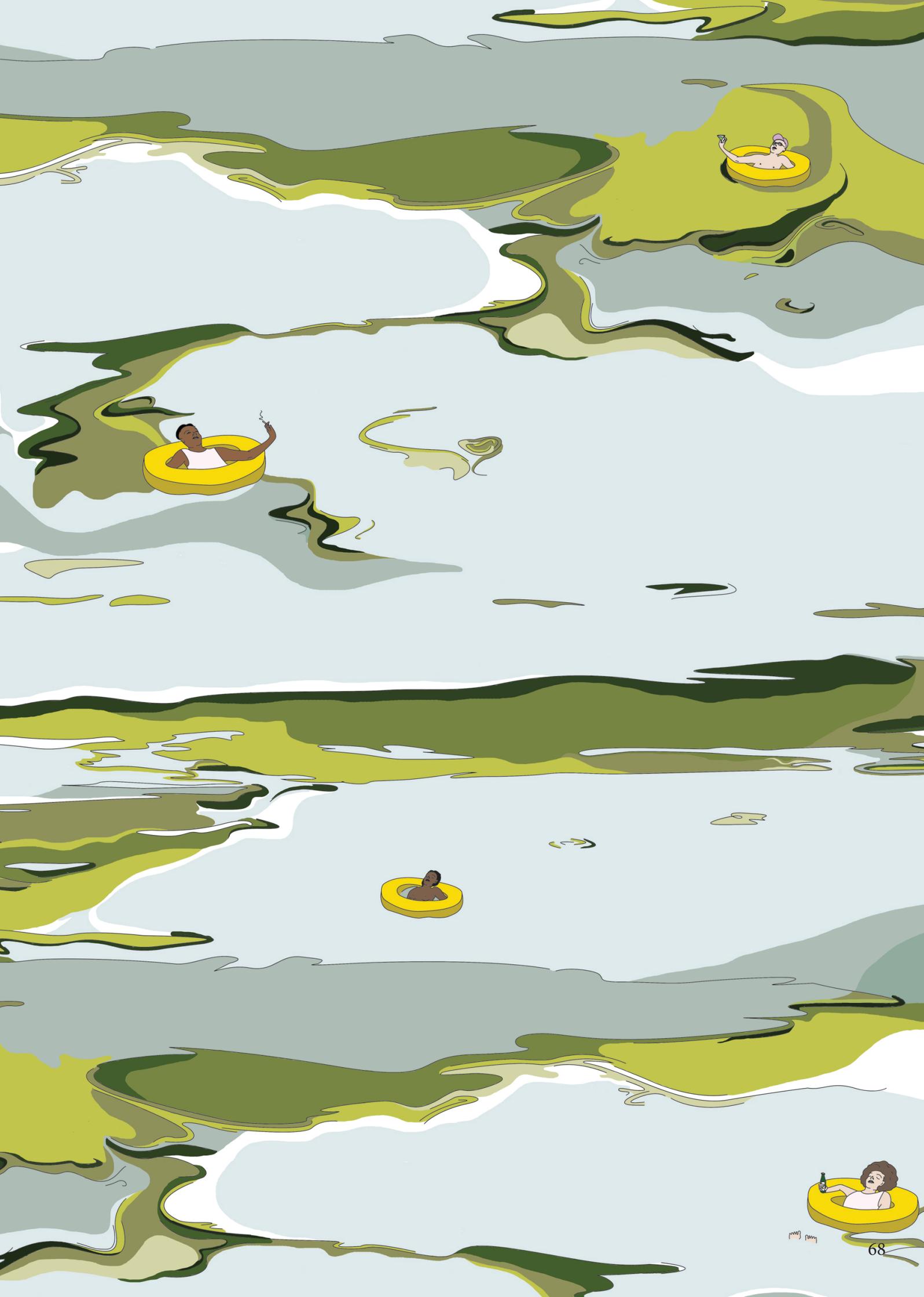
Social media is such a funny little thing. And while it at times might feel like the biggest thing in the world, it was clear to us from the beginning that is was, in fact – little.

The Snapchat spin top is heavy, yellow and little. Just like Snapchat, which eats up your phone battery and makes your eyes hurt from the neon-yellow screen. But hey, who cares, when it makes you look like an adorable puppy!? And just like Snapchat, the spin top offers a quick, easy feeling of satisfaction, when in fact, it's just a few seconds flying by, only to make you feel like an empty vessel of loneliness. Not until the spin top stop spinning do you realize that the moment you tried so hard to capture, has just flown by without you even noticing.

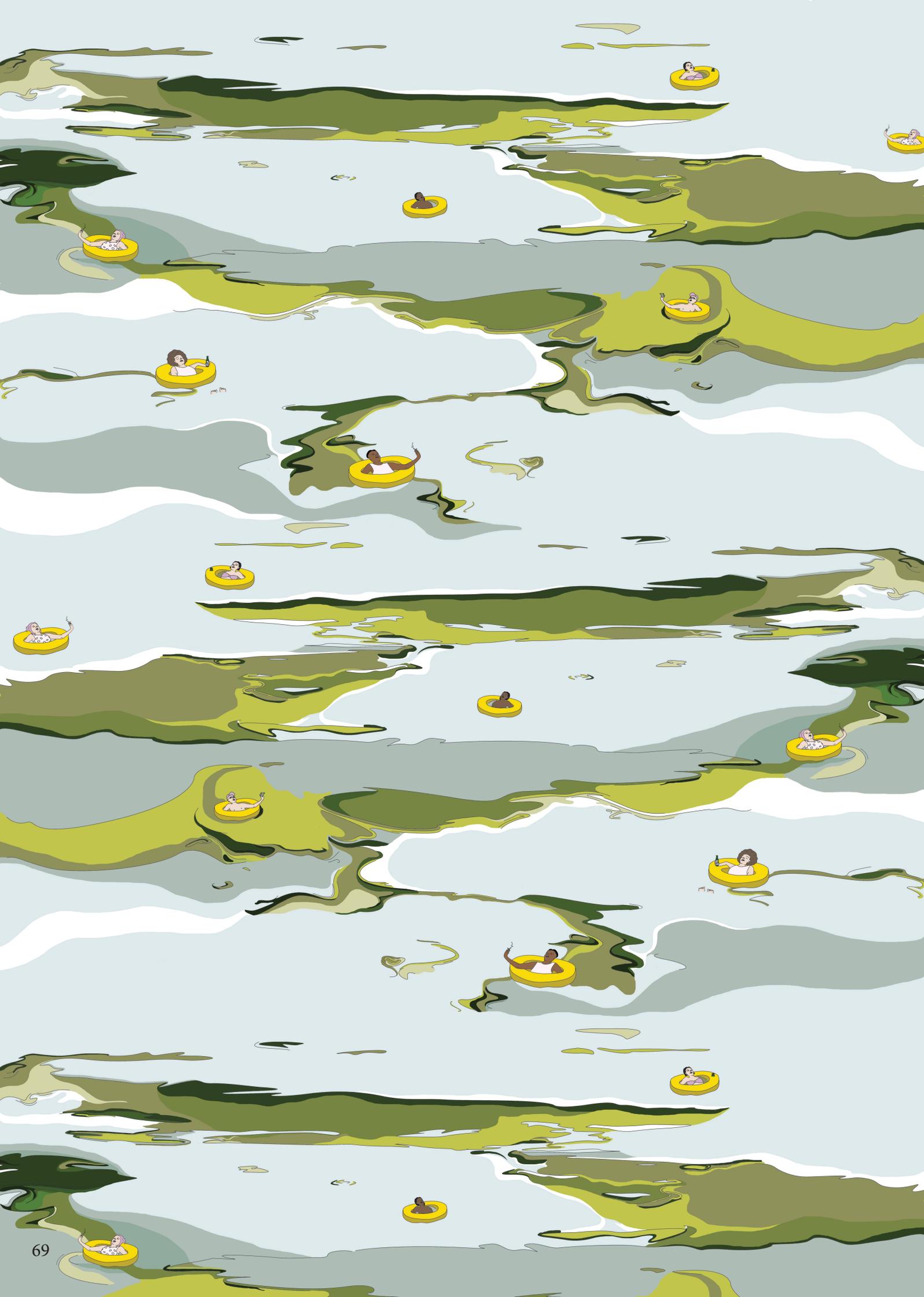
But hey, puppies!

The GRAPHIC PRINT





© 2013 Puma



GRAPHIC PRINT

We're not here to moralize. We too have our moments of shame when enjoying what little that is left for nature to offer. Still, while you might prefer to carry on blissfully ignorant, having this print on your kitchen wall might give you an occasional hint or even encouragement, so that the next time nature gives you a treat, you treat it right back.





CONCLUSION

People sometimes mistake design work to be easy. Sometimes, people don't even want to pay us for it. A reason for this might be the myth about the "artist", and how the inspiration which influences their artwork or designs – comes out of nowhere. The myth about the "artist" - a person who creates, not for a living, but for the soul or a higher calling, has its roots in early 1900s individualism. Before then, any artist or designer was seen as a craftsman, whose talent came from many years of training and experience.

This idea about talent and being a "born artist" combined with the terminology of inspiration, which means a divine influence, might be the reason why some expect creative work to be easy, or effortless. Creative work is so loaded with the importance of its source, the person who created it, that the work itself feels a little forgotten.

Our goal in this project was not only to challenge ourselves by removing our most reliable source of inspiration, but also to emphasize the hard work required to go from only an idea – to a finished result. An idea is worthless before you make something of it, because before you do, it is nothing but thought.

Design – like most creative work, relies heavily on inspiration, which today is often mistaken to be motivation or creative lust. Whether you like to think of design as motivation or a divine influence, you might feel as if you cannot create without it. At times it might come when you least expect it, but it is never out of thin air.

Don't sit around waiting to be inspired. Start creating, and inspiration will come. And when it does come, there's nothing left but hard work.

Thank you, Anna Persson for the supervision, donald trump for beeing such an inspiration, Grand Hotel Lund for beeing the perfect photo studio and all people who supported us.

bye

& all the best,
Hanna Andersson
Magdalena Bing