

**U E X P R E S S E D**

BACHELOR PROJECT  
MARIA KRISTENSSON  
FRIDA ABRAHAMSSON  
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**Department**

Design sciences  
School of Industrial Design  
Lund University

**Examiner**

Professor Claus-Christian Eckhardt

**Supervisors**

Professor Jasjit Singh  
Lecturer Anna Persson  
Lecturer Charlotte Sjödel

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# A B S T R A C T

Life at a music festival can be both a blessing and a curse. It creates a feeling of escaping reality into euphoric happiness and freedom that only music festivals can bring. But one thing can drastically change this mood and make the living at the festival quite miserable - the weather. Rain as well as too high or low temperatures contribute to this negative change of mood. The festival chosen for this project was Roskilde and the month when it takes place is one of the hottest but also most rainy of the year. This is what the U Expressed project is a response to.

The core is the area of the body which is most important to protect, which lead us to the brief - Erase the visitors' mood dips at Roskilde festival by protecting the core from rain and maintaining a pleasant body temperature throughout the day. This lead us into the area of jackets.

Studying the festival life made us realize that choosing right clothes can be quite problematic. You might decide to bring the jacket to the concert, and have to struggle with it being tied around your waist for most of the day. Or, you trust in the sun and leave it behind, having to regret it when it gets colder. We decided to make a jacket that people could wear throughout the day. Looking into the market, we saw that most jackets are designed to be

either functional or fashionable, but not both. It was time to fool the vain visitors into buying something useful.

To achieve this, we created a unisex jacket which at first sight breathes fashion but has hidden functions. An element of surprise, which is what festivals are all about. The U Expressed Jacket with its black micro suede and upper front and back covered in silver sequins, has a bold, yet minimalistic design. It consists of three layers - A water repellent outer layer, a light insulating middle layer and an inner layer which transports moisture away from the skin. But what makes this jacket unique is the function of the sequins. By pulling two straps at the front, the sequins tilt upwards, showing off the colorful backside of the sequins and allows hot air to leave the body through small ventilation holes underneath. When you are getting cold, you just pull the straps placed in the pocket and at the back, and the sequins close again, keeping the warmth inside.

As far as our research shows, this technique has never been used on clothes before. We had the possibility to explore something new, that could be developed further, both by making the function more neat and by applying it to other garments. This project was a challenge for us which we are glad we accepted.

12

A WORLD OF POSSIBILITIES

Introduction - Place - Person

26

GETTING STARTED

Festival research - Survey

36

EXPLORING THE ASPECTS

Three tracks - Practical - Emotional - Persona

60

FINDING BRIEF

Possible briefs - Final brief

80

EXPLORING THE BRIEF

Defining product - Layer techniques - Presenting concepts

106

BOILING IT DOWN

Fashion - Market - Transformation

120

GETTING CLOSER

Sequins - Materials - Bomber jacket

138

IN THE MAKING

Shape - Colour - Workshop - Zions

156

FINISHED AT LAST

Result

166

ROUNDING IT OFF

Discussion - Thanks - Sources



A WORLD OF POSSIBILITIES

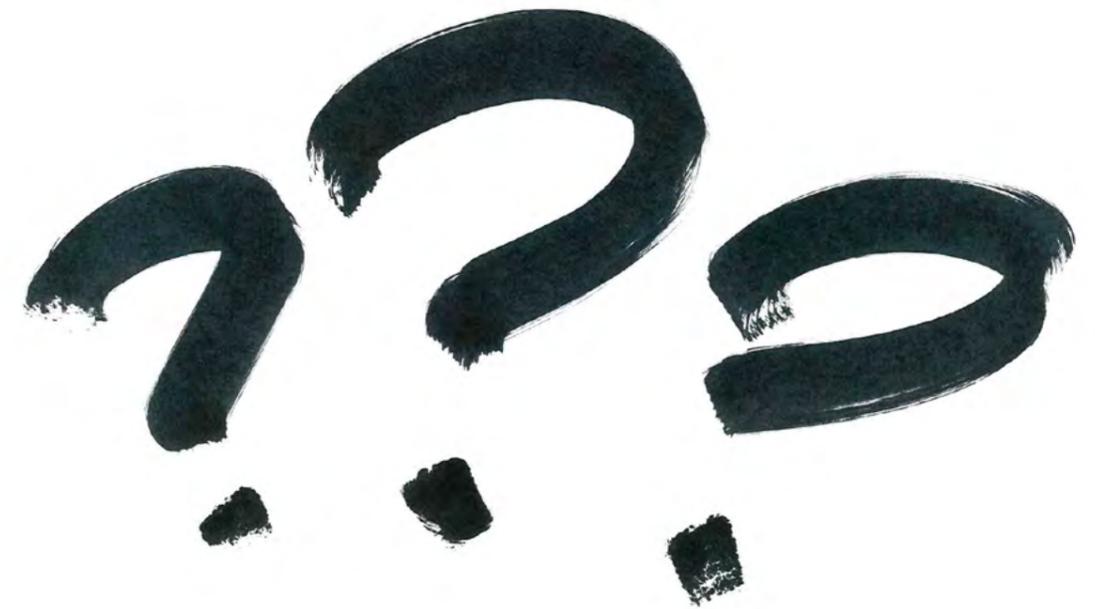
# INTRODUCTION

Our bachelor degree was coming to its end, with only one project left. With no limits, but a set deadline, the opportunities seemed endless. A final project is charged with expectations. This is it. Some of our classmates had planned their bachelor projects years or at least months in advance, gotten in contact with companies or decided on a product they wanted to develop. We had not. Endless were the ideas and possible projects we could come up with.

We knew that we wanted to work together. Having been desk companions for almost three years we had gotten to know each other, through past projects and on both our good and bad days. We share values and appreciate similar things within design. As people we are different and we hoped that as in our friendship, our characteristics and skills would complement each other. By working together we saw a possibility to face new challenges and bring the outcome of the project to a higher level.

As designers we both aim to make a difference for people of this world, through our design. Not just practically but emotionally. We believe that being surrounded by things that one loves, one is happier. Whatever feeling we as designers use as our main ingredient for a project, will be reflected in the recipient, through the final product. Creating sustainable products is also important for us as designers. This can of course be done practically for example through the choice of materials for a product. The sentimental value of a product can however be just as important.

"Swedes are the loneliest people in the world". This headline caught our attention on an early January morning and came from the documentary *The Swedish Theory of Love* by Erik Gandini, 2015. The urge of changing this fact made us ask ourselves whether this would be the topic of our project. Brainstorming lead us however only onto roads of misery. We wanted this final project to be brought to life through joy and for joy to be the main ingredient. Instead, we decided to root our project in a design process tool, introduced to us by Per Liljeqvist (lecture and teacher at School of Industrial Design, Lund University). The method is to choose a place and a person that would be in that place. This was the method we chose to use for our Bachelor project.



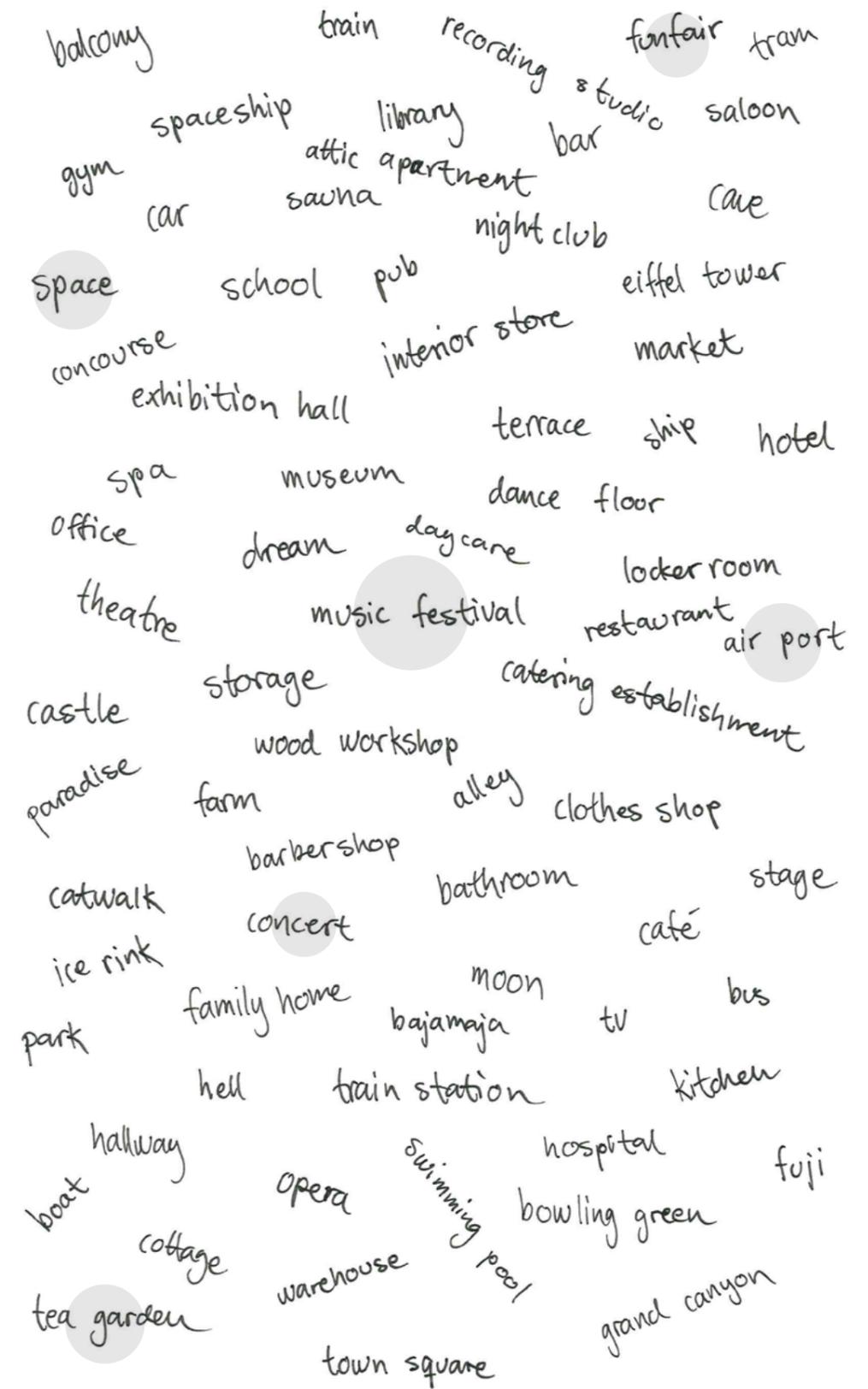
# PLACE

## BRAINSTORMING

When the method was set, we started brainstorming places. Soon we found ourselves with an enormous buffet, where we picked up, reflected upon and compared until we found the ones we liked the most. The places were many and making sure that one that inspired us both was chosen, we dug deeper into our favorite four. This, by brainstorming on words associated with each place and by creating characters and brief scenarios for several of them. Some lead to a dead end, others seemed exciting.

Intuition brought us to the final place for this project, Music Festivals, and the euphoric feeling of complete freedom and happiness that comes with being at one. There was something magical and shimmery about festivals that caught our attention, which we could not - and did not want to - ignore.

As this was our bachelor degree projects and no brief was set for us, we had the opportunity and the freedom of creating what we are passionate about. Although we tried staying open minded and not jumping to conclusions or products, we simply knew that some things would lead us to a dead end. Through the project we have been rational in our choices, but we have also been very coherent and faithful to our gut. If an alternative had potential but neither of us felt anything, we accepted it as an argument for leaving it.



# WHAT FESTIVAL

The definition of a music festival by wikipedia: "A Music festival is a festival oriented towards music that is sometimes presented with a theme such as musical genre, nationality, or locality of musicians, or holiday. They are commonly held outdoors, and are often inclusive of other attractions such as food and merchandise vending, performance art, and social activities. Many festivals are annual, or repeat at some other interval. Some, including many rock festivals, are held only once. Some festivals are organized as for-profit concerts and others are benefits for a specific cause. Another type of music festival is the educative type, organized annually in local communities, regionally, or nationally, for the benefit of amateur musicians of all ages and grades of achievement."<sup>1</sup>

Current music festivals may differ in terms of setting, duration, theme, music etc. In Scandinavia a festival is generally a fusion between going camping and visiting a concert. Most Scandinavian festivals are put up during the summer months from June to August. One brings their own tent and stays the one or several nights. Festivals in the Netherlands and Belgium often have a clear theme. Mystery Land and Tomorrow Land are examples of festivals that have everything from entertainment tents, rental tents, stages, staff and even coins - all go under the same theme. And the visitors are encouraged to dress up according to the theme. Burning Man is an annual festival located in the Nevada desert. It is arranged and built up by the visitors that travel there from all over the world. Thousands of people gather in what seems to be the middle of nowhere. And it is also the visitors that after one week reset the location to its original nothingness.

The range of music festivals today is very large. Besides the obvious common denominator, music, people go to festivals for the celebration, the sense of unity and to escape reality, whether that may be for a week or just one magical night. As it is temporary it gives people a sense of freedom that allows for them to be who they truly are or who they have always wanted, but perhaps not dared, to be.

Zooming in and out on the area as well as picking pieces from our own festival experiences, helped defining the festival. A music festival can be seen as a parallel world or virtual reality with elements of surprise. This association kept coming up in our discussions and was clearly something we wanted to hold on to throughout the project.

Among the jungle of music festivals some criterias were chosen that identified the type of festival we wanted to work with. To achieve accurate test results and realizing our project to its fullest, we chose to focus on Scandinavia in summertime. The festival was to last for more than a day, so the visitors would spend the night and it would require tickets. Instead of choosing the perspective of the festival arrangers we wanted to focus on the experience of the visitor.



# R O S K I L D E

Roskilde music festival in Roskilde Denmark matched our criteria of place and duration. It is the largest North European culture and music festival and has existed since 1971. It lasts for one week at the end of June and beginning of July. One week before the actual festival starts there are food stands opening and smaller gigs taking place. This week is called the warm up and during this time the festival is being built up and the attendees have access to the camping area.

Fifty people are working full time all year around with the festival. Apart from that, the festival is driven by thousands of volunteers. During the festival the number of volunteers increases to about 32 000. The volunteers staff the festival stalls, build stages, provide camping security etc. Roskilde Festival Charity Society is the organiser of Roskilde Festival. The purpose of the society is to support initiatives benefitting children and young people and to support humanitarian and cultural work. The society's work is independent of party politics and has no geographical borders.

Until the mid-90's, the festival attracted mostly Scandinavians, but in recent years it has become more and more international, with an especially large influx of Germans, Australians and British. Roskilde hosts over a 100 000 visitors each summer. As for 2013 Roskilde had more than 180 performing bands and was attended by around 130 000 festival attendees. The minimum age of attending is 15. One can buy a day pass or tickets for the whole week, with or without warm up.<sup>1 2</sup>





## PERSON

During the process, getting out of our own context and changing our working environment was important. When sitting at a café in the city, looking out the window we spotted our persona as she was passing by - Astrid. Determined and selfish she was making her way through the crowd, wearing a laidback but clearly thought through outfit. In an instant she was out of sight. However, with the imprint, our ideation phase continued as we dove into Astrid's mind. We kept on people watching, discussing the possible life stories of other candidates who passed by or crossed our paths. But Astrid was, without a doubt, the one.

For a day we were authors, creating her story and the people she would be surrounded by. Her family, her friends. Astrid was the persona

that would attend our music festival, and the scenarios she would be in lead us further into our process. Maybe, just maybe, Astrid happened to be a fusion of the characters of her creators...

Largely, Astrid is a 19 year old highschool student. As a person she is expressive and bold and naively thinks she knows it all. She is self absorbed and loves being at the center of attention. She plays it cool and it might appear as if she just got out of bed, but she has spent a good hour getting ready. Working two part time jobs, she saves all she can in order to be able to go on adventures. One of her favorite being music festivals.

# IN ASTRID'S MIND

## AN EVERY DAY DIARY

2016 February 20th

Just got home from work, which seems to be my life right now. E-x-h-a-u-s-t-e-d. Still working at the storage logistic center. Its lonely and monotonous work, moving and packing boxes. But then, I also do have the work at the café where I get to be my social self and shine with some latte art. Saving money for the summer, and for Roskilde. It's the thought of the festival that keeps me going, keeps me motivated from early mornings to late evenings like this one.

February. Pitch black outside and a temperature of minus 15 °C. Typical Swedish winter. Here I lie, on the couch in my room in a tank top, feeling overheated after the bike ride home. Kim called earlier trying to get me to join her at some workout sessions at the gym. To any other friend I would have laughed out loud at such a question. But Kim doesn't like to be laughed at and she doesn't take no for an answer. So, I had to come up with a white lie. If she knew why I don't like gyms she would probably be the one laughing. I get really self conscious when sweating, and especially around good looking guys! Given that, the gym's try squeezing in as many people and boring machines as possible. It's inevitable to end up knocking someone over or having somebody smelling your armpit. It gives me claustrophobia, plus I don't like being told what to do, especially by some anabolic-muscle-pack-trainer.

Anyway, I haven't written since late November. Christmas was as usual. I had such high expectations, as usual, and in an instant it was over, as usual. It was me, my four siblings, my grandma and grandpa on my mom's side, mom of course, my two aunts and their small kids. Dad had flown in from Holland for the evening. He has kept on saying I should come visit him in Amsterdam, but he is always so busy with work. As I wished though, my Christmas gift from him was a flight to go visit him! Finally, I get to spend some alone time with dad.

Me and dad are so similar. Always have been. We both love to explore and try new things. We don't necessarily talk a lot but then we can tell what the other one is thinking, just by looking at one another. I can't believe it's now been two years since the divorce and that he moved.

We built snowmen and had a snowball fight, watched the classic Donald Duck episode on TV and then had the ginormous dinner. No matter how much you eat, the buffet is so big it won't look as if you've even touched it. There was the traditional sibling competition of who would get the almond in the porridge. As I forced myself to the last spoon of three bowls I saw that Kalle, the youngest of my brothers was smiling admiring the almond he was holding between his little fingers. Unfair! He had had

what? Like one spoon of porridge and got it! I felt sick, and actually did get sick that night. Grandma was holding my hair as I was puking in the toilet. It was disgusting. But we did have some good talks. She is definitely the coolest grandma on earth. Seventy years old, still active and has the most adventurous stories to tell. I don't think mom knows half of them.

My twentieth birthday is in three months, which makes me gemini. Stina is so into star signs and although I've just waved it off so many times, I think she has contaminated me with her beliefs. Big time! Actually she's gotten me reading my weekly horoscope. But of course I haven't told her about that. Anyway, it says that now, attraction is coming my way and that I should keep my eyes open as he might be closer than I thought. Maybe it's Theo at work. It must be him. Tomorrow I'll check out for lunch when he does and find out!

Oh My God, the release of all the bands at Roskilde for the summer just came out! Gotta check it! X

G E T T I N G

S T A R T E D

# HISTORY

## MUSIC FESTIVAL HISTORY TIMELINE



6th century BC

### Pythian Games

The Ancient Greece Games are widely known, but what most people don't know is that artistic and dance competitions was as important as the athletic part of the games.<sup>1</sup>



1000

### Mods in Scotland and Feis in Ireland

Celtic and Gaelic cultures held cultural fairs, mainly for the upper class, with dance competitions as major aspects.<sup>2</sup>



1847

### Thyagaraja Festival

Indian music festival with an aim to unite people through music. It has been running ever since.<sup>3</sup>



1954

### Newport Jazz Festival

With 13 000 visitors, the American festival represents the start of modern music festivals as we know them today. Ever since then, music festivals have been strongly associated with countercultural youth movements.<sup>4</sup>



1967

### Monterey Pop Festival

The famous concert when Jimi Hendrix set his guitar aflame took place here during his band's first US tour.<sup>5</sup>



1969

### Woodstock Music & Art Fair

Woodstock 69 went down in history as the festival of festivals. 200 000 visitors were expected but when near half a million people showed up, the promoters decided to turn it into free concerts. Woodstock was the moment that "counterculture" became trademarked and entered the mainstream conscious.<sup>6</sup>



1970

### Isle of Wight Festival

This British festival is considered to be the largest music festival ever, with its 700 000 visitors.<sup>7</sup>



1986

### Burning Man

The well-known festival that started with a spontaneous burning of a wooden man in San Francisco nowadays hosts around 70 000 visitors in the Black Rock Desert. It is a good example of a festival with a clear theme or activity as its keystone, as so many modern festivals have.<sup>8</sup>



**The first timer**  
This is the best day of their life. Ever. First-time girls sport denim shorts, Hunter wellies and the Jack Wills Spring/Summer collection, whilst boys wear checked shirts with classic Vans; Smirnoff Ice in hand.<sup>1</sup>



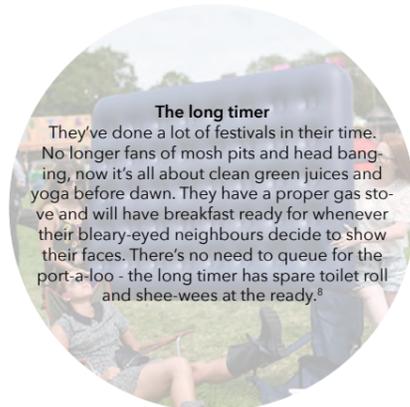
**The hipster**  
Think thick-rimmed glasses, charity-shop shirts and skinny jeans rolled up to expose bony ankles and Dr Martens Originals - these guys are so keen to appear individual that they all look the same.<sup>2</sup> Too 'into it' to smile and annoyed by the fact that so many lamestreamers have infested 'their' festival.<sup>3</sup>



**Ravers and candy kids**  
Glowstick necklaces and headbands while trading 'candy' - homemade neon-beaded bracelets - to their newfound dancing partners.<sup>4</sup> Ravers are that special breed of person who isn't embarrassed to dress up in fluorescent, fluffy clothing, giant boots and suck on a pacifier all day. Ravers will arrive the moment the gate opens and be the last people to leave.<sup>5</sup>



**Mud pit hippies**  
Because not wearing deodorant and not brushing your hair isn't enough to be labeled a dirty hippy, these 'free spirits' scream "Peace & Love" while they rub each other down with (what we hope is) mud at the drum and bass stage. Their idea of being one with Mother Nature or something.<sup>6</sup> Dreadlocks, dust. You'll smell these doof monkeys before you see them.<sup>7</sup>



**The long timer**  
They've done a lot of festivals in their time. No longer fans of mosh pits and head banging, now it's all about clean green juices and yoga before dawn. They have a proper gas stove and will have breakfast ready for whenever their bleary-eyed neighbours decide to show their faces. There's no need to queue for the port-a-loo - the long timer has spare toilet roll and shee-wees at the ready.<sup>8</sup>



**Bro's**  
After an early-morning gym session, these (alleged) hetero muscle marys wander en masse, shirtless, armed with limited dance moves and plentiful beer. They will ogle women but not talk to them.<sup>9</sup> As his neon-framed glasses continuously get knocked off by the 'hot chick' that's sitting on his shoulders, he just keeps repeating, 'I love this song, bro!'<sup>10</sup>



## I M A G E

Image, is a representation of an idea.<sup>11</sup> We all have a representation in our mind of ourselves and others. The image is what we think something or someone looks or should look like. As humans, we all have an awareness of how we appear to other people. And to some extent we all care about this image. Depending on which context we are in, we might care more or less. Attitude and the way we look and move are part of how we appear to others. In situations where we want to leave an impression, these are tools which we use to emphasize the image others have of us.

All through history, humans have cared about how they appear to others. Wealth was and is still something that a majority of people want to show. The kings and queens of Egypt wore gold to show off their fortune and their power. In the west France especially, the royalty would wear red which was considered extremely exotic and luxurious.<sup>12</sup> On the red carpet in contemporary Hollywood some of the most expensive garments are shown off to the public by wealthy celebrities. Wealth is status, and gives an idea of superiority, power and respect. Depending on what image one wants to achieve, fashion has been and is used to express it.

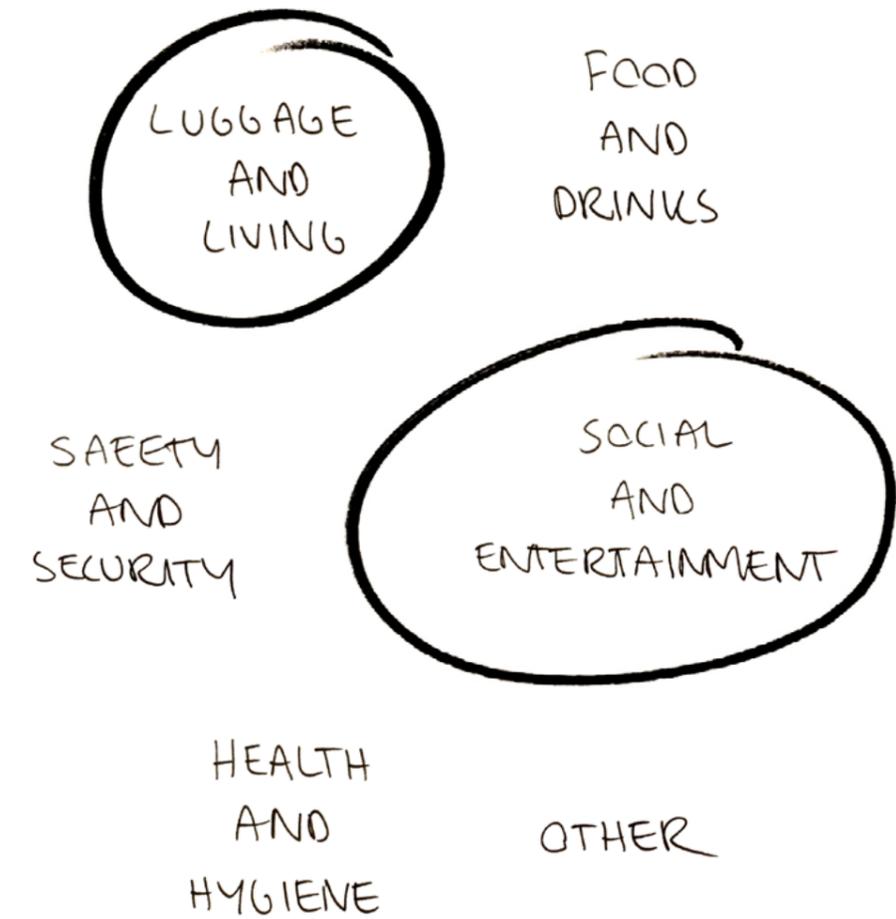
Music festivals have since the 1960's been a place for youth countermovements and for expressing one's political opinion.<sup>13</sup> Through the music one listens to and through the style one wears, people expresses themselves. This occurs in our everyday life. But much more so at festivals, as it is a temporary forum. It is your time to shine. Every visitor at a music festival care about their image. Even the people that don't seem to care, probably just do it as a statement. Whether you strive for a common or unique style, you will have people looking the same or very similar to you. At music festivals hosting varied bands, the stereotypical styles are often many.

## CATEGORIES

With the place and person set, we went back for a moment to the place brainstorm session. The words we had associated with music festivals were divided into six categories: Health & Hygiene, Luggage & Living, Food & Drinks, Safety & Security, Social & Entertainment and Other.

Both of us have worked at music festivals as well as attended them as visitors. To avoid getting stuck in our own festival experiences and to broaden our perspective, we created a survey. With the six categories in mind, we began to write down questions and short scenarios for the survey. Doing this, we found two of the areas to be more interesting than the others: Luggage & Living and Social & Entertainment. Therefore we made the decision to base the survey on the two.

What is the best part about festivals according to you? How do you prefer staying at the festival? What tends to be your biggest issue when it comes to packing and clothing at the festival? These were three of the 46 survey questions shared as a public post on Facebook. The people who answered were Facebook friends and acquaintances of ours, of different age, that all have attended at least one music festival. The answers were anonymous. We had written the questionnaire in Swedish as we were focusing on Scandinavia and we assumed that most people taking the questionnaire would be of Swedish heritage. A Swedish survey would, we assumed, allow for the participants to give more thorough and descriptive answers as it was easier to express themselves in their mother language.



# SURVEY

After a few days of parallel work we had received 27 replies. This was to us a fair number and enough answers to analyze and get inspired by. It was pleasantly surprising to see that not only our Swedish friends but also some of our international friends had taken the questionnaire. We gathered the answers, printed them out and put them up on a wall to get a better overview. Reading through the answers brought a lot of laughter and empathy, as some answered were very descriptive stories. When studying the answers, we saw patterns and using different coloured post-its we identified recurring music festival experiences and issues.

***“The rain was pouring and it was windy, so my outer tent canvas was blown away and the whole tent got filled with water...”***

A recurring issue was the weather. As a visitor you spend your time outdoors, except for a fraction in a tent, unless you are sleeping under the stars. Music festivals need space and therefore take place in open areas such as big fields where one has no natural shelter. The summer weather in Scandinavia can be, and is often, unstable. Music festival visitors are therefore often directly exposed to both windy, sunny and rainy weather. Some people wished for “a warm place where to defrost when the weather is bad”. Others “a dry sleeping bag” or a tent with a steady temperature. Once something becomes wet, it is hard to get it to dry again. Primitive living including lack of hygiene and comfort, was however by some argued to be one of the best things about attending a music festival. As it made them appreciate coming home to civilization.

One issue that we identified in several answers was packing and organization of things. Many found it hard to pack efficiently and to keep track of their things and keeping them clean in a shared tent. The unpredictable weather made it hard for some people to keep the

packing small and to know what to pack in. And one voice expressed the struggle of being practical but still look good.

***The best thing is “the festival visitors and that one has a week to not care about conventional rules and just go crazy”.***

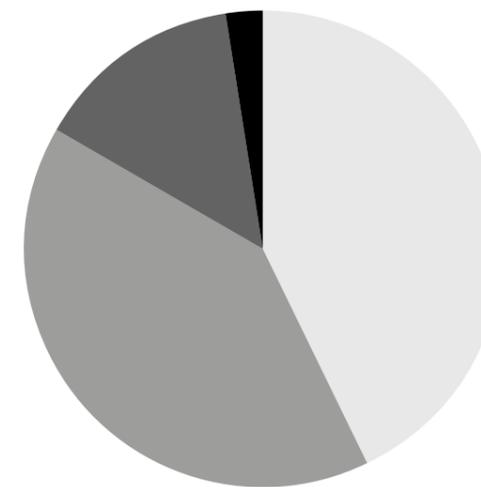
The love, freedom, music, people, atmosphere and the feeling were in most answers the best aspects of music festivals. When going to a festival, one is on vacation and is looking forward to seeing and perhaps hearing one’s favorite bands. This of course results in people with a lot of positive energy. Being surrounded by happy people is contagious. It is true also for the opposite mood. When the overall atmosphere is depressing, it will also affect you to be depressed. Which is probably why a lot of people answered that people can be, as well as one of the best aspects, also one of the worst aspects at music festivals. In fact, many people named the same things as both the best and the worst with festivals. People were mentioned most frequently, but also misery and survival.

The fact that this type of event is temporary allows for visitors to let go of boundaries. This freedom is according to the answers one of the best aspects but also one of the worst. Freedom brings out peoples true colours, in most cases tearing down their wall of judgement and fear letting forward love and acceptance. However freedom can also be hard for some people to handle, making them destructive towards others or themselves which is often the case at music festivals. One can get several hints about this while reading the answers. For example, one person wished for “a guarantee of not getting raped”. Being among a lot of strangers when watching a band perform for example, can feel and be quite unsafe. Also when moving between the different festival areas, especially at night time, or when sleeping since tents are easily broken into.



Words frequently used

- Rain
- Cold
- Weather
- Warm
- Toilet
- Atmosphere
- Feeling



Belongings never left in the tent

- Mobile phone: 18
- Wallet and money: 17
- Passport: 6
- Nothing: 1

E X P L O R I N G

T H E A S P E C T S

## THREE TRACKS

To identify the need, we chose to approach the music festival in three ways. Like three train tracks running next to each other we worked on the areas parallelly. One track was to explore the practical needs of the visitors at the festival. One was to explore the emotional needs. And last but not least, the needs of our persona, Astrid. Naturally the three tracks having debouched from the same source would later reunite.

From the practical point of view we dug into what a visitor needs in terms of things to enjoy a festival. We asked ourselves not only what a person might need at the actual festival, but also before and after as that is part of the experience as well. A fact is that a lot of things brought to a festival by the visitors are left behind once the festival is over. Many things are cheap, disposable and of low quality. The visitors want to carry as little as possible back with them. If the things break, which they often do, people have even less of a reason to bring it back.

The emotional track enhanced the festival feeling. The one mentioned earlier of freedom and happiness. We wanted to explore what it is that plants this feeling in people and how it can be preserved. We wished to identify the factors that affect this emotion and the reason to why the feeling sometimes is lost.

Astrid as an individual has characteristics, opinions, and ways of dealing with things that might differ to others. To explore the music festival through her eyes, we placed her in different areas of the music festival, and created possible scenarios. We got to know her line of thought and what she would do in these situations. This way we could identify her need.





## PRACTICAL

As mentioned in the presentation of the tracks, we were interested in the things that visitors at a festival need to enjoy it. Since we were looking at the festival from the visitors point of view, we were interested in the personal things that the visitors bring with them. In the survey we had gotten some suggestions of what people tend to bring and we did a brief research online of existing festival packing list. After the festival people tend to be physically exhausted, and maybe that is the reason people want a reduced packing on their way home. Anyway, it is fact that many things brought to the festival are disposals and therefore left behind. Some packing lists online even have links to the webpage where one can buy the actual products.

# PRACTICAL

Having looked at existing packing lists we decided to make our own. This post-it-brainstorm session resulted in a spectrum of things one might need to bring to enjoy a festival. Some were more practical and important than others. Given that aspect, we started to remove the less necessary things. It is worth mentioning that we already at this stage agreed on the project result to be genus neutral. Many of the existing packing lists we had seen were written for either boys or girls. We wanted our packing list to be basic and relevant for anyone. And so, disposals such as tampons and condoms were removed from the list.

We knew that the big dumpster mountains are a problem and here also took a stand to not contribute to even higher mountains. Many of the disposals had already been removed from the list. However, even the most basic things such as a tent is often a disposal. May this be because it is heavy and therefore requires more of an effort to bring back? We asked ourselves what other things are thrown away after a

festival and concluded that it can be anything. If something is broken, dirty, cheap enough or even just lacks a personal attachment it might end up in the dumpster. So what it is that makes people bring some things back home?

The product we were looking into developing would be brought to the festival by the visitor and be used by the visitor at the festival. For increasing the probability of our visitor buying and bringing our product to the festival it would have to be a product that is already known to the visitor. It could be something that might already be on their packing list, that we choose to improve. An example of improvement could be combining functions of a few items decreasing packing weight for the user. If the product would be something completely new, branding and identity would have to be key and the products function would have to convince the user to make it worth bringing one more product.







## EMOTIONAL

Joy was key in our project. We rooted the project in the festival feeling which, as explained earlier, to us, is the feeling of complete freedom and happiness. This feeling became our anchor in the process. If we noticed we had lost the feeling, we made sure to return to it, because it was our engine and main ingredient. Wanting the result to breathe this feeling, we had to hold on to it and protect it.

As important as it was to protect the joy in our mindset throughout the process, it was just as important to protect it for the music festival visitor. When attending a music festival the visitors are on a vacation that they generally have been looking forward to for months. With close friends they are to see their idols play and their hearts are filled with hope. The expectations accelerate as the music festival approaches and one is free to be who one wishes to be. Approaching the festival and thousands of other people with the same joy gives birth to a euphoria. This feeling at its peak cannot be lost. And like being in love, one doesn't need sleep, can forget about eating, being cold, and might as well even smile back at a nasty comment. The feeling is a protective armor against negativity, and allows you to enjoy the festival no matter what happens.

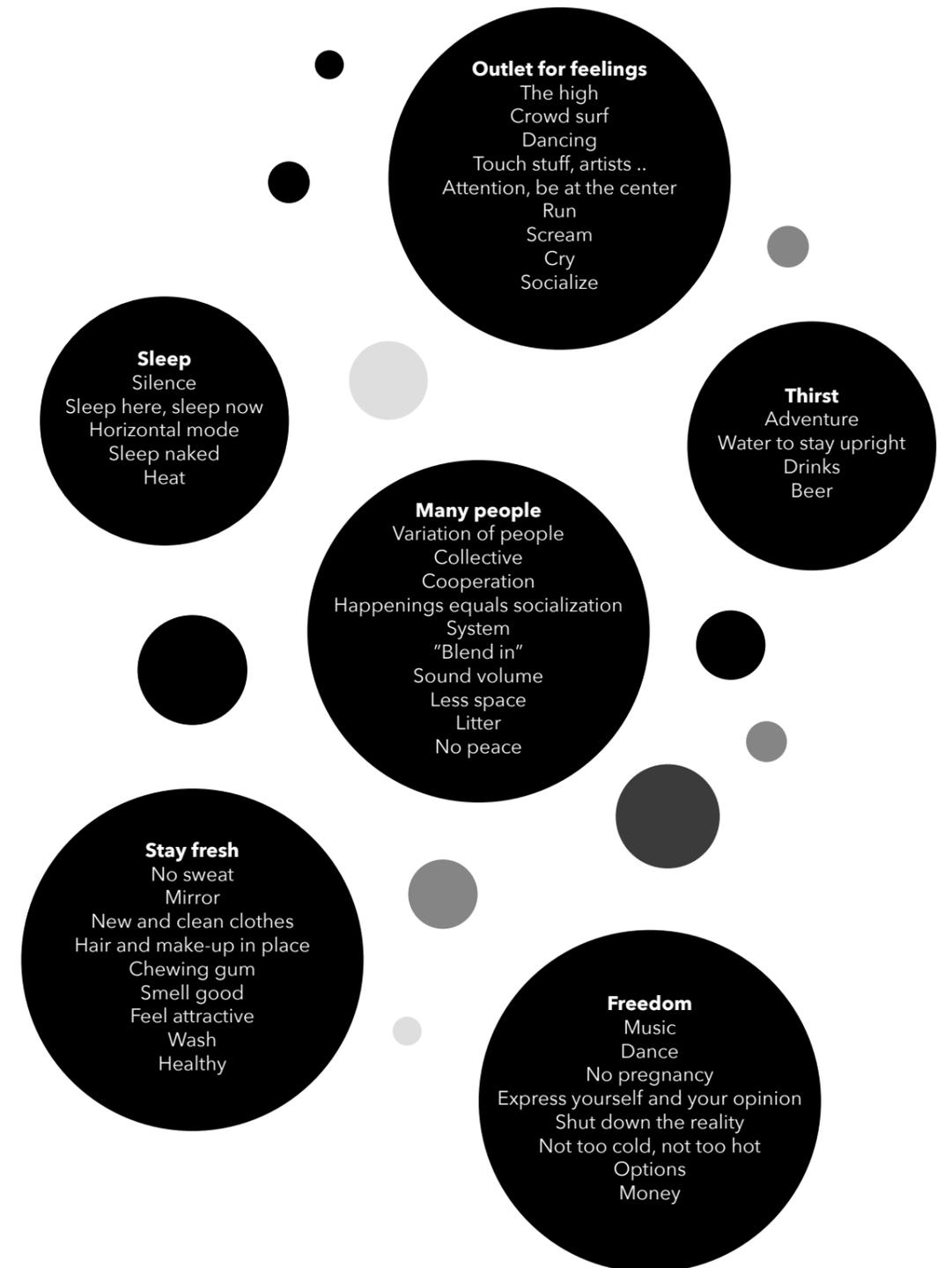
Like any feeling however, it is temporary. And once there are enough negative factors on a row, the feeling is lost. Our aim with this track was to explore the feeling further and what causes it to appear and disappear within us. We asked ourselves whether the feeling can be preserved by eliminating the negative affects on our mood.

The factors which affect one's visit to the festival can be divided into three categories. One category was the basic conditions such as food and water. Another, external factors such as the weather, happenings and people one is surrounded by. In our survey answers, weather and people had been listed as the far best and far worst parts of being at a festival, so we knew their crucial effect on the mood. Thirdly we explored the personal conditions - of how one's personality and attitude prior to the festival also affects our sensitivity to losing happiness.

# EMOTIONAL

## WHAT DO WE NEED TO ENJOY THE FESTIVAL?

We found some keywords that we – based on our own experiences and the survey – felt were important to fully enjoy the festival. Under these keywords, some of the associating words, which came up during one brainstorm session, are listed.



# EMOTIONAL



We wanted to work for a better festival experience and in some way contribute or protect the positive feeling that is associated with festivals. Besides our personal experiences of mood swings, we wanted more information/facts and started researching what may affect one's mood, both positively and negatively.

A source we found explained how everyone is born with a so called "happiness set point" which makes some people have a tendency of being happier than others despite possible tribulations. Further explained was that this set point is only 50 % of a person's total happiness, while 10 % consists of one's environment and external conditions. This means that as much as 40 % of our capacity for happiness is left within our power to change.<sup>1</sup> Along with this information we also found advices on things that one can do to become happier. These were everything from eating nuts and flicking through old photographs to taking a walk in the sun or having a chat with your neighbour.<sup>2</sup>

To produce laughter on own accord during laughter yoga and to smile just to activate the facial muscles used when being happy, can trick the body and brain to believe that one actually is happy.<sup>3</sup> In the same way, our bodies can be fooled to feel negatively or unfazed feelings. For example, it is possible to, by digitally modifying the tone of someone's voice, make them feel like the sound of their voices.<sup>4</sup> Also, researchers in Italy have found out that squinting to avoid sun glare activates the facial muscles we use when feeling anger or aggression, making these emotions increase by 40 %.<sup>5</sup> Another example is how botox can affect our emotions. Since botox makes it harder for people to express their emotions through facial expressions, these emotions eventually get duller.<sup>6</sup>

SAD is a depression known to many people. It stands for Seasonal affective disorder and are linked to changes in season. But research can also be found, showing how even daily changes or status of the weather can affect people's mood.<sup>7</sup> Exposing skin to sunlight produces vitamin D which lifts moods.<sup>8</sup> But too much sun - or in fact, too much heat - can have a negative effect, making people feel uncomfortable and increasing both aggression and conflicts. Aggression can also be triggered by rain, and on rainy days, people tend to feel less satisfied with their lives.<sup>9</sup> Humidity can result in tired and irritable people and a link is found connecting low pressure with suicide.<sup>10</sup> The list can be made long.

Along with vitamin D, there are a lot of hormones making us feel good such as oxytocin, dopamine and endorphins. All of these are released if you have any physical contact with someone you like - a hug can be enough. Twenty seconds of physical contact could better your mood for the whole day. But other things can also cause the release of these hormones. Endorphin levels rise when eating dark chocolate and after challenging workout sessions.<sup>11</sup> Dopamine releases when you get a reward and also when you want something really bad. This hormone not only makes you feel good, but helps you to be open, curious and interested which is exactly how you want to feel when being at a festival.<sup>12</sup>

It has also been proven that scents<sup>13</sup> and flowers<sup>14</sup> can improve your mood, productivity and well being.

# IN ASTRID'S MIND

## FESTIVAL DIARY

### At the bus

I had to run after the bus for a few hundred metres until it finally stopped and I got the chance to catch the driver's attention, and climb on. In my head, I heard the echo of my mother's classic phrase "sooner or later that spontaneity of yours is going to run out of luck". But I ignored it and with the most pleading smile I could put on, I managed to convince the driver to let me onto the bus. Go me! Kim, Ola and Stina went by car so that they could bring all the camping gear. They were leaving really early and I couldn't stand carrying all that stuff and setting up the tent. So I told them I had to work, which was partly true..

### 1st afternoon

Finally I'm here! I breathe in the air on the open field as I step off the bus. People, so many people are pilgriming towards what is to become an enormous camp area. The warmup has started and many tents and flags have been set up. From afar I hear speakers being tested, laughter and the cracking sound of beer cans opening. A tingly, euphoric feeling rises within me and puts a grin on my face. "Sweet!" I say.

Two girls I talked to on the bus ask me to join them, pointing at a purple coloured flag over at the camp. I'm tempted. Kim specifically told me to call her as soon as I got there. But surely that can wait. And by then, Kim, Ola and Stina surely will be done setting up the tent and I won't have to suffer like last year. "Love to" I answer the two girls and I realize that one of them has a piercing in her left nose wing. So old, but the rest of her outfit is pretty cool. As we walk off towards their camp, I think of my outfits for the coming day. May my packing have been last minute - threw everything into the backpack - but I did bring my absolute favorite and pioneering clothes. Makeup and freshening up kit of course.

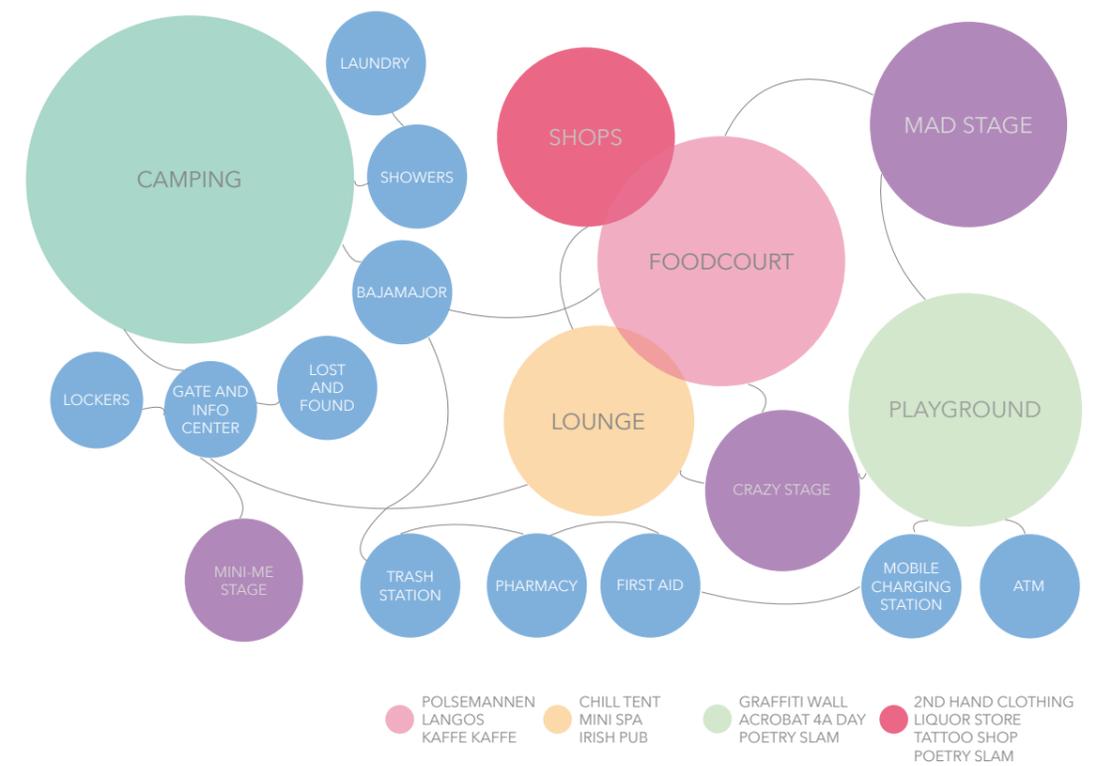
### 2nd day

Standing in the queue to the ATM right next to our camp. It's sooo long, has practically not moved for a century! And it's sunny, so sunny. Stina is standing next to me, so calm. How can she be so calm? And so organized? Sun hat and sunscreen, enjoying the sun. Oh, I do like warmth but this is making me sweat. Not good! Sweating destroys my perfectly messy, fixed hair. "You guys want a beer?" The guy behind us in the line asks. I desperately grab the icecold can and place it under my tank top. "Well thank you" says Stina politely. If I continue sweating like this I will go crazy. And I will get a farmers tan! I look down at my jeans and converse. Man, I love this outfit though. I hear a voice I recognize slightly and look around. Just at the front of the line is the cute guy from our camp from last night. He's standing with some friends, about to cash out. And they have shade! I seize my opportunity. Before I know it I've managed to charm myself to a spot next to him. Wow, he's charming! And best of all, I'm getting my cash. And Stina? Oh she will be fine..

# ASTRID

The need was for the visitors to enjoy the festival. On the practical track we had identified what one may generally need at a festival to enjoy it. And as we had discovered on the emotional track, enjoyment and happiness is very individual. We now wanted to dig deeper and come to the core of what our persona Astrid needed, in order to have a great festival experience. This third and last track was therefore about getting to know Astrid better, exploring her story, applying her characteristics, strengths and weaknesses in situations at the music festival.

We created a conceptual festival map based on the Roskilde festival, and had Astrid move around and in between the different festival areas. Inspired by our own experiences and the experiences supplied to us by the survey, we created scenarios of what may happen in different party tents, camping tents, in the line to the kebab stand or toilets. Individually we wrote down scenarios and then together, we discussed and took note of how Astrid would act and react in the given situations. We also started on small festival stories individually that we then exchanged. The other person continued on the story. This way our ideas of Astrid as a person were fused and gave us a clear agreement on who she was.





# THREE TRACKS

## CONCLUSION

The three tracks Practical, Emotional and Astrid had all lead us to the conclusion of the importance of the *feeling* - both as the steam for us doing the project and for the music festival visitor. By trying to satisfy the general practical needs and the practical needs of Astrid, we immediately jumped to product solutions and noted the lack of feeling. The scenarios created in the last track was what inspired us the most. Together with both the practical and the emotional research, the scenarios convinced us to focus on weather conditions.

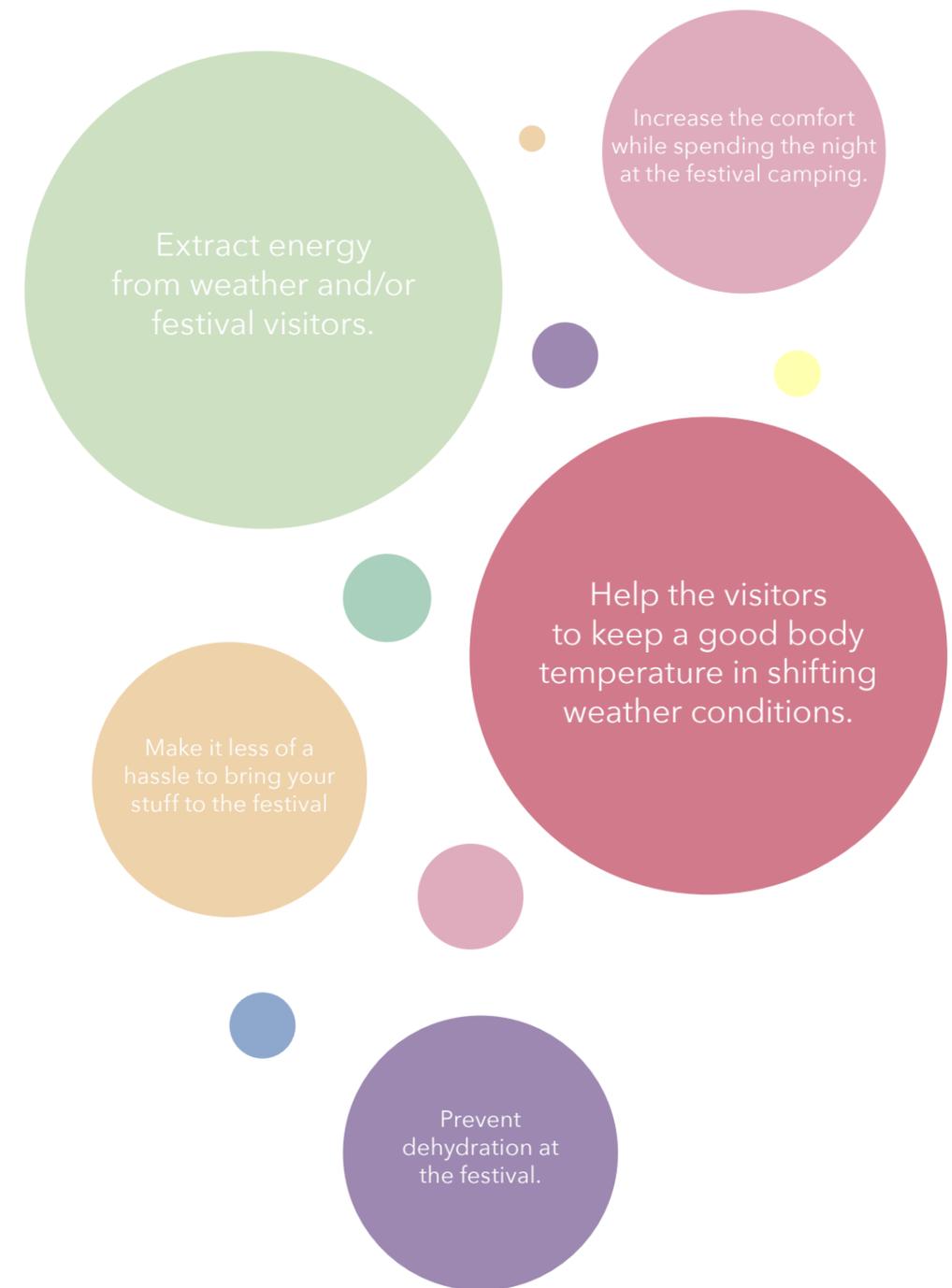


FINDING

THE BRIEF

## POSSIBLE BRIEFS

At this point, we generated a few general briefs. The survey and the scenarios gave us insight of the importance of weather during the festival. And we had this in mind when we formulated the briefs. After discussing the briefs among ourselves, with classmates and our supervisor, we narrowed down our options to two briefs that we wanted to continue working on.





Extract energy  
from weather and/or  
festival visitors.

## **E N E R G Y**

Early physics classes have taught us that energy never derives from nothing, and that it never disappears. Energy is just transferred from one state to another.

So, from what is it that we wanted to extract the energy, and what was it that we wanted to do with the energy we gathered? Should it be a personal energy extractor or something arranged by the festival? These were some of the questions we asked ourselves when we explored this brief.

We took a look at the existing types of energy and researched examples of how they could be extracted, converted, and used in different contexts. And we thought of how these ways of extracting energy could be applied at the festival, both on a small and large scale.

## WIND



Wind can, as we know, be transformed into electricity by wind turbines that act as generators. Small pinwheels work the same way and could be used for self-sustainable tents, charging phones, heating up tents etc.

## MOVEMENT



When visiting the Malmö Festival, we had spotted a bike turbine that make smoothies. Since there is a lot of physical activity at festivals such as dancing, walking etc, the energy of the physical activity of people could be converted into useful energy or - as at the Malmö Festival - into a gift. We took a look at energy floors

used in certain clubs in the US, that extract electricity for sound and light.<sup>1</sup> A thought we had was that the same technology could be applied on the paths between the camp and festival area or in front of the stages and dance floors in the event tents.

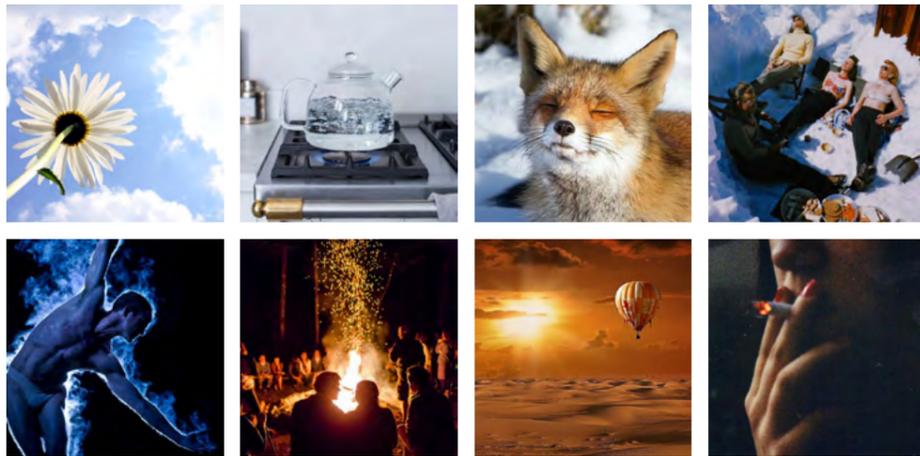
## SOUND



Sound waves could be converted into electricity to charge mobile phones. Such an example is a gadget that allows your phone to be charged when shouting at it. "The prototype uses zinc oxide to convert vibrations caused by sound into electricity."<sup>2</sup> A lot of visitors sing along with the music, and are being loud,

especially when drunk. This sound could be used in larger public event tents, making them self-sustainable electricity wise. An idea could be to use the sound energy of the shout when one is angry. Or get the water running if singing in the showers.

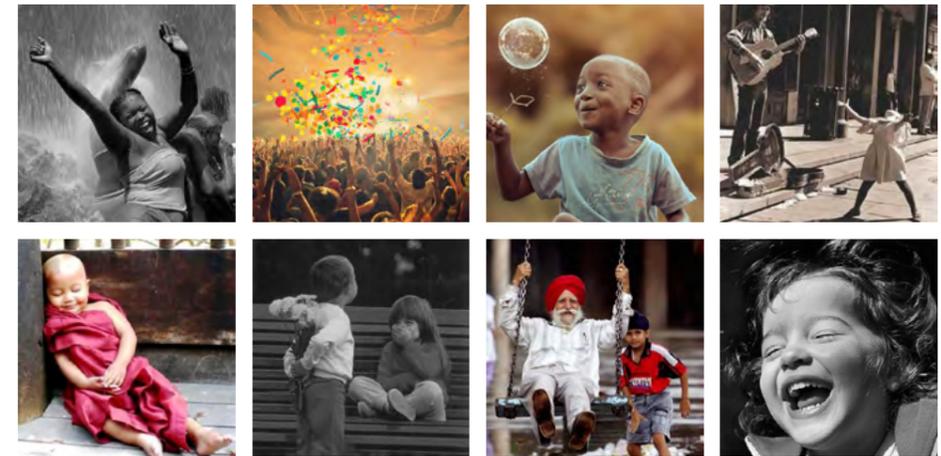
## HEAT



Heat from machines and big crowds could be gathered and used to heat up event tents and common spaces. This is done by the railway company Jernhusen in Sweden where body heat from moving commuters is used to heat up their building in Stockholm.<sup>1</sup> Other studies shows that cell phones<sup>2</sup> and batteries<sup>3</sup> can

be recharged by using body heat och waste heat from industrial machines. Could this be something for us to look further into?

## HAPPINESS



Feelings and the mood we carry affect not only ourselves but also other people. If we are happy we have more energy, we are kinder to other people and that is contagious. A room full of happy people creates a positive atmosphere and will affect you in a positive way. When there is a negative atmosphere at a

festival, say when the weather is bad, perhaps we could install a "happiness trigger", causing laughter. It could be a happiness tent. A funny movie, a free gift or a fun activity, causing laughter and smiles which would then spread throughout the festival from person to person.<sup>4</sup>

Help the visitors  
to keep a good body  
temperature in shifting  
weather conditions.

## B O D Y T E M P E R A T U R E

"Researchers found a link between human aggression and higher temperatures. Not only for higher temperatures, but also rain."<sup>1</sup>

"The more it departs from an ideal of around 20°C the more discomfort we feel."<sup>2</sup>

"On rainy days people report lower satisfaction with their lives."<sup>3</sup>

The above mentioned quotes are some of the ones we found when researching the correlation of happiness and weather. From them we can conclude that weather clearly has an affect on people's mental state. But how is the human body affected physically by different weather conditions and how serious can it be?

When we are cold our immune system drops which is bad, especially when exposed to a lot of filth and bacteria.<sup>4</sup> Such as when attending a festival. When we are in a cold climate the body uses a few methods to keep its normal temperature. The limbs and neck, head and ears, loose heat first as these parts are often exposed and in direct contact with the air. One of the body's defense mechanisms against hypothermia is to reduce the blood flow in the body. Blood vessels in the skin constricts to reduce the heat loss when blood flows through the skin. In order to keep the critical organs warm the body reduces the blood flow in the parts of the body that are located furthest away from the core and aren't as important for survival. This is the reason why we normally experience the first signs of cold in our nose, ears, hands and feet.<sup>5</sup>

Another thing we normally experience when feeling cold is the shakes. These are fast and regular occurring muscle contractions in muscles and organs, that help producing heat in order to reduce hypothermia. When the glucose levels are too low our body doesn't start shaking automatically which can have serious consequences.<sup>6</sup> Low glucose levels can arise from not getting enough food which is a fairly common problem among intoxicated and hungover festival visitors. The body uses more carbohydrates when its cold to keep the heat up. A way for the body to save energy is to slow down the nervous system.<sup>7</sup> Water has a higher capacity of hypothermia than air. At a temperature of five degrees celsius the heat

loss is doubled if one wears wet clothes rather than dry. Which is why an environment that is both cold and wet is the most dangerous in terms of hypothermia.<sup>8</sup>

During wars, especially the First World War when the soldiers spent long periods of time in the water filled trenches, the wetness caused a lot of other problems. Trench foot, which is a fungal infection of the feet caused by prolonged exposure to damp, cold weather combined with poor environmental hygiene, common among the soldiers. Interesting about this phenomenon is that it isn't unusual among festival visitors. During the Glastonbury festival in England, in 1998, as many as 90 festival visitors sought nursing for trench foot each day.<sup>9</sup>

A warm climate on the other hand can also be strenuous and exposure to too much heat, just as dangerous. The defence mechanism of the body is to extract sweat which often leads to discomfort in social situations. But sweat has a cooling ability, both when on the skin and when it evaporates. In order for the sweat to leave the body, heat is used from the skin and the skin is cooled off. Heat can, in a state of a hangover and dehydration, be treacherous. A Finnish study concludes that extreme sweating when one is hung over can cause big health risks. These include dangerous drops in blood pressure and abnormal heart rhythms.<sup>10</sup>

Lack of sweating in a hot climate can cause heat exhaustion and if not taken care of lead to a heat stroke. Heat exhaustion presents itself in symptoms such as dizziness, mental confusion, headaches and weakness. The body is in this state overheated and requires rapid physical cooling. If not taken care of, a heat stroke leads to unconsciousness, organ failure and finally death.<sup>11</sup>

Maintaining a normal body temperature is crucial for survival but also for staying comfortable. We continued our research, looking at how man has managed to do so throughout history on earth, but also when visiting space. Further, nature has several mechanisms to survive shifting weather conditions, which we looked at in hope to get inspired.

# BODY TEMPERATURE

## FOUR WAYS TO LOSE BODY HEAT

To create a product to prevent people from getting cold, we had to know about the different ways heat leaves the body. We found out that there are four major mechanisms at work when we lose our body heat.<sup>1</sup>

The first one is called radiation. The body emits heat waves, especially through the skin, that is spread in the air. To prevent this kind of heat loss, insulating clothes are the best way to go.

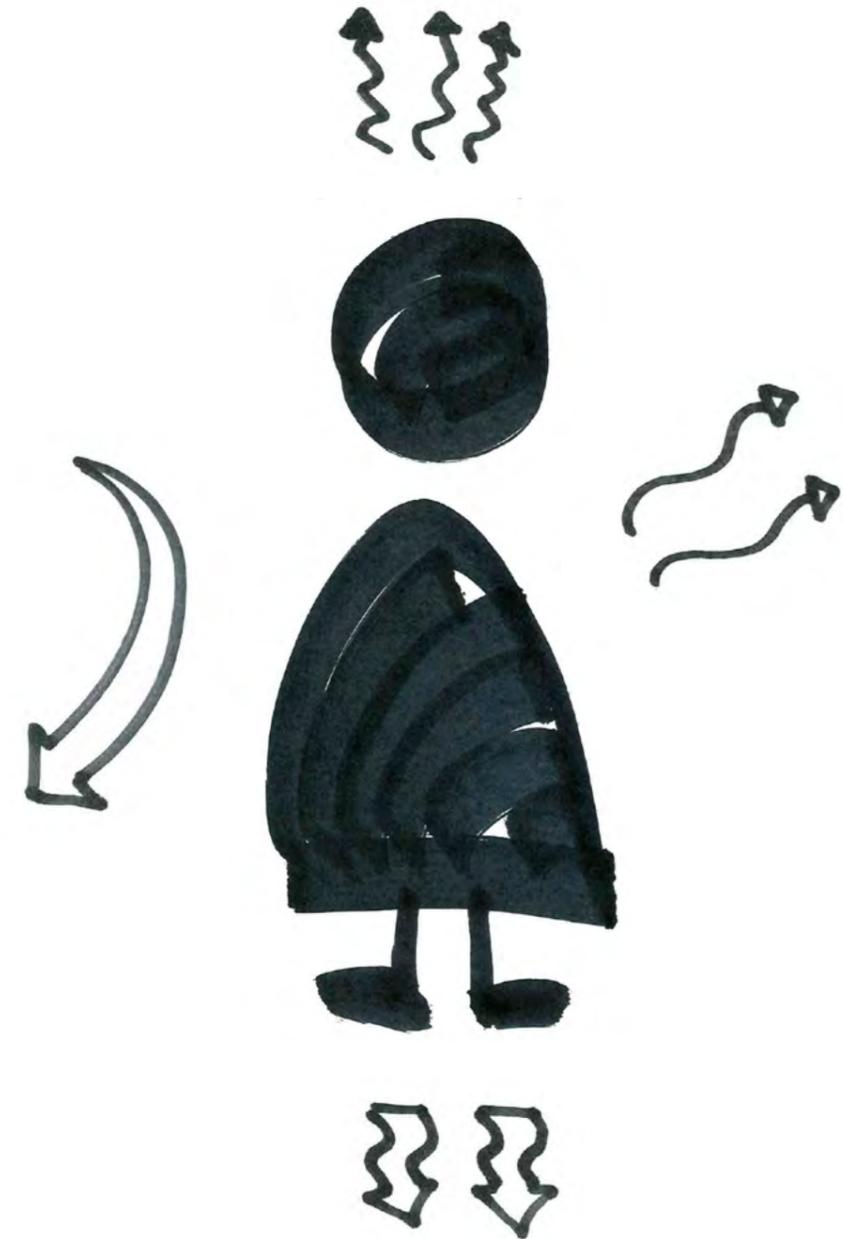
Next is conduction. Conduction arises when the skin gets in direct contact with a cold object – for example holding something made of metal in your hand or sitting down on the cold ground.

Convection is the third reason. It occurs when air or water is flowing by the skin and carries away body heat. Convection heat loss can make your body heat drop faster than any of the other heat loss mechanisms.

Last is evaporation. It is when sweat or other moisture vaporizes from the skin. What is happening is that the tiny water drops vaporize by using heat from the skin which thereby is cooled down.

By this time, we started to discuss on which level we wanted to work in order to keep Astrid warm. Should we be working on a greater level, considering large spaces and rooms, to hinder the cooling process caused by convection? Should we focus on the visitors camping equipments to reduce the effect of conduction at night time? Or is there some clothing used during the day that we should improve or develop?

In the same way, there were a lot of different methods that we could use to keep the visitor warm. We could add heat by, for example, using electrical heat in clothes or shoes. This technique can be seen in many ski boots. Other ways to add heat could be to use heat crystals, infrared warmers or something as simple as arranging an activity making the body produce its own heat. We could insulate, using water for example water or air. Or we could work with hot air, blowing the cold away and making all wet clothes dry. We realized nothing was as simple as it can seem at first.



# BODY TEMPERATURE

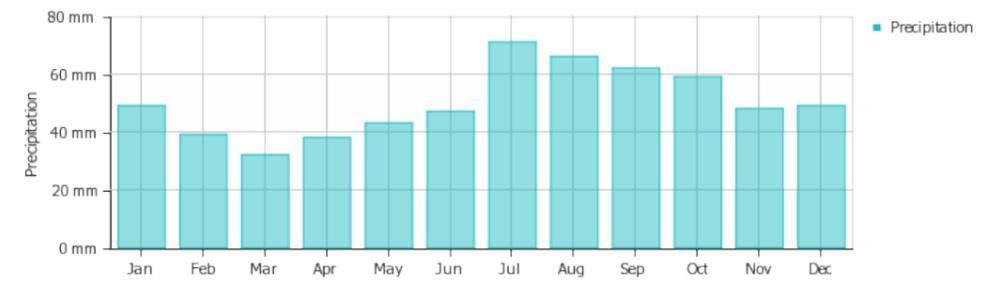
## WEATHER AT ROSKILDE

We decided to check what the weather is generally like at the Roskilde festival. The festival takes place at the end of June and the beginning of July. And so we used the weather statistics of July.

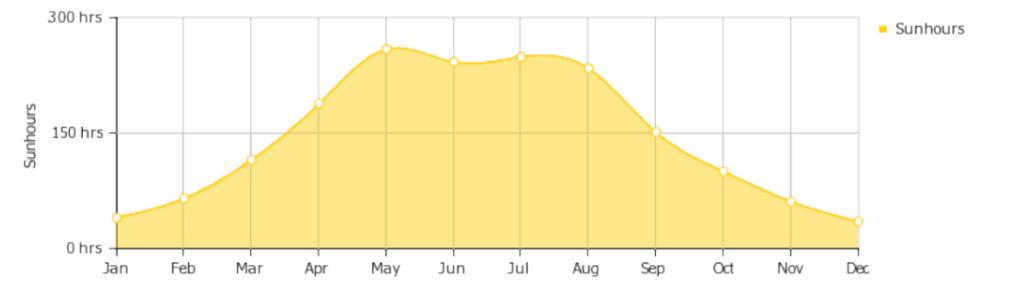
The graphs on the right show the average weather in Roskilde throughout the year. As you see, the month of July is the most sunny but also the most rainy month of the year.<sup>1</sup> This information confirmed a lot of opportunities to work with weather, and it gave us even more motivation to continue with our project.

Since the Roskilde festival takes place on a field, the area is exposed to a lot of gale which of course does effect the visitors in various ways. Apart from that the tents need to be resistant to hard winds, the experienced temperature is also affected. The number read on the thermometer is only one part of the truth, since both wind power and air moisture effect the temperature experience. As an example, if the wind was to blow at a power of 15 m/s and the thermometer was to show 17°C, then the visitors wouldn't experience it as more than 14.9°C.<sup>2</sup>

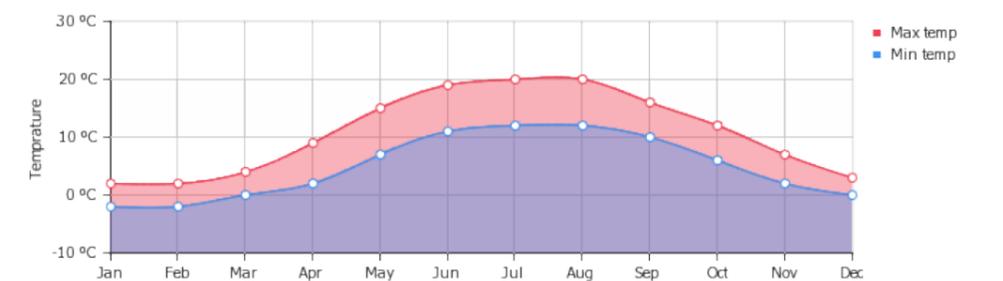
From the information we had gathered we concluded that we wanted to satisfy a personal need at the festival and not something for the festival to arrange. A dance floor charged by all the visitors movement could depersonalize the usage, in the sense that it would perhaps be used by Astrid once or twice and not more. We wished not only to satisfy her practical needs but also to create a sentimental value in the product. Would our careless persona really appreciate the energy procedures of the first brief? Probably not. And to be honest, we ourselves appreciate working with analogue products. So out of the two, we therefore chose the second brief - to help the visitors keep a good body temperature in shifting weather conditions.



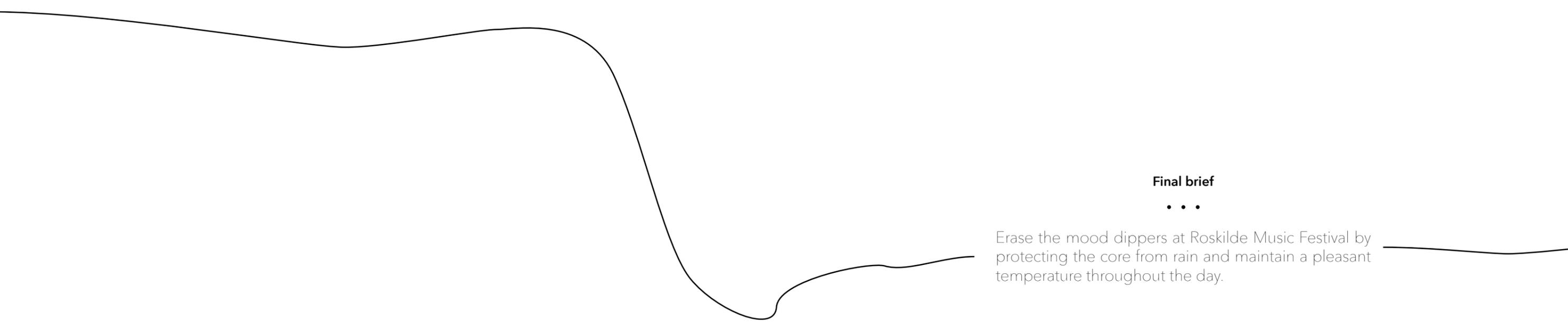
Average precipitation (rain/snow) in Copenhagen, Denmark Copyright © 2015 www.weather-and-climate.com



Average monthly sunhours in Copenhagen, Denmark Copyright © 2015 www.weather-and-climate.com



Average min and max temperatures in Copenhagen, Denmark Copyright © 2015 www.weather-and-climate.com



**Final brief**

• • •

Erase the mood dippers at Roskilde Music Festival by protecting the core from rain and maintain a pleasant temperature throughout the day.

E X P L O R I N G

T H E B R I E F

## PRODUCT

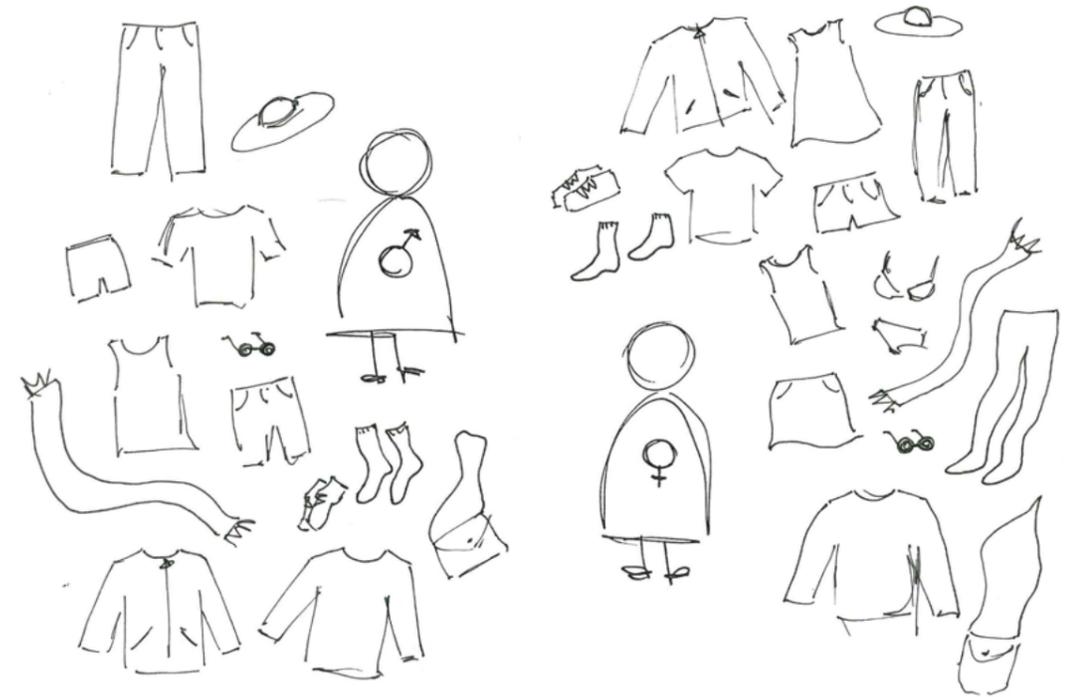
We wanted the product to be personal and thereby brought to the festival by the visitor. The visitors are exposed to different weathers throughout the day, and should therefore have the product with them at all times. But while attending a music festival, people want to be spontaneous and not have to carry their things everywhere.

That's why we decided to make a wearable. Once again we took a look at what people would bring to the festival in terms of clothing. Since we wanted the product to be used by both men and women, we compared the clothes brought by men and women to see what options we had.

At the same time, we made another statement. Namely, that the product should either be valuable enough for the user to keep it after the festival, or it should be made of good enough materials not to harm the environment if thrown away after the festival.

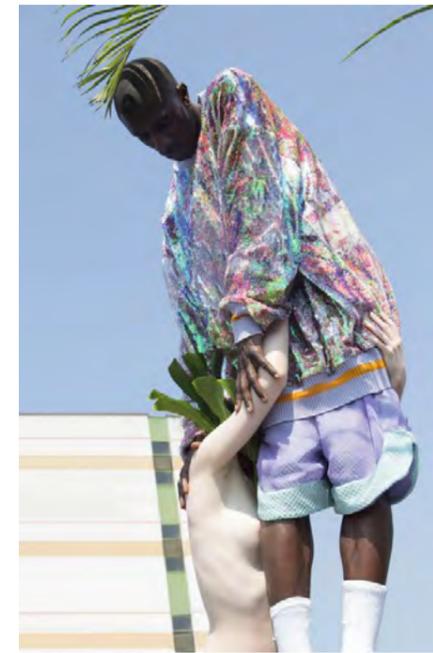
Thirdly, the product should aim to reduce, or at least not increase, the packing weight and packing volume.

So, we knew we were making a wearable and asked ourselves, what level of intimacy would it have?



# MOODBOARDS

In order to find the expression of Astrid, we made a moodboard of her style, and found her male equivalent - Eliot. This was important as our result was to be unisex.



# JACKET

When our bodies are exposed to cold, the body concentrates the heat around the main organs such as the heart and lungs, leaving the body parts farthest from the heart cold.<sup>1</sup> An exception is the head. Though it is far away from the core, the brain needs to be kept warm.

Hands, feet and ears are usually coldest and we had read what can happen when the feet are constantly wet during a festival, so we considered to work with those areas. We also considered working with keeping the head warm. But it feels natural to take wearables for these body parts off, and at a festival, this would probably mean that one eventually would lose the product. So we wanted our product to be more "locked" - but of course not forced - to the body in order to not be as easily lost. There's generally more value and identity in something you wear longer and don't take off as often.

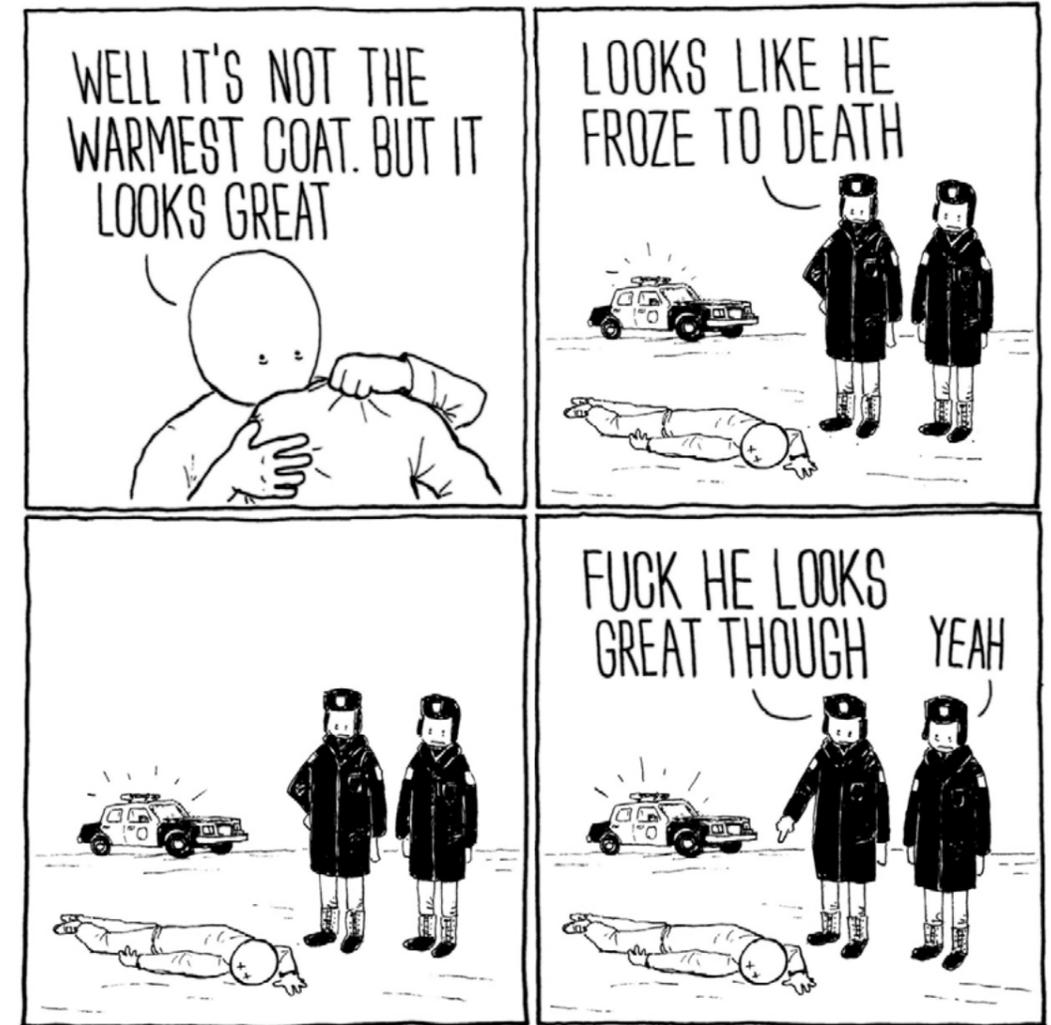
Shoes would be a good example of that, especially at a festival when one is outdoors all the time. The reason we didn't choose to work with shoes though, was that image-wise it is not as obvious in a crowd as something you wear further up. And we also asked ourselves whether one would really spend money on exclusive shoes for a festival, knowing that one might trash them.

To make a considerable difference we chose to work with the core. This is the area that needs most heat when we are cold, but also the area we want to expose to the cold when being too hot. So, back to the question on the last page - What level of intimacy should it have? Should it be closest to the body, like some sort of underwear or a swimsuit-like apparel body

concentrated around the core area? This could be a good way of controlling the body temperature, but would be hard to make in a way that worked for both men and women and under all different kinds of clothing that you can see on summer festivals. In addition it would be too intimate in the sense that it wouldn't be seen by anyone else, and would therefore not be a part of the image as we wanted to create.

Next level would be to make a shirt. But then, who would want to wear the exact same shirt throughout the festival? Shirts come in millions and millions of models and since they are close to the body, no model can be suitable for all different body types.

Last was the outer layer, the jacket. It is the outer piece of clothing concentrated around the core, worn by the majority of people at festivals at some point. The model of a jacket is flexible in the sense that it's not as strictly bound to the body type and can easily be made unisex. A jacket covers a big part of the body and making it more noticeable than say, shoes. And it is always exposed to surrounding eyes as it serves as the outer layer and isn't covered. In a perfect world, one jacket would combine both a raincoat, a warm jumper and a sheer cardigan. A jacket, if multifunctional, would then make up a considerable decrease in packing volume. Compared to smaller accessories a jacket would not be as easily lost. One should have the freedom to easily take it off, however, it should not be needed. Since worn constantly, it would have a higher personal value and therefore not be thrown away as easily.



# HISTORICAL OUTERWEAR

Having chosen to make a jacket suitable for different types of weather, we took a look back in history, at the outerwear and materials that have been used in different cultures to deal with cold, rain and shifting weather conditions. Among these, we found the models listed below most interesting. It was useful to see what natural materials have been used and why. As well as how historical outerwear still inspire fashion trends, and can be found on today's market, with slight or big changes in design and materials.

Buckskin is a soft sueded leather from the hide of deer which was used by the Native Americans to make jackets and leggings. This set of clothing with the same name as the leather was popular within mountain men and other frontiersmen for their warmth and durability. Buckskins were often trimmed with a fringe; a functional detail which allowed the garment to shed rain, and to dry faster when wet. The fringe acted as a series of wicks to disperse the water. Buckskin jackets, often dyed and elaborately detailed, are a staple of western wear and were a brief trend in the 1970s. The American jacket or tunic known as a wamus was originally made from buckskin with fringe.<sup>1</sup>

A poncho is a blanketlike cloak with a hole in the center to admit the head, originating in South America, and now often worn as a raincoat. It was originally made out of tightly woven fabric in order to protect from rain. The

holes for the arms allowed for ventilation on hot sunny days or when one was physically active. At night the poncho served as a warming blanket. Today's rain ponchos are made from a watertight material such as acrylics. Ponchos have been frequently used in the military starting in the 1850s, and has since then been worn during the American Civil War, WW1 and WW2. One reason to why it was preferred over raincoats was that it had the ability to not just keep the wearer dry, but the pack as well.<sup>2</sup>

A parka is originally a fur coat with an attached hood. It is intended for the arctic and other regions of extreme cold. The flexible hood was used as a baby carrier by the Inuit. The hip-length jacket is nowadays often made out of wool or out of a windproof, water-repellent material lined or trimmed with wool.<sup>3</sup> In difference to the anorak described below, a parka opens up on the front. The neckline is high to protect the face from freezing. The parka is popular amongst skiers, hunters, the military, etc.<sup>4</sup> A generally known example of a parka is the long Canada Goose jacket.

An anorak is a hooded short pullover jacket. Originally worn by the Inuit in the Arctic and made of fur. Today, it is usually made of any weather-resistant fabric. It is worn widely and often known as a thin, wind resistant sports jacket with a hood that normally opens up only half way on the front, so it needs to be pulled on and off over the head.<sup>5</sup>



# L A Y E R S

The general recommendation if one wants to keep warm is to dress in layers. So no matter what techniques we were going to use, it was given to explore the method and learn the principles, in order to see whether it was something we would use or leave behind. When dressing in layers, there are three layers to consider – an outer shell layer, a middle insulating layer and an inner layer.<sup>1</sup> Below, we shall account for the functions of the different layers.

## Outer layer

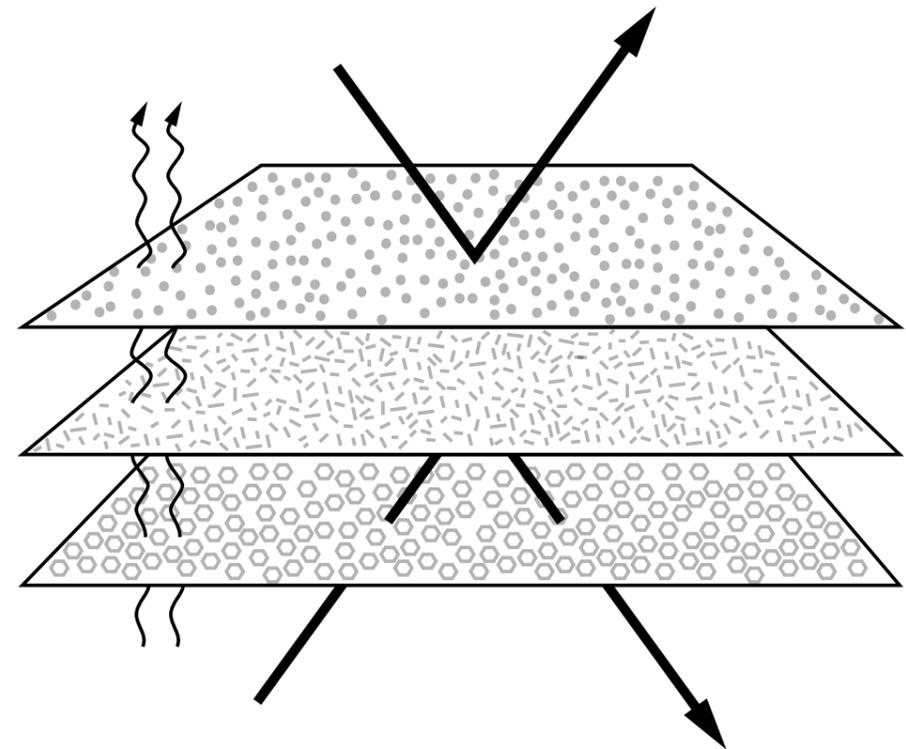
The purpose of the outer layer is to protect the body from external factors such as rain and wind, but also to breathe in order to allow excessive heat out. The outer layer is usually divided into two categories: hard shell and soft shell. Hard shell is both waterproof and windproof but doesn't have a very good breathing capacity. A soft shell on the other hand breathes very well and is very flexible. It is water resistant but doesn't protect as well against wet and wind.

## Middle layer

The mid layer serves to insulate, which it does by not letting the body heat through. As for the outer layer it is important though, that the body moisture can be transported through the layer and away from the body. If the body moisture would be trapped within the clothing this could both make it impossible for air to travel through the material – making it feel like wearing a plastic bag – and in the end result in hypothermia since the moist would use body heat in order to vaporize.

## Inner layer

The main purpose of the inner layer is to keep the body dry by pulling moisture and sweat away from the skin.



# LAYERS

## COMMON MATERIALS

We concluded that the principle with these three layers was a good base to work from. Even though most jackets have more than one layer of fabric, it is for this principle more common that each layer is represented by one individual piece of clothing. But our thought was to combine all layers in one garment. Having this as our aim, we started exploring the materials on the market by visiting shops as well as reading about the materials on the internet.

### Outer layer

Most of the jackets found on the internet had an outer layer made of plastic. One of the most reliable hard shell materials is Gore-Tex and one of the most professional soft shell materials is called Neoshell.<sup>1</sup> Other materials, such as tightly woven cotton<sup>2</sup> and waxed cotton<sup>3</sup> are also used. Visiting the stores, we found mainly jackets where the outer layer consisted of plastic, and all waterproof materials had a very functional look. Coming back to the computer we found microsuede, which is a material that looks like suede but really is plastic.<sup>4</sup> This material appealed to us due to its more fashionable look.

The outer layer is the layer that cuts out draft. This is an advantage when it is cold, but when it is hot, more movement of the air is probably

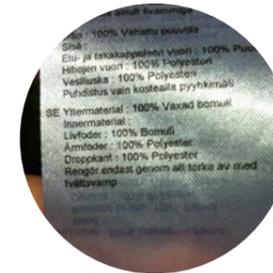
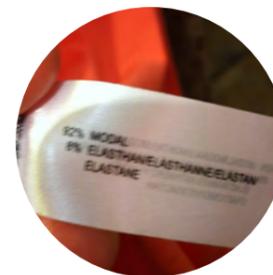
needed. Some functional jackets have perforations that ventilate, for example in the armpits. Maybe some sort of ventilation could be used in our product as well?

### Middle layer

The jacket is to be used the whole day, which means that it shall not insulate too much during the sunny hours, but at the same time be efficient at night. For the middle layer, we looked at structures and concepts rather than materials used in existing garments on the market. One way to prevent heat from leaving the body too quickly could be to add just a thin fabric for this layer, to slow down the air travelling through. Air too can be used as insulation. Using net or waffle weave results in space where the air can be trapped and heated by the body, and at the same time it lets through a lot of air. We were also starting to think about making the middle layer inflatable, to vary the effect of the insulation.

### Inner layer

Synthetic and wool are the most commonly used functional materials. This is due to their ability to transport moisture away from the body, and not absorb it.<sup>5</sup> We also considered using variations of silk and bamboo since these materials appear cooling to the skin when it's warm outside, and warming when it's cold.<sup>6,7</sup>



One often believes that one is clear about what one means; That people see the same things we see, and interpret things the same way we do. To be clear about the aim we had for this jacket, we put up this list of demands where the top ones are the main functions and the lower ones are only desirable.

Even though we, in this list ranked some as more important than others for the jacket to function, we found some from every step in the list to be equally significant in order to give the jacket its right identity.

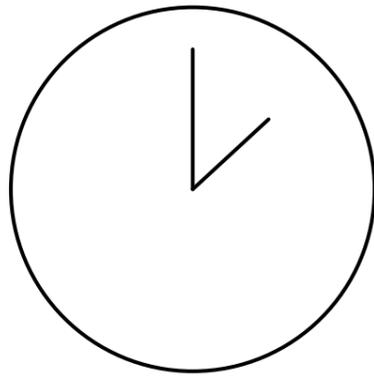
## **D E M A N D S**

- Stand temperature changes ••  
Protect from rain

Be comfortable  
Stand ruff usage  
Work during activity

- Have intuitive functions ••
- Have neat maneuvered functions ••
- Be affordable for Astrid (1000-3000 SEK)

- Store valuables
- Possess an element of surprise ••  
Last more than one season  
Easy to repair  
Be unisex



**Waiting at the stage**

1 hour

**Concert**

1,5 hour

**Finding shelter**

0,5 hour

By now, we started to realize that we might be overdoing the waterproof aspect. When researching on materials, we were looking into some of the best materials in this category, but felt that these materials didn't go well with Astrid's image. So we started to question how

much rain the jacket really would be exposed to. Looking at concert schedules, we estimated the maximal time spent in the rain to be an average of around three hours.

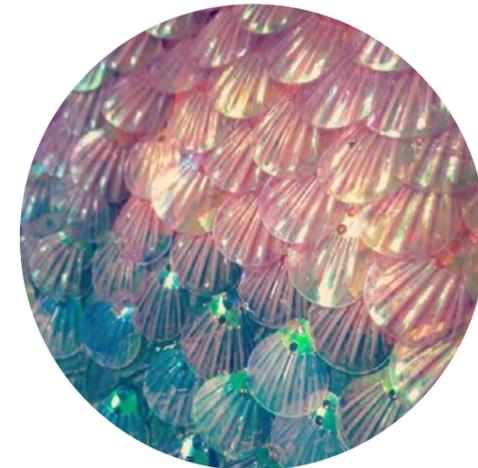
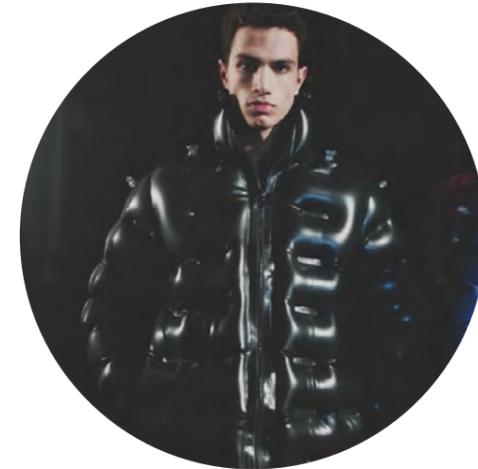
## THREE FUNCTIONS

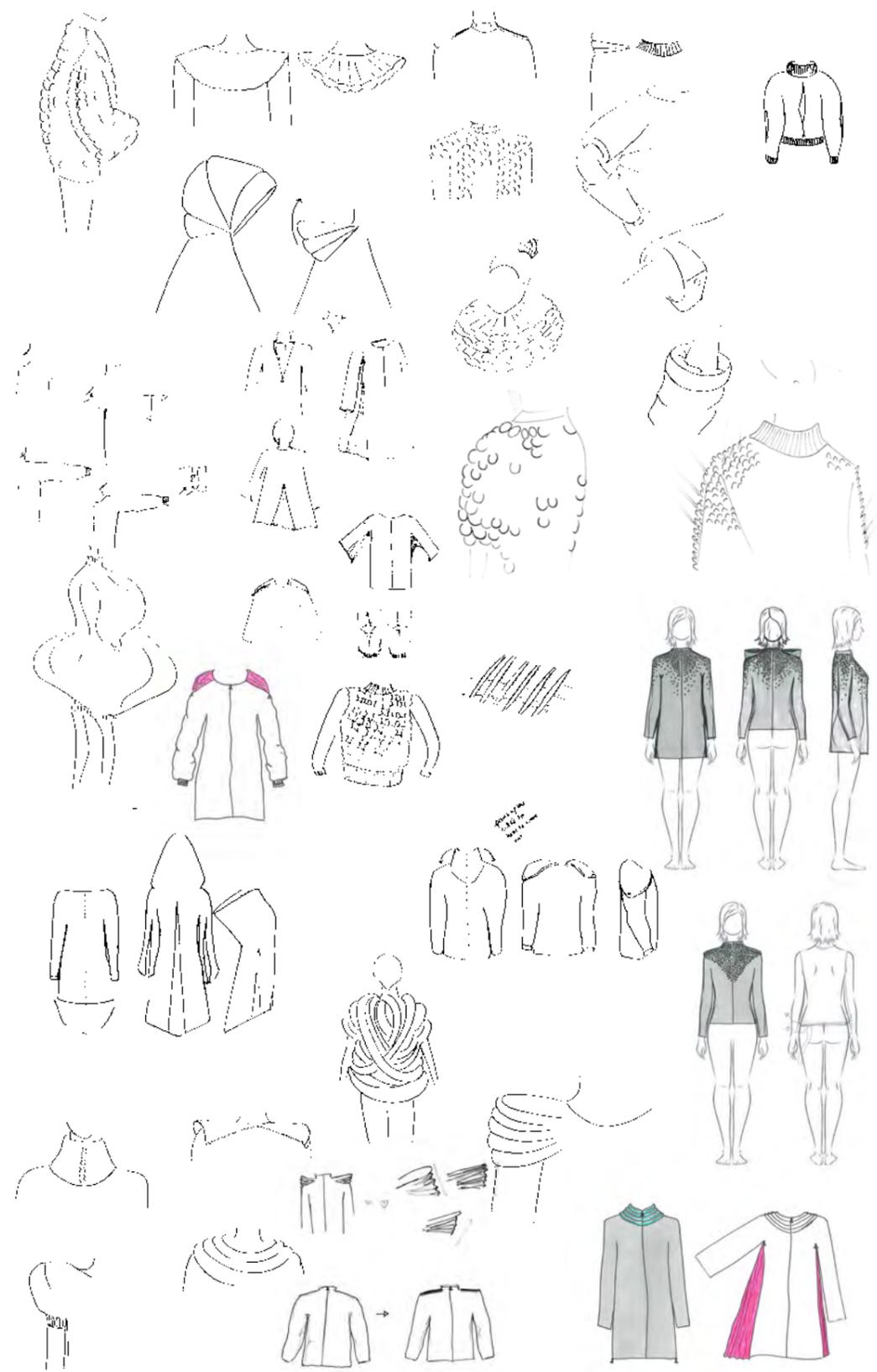
With the layering concept in mind, we started to think of how the different layers could be adjusted to work in different weather conditions. The inner layer is always needed, no matter what the weather is like. It would therefore be stationary. The insulating middle layer is however only needed when it is cold. We played with the thought of being able to adjust that layer so that it would insulate only when you feel cold. The outer layer serves to repel wind and rain. By being able to open up parts of this layer, wind could be let in and heat let out, which would make the jacket suitable for shifting weather. We stated three interesting functions based on these thoughts.

We called the first function "Open up" and sketched and made models where the basic idea was to open up the outer fabric by zipping and unzipping, in order to increase the airflow.

As for the second function, we wanted to work with air as insulation and looked into the possibility to deflate and inflate the middle layer.

The third function was to use tiltable sequins to ventilate. These could be made so that they, like a fur would lift and open up to let heat out during hot weather. During cold weather they could be closed repelling water and wind, and trapping the air and heat inside.





## KICK OFF PRESENTATION

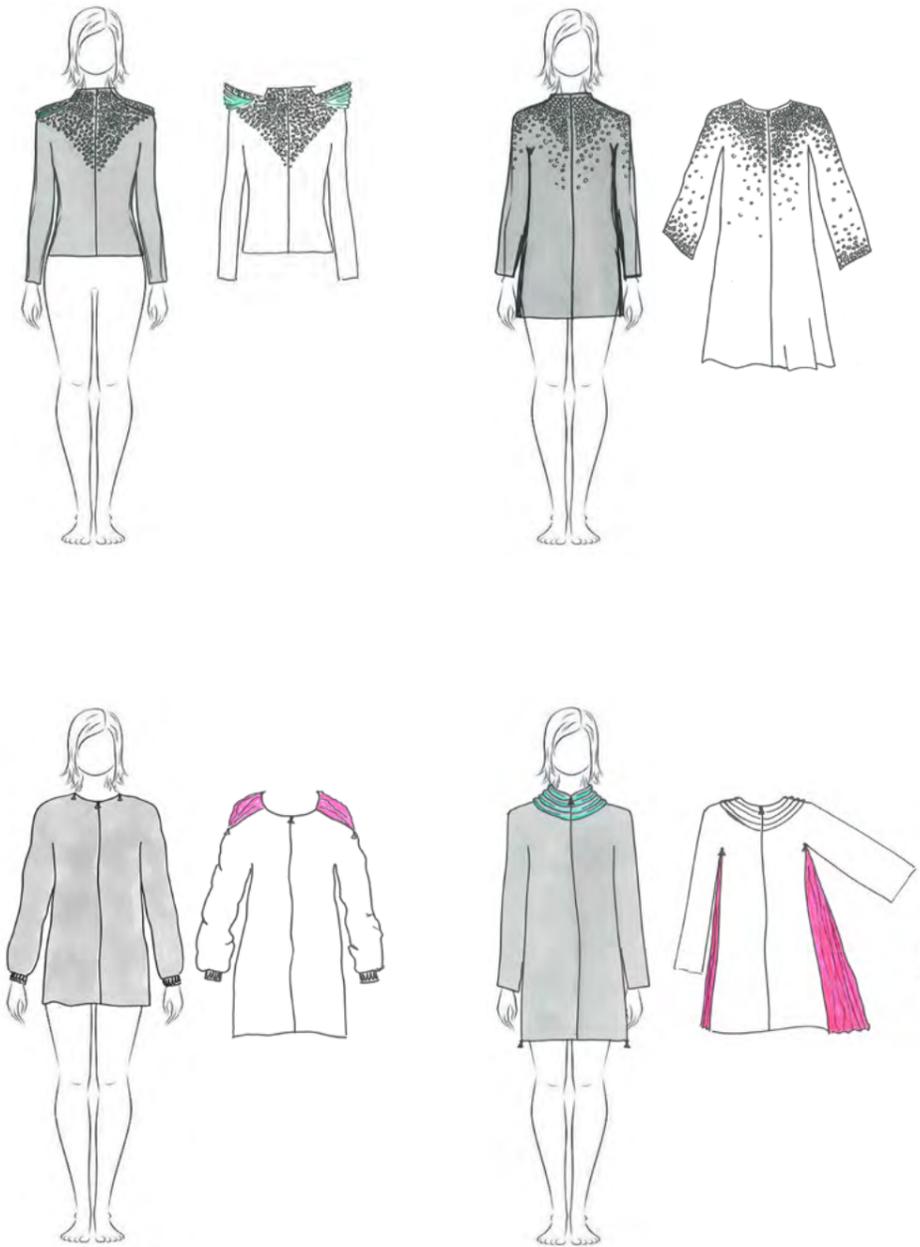
When it was time for our kick off presentation, we were in love with all three functions. So we worked our way to two concepts, both combining the functions differently.

The first concept was a combination of the sequin function with an inflatable and deflatable middle layer. We had one idea of a design where just the area above the shoulders was to be inflated. Since heat rises we thought this could be a good part of the jacket to have insulation in, and it would give a quite experimental look that suits for festivals. The other design idea within this concept was to inflate the whole jacket. In both cases, the sequins were best placed on the chest and upper back, since a lot of hot air is trapped here.

The second concept was to combine the open-up function with the one using air as insulation. Here, one of the ideas was - once again - to inflate the whole jacket and the other to create an effect by just inflating one part of it. The unzipping would be placed, either at the shoulders or along the sides.

Among the functions we thought the adjustable sequins to be the most innovative and most interesting, but also most likely to fail us during the project since we had no clue of how to do it. The inflatable function on the other hand, can be found in some concept jackets and was therefore not as much of a wild card as the sequins. However, we realized that a lot of testing would still have to be carried out to make sure it worked. As a natural part of most jackets, we knew zippers work well. Even though it seemed as a simple solution, we were inspired by that function as well.

Before the presentation we eagerly thought that the feedback we were to receive would make it possible for us to make a quick decision and that we, after the presentation, would be ready to kick off and start producing the jacket. However we realized that a lot of further testing would have to be done and decisions made.



# KICK OFF FEEDBACK

Your concepts are all about transformation. Explore that.

Limit yourselves to one function.

Does it work or are we speculating.  
Does it have an affect?



Functionwear. Look at people who have done that. Why do people not use that?

+/- 20°C is the important part.

Implement outdoor gear.  
Merging fashion and outdoor gear is interesting.

B O I L I N G

I T D O W N

"Clothes mean nothing until someone lives in them."  
Marc Jacobs<sup>1</sup>

***"Style is a way to say who you are  
without having to speak."  
Rachel Zoe<sup>7</sup>***

"MORE IS MORE AND LESS IS A BORE."  
IRIS APFEL<sup>2</sup>

"Fashion is not something that exists in dresses only.  
Fashion is in the sky, in the street, fashion has to do  
with ideas, the way we live, what is happening."  
Coco Chanel<sup>8</sup>

"Style is a simple way of saying complicated things."  
Jean Cocteau<sup>3</sup>

"Fashion has to reflect who you are, what you  
feel at the moment, and where you're going."  
Pharrell Williams<sup>9</sup>

"What you wear is how you present yourself to the  
world, especially today, when human contacts are so  
quick. Fashion is instant language."  
Miuccia Prada<sup>4</sup>

"FASHION IS ABOUT CHANGE WHICH IS  
NECESSARY TO KEEP LIFE INTERESTING." <sup>10</sup>

***"Fashion should be a form of escapism,  
and not a form of imprisonment."  
Alexander McQueen<sup>5</sup>***

"Vain trifles as they seem, clothes [...] change our  
view of the world and the world's view of us."<sup>11</sup>

"Fashions fade, style is eternal."  
Yves Saint Laurent<sup>6</sup>

"Clothes create a wordless means of  
communication that we all  
understand."  
Katherine Hamnett<sup>12</sup>

# F A S H I O N

Working with a project about clothing we wanted, and needed, to dig into the area of fashion. Where does it come from, what affects it and what is it really all about? On the previous page, we gathered some of the most inspiring quotes we found about this area.

Fashion is, according to the dictionary site Cambridge Dictionary "a style that is popular at a particular time, especially in clothes, hair, makeup, etc."<sup>1</sup> What differs fashion from "trend" and "style" is that fashion changes for a particular season, climate or weather and is set by the fashion designer in a more obvious way than trend or style is. Trends can last for many years even if the fashion changes, but today when everything can be displayed immediately on social media, trends seem to appear and disappear faster than ever.<sup>2</sup> Back in the days, fashion was only available to the royalty and the upper class. The change came in the nineteenth century, with the introduction of mechanical sewing machines as one explanation. Clothes were now made on a larger scale, resulting in affordable prices for the middle class as well.<sup>3</sup>

Nowadays in a world where everyone ought to be unique and follow their own truth, the word fashion has become quite negatively charged. It is almost a bad thing to care about your clothing. But you can't really escape fashion. Everyone has to put clothes on in the morning that can tell us a lot about who they are and how they feel that specific day. So whether we want to admit it or not, fashion is always present. In the book *A Cultural History of Fashion in the 20th and 21st Centuries* one sentence made this quite obvious to us. "We can step back in history or step forward into the future by merely changing what we wear."<sup>4</sup>

Fashion tells us a lot about society. At first impression fashion doesn't seem too serious, but over the years fashion has been forced to

accommodate to political, social and economic change. If we look back just a few hundred years ago, dressing in clothes belonging to a higher social class than yours was classified as a criminal offence that you could be punished for. It was seen as a big threat to the ordered society of that time.<sup>5</sup> We can also read theories telling us that "the hindrance of women's dress ... is evidence of her economic dependence on a man, and is reflective of male pecuniary strength in society" (Veblen 1965).<sup>6</sup>

There is a lot of sad evidence of how fashion and clothing have been used to divide people, but today clothes are – most often – not forced on us based on our social class, but chosen by the individual to reflect his or her style and personality. For many, this is just about having fun with your style. For others, it could be an opportunity to explore your personality or who you want to be, just by changing clothes. Because clothes have power to change people's way of approaching you and your way of approaching yourself. They tell the world a lot about what you feel and of your opinions. An example where opinion is strongly connected with clothing is the hippie movement in the 60s and 70's. Just by dressing according to their "dress code" you become a part of a new society. A more recent example is the meat dress worn by the singer Lady Gaga at the 2010 MTV video awards. She was doing this to "protest against the military's 'don't ask, don't tell' policy" and it was a statement against the governmental restrictions placed on the rights of gay soldiers.<sup>7</sup>

As waves, trends and fashion come and go. It is the fact that it is temporary that makes it so exciting. Papanek writes in his book *The Green Imperative* that "the feeling of joy for the temporary is greater than the durable".<sup>8</sup> Unlike something that is meant to last for centuries, the fact that something is temporary awakens magic.

While studying *A Cultural History of Fashion in the 20th and 21st Centuries*, we stumbled upon a chapter of particular interest – Fashion and Music.

that both "popular music and its icons played a key role in establishing youth cultures in which clothes were central to 'performing' one's identity".<sup>9</sup>

***It would seem like some young people just want to live the life of a rock star. But if they can't live it, they just want to look like one.***

This connection between fashion and music can be traced back to the nineteenth century. Ever since then, music genres and artists have had a big influence on fashion. The up-tempo jazz dance of the 20's made the world want to swing in Gatsby-like fringed dresses. The Hollywood glamour fashions of the 30's was inspired by Broadway shows and musical theatres. Rock and roll, with Elvis as their icon, brought a new style that was strongly connected to youth and rebelliousness in the 50's. The baggy and low-hung pants introduced by hip-hop artists and breakdancers were designed to allow the athletic and acrobatic movements of the dance. The curator Kate Somerville claims

Even established designers have understood the influence music has. Fashion brands have often collaborated with leading musicians, and in 2005, Dior's Homme designer Hedi Slimane took it a step further when he joined bands such as Air, Franz Ferdinand and The White Stripes on their tours to get inspiration for his next garment collection.<sup>10</sup>

## ASTRID'S MUSIC

Celebrities are, as stated earlier, trendsetters. Celebrities are often used by the bigger companies and designers to market their products. At fashion shows, the trend is exaggerated in order for it to be picked up visually by the potential customer. Celebrities want to be remembered and to stand out. In the same way they exaggerate their styles on stage. They are part of a concept, a music style and as performers they want to draw attention in order to entertain. We are very much affected by our idols, as they inspire us in many ways, not least in fashion.

It was important for us to define Astrid's idols as that would tell us about her style and further about her opinions and attitude. We ideated on several bands and singers and found Freddie Mercury, Ola Salo and Kesha amongst her biggest idols. Freddy Mercury was the lead singer of Queen, an 80's rock band. Ola Salo, a Swedish lead singer of the rock band The Ark.

And Kesha, an American singer mostly known for her electropop tracks. As singers they are at the center of attention and enjoy being brave and bold. Their style is androgynous and very experimental. They mismatch stereotypical styles from different music genres and combine casual with dressed up clothing.

Astrid has an urge, as most people do, to be unique and as she loves to be at the center of attention, she looks up to people that have the attitude to stick out. She appreciates the true artmanship the singers share in that their songs and lyrics are their own and that they are open about their sexual orientation. As them, Astrid is outspoken and vain. She has adopted an androgynous, yet glamorous style. She is utterly aware of what she wears and mismatches her clothing just like her idols. Making sure an hour in front of the mirror never appears as more than five minutes.



Freddie Mercury



Kesha



Ola Salo

# MARKET RESEARCH

Studying the market of jackets, we found there to be basically two categories, into which all jackets could be divided - functional and fashionable. Either jackets are made with function in focus, and have an aesthetic which confirms its functions. Or they are made with fashion in focus with the purpose to look trendy, but do not possess any extra functions.

Astrid is young without a stable income and although she wants to stick out and be unique, we pictured her buying clothes at rather cheap chains such as H&M. We panicked over the fact that Astrid was in the wrong category in order to resist rain. To our relief though, we found - when calculating the average time spent in rain at a festival - that budget brands jackets should be resistant enough.

To us the function was key, but we knew that functional jackets is not Astrid's style. She wouldn't set foot in a shop like Fjällräven. In order to make Astrid buy our jacket, it would have to be a functional jacket in fashion disguise. Sold at a fashion chain we could lure Astrid into buying it. If the garment would be appealing enough to Astrid, we knew that the budget could be slightly pushed, landing at around 1000-3000 SEK.





## H & M

As stated earlier, Astrid has a quite tight budget, but is willing to spend some money on a jacket if it works well with her image. She doesn't really care about functional jackets - Who wants to wear a mouldy green rain jacket? - and would therefore never go to a sports or campers store to buy any outwear. So we thought that the best chance for us to make her buy a functional jacket, would be to make it look just like a fashionable piece of clothing sold in a store where she usually goes shopping. We started to think about H&M, and knew they are making some more exclusive collections alongside their budget ones.

Almost 70 years ago, 1947, a man named Erling Persson opened a new store for womenswear in the Swedish town Västerås. He had been inspired to do so when he, the year before, noticed the American efficient and high-volume stores while traveling the U.S. Persson called the store Hennes - which is Swedish for hers - and only five years later, he expanded and opened his first store in Stockholm, Sweden's capital city. In 1968 Persson teamed up with a hunting apparel and fishing equipment retailer named Mauritz Widforss and the company changed name to Hennes & Mauritz. Under this name, they began to make clothes for the entire family, and not just for women anymore. The international growth began during the 60's and 70's, when stores all around Europe were opened. (But it wasn't until year 2000 that they opened the first H&M store in the U.S. and thereby started to expand outside of Europe as well.) Today you can find H&M in all continents around the world except Antarctica.<sup>1</sup>

Over the years, H&M has collaborated with world-famous models and celebrities several times. The first celebrity to ever work with H&M was ABBA member Anni-Frid Lyngstad back in 1973. Since then, H&M has worked with Madonna, David Beckham, Beyonce, Naomi Campbell and many more.

In 2004 Karl Lagerfeld - one of the most acclaimed fashion designers in the world - shocked the world when he, as the first celebrity designer, announced a collaboration collection with H&M. After the successful collaboration with Lagerfeld, H&M has continued on this trail and since then released one or two designer collections each year. The lines of people waiting outside the stores to get one of these exclusive pieces speaks for itself and the hit is a fact. Obviously H&M knows the art of marketing. Already back in 1954, H&M took a pioneering step in the belief of the power of marketing, by placing a full page ad in one of Sweden's largest dailies.

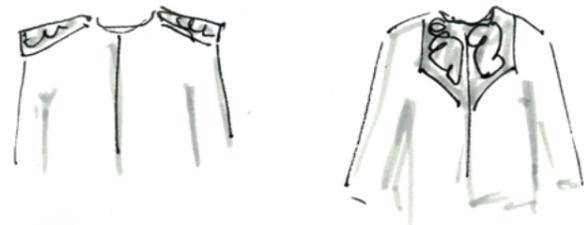
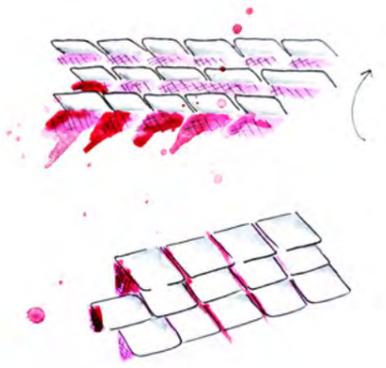
Besides working with famous designers and models, H&M has had unique collaborations with the Parisian museum Musée des Arts Décoratifs<sup>3</sup> and the American music festival Coachella<sup>4</sup>.

Astrid hates to be mainstream. But at the same time, she loves to be at the places where it all happens and with all the buzz going on about H&M's exclusive collections, she can't really stay away. Astrid never goes for the safe alternative when it comes to fashion and likes to experiment with clothes in a way that H&M, as a large company, has the possibility to do. Her budget is quite tight, but if a few extra 100 SEK could give her something unique to make her stand out she wouldn't hesitate. This is why we decided to work with the line H&M Studio. It was introduced by H&M in a press release 2014 that said:

"H&M Studio is the new name for H&M's key seasonal fashion collection. With its own dedicated design team, each season H&M Studio will offer a limited-edition collection of the hottest looks and statement pieces."<sup>5</sup>

As a bonus, H&M has during the last years worked more and more towards sustainable productions and lines within the company.<sup>6</sup>

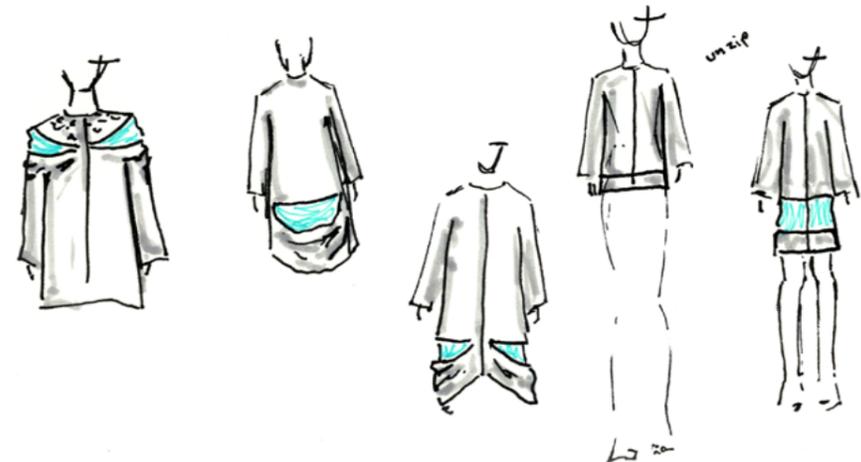
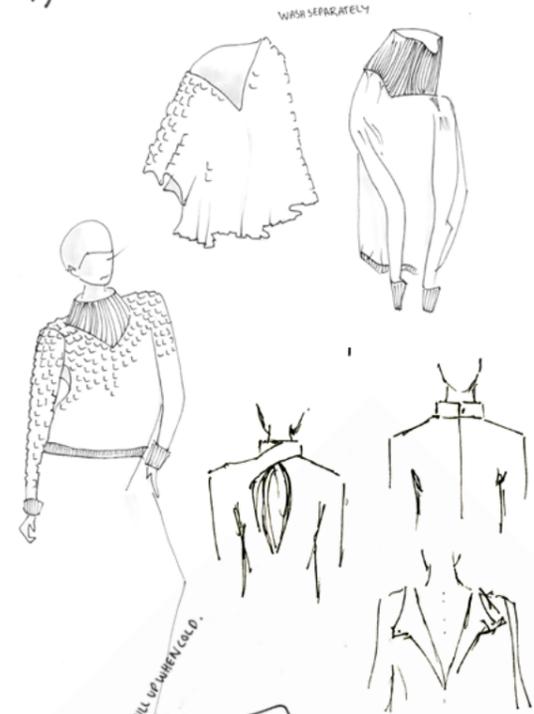
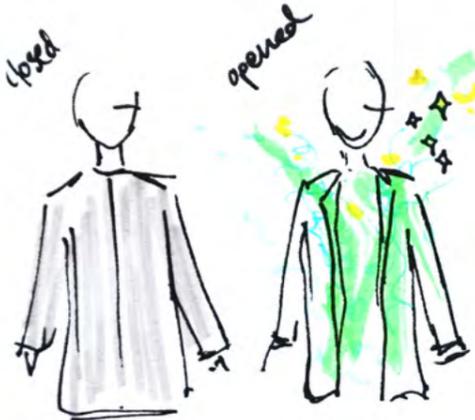
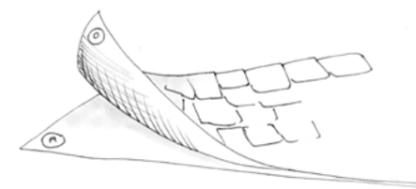
Transform as the keyword.



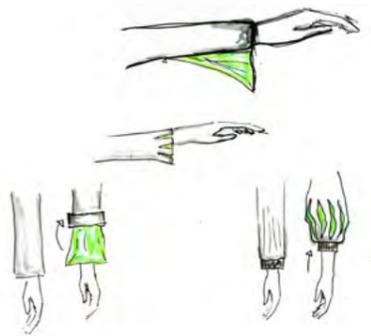
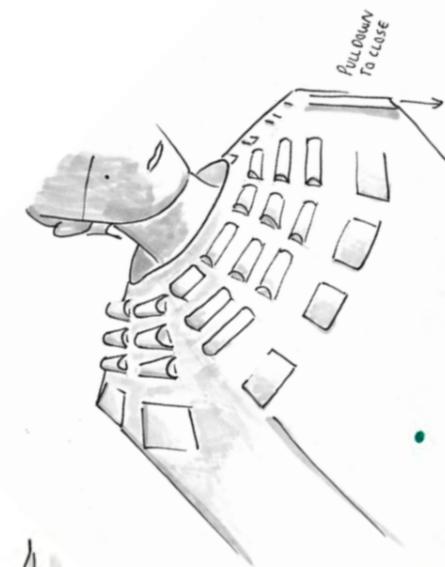
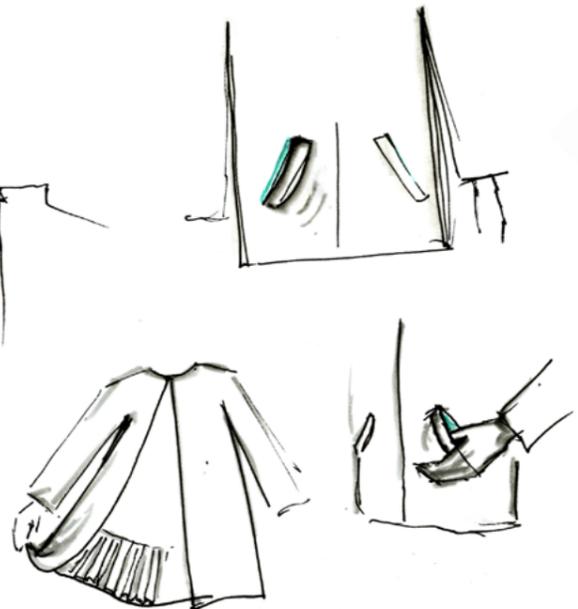
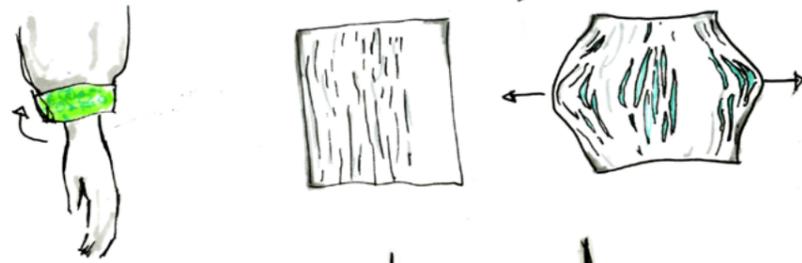
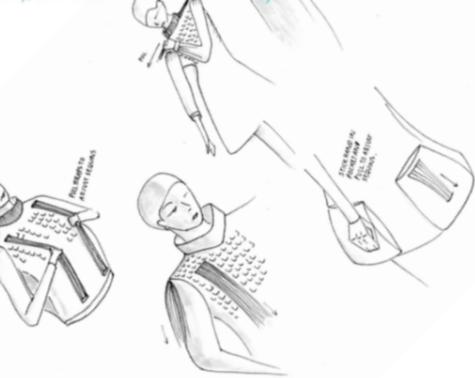
har-trans. med vdring eller annat uti garna.

- 1. nedfällida/pressade paljetter
- 2. löst hängande (standarol)
- 3. uppfällida paljetter

Modell collage-jacka? (see #)



loosen/tighten open/close button/unbutton wrap/unwrap rigids/soft shrink/stretch hide/expose



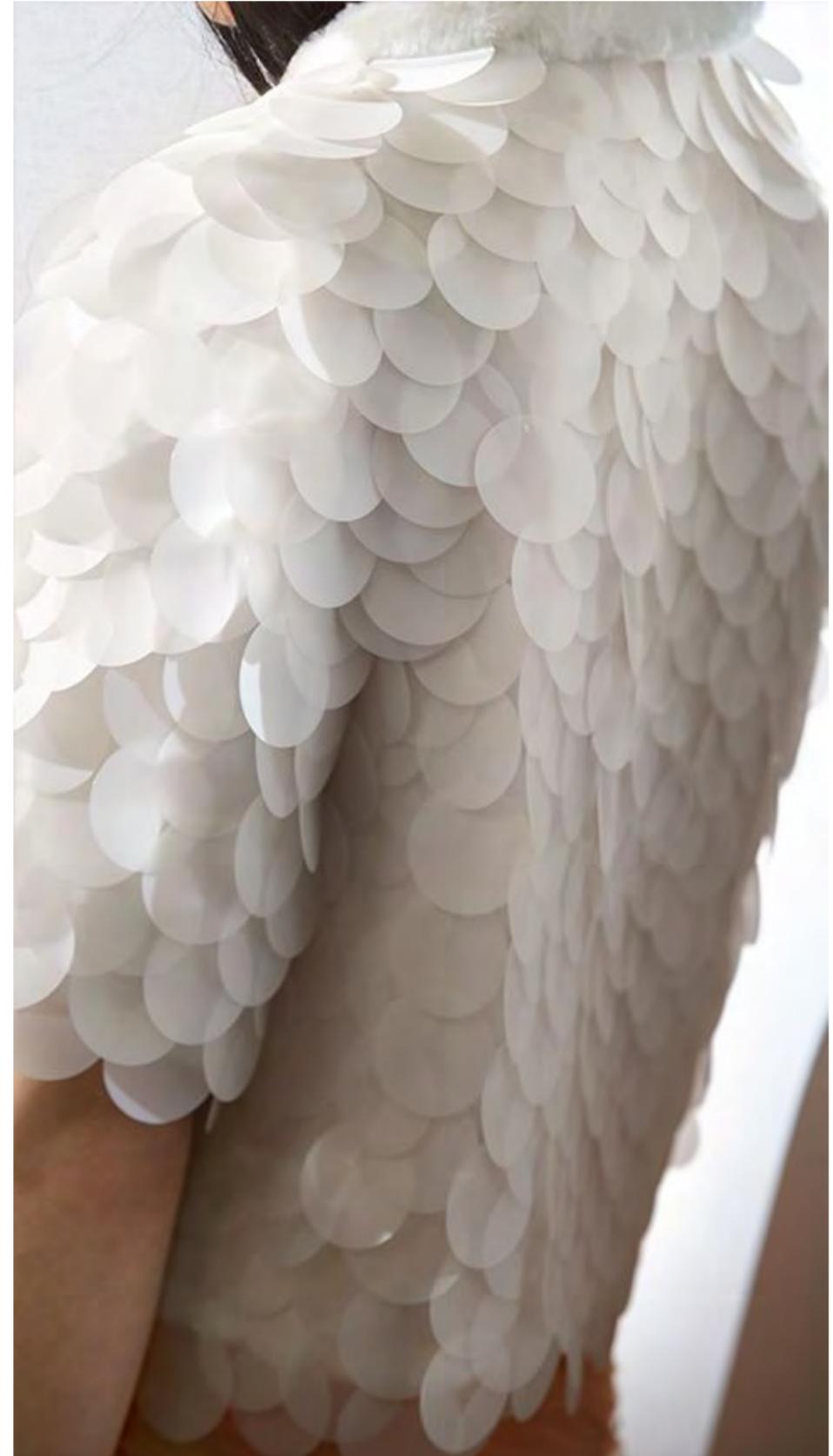
G E T T I N G

C L O S E R

## CHOOSE ONE

To make the best out of the transformation techniques we had to choose one. After much consideration, we decided to go for the sequins. This was the technique that triggered us the most, for it felt new and exciting. Surely it was a challenge, since we had no idea if it was going to work, but we wanted to push ourselves and give it a shot. If we could make it work, it would definitely be the perfect fusion between function and fashion.

One comment we got at the kick off presentation was to always strive for a timeless design. Normally, we prefer classic and minimalistic products, but we wanted to step out of our comfort zones and go a bit crazy. We wanted to be more daring and festival fashion is everything but modest. But at the same time, from an environmental point of view, we wanted the jacket to be used for years and not go out of fashion immediately. To find out whether sequins would be able to endure the test of time, we started to dig into the history of sequins and were amazed by our findings.



# SEQUINS HISTORY

Sequin descends from the Arabic word sikka and the Italian word zecchino, both meaning coin or gold coin. Sequins were used as a status symbol and were a way to show others how wealthy you were. But this was also a way to keep your money away from thieves, since sequins back then were made of precious metals. Since then, everything from cheaper metals to gelatine and plastic has been used.<sup>1</sup>

The first evidence of sequins is found in the Indus Valley and dated 2500 BC. One of the most talked about findings in the history of

fashion is from 1323 BC and found in the Egyptian pharaoh King Tutankhamun's tomb. In the following decades we can see many examples of clothes decorated with sequins, but in the 20's the use of sequins exploded. Rumours say that the reason for this was the discovery of King Tutankhamun's grave in 1922.<sup>2</sup>

As this timeline shows, sequins have never in the last 100 years gone out of fashion.



*"And now,  
I'm just trying to change the world,*

*one sequin at a time."  
Lady Gaga<sup>1</sup>*

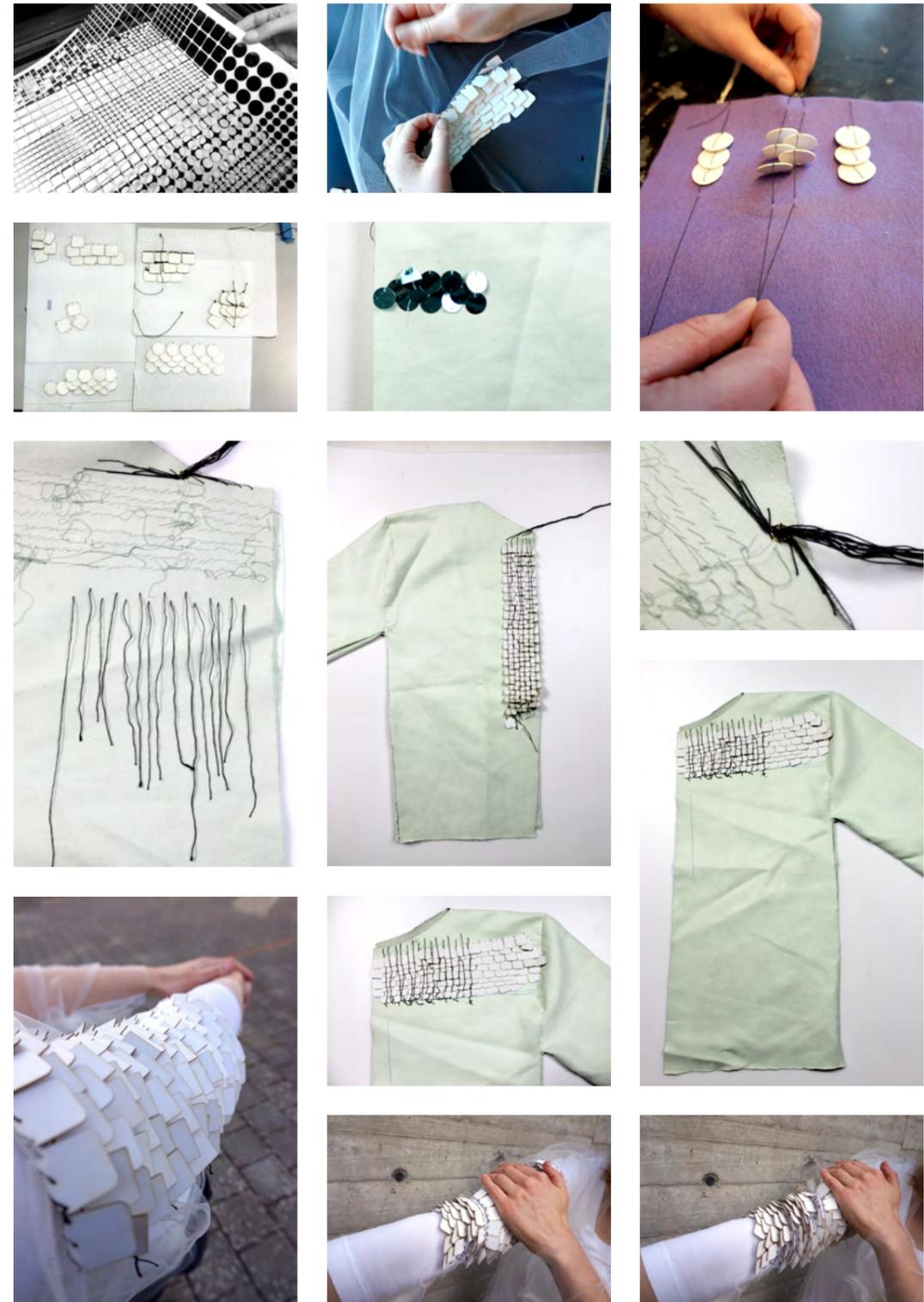
## DOES IT WORK?

The headline was a comment from our teacher Charlotte Schödell. A comment that dwelled in our minds. In order to find out whether the adjustable sequin function would work we cut out a few sequins in the laser cutter and sewed them onto a piece of fabric. Using a thread, we connected each row and as we had hoped, by pulling the threads up, the sequins rose. And by pulling the threads down on the front the sequins went back down. We tested the function in larger scales as well, sewing them onto jacket models to see if they still would be able to tilt when pulling the threads. To our delight, it worked.

Having stated that it could work, we eagerly moved onto cutting out different shapes and dimensions of sequins. We tried a variation of materials. First, a cardboard which quickly made us able to print sequins to test the function. However, it wouldn't be possible to use for the final model, so we tried with plastic instead. The material was an acrylic and was easily burned or melted. So to get a good surface and cut through the laser cutter had to run over the shapes several times. It was very time consuming. For our final product we first intended to use actual sequins that we had

ordered online, but realized they were way too thin to be durable enough for our purpose. So we went back to laser cutting the acrylic material that we knew worked.

Square shaped sequins with a diameter of 20 millimeters was what we concluded worked best. We liked the aesthetic of pretty big sequins, and as a bonus, it would be easier to sew them onto the jacket if the amount of sequins could be reduced. A square covers more surface and allows for less gaps and air to flow through. We chose to round the corners slightly as it gave a softer look and feel. We wanted the sequins to have a shiny metallic look, which we hoped to achieve by sanding and spray painting them. When closed, the sequins should appear to be just a regular sequin and be quite discrete. Or at least as discrete as a sequin can be. But when opened, they were a part of a transformation and performance. To stand out, the backsides should be colourful.



## INTERVIEWS

With our concept chosen and goals set, we decided it was time to speak to some people working in the fashion and textile industry. Two people were interviewed – Anna Cabak Rédei, Cognitive Semiotics Researcher and Anders Kärman, Textile Engineer.

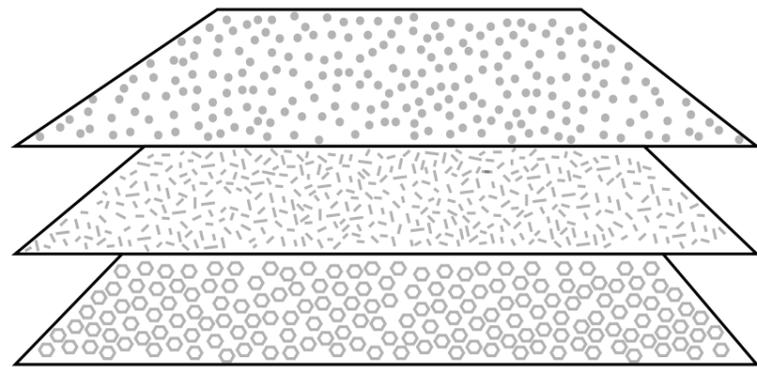
Before the meetings, we had the idea to work with fabric made of either bamboo or silk. We had heard that these fabrics have a warm appearance at the cold skin, and cold appearance at the skin when it's warm. But talking to Anna and Anders, we learned that both these materials – as well as cotton and viscose – have good absorbency which in our case wasn't desirable. We therefore decided to work with a synthetic fabric instead, because of its ability to transport moisture away from the body, and not to absorb it.

Using polyester fabrics for both the outer and inner layer can sometimes generate a sweaty feel. And since we already had decided on a synthetic outer layer we had to consider this. With this information about polyester on polyester, we decided to try out the combinations of fabric for ourselves. With a sketchy jacket of polyester based suede as the outer layer, we tried to see whether we would feel any difference if the base was polyester or modal fabric. We used a climate lab for this part, where we had one chamber of 10°C and the other 25°C.

Measuring the temperature of set body parts, both while being passive and active, we could see that the difference was barely noticeable. But if anything, the modal base felt warmer than the one made of polyester.

We also contacted a designer at H&M. She gave us information about how they choose materials and how different materials affect the final price of the garment. Since our jacket will demand some sewing by hand, we asked what she thought about that. She told us that, since it is so expensive, they avoid it when they have large orders. But for the more exclusive collections – H&M Studio for example – they sometimes have parts sewn by hand. Even though these garments sometimes cost more to produce than they get paid for, it is seen as good PR and the attention this collection – and thereby H&M – gets will make it worth it.

# FINAL MATERIALS



**Outer layer**  
Sequins + water repellent micro suede

**Middle layer**  
Acetate

**Base layer**  
Knitted polyester

## B O M B E R J A C K E T

The bomber jacket was initially a part of the Aviation Clothing Board created for the US Army during the first world war. The pilots needed warm clothing as they were flying in open cockpits of the propeller aircrafts. Leslie Irvin designed and manufactured the first of many later variations of the jacket. This model is known as the Classic Sheepskin Flying Jacket.

The demand for the jacket grew very high, especially during the second world war. That along with the developed technology within the air force is the reason why the jacket has been redesigned several times and produced in several different materials. Bomber jackets were originally made out of sheepskin, but were also produced in sealskin and horsehide. Always with a cotton or fleece lining.<sup>1</sup>

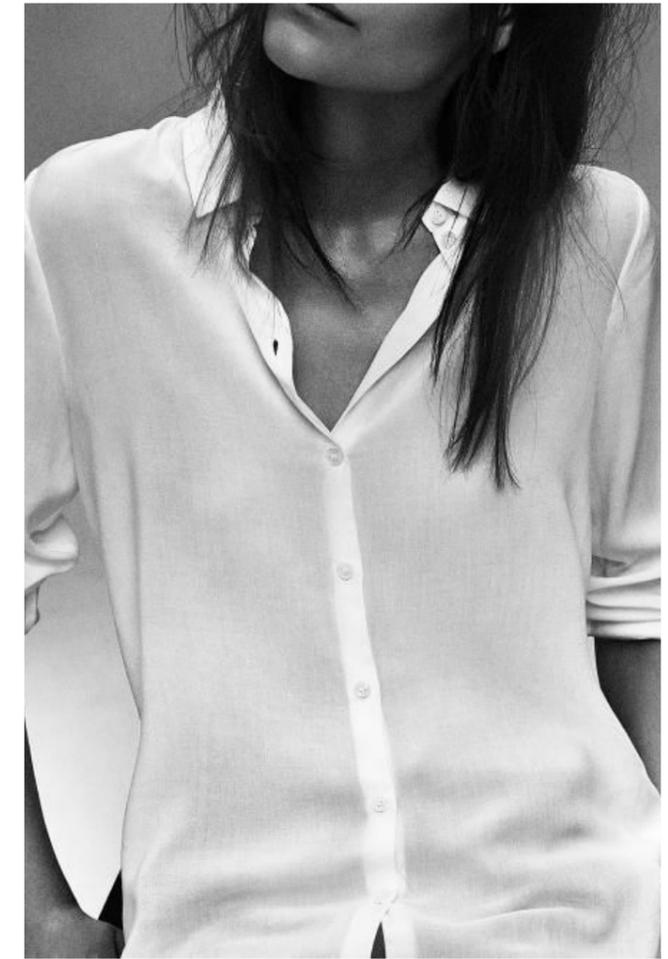
As the jet aircrafts made entry, it was possible to fly at much higher altitudes and in much colder temperatures. The cockpits were then filled with new technical equipment and the unimpeded access to and exit from cockpits became even more critical for safety. The bomber jacket was then made lighter and warmer. This by changing the leather to high quality nylon and the cotton or fleece to a nylon lining. In between the layers a third layer consisting of wool was introduced. This layer has in later models been replaced by polyester which is both lighter and warmer.<sup>2</sup>

Another version of the bomber jacket is irreversible. Its outside, a green nylon, and the lining orange. In case the plane crashed the pilot could turn the jacket inside out and be a signal rescue personnel.<sup>3</sup> Having been a jacket strictly bound to the pilots of the U.S. army, the bomber jacket grew to be a fashion statement. Flight jackets have been popular with skinheads and scooter boys from the 1970s onwards. In the early 2000s, the jacket was popular casual wear in hip-hop fashion.<sup>4</sup>

For the last 25 years the bomber jacket has been a fashion statement for both young and old alike and can be found manufactured under a variety of brand names around the world.<sup>5</sup>

Not being dressmakers we figured choosing a model of an existing jacket and then make modifications was the way to go. We chose the bomber jacket as it is worn by all kinds of people, and exist in so many variations. Like a blank canvas, we saw it as a base that we could apply our design upon. And it is a timeless, classic model worn equally by men and women. As we were concentrating on the core and because it would be more practical to move around in, we chose a short model.

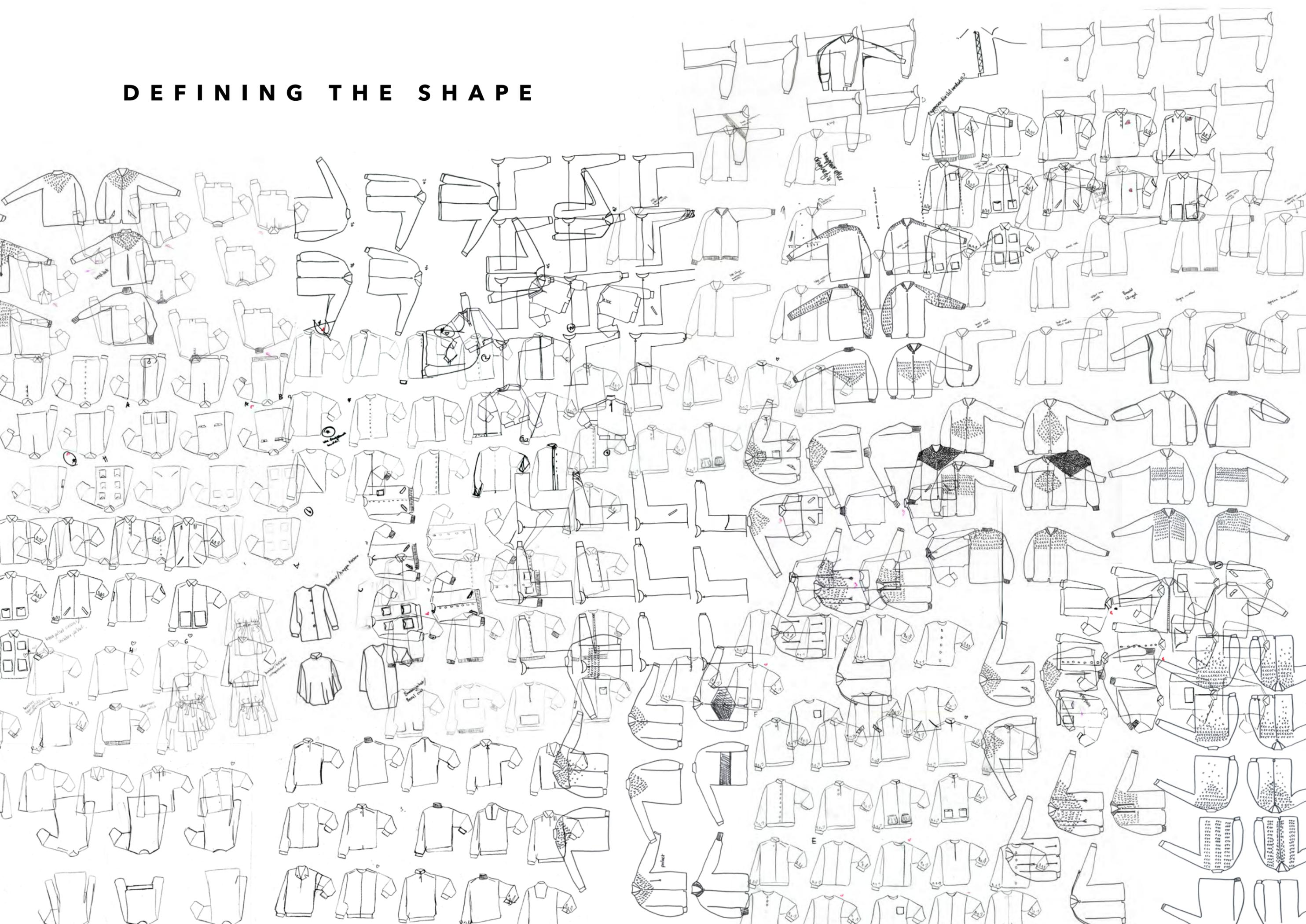


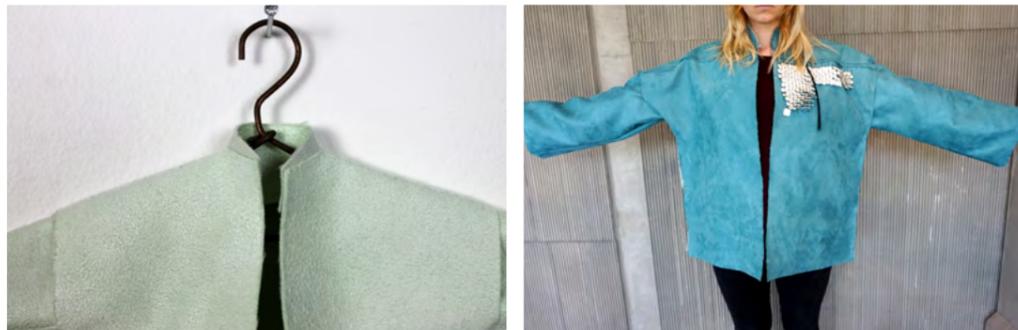


There are gender differences in clothing. Women's and men's shirts and jackets differ in how they're cut, but also in how they're oriented: To the person wearing them, men's dress shirts have their buttons on the right and the flap on the left.<sup>1</sup> Whereas it is the opposite for women's shirts. The same difference in placement applies for zippers. There are many theories behind this standardization, but instead of going too deep into the reasons for that, we decided to just accept the fact.

I N T H E M A K I N G

# DEFINING THE SHAPE

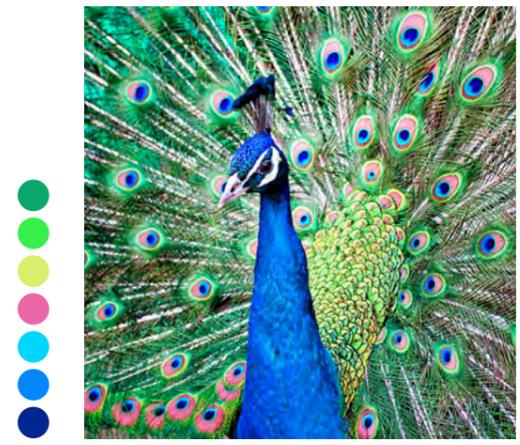
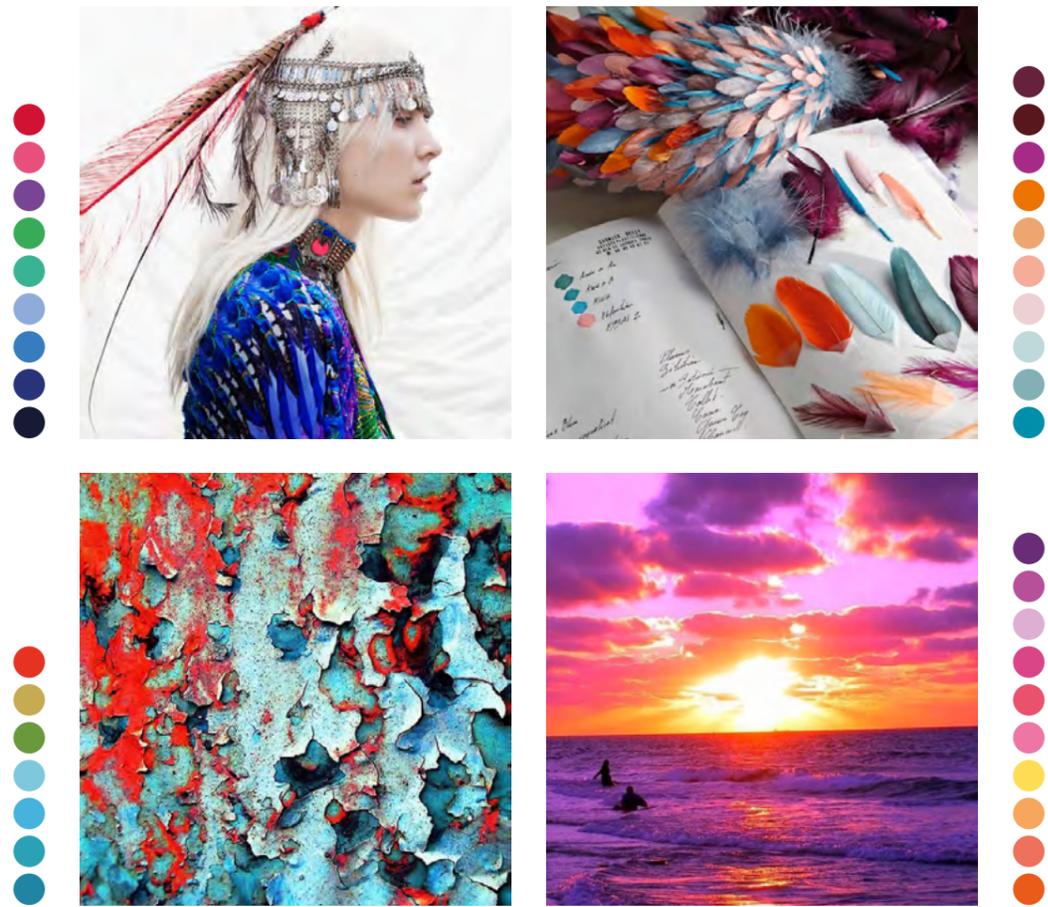




## SEWING WORKSHOP

With some sketches made and a rough idea of shape and proportions, we went back to the sewing workshop. By making both real size models and small 1:6 models, we continued to experiment with the design of the jacket. We realized how even the slightest changes could affect the appearance of the whole garment. Detailed decisions had to be made, such as the placement of the seams and sequins, and the width of the wristlets and the position of the zipper.

# COLOUR PALETTE



The word surprise had been with us since the first day when we started to talk about festivals and was something we wanted the product to represent. In the hope that it would make the jacket more usable throughout the year, we decided to use a black micro suede for the outer fabric. The inner fabric and the back of each sequin should, on the other hand, explode with colour. To come up with exciting colour palettes, we used the colours found in pictures we liked. Five of our favourites are displayed here, and the one we chose was the peacock. What made us decide on the peacock was the element of surprise that its spread feathers provide.

## TIE - DYE



Like the peacock we wanted our jacket to be quite anonymous when the sequins were closed. And pop out when opened. In the same way a black outside would as a contrast have an exploding colourful inside. To achieve this effect we chose to work with tie dye for the inner layer (yet another technique we had never tried before). We picked out a set of tie dye colours that would match our palette for the backside of the sequins.

Having found and chosen some interesting tie dye techniques we started making tests on pieces of fabric. We had planned to use a polyester fabric for the inside as it had a luster. However we quickly discovered that the polyester would not suck up the dye and that the colour faded. So we continued doing tests on cotton fabric which worked better. When hung up beside each other we got an overview of what patterns we liked. The detailed patterns were beautiful but we concluded that they would steal the attention of the sequins which we wanted to dominate the show. In addition achieving a perfect tie dye pattern would take more time than we had and the result we suspected the result to look as it was trying too hard.

The technique that we liked and chose to go with was to splash tie dye colour onto the twisted and tied together fabric. This effect gave a casual feel and suited the style of our jacket. This way every jacket would also be unique which was suitable for our limited

collection concept. An advantage of it was that dirt or stains would blend in more easily. The option of washing a piece of garment is however crucial for the customer. Therefore we decided that the inner layer which would be most exposed to sweat, would be detachable and washable.

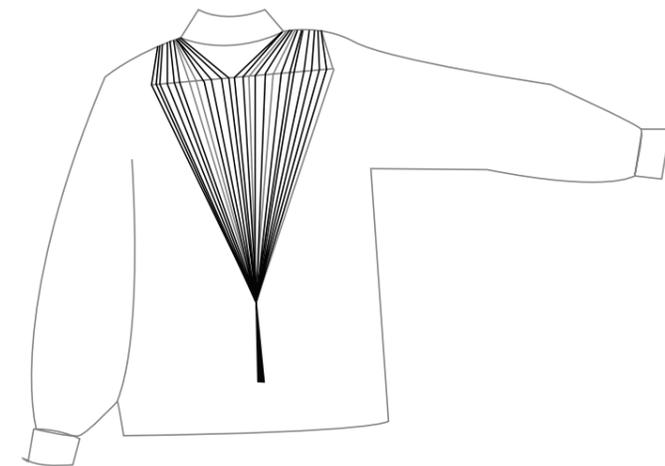
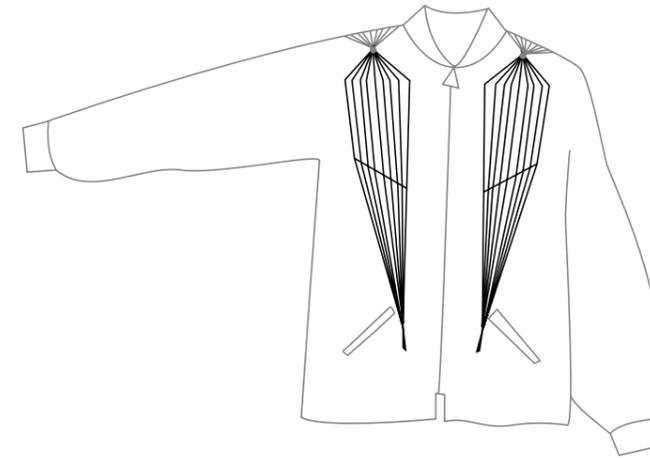
It was a challenge to get the colours as bright as we would have liked them to be. And we realized that one of our initial ideas of having one of the colours as a background colour would be out of the question. The other colours would then barely show at all. One of the colours we had picked was black which had a tendency to turn out grey on the white fabric. Using chlorine, we tried bleaching black fabric instead. The bleached parts did however turn a rusty red so that was a dead end.

Returning to a "white canvas" on which the colours would look their brightest we tried pouring and splashing the colours in the same areas several times. They got brighter but not as brights as we would have hoped. Obviously a more optimized result could have been achieved if we had had the time to experiment more with other types tie dye colours and fabrics. We made two final tie dye pieces. On the first we used mostly black and blue, with smaller amounts of pink and green splashes. On the second we used mostly black and green, with smaller amounts of pink and blue. We both preferred the first piece which we used for our final prototype.



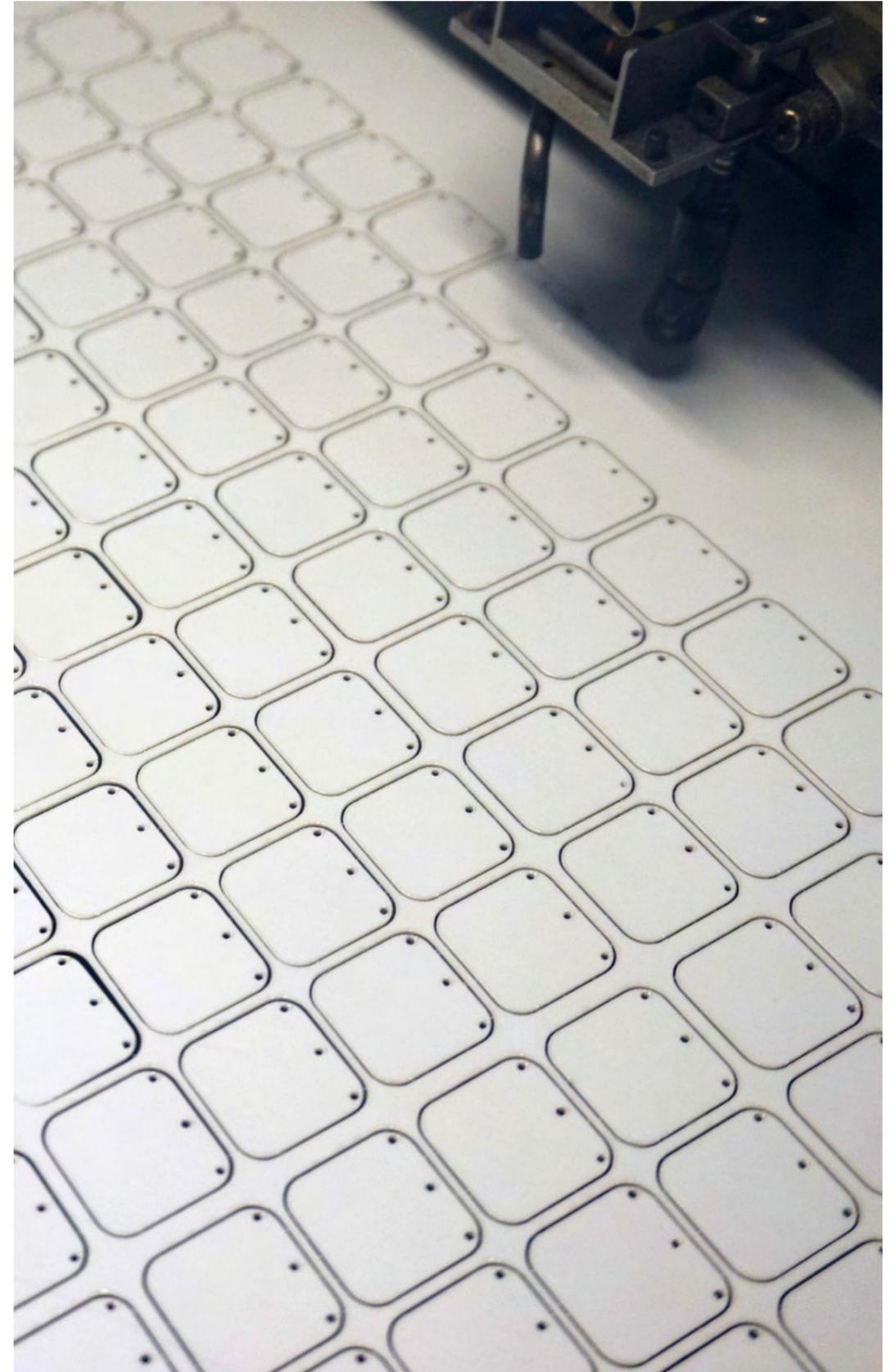
## STRINGS

One thread connects one column of sequins. All the threads - both the ones belonging to sequins at the front and at the back - are lead on the inside of the outer layer and gathered into two straps at the top. Returning out through a ring at each shoulder, the straps are pulled to open the sequins. To close them, you pull three other straps. Two which are placed in the pockets to close the ones on the front. We found this placement suitable, since this is normally where you put your hands when you feel cold. To close the sequins at the back an additional strap had to be installed, placed at the inside of the back of the the jacket. We would have wished to close all sequins with the same maneuver but couldn't find a way to do it and saw this as the best solution.



## MAKING IT HAPPEN

The dyeing of the fabric was the first step in producing the final jacket. From that point, we divided the tasks to be as efficient as possible in the production. Maria laser cut and spray painted the sequins, while Frida was sewing.





## THE ZIONS

Simon and Annica Zion are a couple that became famous in 2015 due to Simon's participation in the Swedish Pop Idol 2015. Talented as he is, he got excellent critique by the jury. But it was also his androgynous style and his unique performing outfits that drew attention. Annica had designed them all. Apart from working with clothing, Annica is a photographer. And Simon is one of her favorite models.

Simon's androgynous style, along with the fact that he is a celebrity and trendsetter, we thought he would be the perfect model for our jacket. The outfits Annica has designed for his shows have a similar feel to them as our jacket.

In hope of a doing a collaboration photoshoot, having Simon as a model and Annica as the photographer we wrote to them. Before we knew it nor believed it, we were on a train to Stockholm with a meeting scheduled with Annica the next day.

F I N I S H E D

A T L A S T

## THIS IS IT

This is it. The U Expressed Jacket - a fusion of functional and fashionable clothing intended to be worn by men and women equally. It has been designed for an ultimate festival experience with the aim to simplify the life for the people attending music festivals. A common issue is that you either left your jacket in the tent and now you need it, or you brought it and now that you don't need it, you have nowhere to put it. With a multifunctional jacket working both in rainy, hot and cold weather, you don't have to think about it. In addition it allows for lighter packing.

The result is a water repelling micro suede bomber jacket. We invented a technique where sequins can be opened and closed over small holes in the fabric. This way, heat can easily leave the body. These sequins cover the top of

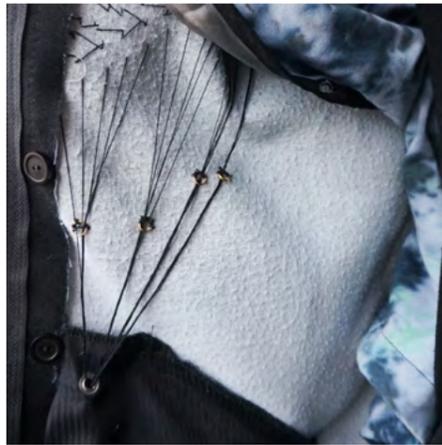
the upper back and front of the core, as most heat is produced here and as heat rises. The sequins have silver outsides, giving an exclusive yet quite subtle impression, so that the jacket can be worn in the everyday life as well. On the other hand, the inside of the sequins are colorful and as they are opened, it would seem as if the jackets explodes with colour. This gives the jacket both a quite discrete and an extravagant mode. This transformation and the surprise it brings is an important feature of the jacket. In the same way, when zipping open the jacket a colourful inner layer is exposed to provide the jacket with one more surprise.





The strings connecting the sequins are gathered into one strap on each side of the jacket. As the straps are pulled from the shoulders, the sequins on both sides of the jacket rise, opening up for the perforations beneath to ventilate. The movement itself is an act of performance and the transformation - from neutral to colourful - a fashion statement. When cold or wanting to visually blend in, the straps can be pulled back down, through the inside of the pockets to close the sequins on the front. Discreet and convenient as this is where we generally keep our hands when cold. It wasn't possible to use the same straps to close the ones on the back, and therefore a strap is placed under the outer layer on the lower back as well. As the sequins close the warm air is trapped inside.





In the prototype, the strings have been gathered and pulled through to the front, finishing in a knot. One at each shoulder, and one in each pocket. The holes in the micro suede from which the straps appear are placed under a strip of fabric, as well as the top row of sequins to make sure no water can enter the jacket through there. You can see here how the threads run through small rings to steer them in the right direction.

Cotton has been used for the inner layer of the prototype as polyester is not possible to dye, except for in the industry. The inner layer has an inner pocket keeping your most important valuables safe and this layer is also detachable, allowing for the inner jacket to be washed as often as needed without having to strain the sequins. The buttons weren't yet sewn on for the photoshoot, but you can see here how the inner layer and silver acetate middle layer can be separated. Though not intended both the inner and outer layer look good being worn on their own.



At last, the jacket was finished.  
Ready to be worn and rocked by trendsetters.  
One of which is Simon Zion.



R O U N D I N G

I T O F F

## DISCUSSION

Looking back at the demands we put up for this project, we have met them well, except for two - Stand rough usage and Easy to repair. With more time, we would have worked on perfecting the function of the straps and sequins, so that it would be easier to repair for the user. Therewith, the jacket wouldn't be as sensitive if being used roughly. If we would find an easier way to attach the sequins and threads, one idea would be to have a reparation kit coming with the jacket. At the end of the project, not much time was left for working with the design of the straps. Gathering the threads in a knot was a decision made just in order to achieve the function. We would have liked to give its design some more thought.

It wasn't until shortly before the start of the bachelor course that we decided to work with each other. We knew that starting off with a brief would have given a more developed and finer result. However, it was important to us to create something from our hearts and something that we both were interested in. So, if we were to do the project again with the same circumstances, we would have done it all the same. Part of the thrill was to throw ourselves into the unknown and create a project all by ourselves, rather than - as in all our previous courses - be given a brief.

Another thing we have reconsidered after the project is the choice of material for the inner layer. When deciding on a material we were sure we had made the right choice. But looking back, we would have liked to give it some more thought.

Our predictions of compensating each other were during this project proven correct. We had an open communication making it possible to know that we were striving towards the same goal without any collisions. Thanks to the fact that we knew each other well, we could also push and step back when the other person needed time.

From the beginning of the project to the the end, we have worked together dividing the tasks equally. Even when working individually in the research phase, we have been sitting together to be able to have an open discussion. It wasn't until the realization of the final prototype that we worked for a longer time on separate locations. Frida sewing, while Maria was making the sequins.

So finally. What would the next step be for the jacket to be produced? Except for the mentioned points previously discussed we could do further testings in the climate lab in order to perfect the function of the sequins. Feeling confident about that, we would have spoken to our contact at H&M again to see whether the company would be interested in our concept. We see that the sequin function could be evolved and applied onto other wearables too, possibly as part of a collection.



## THANK YOU

• • •

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**Maria Kristensson**

for standing me  
Love, Frida

**Frida Abrahamsson**

for standing me  
Love, Maria

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# APPENDIX

Survey Answer Swedish

Tidstämpel	Är du..	Hur gammal är du?	Hur många gånger har du varit på festival?	Under hur många dagar har festivalen pågått?	Var låg festivalen?	Om du har varit på festivaler både i Sverige och utomlands, vilka skillnader har du upplevt?	Vad skulle du beskriva dig som?
2016-01-22 10.14.40	Kvinna	20	10	4	Norje Sverige		Vet ej
2016-01-22 10.21.15	Man	22	20+	Allt mellan 1 till 4 dagar.	Hässleholm, Sölvesborg, Knislinge, Sjöbo, Norrköping, Roskilde.	Man upplever en viss kulturrock när man kommer till Roskilde, där det är en väldigt blandad folkmassa med dels olika nationalitet och olika åldersgrupper. Jag upplever att man märker markanta skillnader på Svenska festivaler också, då främst på ålderskillnad. Ungdomar är lite dräggigare på Siesta än vad 40-åriga rockers är på Sweden rock.	Extrovert
2016-01-22 10.41.25	Man	25	30-40gr	Flera dagar	Överallt i Sverige	Danskarna har lite roligare system inuti festivalen. Exempelvis på Roskilde kunde man "panta" sina sopor och få öl i utbyte tror jag!	Introvert
2016-01-22 10.42.10	Kvinna	22	7	Den längsta har varit i åtta dagar.	Siesta (Hässleholm), Emmaboda, Stockholm och Roskilde.	En stor skillnad är att alkohol säljs på både festivalområdet och campingområdet. Detta har inte bidragit till att det varit mer fylla utan i den aspekten är det ganska likvärdigt. Däremot är människor mer öppna och vänskapliga på Roskilde jämfört med de Svenska.	Introvert
2016-01-22 10.46.33	Man	20	5-6	2-4 dagar	Örebro, Kristianstad	Bara varit i Sverige	Introvert
2016-01-22 10.47.02	Kvinna	22	6	2-3	Hässleholm	-	
2016-01-22 11.00.37	Kvinna	22	2	3	Hässleholm		Extrovert
2016-01-22 11.04.16	Man	21	4	5	Örebro	-	Introvert
2016-01-22 11.14.52	Kvinna	27	6	2-4 dagar	på olika ställen: stockholm, göteborg, arvika, hultsfred, borlänge		Extrovert
2016-01-22 11.31.10	Kvinna	22	3	3	Skåne		Extrovert
2016-01-22 11.41.25	Kvinna	22	10	3-5	Hässleholm Borlänge Göteborg Stockholm		Introvert
2016-01-22 11.42.09	Kvinna	23	7	3-9	Sverige olika platser både stads och inre Danmark	Människorna	
2016-01-22 11.55.26	Man	25	2	4	borlänge		Extrovert
2016-01-22 12.25.33	Kvinna	26	4	3-5 dagar	Hultsfred och Roskilde	Jag tror det var mest skillnad på storleken på festivalerna och inte att de var i olika länder. Kanske att man träffade fler människor från runt om i Europa på Roskildefestivalen.	Vet ej

Vad är det bästa med festivaler?	Vad är det sämsta med festivaler?	Är det någon sak, funktion eller bekvämlighet som du saknar när du är på festival?	Vad är det gånaste du varit med om på en festival?
Musiken och känslan av att kunna sjunga med i alla låtarna till sina favoritband	Regn och äckligt underlag	Varma platser om vädret är dåligt så man kan få Tina upp lite iallafall	Moshpit
Livemusiken! All musik blir 10 gånger bättre live.	Lera, bajamajor och regn.	Ett systembolag.	Blixtnedslag på campingen.  Alternativt när en scenmodul gick sönder och bassisten trillade genom scenen (det gick bra, han gick upp och lirade igen).
<b>Spontant, nya vänner, överlevnad, misär, kul, uppskatta vardagen ännu mer än innan</b>	misär, överlevnad	spegel, luft i luftmadrassen, kylskåp, element, varmvatten i duschen	hmm
Känslan, kärleken, friheten och musiken. Och inte att förglömma, när man kommer hem till en varm dusch och ren säng.	Bakfylla, trötthet, och dåligt väder.	att kunna svalka sig/värma sig inomhus. Fräscha toaletter.	Svårt att säga! Äckligaste var i alla fall när en tjej kissade på mitt ben i väntan längst fram vid stängslet inför en konsert.
Människor	Människor	Väldtäktsfri garanti	Är inte så galen av mig, en bob hund konsert kanske.
Musik, människor, mat och glädje	Toaletter, bråk och trängsel	ibland kan tex 2 band man vill se spela samtidigt... Fräschare toaletter, vilket kan vara svårt förstås.	Riktigt bra ös under vissa spelningar, man skulle hänga med i olika rörelser och alla hänger på
Stämningen	Om det är dåligt väder	Nejj	Ned trampad i en moshpit
Folket	Kassa toaletter	Bra toaletter	-
Gå på bra konserter och att träffa nya människor	det suger när det är dåligt väder, eller när man fryser, eller när man vaknar på morgonen i ett jättevarmt tält och är bakis.	att enkelt gå på frächa toaletter	träffa the kooks
Stämningen, människor, musik, gemenskap	Fylla, bråk, narkotika	Någonstans att värma sig vid dåligt väder.	En tjej som åt sina egna spyor på en camping..
Kontakten med artisten, att man får leva i nuet.	Trångt, dyr mat, svårt att få tag på vatten, man får ont i fötter och rygg.	Vattenkranar lite här och var	Vid ett uppträde av Daniel Adams-ray så gick strömmen, men publiken räddade situationen med att sjunga hela låten istället
Människorna	Människorna	Fler bajamajor	Mycket galet allt från att testa nya saker till att få träffa artister
kröka, inte behöva bry sig, träffa folk och såklart musiken	toaletter, dusch osv. hygien mao. Även ljudisolering i tält kan va en smula irriterande	bra liggunderlag/ förvaring	Moshpiten på Millencollin, Peace & Love 2008
Konserterna. Att upptäcka ny musik och se artister/band som man gillar	Alkoholen.	Dusch	Att folk grävde gropar på Roskilde 2007 när det regnade i flera dagar. Sen fyllde de groparna med gegga och satt utanför sina tält och väntade på att folks skulle ramla i.

Vad tycker du är det bästa sättet att övermatta på under en festival?	Varför föredrar du det boendealternativet?	Under festivalen, bor du helst..	Om du bott i tält, har du någon gång råkat ut för att någon av dina saker blivit förstörda när de legat i tältet?	Om ja, hur hände det?	Vilka saker måste ett ultimatum vara utrustat med? Nämn tre.
Hemma	Alla bekvämligheter finns utan att det kostar skjortan	Tillsammans med nära vänner, 2-4 personer	Nej		Riktig toalett som städas ofta. Kiosk, vakter
Tält	Då är man mitt i smeten, man är på campingen och träffar skönt folk! Det är en del av festivallivet, just tältandet.	Blandat med nya människor, 4+ personer	Ja	Det ösregnade och blåste, så mitt tältöverdrag blåste bort och hela tältet blev vattenfyllt under en 3-timmarssession inne på festivalområdet.	Boombox, stolar och öl.
Tält	Flexibelt	Tillsammans med nära vänner, 2-4 personer	Ja	Väntat	vänner, främlingar, egen flagga, något som markerar campen, öl
Tält	För att få rätt känsla. Halva grejen är att vara på campingen.	Blandat med nya människor, 4+ personer	Ja	Sov utan regnskydd pga värmeslag tidigare dagar. Tyvärr regnade det undermattan så både mobil, kamera och ipod (det var några år sedan) blev förstörda.	Silvertejp, våtservetter och solstolar.
Husvagn	Nära till området och man är ändå inomhus med el osv.	Tillsammans med nära vänner, 2-4 personer	Nej		Toaletter, vakter, mycket och billig mat
Vandrarhem/hotell	Bekvämlighet, trygghet och hygieniskt	Tillsammans med nära vänner, 2-4 personer	Ja	Inte förstört i den bemärkelsen, men stulet	Stängsel, mat och toaletter (jag tänker på baracker också!)
Hemma	Alla bekvämligheter finns	Blandat med nya människor, 4+ personer	Nej		Dusch/toa Laddningsstationer Mycket mat
Vandrarhem/hotell	Sängar.	Tillsammans med nära vänner, 2-4 personer	Nej		Aldrig bott i camp.
Hemma	jag har bott på camping, en gång var det bra, när jag bodde på funktinärscamping. två gånger har jag bott hemma hos kompisar, det har varit sjukt bekvämt och enkelt. man vaknar torr, man kan äta ordentlig frukost, kan duscha och behöver ej hänga runt och frysa innan man kan börja gå på konserter	Blandat med nya människor, 4+ personer	Nej		sovsäck, liggunderlag och källa att köra grejer i.
Hemma	Bekvämt!	Tillsammans med nära vänner, 2-4 personer	Ja	Någon trillade över tältet (bland annat) samt att obehöriga går in i tältet.	Brassestolar, bergsprängare och härliga människor
Vandrarhem/hotell	Jag har bara gjort det två gånger utan tio, men det är väldigt bekvämt du har tillgång till riktig dusch och toalett. Plus att du kan låsa in alla dina grejer.	Tillsammans med nära vänner, 2-4 personer	Ja	Förmycket regn.	Tält, något att spela musik med, fin filt att sitta på.
Tält	Man är på plats hela tiden	Tillsammans med nära vänner, 2-4 personer	Ja	Regn trampar på tältet	Brassestol regnskydd musikantläggning
Tält	Det enda jag provat.	Blandat med nya människor, 4+ personer	Nej		stereo, stolar och regnskydd typ pressening.
Tält	Gemenskapen med sina "grannar" och att man bor mitt i festivalen liksom	Tillsammans med nära vänner, 2-4 personer	Nej		Campingstolar, öl och musik

Hur har du brukat ta dig till festivalen, med dina saker?	Hur påverkade det transportsättet vad du kunde ta med dig i packningsväg?	Har du en favoritpryl som är ett måste för festivalutflykten?	Hur många ombyten per dag har du med dig?	Vilka saker tar du med för att kunna styla dig?	Vilka saker vågar du inte lämna i tältet och hur bär du då med dig dem?
Egen bil	Att man kunde ha med sig mycket alkohol ;)	Solglasögon	1	Hårsprey och solglasögon	Mobil och plånbok i väska eller byxficka
Kollektivtrafik	Visst blev man begränsad, men kan man inte ta med det på tåget anser jag nog att man tagit med för mycket saker.	Stolen!	Färre än 1	Något igenkännande, typ en profiltröja för det program jag läser på universitetet, eller något av de utskott man sitter med i.	Mobil, plånboken och nycklar. Lägg i fickorna!
Egen bil	Absolut	Kudde	2	solglasögon	Plånbok, magväska
Egen bil	Har även åkt kollektivtrafik men egen bil är att föredra. Då är man inte begränsad viktmässigt på samma sätt.	Solstolen och luftmadrass <3	Färre än 1	Våtservetter och solkräm.	mobil och pengar, som läggs i fickan.
Egen bil	Mer fri till att packa större vikt utan krångel.	Nej	1	Tofs, hygienartiklar	Plånbok i fickan
Det är tillräckligt nära för att ta sig dit med cykel	Så lite som möjligt, behövde inga sovgrejer	Cd-spelare/högtalare - musik	1	Deo, kläder/underkläder, ett par skor, enkelt smink(mascara, skugga) och torrschampo/borste.	Nycklar, plånbok och mobil. Antingen i fickor eller väska
Kollektivtrafik	Hur mycket jag orkade bära	Telefonen...	3+	Solglasögon, döljer allt	Värdesaker och alkohol. I väska
Egen bil	Knappt alls	Nej	1	Hårwax, deo, schampoo	Mobil
Kollektivtrafik	jag har åkt bil en gång, då kunde man ta med sig allt man ville, det var skönt, oftast har dock alternativet varit att ta sig med kollektivtrafik, då måste man packa smart, vilket också är en fördel för då tar man inte med sig mer än vad man kan bära.	gummistövlar	1	smink och torrschampoo	kamera, mobil, annars har jag använt ett lås på tält för att undvika alkoholistöder.
Det är tillräckligt nära för att ta sig dit med cykel	Att man måste kunna bära det eftersom man inte kör bil..	Brassestol	1	Deodorant, foundation, mascara	Pengar, mobil, nycklar. I en liten axelväska eller rygsäck
Kollektivtrafik	Inte direkt, försöker alltid att packa lätt.	Gopro	2	Torrschampo, deo <- mycket viktigt	I en ficka eller en midjeväska
Kollektivtrafik	Fantasin sätter gränser	Gummistövlar	2	Mascara ögonbrynspenna	Pengar mobil kamera i väska
Kollektivtrafik	Mindre krök, tungt att bära	nej	1	Vax	Telefon, plånbok
Kollektivtrafik	Jag hade med mig allt jag ville	Öronproppar	1	Hårborste, tofs, solglasögon.	Plånbok och mobil hade jag i fickan eller i en liten axelremsväska

Hur packar o klär du dig för att klara av både värme, regn och kyla?	Bär du ofta med dig saker som är i vägen till exempel på en konsert?	Om ja, vad för saker?	Är mycket av din packning inköpt enbart för festivalen? Vad för saker är det såfall?	Brukar du medvetet lämna efter dig saker när du åker hem från festivalen?	Om ja, vad för saker?
Tjocktröja, regnjacka och filt	Ja	Jacka		Nej	
Har alltid lyckats packa fel, men man försöker ju anpassa sig utefter klimatet som råder. Blir det kalla nätter tar man med sig ett par extra mjukisbyxor, raggsockor och en täcktröja, alternativt jacka. Regnponcho köpes på plats!	Nej		Nej, brukar köpa ett "Harald Nyborg-tält" för att det är billigt för att sedan lämna kvar det på plats.	Ja	Det ovan, tältet.
Smart	Ja	Extra tröja, poncho	Poncho, öl, solkräm, solglasögon	Nej	
Packar för fint väder och för kalla nätter. Och så en regnjacka och gummistövlar.	Nej		Nej, kan inte komma på något förutom tält ibland.	Nej	
Brukar klä mig efter varmt väder och skippa regnkläder samt stövlar. Är det dåligt väder håller jag mig inomhus.	Ja	Medicin, pengar, eventuell tröja eller jacka.	Nej.	Nej	
Festival på sommaren: Converse, gummistövlar, slappebyxor/shorts, linne/tjocktröja/regnkappa eller så köper jag ett "plastöverdrag"	Nej		Skulle vara cd-spelaren isf	Nej	
Varierat	Ja	Värdesaker	Nej	Ja	Tält
Det gör jag inte	Ja	Ryggsäck	Nej	Nej	
strumpbyxor är bra, kan man ha under byxor. oftast har jag dock fryst. då brukar andra människor vara bra för att hålla värmen, eller dans.	Nej		nej	Nej	brukar snarare kolla vad folk lämnat efter sig. oftast trasiga ÖB-tält
Ett par jeans, ett par shorts, samt två t-svorrar och en regnjacka. Samt gymmaskor	Nej		Tält, Brassestol	Nej	
Bra skor, regnjacka, kjol med eller utan strumpor	Nej		Nej, skulle vara luftmadrassen om man sover i tält	Nej	
Oömma kläder ryggsäck	Nej			Nej	
lite blandat, men kollar vädret innan.	Nej			Ja	tält
Jag packar lite av varje.	Nej		Campingstol är det jag köpt endast för en festival	Ja	Saker som är trasiga, typ en campingstol

Vad brukar vara ditt största problem vad gäller din packning och kläder när du är på festival?	Vad upplever du tar mest plats i din packning?	Har du brukat packa allt själv eller samordnar du med vänner?	Var hänger du helst på området?	Vad har du för dygnsrytm?	Är festivalmat bara energi eller är det en del av tjustringen med festivaler?
Att det blir för mycket kläder	Tjocktröjor	Själv	Stora scenen	Jag chillar och tar dagen som den kommer.	Bara energi
Att man alltid felanpassar. Tar antingen med för mycket eller för lite.	Dryckesförtäring.	Packar själv.	Campingen eller vid scenerna.	Jag chillar och tar dagen som den kommer.	En del av tjustringen
smuts	öl	samordnat	i campet	Dagen och kvällen är bäst. Sover på natten.	En del av tjustringen
Det ska klara av att inte bli blött om det regnar in i tältet.	tält, sovsäck, luftmadrass och kudde.	samordnar.	Ålskar både campingen och festivalområdet.	Jag chillar och tar dagen som den kommer.	Bara energi
Hålla medicin kall och ladda telefonen	Kläderna eller eventuell kudde.	Själv	Matplats eller något av tälten. Oftast med vänner annars går och till min boplat.	Jag chillar och tar dagen som den kommer.	Bara energi
Veta att det är i säkerhet	Alkohol	Själv, men om jag skulle längre iväg så hittar man säkert en bättre lösning	Spelningarna	Dagen och kvällen är bäst. Sover på natten.	En del av tjustringen
Vad man ska ha med och hur det ska få plats	Alkoholen?	Själv	En bit bak vid konserten så man kan dansa	Jag ska vara med på allt! Sova kan man göra i graven.	En del av tjustringen
Packar alltid för sent	Kläder	Packar själv	Olika	Jag chillar och tar dagen som den kommer.	Bara energi
att var fräsch. blir svettig och äcklig och vill duscha. mens kan också va ett jobbigt moment.	tält och sovsäck	samordna	camping och festivalområde	Dagen och kvällen är bäst. Sover på natten.	Bara energi
Att veta vad man ska packa i	Sovsäck samt tält	Samordnar med vänner	Campingen	Jag chillar och tar dagen som den kommer.	En del av tjustringen
Fukt och liknade gör att de börjar lucka illa	Handduk	Samordnar	Om inte på spelning så på någon gräsmatta	Jag chillar och tar dagen som den kommer.	Bara energi
Få med mig det jag behöver	Skor	Nästan allt själv camping mtr tsm	Campet	Jag ska vara med på allt! Sova kan man göra i graven.	En del av tjustringen
hålla reda på sakerna när man delar ett tält på 4, samt att håla det lite rent	kröket	samordna det som går	campingen	Dagen och kvällen är bäst. Sover på natten.	En del av tjustringen
Jag har inget problem med att packa	Tältet och sovsäcken	Samordnar	På musikområdet vid scenerna	Dagen och kvällen är bäst. Sover på natten.	En del av tjustringen

Hur upplever du det att stå i publikhavet?	Föredrar du stora och pampiga eller mindre och intima konserter?	Vad för aktiviteter har du varit med på som besökarna själva har dragit igång?	Det brukar finnas tält med olika aktiviteter och butiker. Vilka sådana brukar du gilla bäst?	Finns det något sådant tält som du saknar?	Brukar det finnas något lounge-tält med lugnare atmosfär?	Är ett lounge-tält något du skulle uppskatta?
Fantastiskt, Trångt och klaustrofobiskt	Stora och pampiga	Beerpong	Där man kan sitta och chilla i stolar under solskydd	Ofta så får man inte sitta där så länge eller så är det fullt om det nu finns några såna tält alls	Ja	Ja
Fantastiskt	Båda	En röjfest i ett partytält med ett fett ljudsystem till klockan 10 på förmiddagen, efter en tung festivaldag. Lerbad är ju nästan standard.	Jag skulle säga öltälten på festivalområdena.	Det borde finnas ett ställe där små osignade band kan spela. Nu finns det på väldigt många av dagens festivaler, men vissa saknar det fortfarande.	Ja	Bryr mig inte
Mysigt	Båda	Fotboll, bada, dansa	vet ej	vet ej	Nej	Ja
Fantastiskt	Båda	massa lekar!	På Roskilde finns det en skejtpark! bästa <3	På många svenska festivaler är det mer företag med spons som står. Roligare när det är kreativa saker.	Nej	Ja
Likgiltighet	Båda	Dansgolv	Tält som bjuder in till underhållning eller samtal på scenen.		Ja	Ja
Tillhörighet, Sådär, men vad gör man inte för att få se sitt favorit band, Beror på vilket band	Båda		Foto	Kanske där banden sitter och skriver autofrafer (mer för riktiga fans tänker jag) kanske inget jag saknar direkt.	Nej	Ja
Fantastiskt	Stora och pampiga		Där det finns gratis saker		Ja	Ja
Fantastiskt, Mysigt, Tillhörighet	Båda		Häng, caféer		Ja	Ja
Mysigt, Sådär, men vad gör man inte för att få se sitt favorit band, För högt ljud, jobbigt om man är kort ibland	Stora och pampiga	förfester	sånna där man får typ öronproppar eller kondomer	varma saker som man kan få om man är en slarver	Nej	Ja
Fantastiskt	Båda	Femkamp			Nej	Ja
Man finns bara då och där i nuet	Båda		Där man får gratis mat		Ja	Ja
Fantastiskt	Båda	Dans	Kläd och musik butiker		Ja	Ja
Likgiltighet	Båda				Nej	Nej
Fantastiskt	Båda	Vet inte	Second hand butiker	Nej	Ja	Ja

Vilken är den roligaste och galnaste organiserade aktiviteten som du sett på någon festival?	Har det funnits några gratis sponsorer som du uppskattat? Vilka såfall?	Har det hänt att du skaffat dig nya vänner på festivaler?	Om ja eller nja, hur fann ni varandra?
Waterslide		Nej	
Rolig vet jag inte, snarare galen och smått äcklig. Jag deltog inte, men de som gjorde det körde sälen i ett gyttebad... precis utanför ett gäng bajamajor.. som inte tömts sen dag 1.. detta var dag 3, och de läckte en hel del. Yuck!		Ja, nya goda vänner	På flera olika ställen. Träffade en person, som jag faktiskt umgås med än idag, sovandes i mitt tält när jag kom dit efter en fest i ett annat camp. Jag väckte personen i fråga, varpå hen vaknade men var helt övertygad om att tältet var hans. Personen vandrade iväg och jag gick och lade mig. Personen kom tillbaka dagen efter och bad så hemskt mycket om ursäkt för sitt beteende och sedan dess hängde vi resten av festivalen. Och även efter festivalen!
lerbrottning	nej, reklam är skit	Ja, nya goda vänner	överallt, ibland i tältet
'skejt-VM" med inbjudna professionella skejtare från olika länder. Eller Dreamcity där frivilliga har ansökt om att bygga sin dröm som camp.	Säkert! men kommer inte på några nu.	Ja, nya goda vänner	I campet!
Balkantält med balkenmusik	Inte vad jag vet.	Ja, nya goda vänner	Genom andra vänner
- har inte varit så insatt i sånt	Volontärarbete/städare Sjukvård	Nja, nya bekanta	Konserten/campet
		Nja, nya bekanta	På campingen
		Ja, nya goda vänner	Ett tält
		Nja, nya bekanta	bodde brevid varandra på camping
	Smart ungdom, delade ut vatten	Ja, nya goda vänner	På campingen
	Sj som delade ut smaksatt vatten från kiviksmusteri	Nja, nya bekanta	Gemensamma vänner
Tatuering piercing	Mat haha	Nja, nya bekanta	Vi är sociala
		Nja, nya bekanta	campet
Nakenjogg på Roskilde	Kommer inte ihåg	Nja, nya bekanta	Oftast kompisars, kompisar i ett camp

Tidstempel	Är du..	Hur gammal är du?	Hur många gånger har du varit på festival?	Under hur många dagar har festivalen pågått?	Var låg festivalen?	Om du har varit på festivaler både i Sverige och utomlands, vilka skillnader har du upplevt?	Vad skulle du beskriva dig som?
2016-01-22 13.10.23	Man	25	5	Hultsfred 2008, 2012 3 dagar musik, 5 dagar på camping  Emmaboda 2010, 2011 3 dagar musik, 5 dagar camping  Way out west 2013 3 dagar musik, 4 dagar i lägenhet  Popaganda 2008-2010 2 dagar, ingen camping  Dans Dakar 2014 2 dagar, ingen camping	Hultsfred, Hultsfred Emmaboda, Var tror ni...  Way out west, Göteborg  Popaganda, Stockholm  Dans Dakar, Stockholm	Varit på festival i Paris, var en stadsfestival så ingen som tältar. Ganska likt de stadsfestivaler jag varit på i Sverige. Mer gräs!	Extrovert
2016-01-22 13.55.04	Kvinna	25	9	3	Östersund, Arvika, Göteborg, Borlänge, Zürich, Gagnef, Stockholm	Det var renare på festivalen i Zürich än någon annan festival jag har varit på i Sverige. Eller Skankaloss i Gagnef (Sverige) är också en väldigt städad festival (åldersgräns = 23).  Men de hade ett system på Zürich Open Air som fungerade rätt bra. När vi "checkade" in på festivalen fick vi en sopsäck. Man fick något i utbyte mot att samla ihop allt skräp på sin camping plats efter att festivalen var över (kommer dock inte ihåg vad). De hade även ett system i baren inne på festival området; Första ölen kostade lite mer, för då betalade man även för muggen. Vid nästa tillfälle man köpte öl fyllde bartendern bara på i den mugg man redan hade (och ölen blev några kronor billigare).	Extrovert
2016-01-22 14.19.39	Man	23	1	2	Stockholm	-	Vet ej
2016-01-22 14.56.05	Man	22	2	3-4	Germany		Introvert
2016-01-22 18.24.46	Kvinna	16	3	3-4	Danmark, Borlänge och Göteborg	Tyckte att Roskilde i Danmark var lite bättre organiserad.	Extrovert
2016-01-22 18.37.17	Kvinna	79	0	0			Extrovert
2016-01-22 20.01.41	Kvinna	17 år	5 gånger	4 dagar	Sölvesborg Bråvalla Malmö	Har jag inte	Introvert
2016-01-22 20.50.38	Man	22	3	4	Göteborg Emmaboda		Vet ej
2016-01-22 21.05.26	Kvinna	22	8	3, 3, 3, 3, 1, 1, 6, 3	Emmaboda, Roskilde, Kristianstad, Hässleholm	* Språket :) * Olika nationaliteter på majoriteten av besökarna.  * Siestafestivalen i Sverige tillåter inte alkohol vid scenområdet men det tillåts i Roskilde i Danmark. Dock tillåts alkohol vid scenen även i Sverige under Emmabodafestivalen. Generellt är det dock mer fria alkoholregler på festival i Danmark än Sverige med Emmaboda som enda undantag. * Större utbud på aktiviteter vid Campingområdet i Danmark än i Sverige. * skillnader i musikutbud * artister fick större friheter i Danmark - crowdsurfa, gästspela på andra artisters konserter etc * större planerade "camps" på Roskilde än i Sverige - partytält tillåts och större högtalare	Introvert
2016-01-23 02.32.08	Man	20	10	Olika från festival till festival.	Allt från Emmaboda, Göteborg, Hässleholm, Malmö, Köpenhamn, norrköping		Vet ej
2016-01-23 16.33.46	Kvinna	16	2	4-5 dagar	Örebro		Extrovert

Vad är det bästa med festivaler?	Vad är det sämsta med festivaler?	Är det någon sak, funktion eller bekvämlighet som du saknar när du är på festival?	Vad är det galnaste du varit med om på en festival?
Stämningen, musik, människor, kärlek. Personer på festival har generellt ett mer öppet sinne för att träffa nya människor, göra nya bekantskaper och accepterar fler egenheter.	Trångt, varmt, blött, dyrt, ingen dusch eller toalett. Sover en i tält är det risk att det antingen är kallt på kvällen men olidligt varmt på morgonen när solen ligger på. En känner sig sällan fräsch men det kan vara positivt också. Många släpper alla sina spämmor och det kan vara negativt likväl som positivt.	Ligga på plant underlag på madrass som inte låter när man skruvar på sig. Torr sovsäck ligger högt på prioriteringsordningen.	Personer som kissar på varann, tält som säljer hembärent och gräs. Nakna människor som springer genom campingen. Personer som har sex överallt, även helt öppet offentligt. Extrem trångsel framför scenen. Översvämmade bajamajor. För att nämna några...
Musiken! Träffa nya människor! Stämningen!	Bajamajora och det här med hygien är ju lite segt! Men man överlever!  Sen sker det ju också otäckheter under festivaler - så det är viktigt att hålla koll på sina vänner :)	Kan inte komma på någonting... ehm.. Grejen med att vara på festival är ju att bli lite lortig och att härja runt. Men kanske att dusch och toalett systemet går att utveckla på något sätt.  Sen är ju vatten en sjukt underskattad grej på festival. Man glömmer lätt bort dricka vatten! H2O! H2O! H2O! Sen tappar man lätt bort varandra också och telefonerna är ju inte heller i det bästa skicket, så en "vart är min kompis? - mötesplats" vore ju inte så dumt kanske... Haha. Kanske också är en plats som man kan möta nya vänner på?	Gagnef var en väldigt överraskande, spontan och galen festival! så det kändes väldigt galet att bara vara där och vara en del av det :D
		Riktig toalett	
Stämning	Alkohol utbud Toaletter såklart men lite av charmen med	Sång	Ojoj de vill du inte veta vill jag lova
Musiken, folket	Toaletterna		
Musiken, stämningen	Bajamajora.	Kunna duscha och gå på dass när jag vill, men det är inte sp mycket som stör anser jag.	Gubbar i bikini
Träffa nya människor, gemensam musikupplevelse, matupplevelser, se musikartister i verkligheten	om vädret blir dåligt	portabel mobiladdare	artist som slängde jord ut i publikhavet
Besökarna och att en får en vecka att strunta i konventionella regler och bara får släppa loss.	Kylan på nätterna.	Enkel tillgång till eluttag.	
Musiken o gött folk.	Tältandet och tröttheten.		Att min favorit artist tog upp mig på scenen under en spelning.
Att få en tightare sammanhållning med sina vänner.	När det r långtråkiga seminarier	mer allsång och lägerbål	Att får spela fotboll med två HANSAM killar (ett band).

Vad tycker du är det bästa sättet att övermatta på under en festival?	Varför föredrar du det boendealternativet?	Under festivalen, bor du helst..	Om du bott i tält, har du någon gång råkat ut för att någon av dina saker blivit förstörda när de legat i tältet?	Om ja, hur hände det?	Vilka saker måste ett ultimät camp vara utrustat med? Nämn tre.
Tält	Blir god stämning när folk tältar och bor tätt inpå varann.	Tillsammans med nära vänner, 2-4 personer	Ja	Stulna.. och någon som snubblade in i tältet.	Högtalare! Alkohol! Stormkök!
Husvagn	Jag har aldrig bott i Husvagn, men det verkar sofft! Ett bekvämt sett att bo på utan att behöva lämna området.  Jag har tältat, bott hemma, på hotell och på vandrarhem.	Tillsammans med nära vänner, 2-4 personer	Nej		Vind/regn skydd, liggunderlag/madrass och filt att sitta på eller campingstolar.
Tält	Det ger festivalkänsla	Tillsammans med nära vänner, 2-4 personer			Musik, brassstolar, mycket folk
Husvagn	Kök, säng ich	Blandat med nya människor, 4+ personer	Nej		
Husvagn	Bekvämt men fortfarande "festival-känsla"	Tillsammans med nära vänner, 2-4 personer			
Husvagn	Bekvämast, synnerligen om det finns el.	Tillsammans med nära vänner, 2-4 personer	Nej		Mjukost Våtservetter Musik
Husvagn	Undviker krånglet med tält och ger mer frihet än vandrarhem	Tillsammans med nära vänner, 2-4 personer	Nej		Stormkök, påfyllbar vattendunk, öl
Tält	Tillgång till campingen och dess aktiviteter dygnet runt.	Blandat med nya människor, 4+ personer	Nej		Starka högtalare Finurligt tema Taggade medlemmar
Husvagn	Känns fräscht o skönt när man vaknar.	Tillsammans med nära vänner, 2-4 personer	Ja		Flagga med namn, partytält, och högtalare.
Husvagn	Egentligen skulle jag välja husvagn och tält eftersom att jag tycker den kombinationen är bäst. Man behöver husvagnen för att kunna laga egen mat och ha nånstans att hänga, har man dessutom tält så kan man åka till festivalen i större grupp.	Tillsammans med nära vänner, 2-4 personer	Nej		

Hur har du brukat ta dig till festivalen, med dina saker?	Hur påverkade det transportsättet vad du kunde ta med dig i packningsväg?	Har du en favoritpryl som är ett måste för festivalutflykten?	Hur många ombyten per dag har du med dig?	Vilka saker tar du med för att kunna styla dig?	Vilka saker vågar du inte lämna i tältet och hur bär du då med dig dem?
Egen bil	Inte alls, allt gick in i bilen som också fungerade som förvaring av värdesaker och annat.	Primus ETA-power, ett stormkök som går att använda med det mesta som brinner, bra att ha för fotogen räcker längre. Skönt att kunna äta egenlagad mat.	3+	Styla? Inga andra än kläder.	Telefon, plånbok, kamera.
Egen bil	Trots bil har jag inte haft med mig mycket.	Stövlar. Regnjacka. Våtservetter.	Färre än 1	Smink, liten spegel, hårborste.	Telefonen, plånbok, legitimation. Antingen i jackfickan eller ryggsäck.
Kollektivtrafik	Nej		1	Gelé och parfym	
Egen bil	Mee frihet	Grillen	Färre än 1	Deo	Mobil pengar kanske
Egen bil	Jag fick med mig allt jag behövde	Sköna skor	1	Smink,	Mobil, plånbok, nycklar. Ryggsäck oftast
Egen bil	Kunde ta med mig i stort sett hur mycket jag ville	Nej	1	Smink, hygienprylar, ett ombyte per dag, torschampo	Mobiltelefon, (om jag har med mig kamer), i en handvaska eller magvaska
Egen bil	Kunde ha med stora/tunga saker	Spork	1	rakapparatt	mobil och plånbok. mobil/plånbok-halsband
Kollektivtrafik	Ingen påverkan	Solglasögon	Färre än 1	Torschampo, hårspray, borste, klämmor, hårsnodd, mascara	Plånbok och telefon bär jag i handvaska eller ryggsäck
Egen bil	Kunde ta med mycket mer saker.				
Egen bil	Påverkade ingenting, vi pögade in allt i husvagnen om det inte fick plats i bilen, dessutom är det bättre att inte ta med så mycket saker, det blir lätt rörigt då.	hippiepants eller en rolig mössa	1	örhängen, annars inget speciellt förutom hygienarticklar (tandborste, shampo etc.)	allt går bra att lämna i tältet, har jag nåt värdefullt lägger jag det i ett knippe kläder längst ner i sovsäcken.

Hur packar o klär du dig för att klara av både värme, regn och kyla?	Bär du ofta med dig saker som är i vägen till exempel på en konsert?	Om ja, vad för saker?	Är mycket av din packning inköpt enbart för festivalen? Vad för saker är det såfall?	Brukar du medvetet lämna efter dig saker när du åker hem från festivalen?	Om ja, vad för saker?
Flera lager, ett extra underställ.	Ja	Kamera...	Brassestol och partytält	Nej	
Jag har med mig regntåliga kläder, skor, en varmtöja och mössa/keps. Det brukar räcka om det blir busväder.	Ja	När jag har tagit på min ryggsäcken ångrar jag mig alltid på konsert. Den är liten, så jag tänker alltid att den inte kommer att störa. Men det slutar alltid med att jag håller i den för att inte störa den som står bakom mig.	Nej.	Nej	
	Nej				
Rengjacket College tröja Tshirts Shjorts Jeans Tofflor skor	Ja	Fetta sticks med leds strobes	Dricka	Nej	
om det är sommar så shorts, linne och en längre kofta, om det regnar köper jag sån regn poncho.	Nej			Nej	
Någon tjocktröja, och gummistövlar, men är inte så känslig	Ja	Kamera	Nej. Bara den lilla maten och drickan jag har med mig, samt våtservetter osv	Nej	
underställ, sportmössa, tunn-regnjacket	Ja	solstol	skor	Nej	
Gummistövlar! En kofta i väskan för när det blir kallare. Annars kläder efter väder är det inte väldigt kallt så används shorts (de torkar snabbt om de blir blöta) är det väldigt regnigt används regnjacket.	Ja	Handväskan.	Nej. Bara alkoholen	Ja	Skräp.
Hippiebyxor är bra både när det är kallt och när det är varmt, sen är det ju bra att ha med en varm och mysig tjocktröja. Foppatofflor kan man ha både när det regnar och när det är soligt.	Nej	Jag har en tendens att alltid packa lite för mycket, men jag har aldrig tyckt att det har varit i vägen.	Nej, inte alls. Jag brukar åka på åger och annat så vi har det som behövs hemma.	Nej	

Vad brukar vara ditt största problem vad gäller din packning och kläder när du är på festival?	Vad upplever du tar mest plats i din packning?	Har du brukat packa allt själv eller samordnar du med vänner?	Var hänger du helst på området?	Vad har du för dygnsrytm?	Är festivalmat bara energi eller är det en del av tjustringen med festivaler?
Hålla det torrt.	Sovsäck och luftmadrass	Allt själv!	Campingen.	Jag ska vara med på allt! Sova kan man göra i graven.	En del av tjustringen
	Sovsäck, liggunderlag, stövlar och tält.	Samordnar det som vi ska dela på, tex mat och tält.	Där de spelar bra musik, säljer god mat och dricka. Där det händer någonting spännande.	Jag chillar och tar dagen som den kommer.	En del av tjustringen
				Jag chillar och tar dagen som den kommer.	En del av tjustringen
Förvaring	Kläder för det är det enda jag har med mig typ	Sammaördnar dricka och mat	Diversity is the key	Jag chillar och tar dagen som den kommer.	En del av tjustringen
Att packa kläder som passar vädret	Kläder		Vid scenerna	Jag chillar och tar dagen som den kommer.	Bara energi
Tar med mig för mycket och orkar inte packa ihop allt sista dagen	Tältet, drickan	Olika	Framför ett bra band på en scen.	Jag ska vara med på allt! Sova kan man göra i graven.	En del av tjustringen
boende i tält o behöver – väldigt rena händer/spegel för att sätta in linser	kläder	samordnar	vid scenen	Dagen och kvällen är bäst. Sover på natten.	En del av tjustringen
Bestämma vad jag vill ta med mig.	Sovsäck och alkohol	Packar mesta själv med lite hjälp av vänner.	Campingen	Jag chillar och tar dagen som den kommer.	En del av tjustringen
att jag är dålig på att ha ordning	skor, jackor	jag packar allt utom maten själv, det fixar jag med vännerna.	jag tycker om att gå runt. Men om det finns nåt mysigt stor-tält som brukar jag hänga mycket där. sist så hade de ett lägerbål på området, då satt jag mycket där med mina vänner på kvällarna.	Jag chillar och tar dagen som den kommer.	En del av tjustringen

Hur upplever du det att stå i publikhavet?	Föredrar du stora och pampiga eller mindre och intima konserter?	Vad för aktiviteter har du varit med på som besökarna själva har dragit igång?	Det brukar finnas tält med olika aktiviteter och butiker. Vilka sådana brukar du gilla bäst?	Finns det något sådant tält som du saknar?	Brukar det finnas något lounge-tält med lugnare atmosfär?	Är ett lounge-tält något du skulle uppskatta?
Fantastiskt, Mysigt, Tillhörighet, Trångt och klaustrofobiskt	Båda				Nej	Bryr mig inte
ROLIGT!	Båda				Nej	Ja
Fantastiskt, Tillhörighet	Jag kommer inte för musiken					
Fantastiskt, Tillhörighet, Likgiltighet	Båda	Water polo	Har inte upplevt att det e så		Ja	Ja
Fantastiskt	Båda				Ja	Ja
Fantastiskt	Båda				Ja	Nej
Mysigt, Tillhörighet	Stora och pampiga	Camp-fest	Pingis etc., gemensamma sportaktiviteter	Whisky-lounge-häng	Nej	Ja
Fantastiskt, Tillhörighet	Båda	Crowdsurf, moshpit, dvs tävlingar och lekar, morgonyoga, fotboll, boxning, Öl-kubb, skogsrevj	De med aktiviteter			Bryr mig inte
Fantastiskt, Mysigt, Tillhörighet, något som inte händer mig så ofta annars så det är ju kul, fast man tappar lätt bort varandra.	Båda	talkshow, disco	där det finns fika.	fler spelhörnor	Ja	Ja

Vilken är den roligaste och galnaste organiserade aktiviteten som du sett på någon festival?	Har det funnits några gratis sponsorer som du uppskattat? Vilka såfall?	Har det hänt att du skaffat dig nya vänner på festivaler?	Om ja eller nja, hur fann ni varandra?
Hyllningsmoonwalk till Michael Jacksons ära! Folk grat!		Nja, nya bekanta	Hånglade i ett tält. Bodde i samma camp
Natt/morgon fest i skogen på Gagnef.		Nja, nya bekanta	Konserter och campingen.
	Nordea	Nja, nya bekanta	Gemensamma vänner
?	Pea for girls	Nja, nya bekanta	
	Gratis dricka och brownies från SJ på wow<333	Nja, nya bekanta	Publiken, toakön
Hopp från flera meter ner på uppblåsbar kudde	Nej	Nja, nya bekanta	På campingen
Emmaboda: Pantamera gav ett styck underkläder för en svart säck full med pant	Pantamera	Ja, nya goda vänner	Gemensamt tältcamp
Älskar nakedrae men om det är det roligaste vet jag inte men det är i alla fall det första jag kommer på	De som delar ut Shotrör eller de som delar ut kondomer :D	Nja, nya bekanta	I olika camp.
missionslopp	säkert men inga som jag kommer att tänka på nu	Nej	

Tidstämpel	Är du..	Hur gammal är du?	Hur många gånger har du varit på festival?	Under hur många dagar har festivalen pågått?	Var låg festivalen?	Om du har varit på festivaler både i Sverige och utomlands, vilka skillnader har du upplevt?	Vad skulle du beskriva dig som?
2016-01-25 11.23.58	Man	28	2	1	Stockholm, Köpenhamn	Ungefär samma	Extrovert
2016-01-28 17.40.26	Kvinna	27	8	2-4	Emmaboda, Hultsfred, Arvika, Roskilde, Göteborg		Introvert

Vad är det bästa med festivaler?	Vad är det sämsta med festivaler?	Är det någon sak, funktion eller bekvämlighet som du saknar när du är på festival?	Vad är det gånaste du varit med om på en festival?
Musiken	Slafsigt och kletigt		Jag blev helt kär i ett band som jag aldrig gillat innan. Men de var så sjukt bra Live att dom taggade igång publiken, inklusive mig till max!
Musik, kompisar, fest, semester	Stölder, lera, isolering, regn och kyla, för fulla människor	Nära till toalett, elektricitet, dusch, värdeförvaring	Att mirakulöst hitta borttappade personer och saker i drucket tillstånd

Vad tycker du är det bästa sättet att övermatta på under en festival?	Varför föredrar du det boendealternativet?	Under festivalen, bor du helst..	Om du bott i tält, har du någon gång råkat ut för att någon av dina saker blivit förstörda när de legat i tältet?	Om ja, hur hände det?	Vilka saker måste ett ultimät camp vara utrustat med? Nämn tre.
Vandrarhem/hotell	Inte lockad av att sova i tält på plats	Tillsammans med nära vänner, 2-4 personer	Nej		Bar, toaletter, dusch
Hemma	(Hemma hos någon kompis) Trött på tält på grund av kyla, oljud, långt till bekvämligheter	Tillsammans med nära vänner, 2-4 personer	Ja	Stöld, kompisar som vistats i tältet (berusade)	Musik, regnskydd, öl

Hur har du brukat ta dig till festivalen, med dina saker?	Hur påverkade det transportsättet vad du kunde ta med dig i packningsväg?	Har du en favoritpryl som är ett måste för festivalutflykten?	Hur många ombyten per dag har du med dig?	Vilka saker tar du med för att kunna styla dig?	Vilka saker vågar du inte lämna i tältet och hur bär du då med dig dem?
Kollektivtrafik	Fungerade fint	Solglasögon och filtrerande öronproppar som tar bort de högsta tonerna om man står närman ljudanläggningen	Färre än 1	Inget	
Kollektivtrafik	Inte så mycket, man måste ändå kunna bära med sig allt till själva boendeplatsen och tält rymmer inte så mycket.	Varm tröja	1	Spegel, hårborste, smink, någon hårprodukt	Pengar, id, mobiltelefon. Helst i fickorna.

Hur packar o klär du dig för att klara av både värme, regn och kyla?	Bär du ofta med dig saker som är i vägen till exempel på en konsert?	Om ja, vad för saker?	Är mycket av din packning inköpt enbart för festivalen? Vad för saker är det såfall?	Brukar du medvetet lämna efter dig saker när du åker hem från festivalen?	Om ja, vad för saker?
Lager på lager princip	Nej		Nej	Nej	
Regnjacka och varm tröja, t.ex. fleecetröja, enligt principen lager på lager. Gummistövlar om jag tror att det kommer regna en del, inte annars.	Nej		Inte mycket men t.ex. reseförpackningar för vissa hygienartiklar, mediciner. Enstaka klädesplagg.	Nej	

Vad brukar vara ditt största problem vad gäller din packning och kläder när du är på festival?	Vad upplever du tar mest plats i din packning?	Har du brukat packa allt själv eller samordnar du med vänner?	Var hänger du helst på området?	Vad har du för dygnsrytm?	Är festivalmat bara energi eller är det en del av tjustringen med festivaler?
		Packar själv	Baren eller längre bak i publikhavet	Jag chillar och tar dagen som den kommer.	En del av tjustringen
Lyckas packa kläder som passar vädret och samtidigt känns snygga och bekväma hela tiden. Att packa lagom mycket så att man kan byta kläder om man vill men inte överpacka och knappt kunna stänga väskan.	Kläder och sovgrejer som sovsäck och kudde, samt öl.	Brukar packa själv men samordna tält och öl om det ska med.	50/50 festivalområdet och camp	Jag chillar och tar dagen som den kommer.	Bara energi

Hur upplever du det att stå i publikhavet?	Föredrar du stora och pampiga eller mindre och intima konserter?	Vad för aktiviteter har du varit med på som besökarna själva har dragit igång?	Det brukar finnas tält med olika aktiviteter och butiker. Vilka sådana brukar du gilla bäst?	Finns det något sådant tält som du saknar?	Brukar det finnas något lounge-tält med lugnare atmosfär?	Är ett lounge-tält något du skulle uppskatta?
Står inte där	Båda		Öi eller speltält		Ja	Ja
Fantastiskt, Tillhörighet, Trångt och klaustrofobiskt	Båda		Små trevliga butikstält, t. ex. musikförsäljning	Bättre mattält med prissvård och vällagad mat	Nej	Ja

Vilken är den roligaste och galnaste organiserade aktiviteten som du sett på någon festival?	Har det funnits några gratis sponsorer som du uppskattat? Vilka såfall?	Har det hänt att du skaffat dig nya vänner på festivaler?	Om ja eller nja, hur fann ni varandra?
Shuffle board turnering, inte så galet men riktigt roligt		Nej	
Fulla människor som slänger sig på en "water-slide" (plastmatta med vatten på) och åker in i allt möjligt	Regnponcho (vet ej vem som delade ut)	Nja, nya bekanta	Bodde bredvid varandra eller var på samma konsert



