

# Sinnesro

Rebecca Halász Rosenberg



LUNDS  
UNIVERSITET

**LTH**

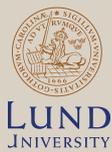
LUNDS TEKNISKA  
HÖGSKOLA

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

Department of Design Sciences

Rebecca Halasz Rosenberg  
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Illustration by Charlotte Taylor

# Abstract

The goal of this project was to find a way to handle fear and stress through design, mainly aviophobia which is fear of flying. Research was focused on the psychology and physiology of our body when we experience stress as well as how vestibular stimulation could have a calming effect on a person exposed to it. In the design process the hypothesis that movement calms was confirmed by different studies made on children and adults. The concept and brief for my design project became "create a public seating system that calms people through movement in the state of waiting, and enhance playfulness". Formstudies was made through moodboards, sketching and modeling. The form language of the furniture became playful. The final result was a "hammock" for one, that could be connected as a system to be placed in stressful places to decrease the anxiety.



"25% feel a fear of flying"



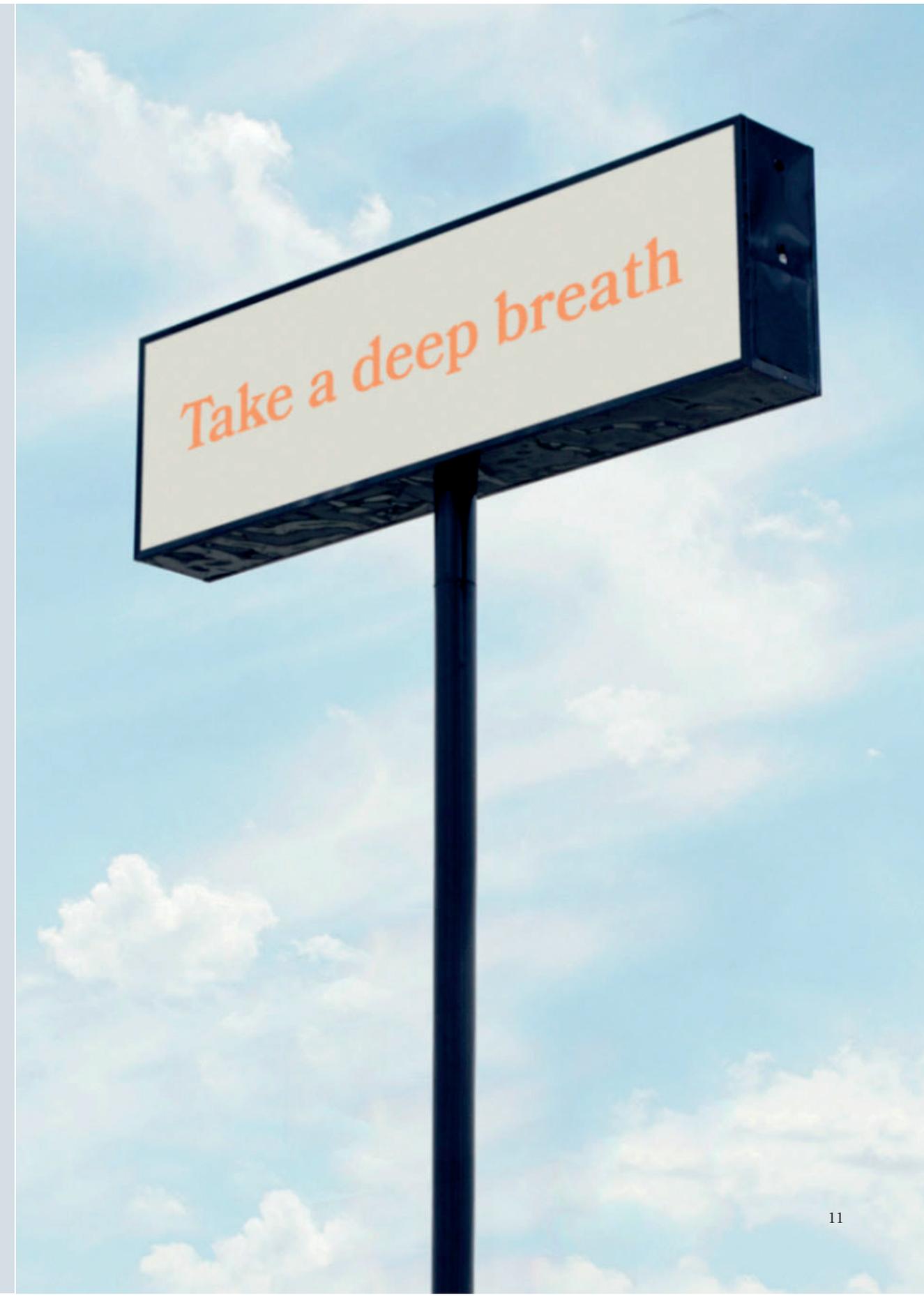
# INTRO

This bachelor project touch upon our relation to fear and how it can be controlled. How we can better approach our worrying and handle your bodies response to fear.

The origin of idea started with recent fear that I attained, which is fear of flying. I wondered if this was an unusual fear to have, but after some research I found out that it was definitely not. 25 percent feel anxiety when flying. This means that on a full Boeing 727, which is the most common type of airplane, roughly 38 feel anxiety or stress. This became a large enough group to motivate my project and It felt important to ease these peoples life.

Anxiety and fear is something that always has been present to the human, it is an survival instinct. Our survival instinct is good in critical situations, but the issue evolves when our brain and body sees something that is not dangerous as a threat. To treat fear in these situations is a need that is important for us to manage our life reasonably and for us to think clearly. We get a clouded judgment when our mind is occupied with being afraid, that we can't take decisions that we would have been able to do without fear.

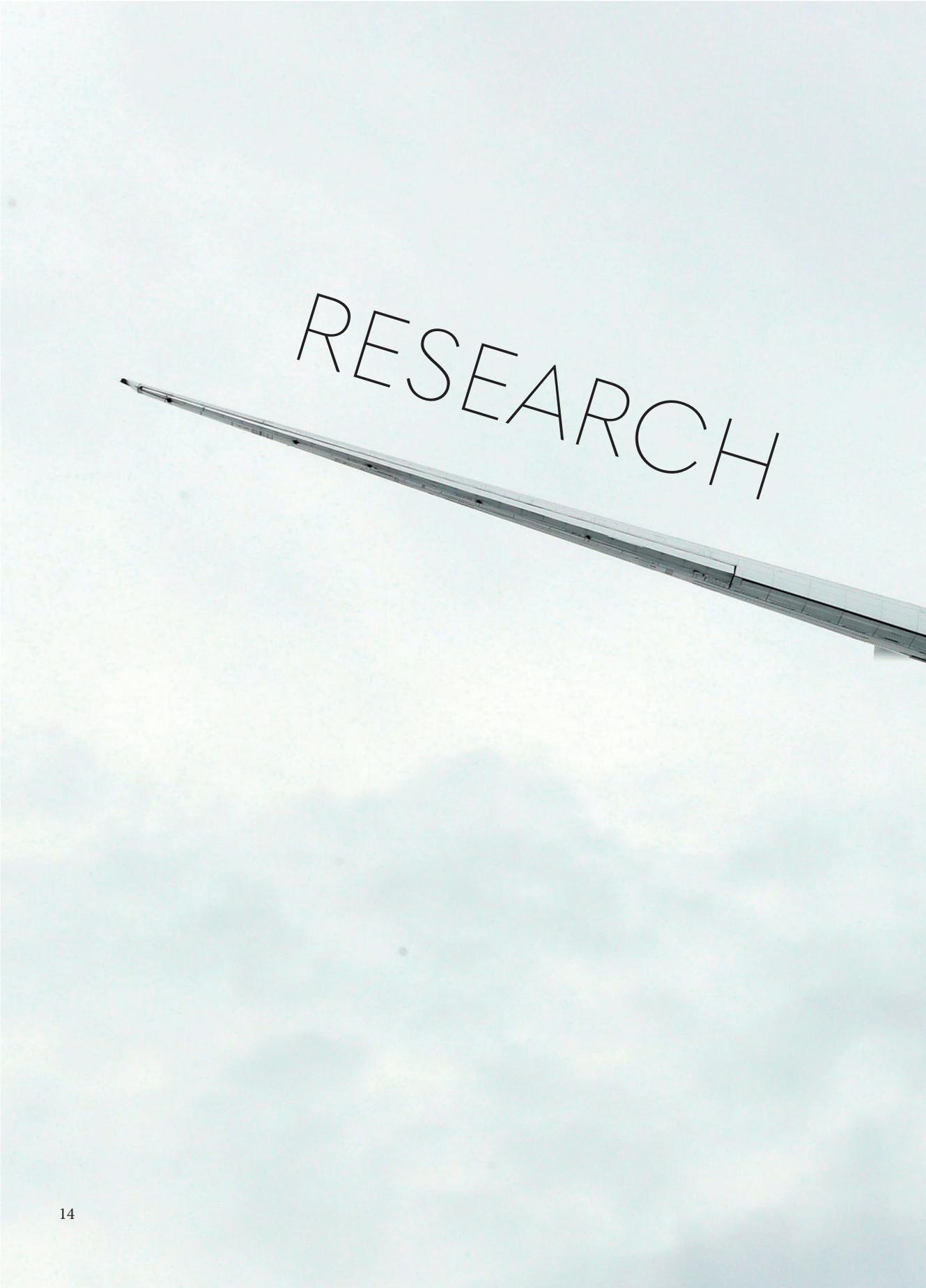
There is a controversy about the flying industry, but this project aims at fear activated by any trigger. This project will be applicable for any stressful surrounding. The importance with this project is that no one should feel that their possibilities are limited due to fear. The product in this project will be a way to handle flight fear, anxiety and fear, not to advocate flying.



Take a deep breath

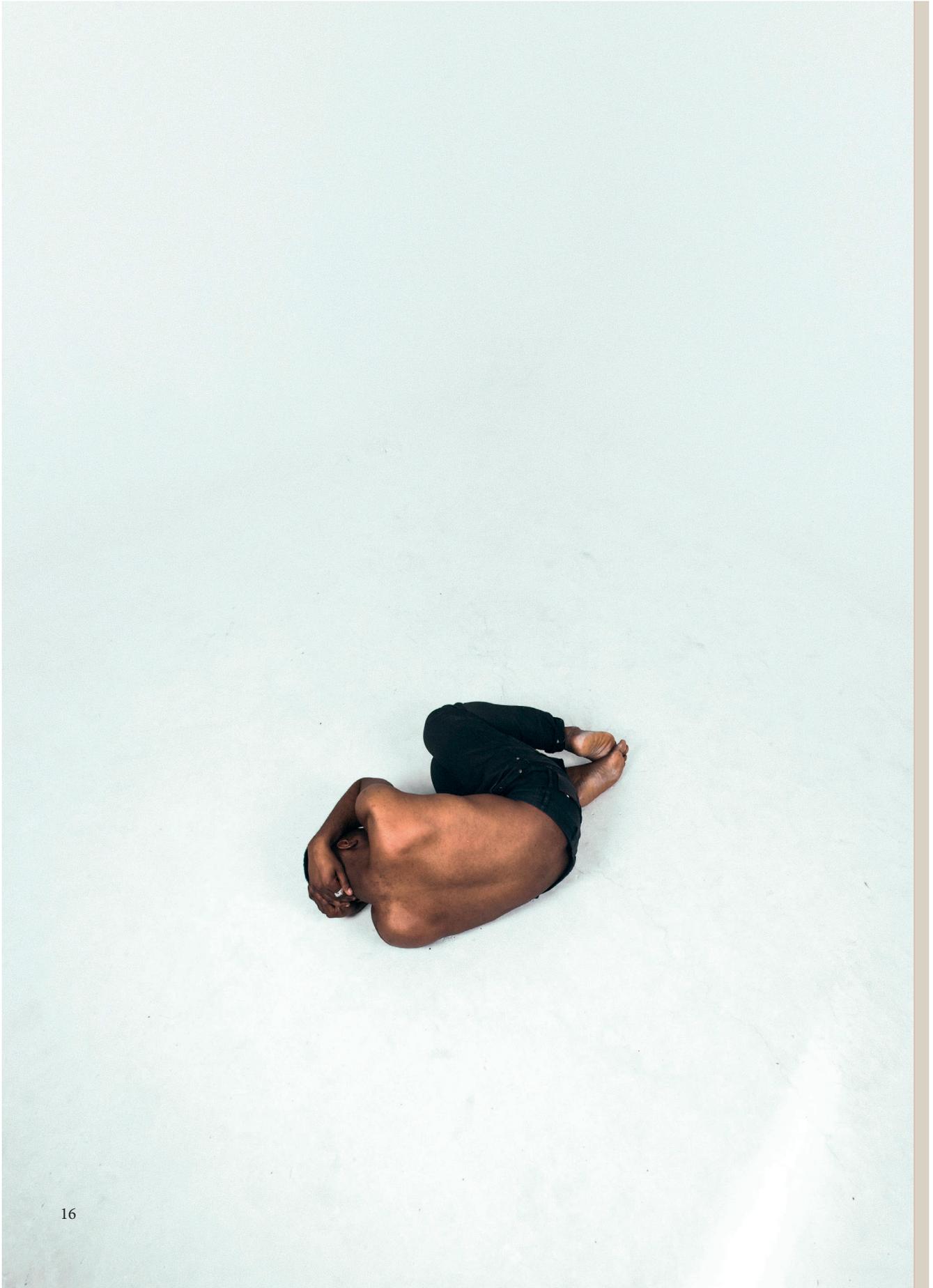


"Find a way to prohibit/handle the state of stress and anxiety for people with a fear of flying"



RESEARCH





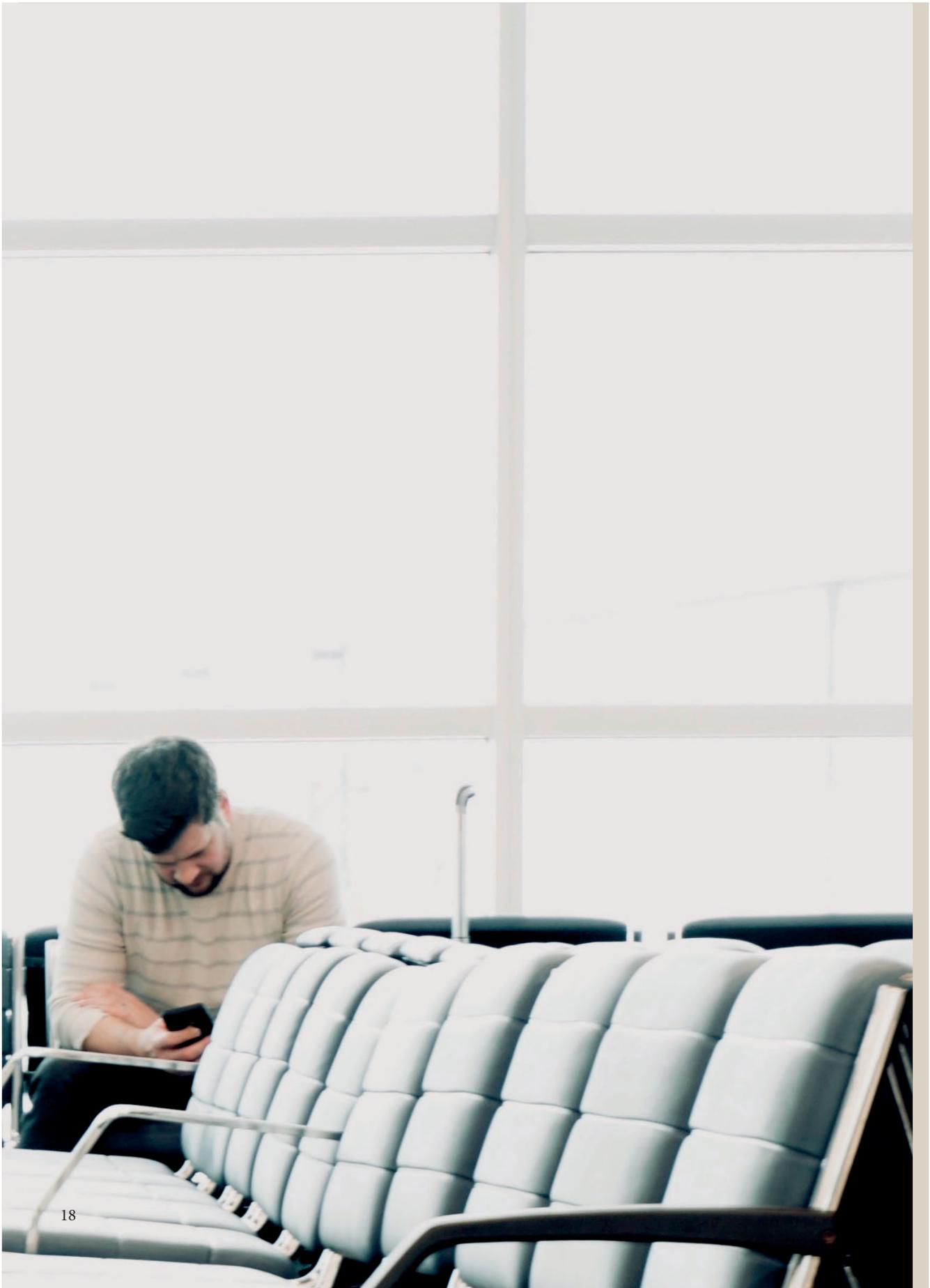
# Overview Research

My research phase was collecting information from second hand sources as literature, publications and documentaries.

To understand flight fear I needed to dive deep in to the human **brain and reactions**. It was also important to understand different types of tactics to diminish and handle fear and anxiety, as different types of therapy and tricks that you could do on your own.

I early decided to not focus on any digital products, since it is shown that people using screens are more likely to be diagnosed with anxiety.

The research then extended to the positive effects of **vestibular simulation** and how it is applicable in the situation of feat of flying.



# Travelling and flying

When flying, there is a specific **ritual** and steps you have to pass to get to the flight, as packing your luggage, finding your passport, boarding, security etc. This can be quite stressful. But where is the most exhausting time for the mind for a person that have a fear of flying? As the check-in and security check often, and hopefully, goes smooth and fast, the time to reflect on what you're going to be exposed to is at the gate. Here you are waiting. This is the time where your fear of flying increase. Anxiety often come when your mind is unoccupied or when it is triggered by another factor.

At the gate people sit down, some feel like this is calming, but for some this is painful. For those who see this as a time of the trip where they can sit down and wait in peace to board the plane, let them embrace that. For those who's mind starts fading into panic, lets block that.

The gate is a place where it is possible to implement a change that people will use, since it is a smaller closed area where people spend time waiting. Waiting is often seen as boring and any engaging addition would be a way for **enjoying the wait**, instead of fearing or wishing you were somewhere else.

# Understanding Fear and Panic

What I found out in an early stage was that fear is a learned behavior. This by reading about the horrible experiment **Little Albert**, where they teach a child to develop a fear for furry objects. This was done by giving the child a rabbit to pet, and at the same time make a loud noise that the child wasn't prepared to hear. The child's brain reacted to the sound as something dangerous, something to react on. After a while, the child connected the feeling of fear to petting the rabbit, and without the sound he started to cry when having the rabbit close to him. This escalated to that the child could't have any furry object close without starting to cry. It is associations, pattern, memory, relations, and a fear of the unknown that create a fear and the body to react. And an anxiety attack is your body responding to your brains fear.

What you can do to prohibit and handle anxiety is exposing yourself to it what you are afraid of. This is used in more extreme cases of anxiety. **CBT**, Cognitive behavioral therapy, is the solution at this point.

But there are still 38 people on a flight that still feel anxiety. At that stage your at the airport or airplane, and CBT is not a solution. Then there is mindfulness, exercises, distractions, learning and talking about your fear which can help. But this can be hard to do in a crowded airport with much going on. Or maybe you don't want to share your stress with others.

**CBT**



**EXPOSURE**

**SELF HELP**



**MINDFULNESS**

**EXERCISE**

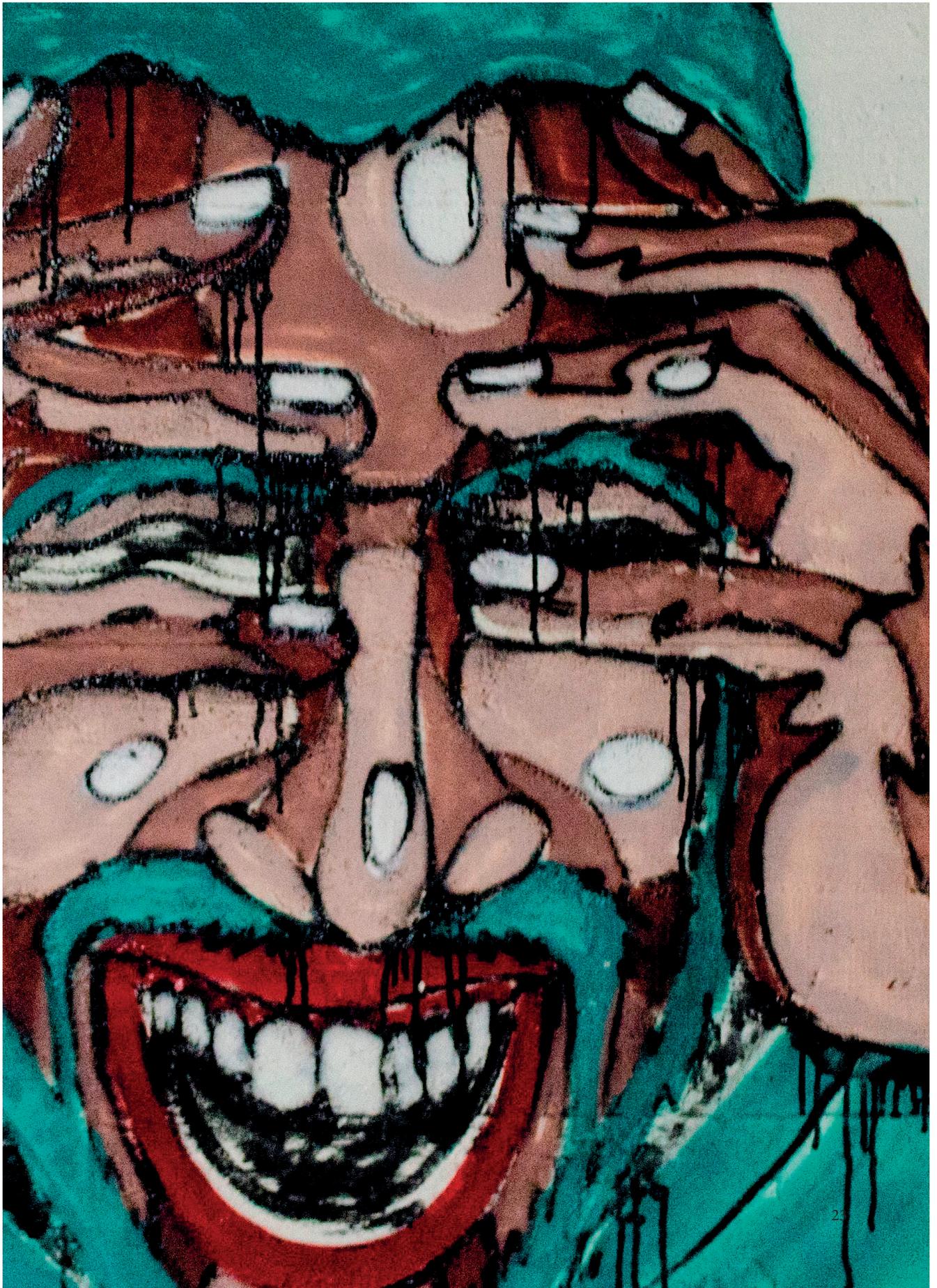
**DISTRACT**

**TALK**

**LEARN**









# What to do before/during a flight if you are afraid?

Practice mindfulness, it helps us to understand our bodies reactions.

Exposing body for similar movements teach us to get acquainted with movement.

Listen to Music

Contemplative actions

Deep breathing, oxygen to brain, think clearly

Get rid of the adrenaline, exercise before

Your body respond to your brain, vice versa. Which means if you are experiencing something that you feel is harmful you could get to the state of "fight or flight", where your body use a lot of energi to escape the fear.



Contemplative.  
Repetitive.  
Engaging.  
Distracting.  
Controlled.

## engage body and relax your mind

Helps you to control your body, hence  
your mind to stay calm.

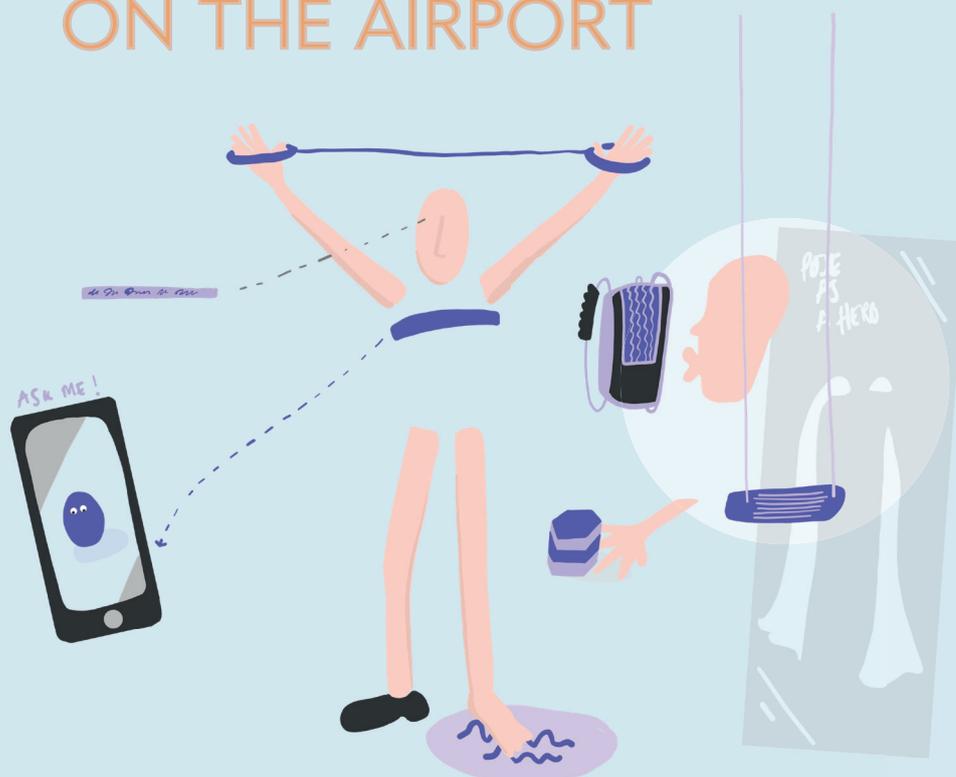
- COFFE TO-GO-CUP TO PULL
- SQUEEZE WATER BOTTLE
- PUSH DOWN WITH FEET
- TACTILITY MAT
- TACTILITY CHAIR HANDLE
- TASTE MAP
- COLOR GLASSES W. SCENT
- UNCOMFORTABLE SIT PILLOW
- CHILDRENS BOOK TO BE READ OUT LOUD
- ACTIVATING QUESTIONS
- PUSH ROLLER
- SHOES THAT ACTIVATED WHEN PUSHING DOWN
- SKETCHING ON WINDOW
- RING GIVING SIGNALS HOW TO BREATH
- ASMR
- SQUEEZABLE PHONECASE
- AROMA DIFFUSER

# ON THE AIRPLANE



- APP THAT REACT TO STRESS LEVEL
- STRAP TO HELP YOU HOLD A POWERPOSE
- BREATHING BAG
- STRESS RELIEVING MAT WITH BUBBLES
- SWING
- MIRROR SHOWING YOU IN POWER POSITION
- MAKE A STORY TOY
- PLATGROUND
- BRAIN TOY
- ASK A STEWARDESS

## ON THE AIRPORT



MEMORY

STORY

PLACE

EMOTION

ANXIETY

EXPOSURE

SCENARIOS

MINDFULNESS

TRAINING

## psykoeducation och relaxation preactices.

BRAIN TOY, how does a stress reaction work, take a part.



## psykoeducation och relaxation preactices.

TRANSPORTABLE AROMA DIFFUSER -  
SCENT AND TACTILITY

ASMR podcast connectes to "CHILDRENS BOOK" that is enga-  
ging for grownups - VISION, SOUND AND TACTILITY

WATER BOTTLE STRESS SQUEEZE

## PRODUCT PARASITE

APP THAT REACT TO STRESS LEVEL  
STRAP TO HELP YOU HOLD A POWERPOSE  
BREATHING BAG  
STRESS RELIEVING MAT WITH BUBBLES  
SWING  
MAKE A STORY TOY  
PLAYGROUND  
BRAIN TOY  
ASK A STEWARDESS  
COFFE TO-GO-CUP TO PULL  
SQUEEZE WATER BOTTLE  
TACTILITY MAT  
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SKETCHING ON WINDOW  
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PUSH DOWN WITH FEET  
UNCOMFORTABLE SIT PILLOW  
TACTILITY CHAIR HANDLE  
RING GIVING SIGNALS HOW TO BREATH

Safe place

calming:

- sounds
- matra
- light
- taste
- tactility

•••••  
**association**

Scary place

association trigger

# PLACEBO & ASSOCIATION

Though vestibular stimulation is proven to be therapeutic, an important factor that affects us a lot is how we associate to things.

Hammocks and rocking chairs are associated with stress relief for many, meaning that when you sit down in one of the mentioned furniture, many you should expect to feel calm - hence your body's reaction will be relaxed. Placebo is the mind's power of believing strongly about something, that it can even cure pain and fear. So if you believe that movement calms it will do that to an extent just by belief.

Placebo is the mind's power of believing strongly about something, that it can even cure pain. There are many examples of the following, but one is from the documentary, *The Placebo Experiment: Can My Brain Cure My Body?*, where a test is made on people experiencing heart break. They are supposed to give a rating on how badly they feel about their ex before and after a, what the person testing them call it, "a nose spray that can cure heart break". This nose spray is only salt and water. After the nose spray many of the contestants feel less grudge against their ex than before. A direct effect only by a statement from an expert.

This means that only by marketing a product as a stress relieving product will do an enormous difference on the user's experience and feeling..



# WHATS SO CALMING ABOUT FURNITURE WITH MOVEMENT?

There is something calming about furniture with movement, and they are also associated with stress relieve. Is this something that is made up or is there any truth in it?

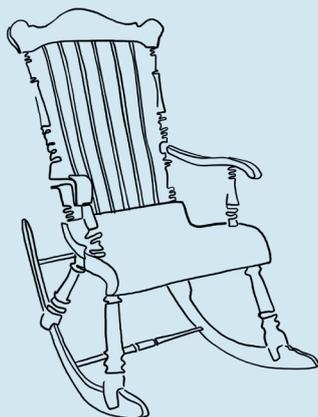


## SWING

Swings are often seen at playground for children. These are playful and are moved with a stronger body force. The focus here must be on the swing otherwise you might loose control and fall off. You can swing very high without a stop.



Engaging: High  
Playful: High  
Calming: Mediocre  
Swinging "space": High



## ROCKING CHAIR

The famous rocking chair goes long back in history and are often associated with older people. At a certain point of the rocking you can feel that there is a stop, and you must use much force to fall over. In the rocking chair you can engage your body while doing other things as reading a book.

Engaging: Mediocre  
Playful: Low  
Calming: High  
Swinging "space": Mediocre

## HAMMOCK

In a hammock you have a movement back and forth using your hands or legs. It is made like a sofa and all sitting there will have the same movement. It is usually cushions which you sit on to increase the comfort.



Engaging: Mediocre  
Playful: Mediocre  
Calming: High  
Swinging "space": Mediocre

# Vestibular stimulation

I started to dig deeper in to how movement can sooth and calm. The organ that is effected by movement is the vestibular system, which is also known as the inner ear balance system, and is very important for our ability to maintain our balance and navigate our environment. This is what is activated when we walk, swing or shake our head.

As many studies show, vestibular stimulation have an effect of calming the person doing a repetitive movement. This proved my hypothesis that movement calms. Most of my findings in the beginning was related to children, or children with autism, where it was proven that a stimulation of the vestibular system was helpful to decrease anxiety and stress. After further research there was also studies that shown the same affect on adults. Leading me to the information that physical activity and movement can decrease stress.

"...controlled vestibular stimulation provides more soothing effects."

Kumar Sai Sailesh, Controlled Vestibular Stimulation: A Physiological Method of Stress Relief

"Vestibular stimulation is very powerful as a tool for self-soothing and focusing attention."

Georgia A. DeGangi, The Sensory Defensive Adult , in The Dysregulated Adult, 2012, Pages 333-380

"...controlled vestibular stimulation reduces stress..."

Steve Gibson, Gibson Research Corporation,

"Slow, rhythmical, predictable movement is calming. For example, swinging, rocking, walking, or slow, gentle spinning in one direction."

Geneva Center of Autism

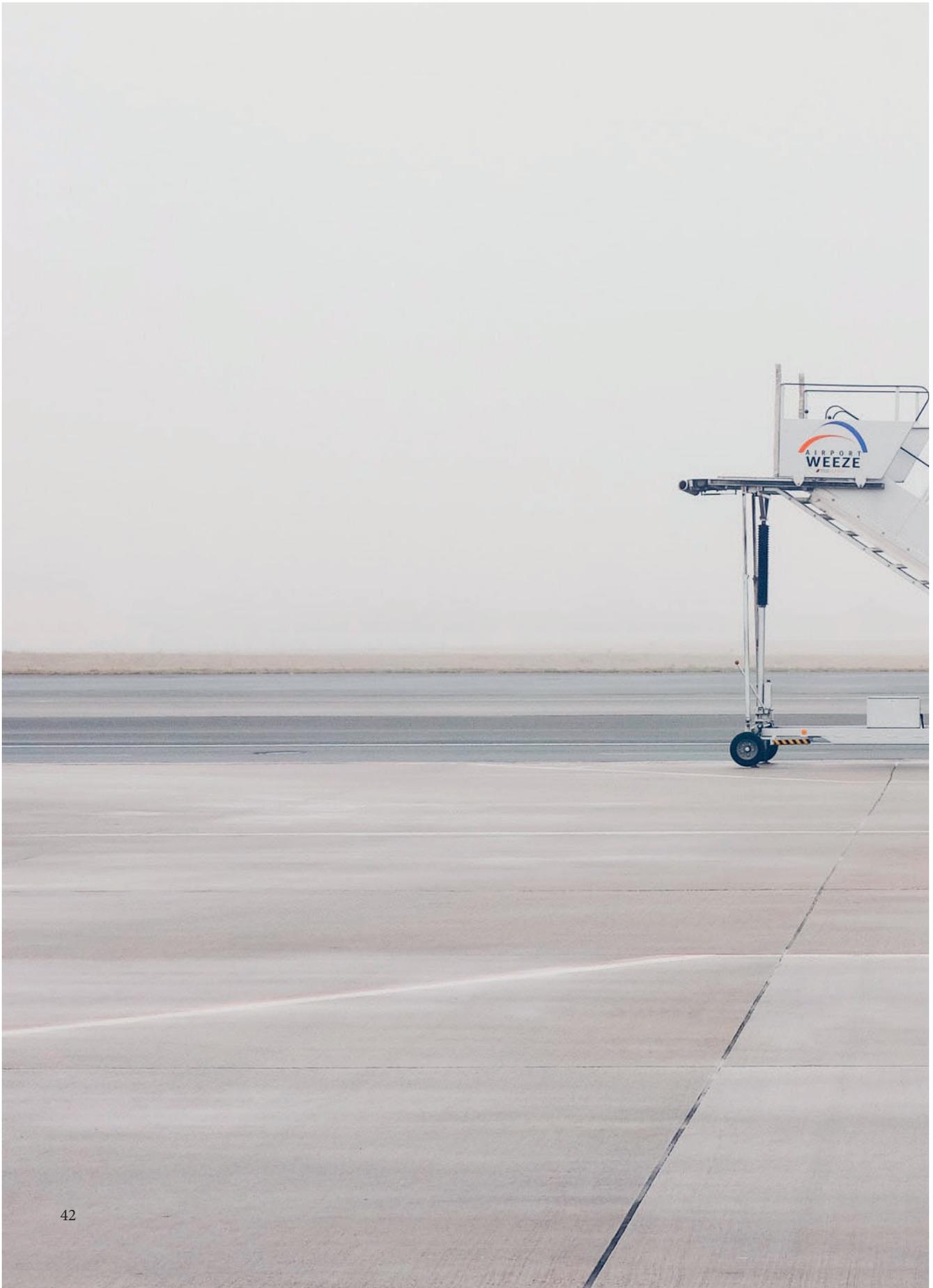


# CONCEPT

"Design a public seating system that calms people through movement in the state of waiting, that enhance playfulness."



Illustration by Charlotte Taylor





# AT THE GATE

A lot of people share the space at a gate or waiting room, with this some issues can occur. To keep everyone satisfied is important and to respect the others as well as their space. Here are some common issues at public spaces:

A lot of baggage

Noise

No privacy



Main

Movement with help of body  
Seating

## FUNCTIONAL ANALASYS

Nessesary

System  
Individual parts can be replaced  
Create privacy  
Space for luggage  
Safe  
Playful  
Durable  
Satisfying

Desirable

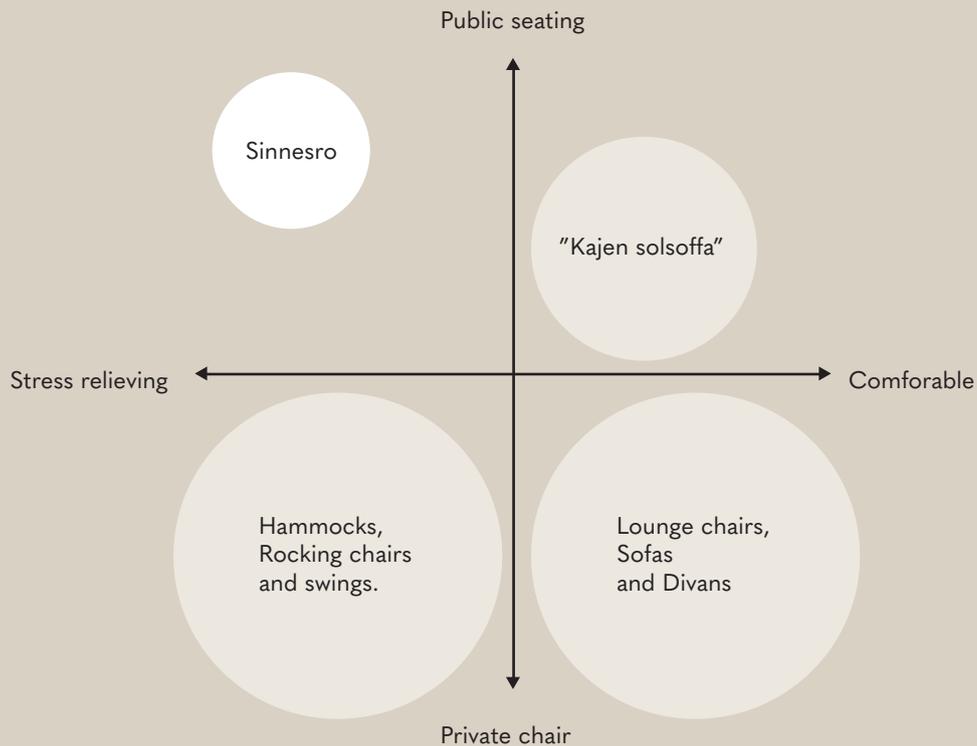
Space-saving design  
Possibility of locking  
Timeless  
Rack to put things



# The market

The market for stress relieving products is broad - fidget spinners and stress balls are only two of the products on the market. Calming scents, coloring books and acupressure mat are other products. We see an increase in these products since we are living in a world with a lot of distractions and much going on. Mails are dropping in constantly, social media never sleeps and our mind have no time for rest.

Many believe that sitting still is calming, and yet the one thing you should do when having an anxiety attack is to get your body in to a movement, this to get your adrenalin out of the body. Chairs that include the body to move is swings, rocking chairs and hammocks - many of these designed for private use and taking up space. But there is not many public seatings that enhance movement.







# WHO

The target group of this product is mainly people with fear. But the product is also helpful if you are in any stressful state - whether it is work or private matters. A mother that needs to breastfeed her child can benefit by using this product, if you are an older person with dementia or if you are a child looking for a place to play.

WHY ARE  
CONSTANT  
FEAR

FLOK



# WHY

People should not be limited by fear. They should have the same possibilities of using their time effectively and taking rational decisions. Fear can become a hinder and in the long run stress have negative effects on our body and mind.

Stress is increasing and we need to find a way to incorporate a calmness in products that are accessible for everyone. Therefore the the product is a public seating system that many can benefit from, without changing their routines.



# WHAT

1. Movement as swinging/rocking has been proven to be therapeutic
2. The use of mild body exercise to give "a push" minimize the risk of panic attack
3. Playfulness in our daily lives is psychological beneficial
4. The movement helps the body to "get used to" the movement on airplane
5. The association to a hammock will give a stress relief in it self



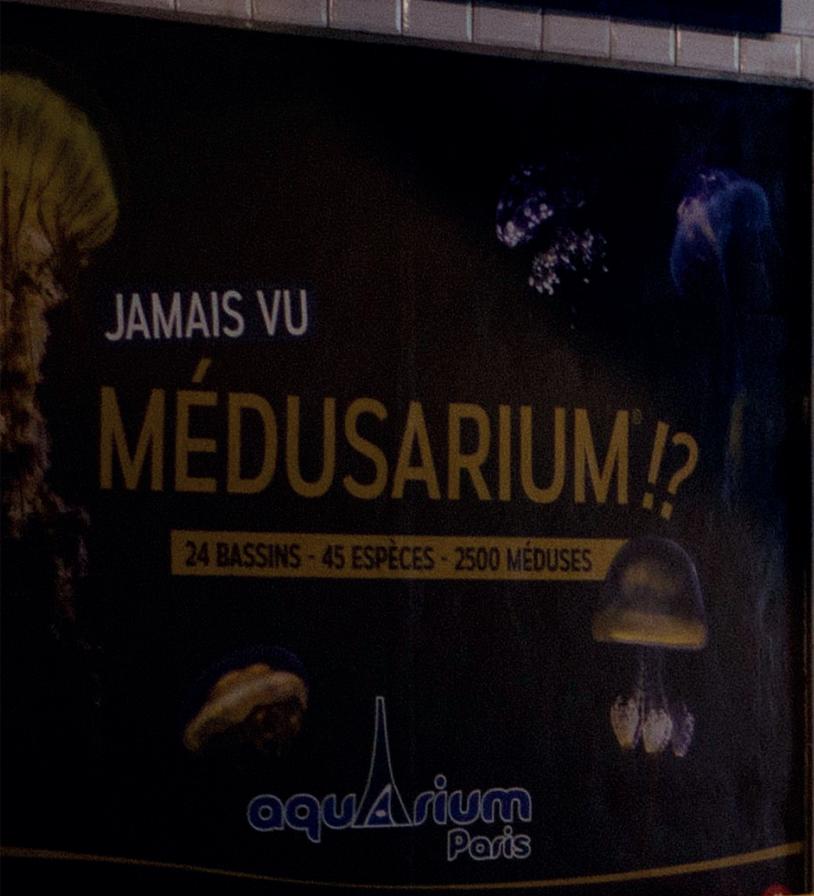
# WHERE

The product can be placed in any waiting room or surrounding where people could have an increased stress. For example in train stations, health centers or at gates in airports.

Passy

Étoile

JAMAIS VU  
**MÉDUSARIUM!?**  
24 BASSINS - 45 ESPÈCES - 2500 MÉDUSES



aquarium Paris

amps de Mars - Tour Eiffel

www.aqua

Usbua

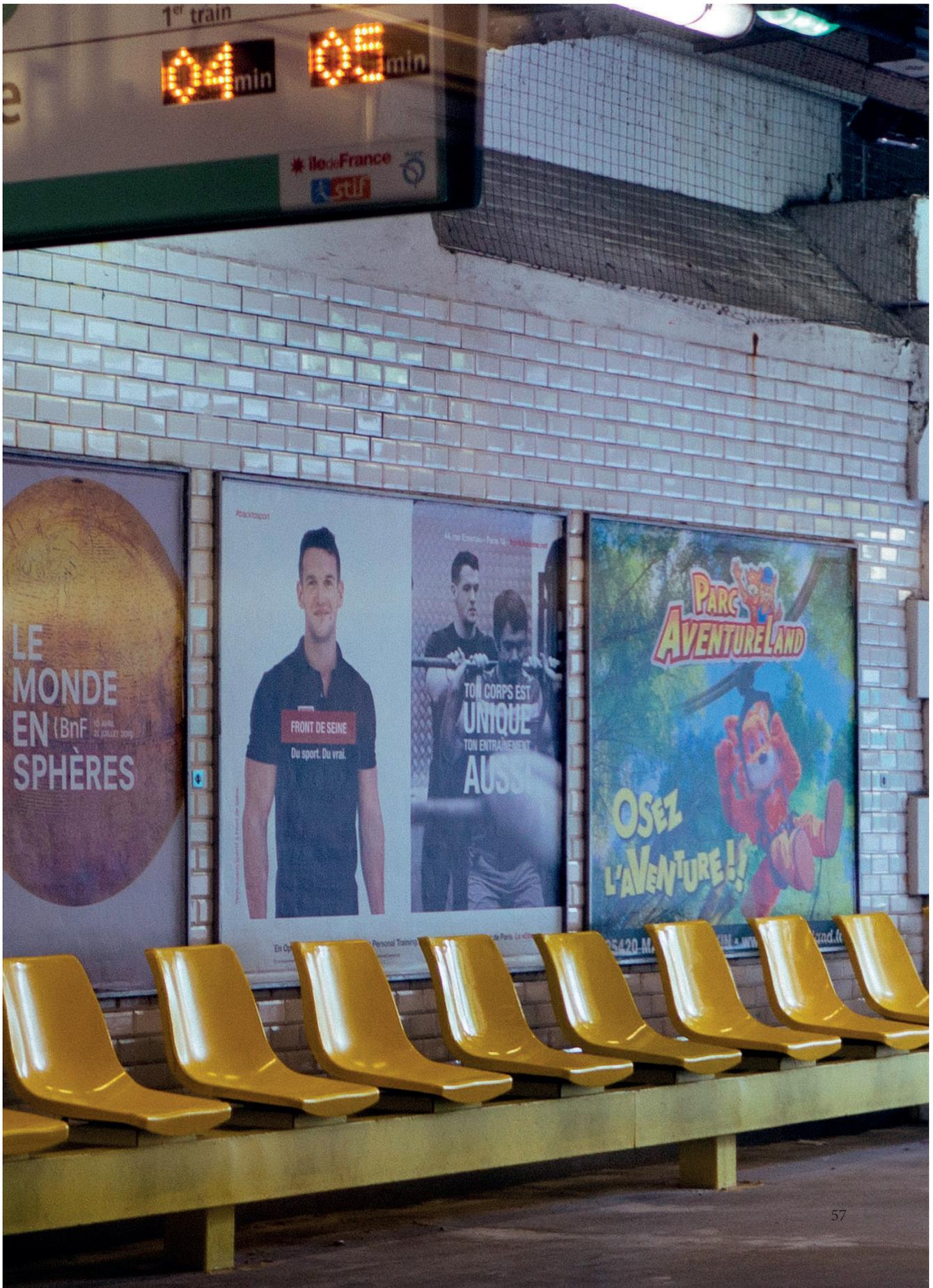
This advertisement features a dark background with several jellyfish illustrations. The text is in white and yellow. The aquarium logo is in blue and white.

LE MONDE EN (BnF 10 AVRIL 21 JUILLET 2019)  
SPHÈRES



This advertisement shows two large, textured spheres resembling globes. The text is in white. The BnF logo and dates are in smaller text.

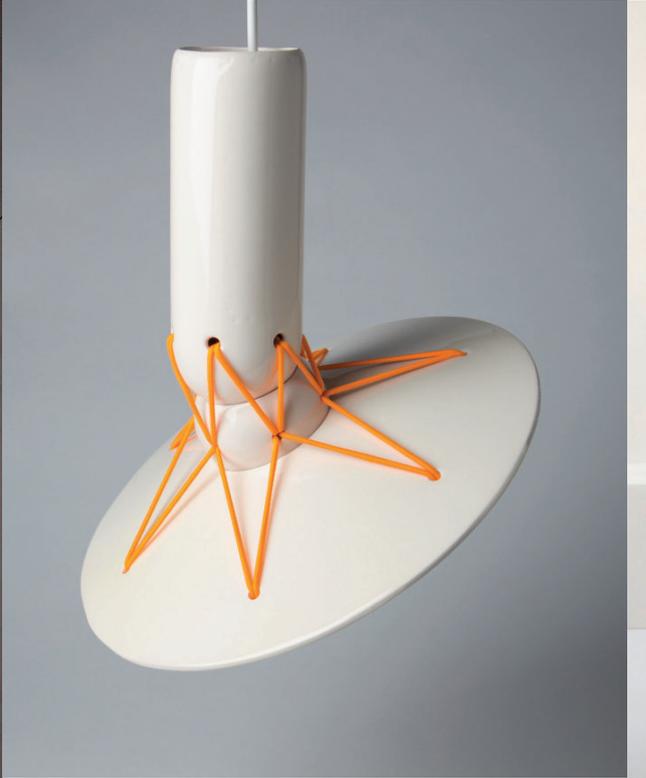


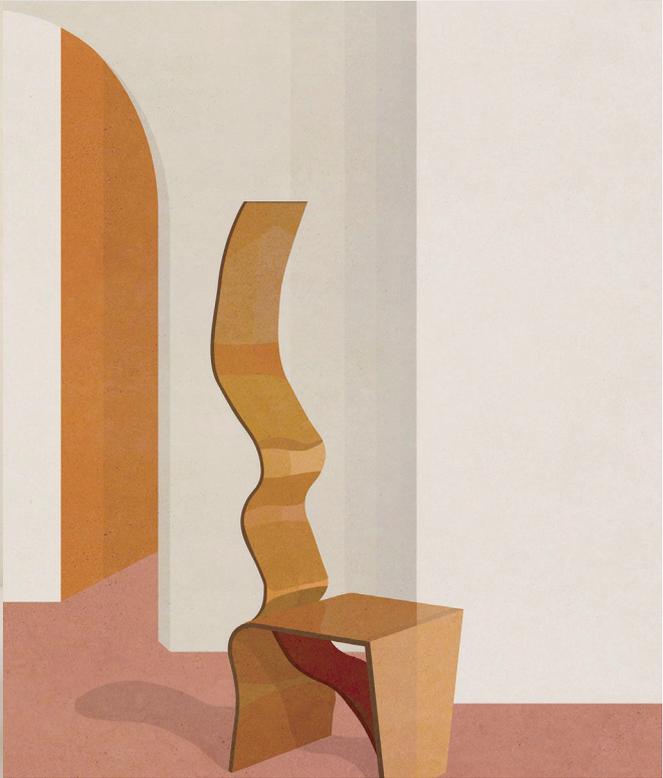


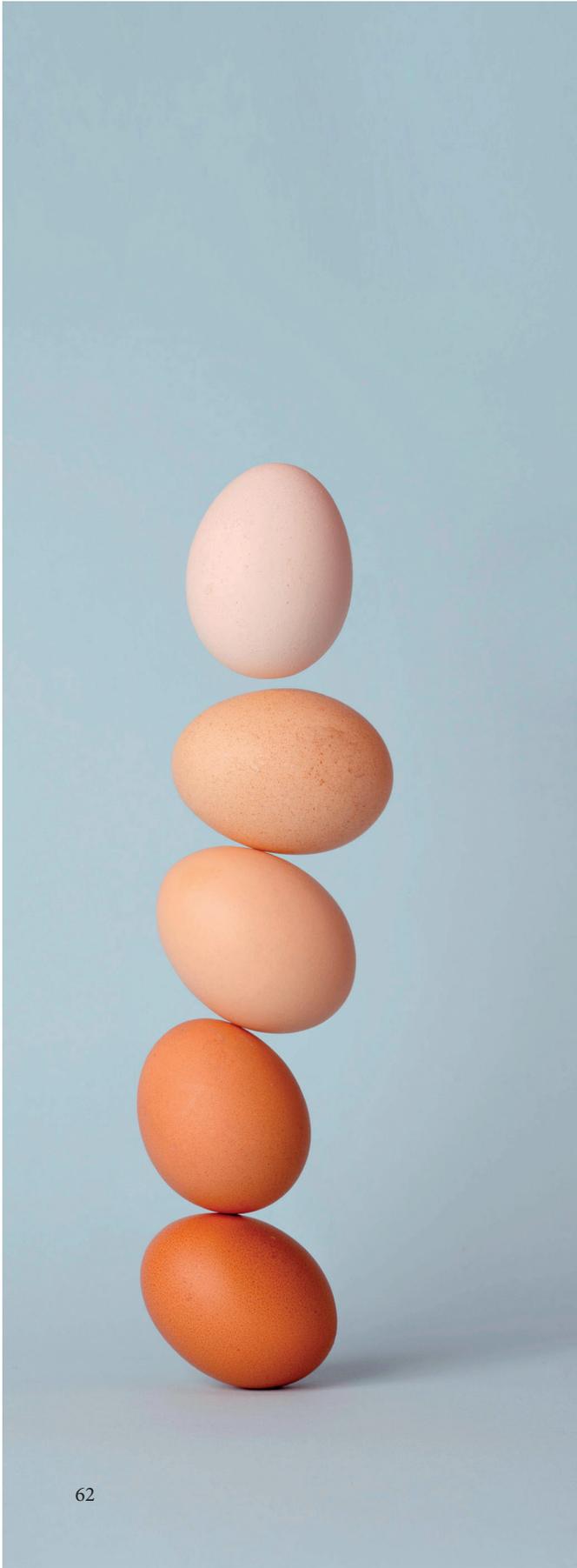
# DESIGN PHASE



Illustration by Charlotte Taylor









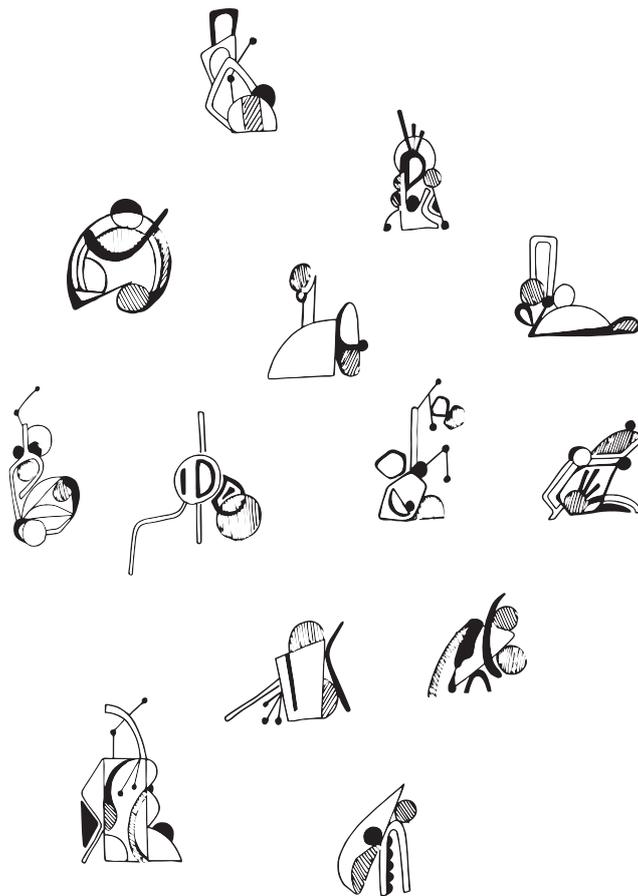




I wanted to investigate movement and how this could be translated into form, not only for the individual modules but for the system. It is important that the furniture convey that it will move or that it is not a regular chair. Finding a coherence and a pattern that would ease the mind and feel natural. A movement can be stimulating both physically for the body, as rocking or swinging. But an aesthetic movement can also be soothing for us visually. Adding visual stimulation to physical stimulation, can together create a soothing effect.

# PLAY

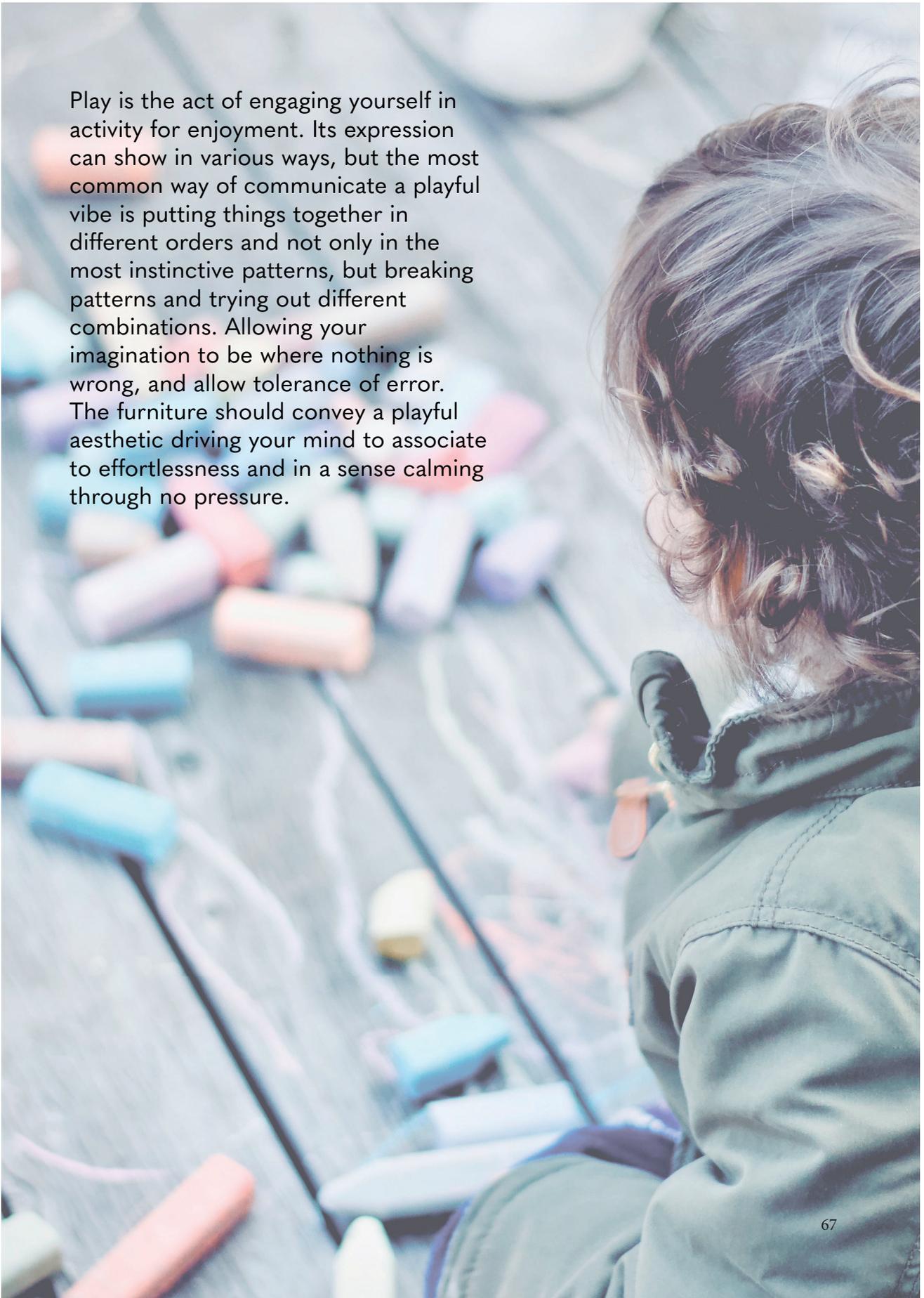
The act of engaging yourself in activity, for enjoyment.



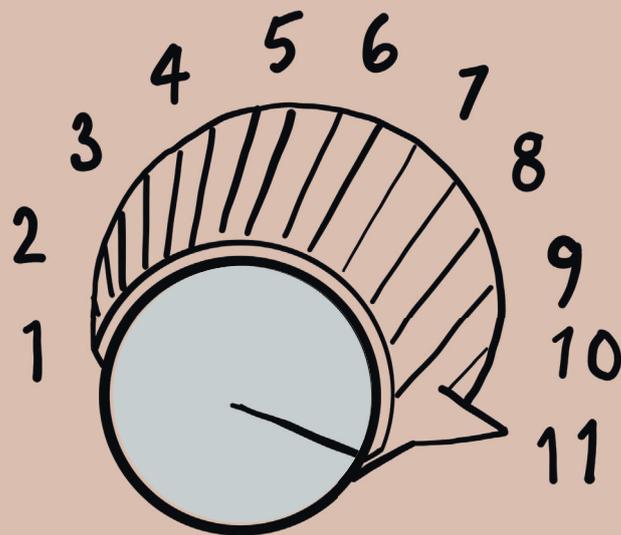
creating  
using body  
be apart of  
imagination  
unsorted  
pattern

engage in activity for enjoyment and  
recreation

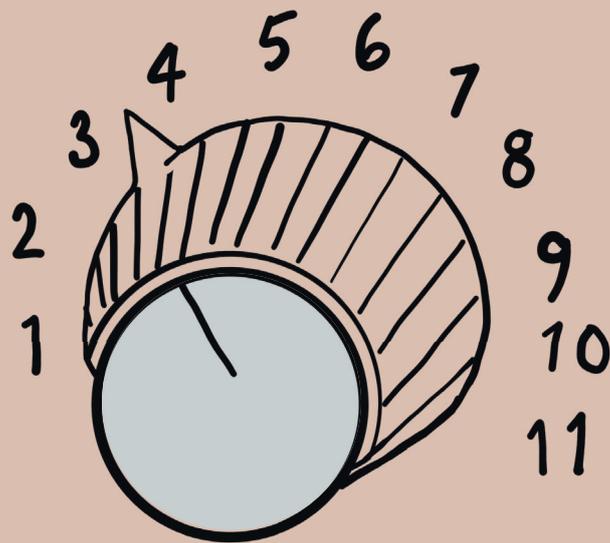
Play is the act of engaging yourself in activity for enjoyment. Its expression can show in various ways, but the most common way of communicate a playful vibe is putting things together in different orders and not only in the most instinctive patterns, but breaking patterns and trying out different combinations. Allowing your imagination to be where nothing is wrong, and allow tolerance of error. The furniture should convey a playful aesthetic driving your mind to associate to effortlessness and in a sense calming through no pressure.



PLAY



# MOVEMENT

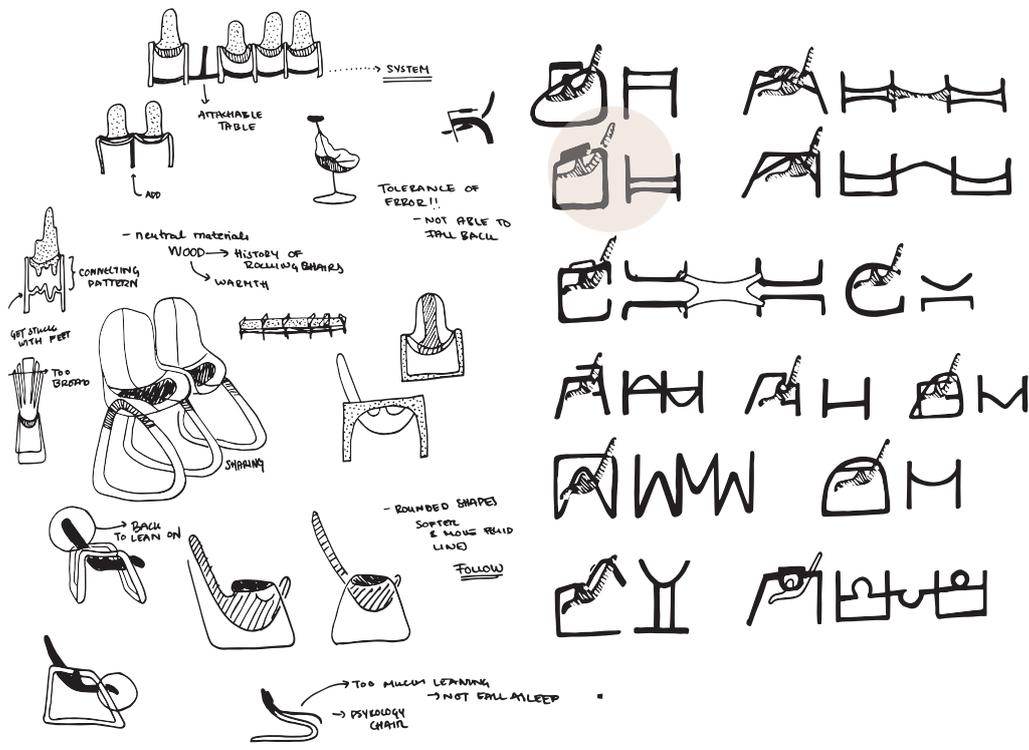


Since movement is very present in the function, I wanted to increase the connection to playfulness. Not only in the visual expression, but also in the function.



The first sketches was based on a chair that swings only by a smaller rotation, made by a connection on both sides of the armrests. After consideration, this idea was not relevant since the movement would be quick and too small. The calmness would not be as enhanced, and the engagement to not fall back (if not a stop were to be added) would be too big to be relaxed.

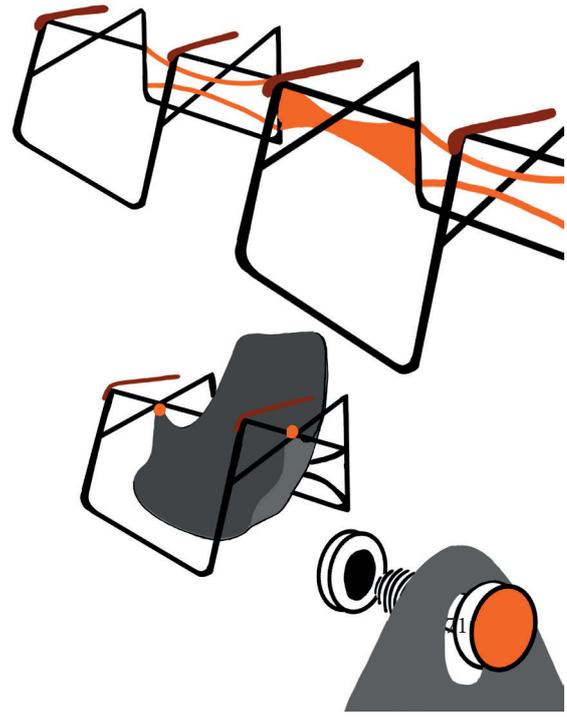
The rounded forms was something that was present in many doodles and it connects to movement. It is later applied in the product, as a detail, yet with an important function.



The idea of a system was developed. How it should look from the side, front and back. Also how a movement through the chair could be enhanced. The playfulness was also doodled.

Some of the ideas as a seat with larger holes was dismissed due to the risk of getting stuck with fingers or any limb. Therefore a solid form with only thin holes was taken further in the design process.

Another attribute that was relevant to continue with was the backrest, which was both present in the classical hammock and rocking chair, both considered as more relaxing than a regular swing due to the possibility to lean back. Though the backrest did not need to reach the neck.







## BACKBOARD

I wanted to keep the backboard get the calmness of leaning back, opening the chest making the body have a good position that enhance breathing.

## THIN BUT STRONG

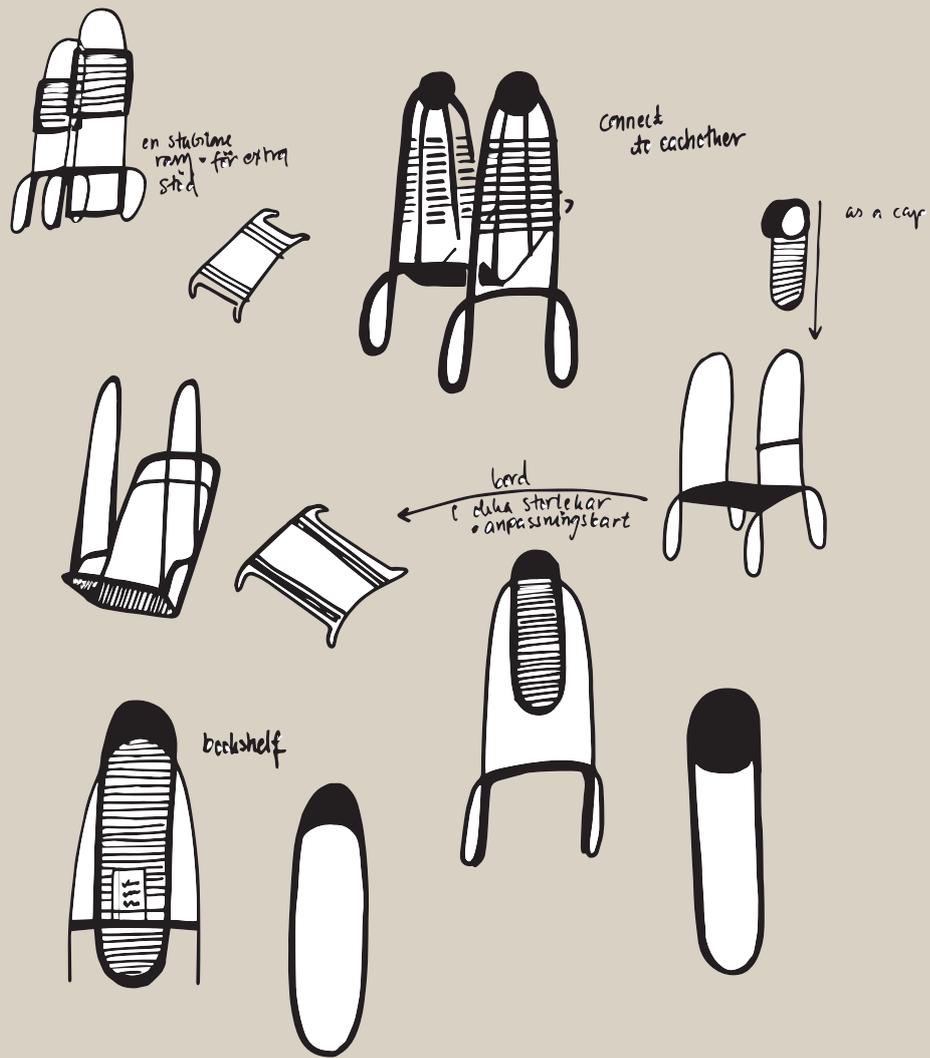
The frame should be thin so that it take up as little space as possible, but strong so that it can allow many different weights in the seat. All different sizes and weights does this product need to handle.

## PLAYFUL

The form language should be playful and inviting for different ages. It should be a furniture that makes you happy, rather than not feeling anything at all.

## USING SEPERETALY OR TOGETHER

The system is supposed to be able to be placed in many different areas in a room, meaning that a smaller area should be able to be used as well as a place to sit. Sometimes three chair is needed in a row and sometimes 23.



Create your own space and don't be limited by the product. The product allows creativity to decide how to enclose yourself from the others.

In a system where you sit so close to each other, could for some be a bit uncomfortable, especially after a pandemic as we have now. Therefore this system allows privacy.

# Functionality



Sinnesro works in the same way as a hammock, only that it is one seating instead of three, which is the standard for classic hammocks. The seating can be connected to each other creating a line of swinging chairs. The hammock function has the possibility of moving one chair without effecting the other chairs in the system, which is not possible when connecting numerous rocking chairs. It is clear that it could be a stressful addition not to be able to move as wanted, needing to adapt to others preferences. This when already in a state where you need to manage your thoughts in the "right direction" to not get an anxiety attack.

Another important addition in the product is the screen that is positioned in the steel frame which the chair is hung from. This enables the possibility of closing out stressful and high sounds that can add to the stress reaction. Also considering the situation with viruses, after the corona outbreak, that people after this can be more sensitive sitting closer to each other.

The steel frame is made as a scaffolding from where the seating/chair hangs from in larger steel loops, which are screwed in the wooden chair.

The junction on where the swinging happen is on the top of the steel scaffolding/frame. Here a cover is needed to secure any people that could by accident reach and injure themselves.

# ELASTIC ROPE

An elastic rope is used for the screen. This to making the modules easy to enclose.

The rope has a similarity to strings on an instrument. Allowing the pleasure of playing. The creativity is important and the ropes enhance this in a sense.



# WOOD

The chair and backboard is made of wood, this to keep the wooden heritage of the rocking chair or hammock. It is important to create a warm feeling and invite the user to sit in the chair. Keeping soft shapes to make it associated with calmness.

The chair will be bended in three directions, at the top, middle and end, for a softer seating and better experience.

The wood is power coated, but also possible to have without color if preferred.

The removable caps, on top of the junctions, are CNC milled.

# STEEL

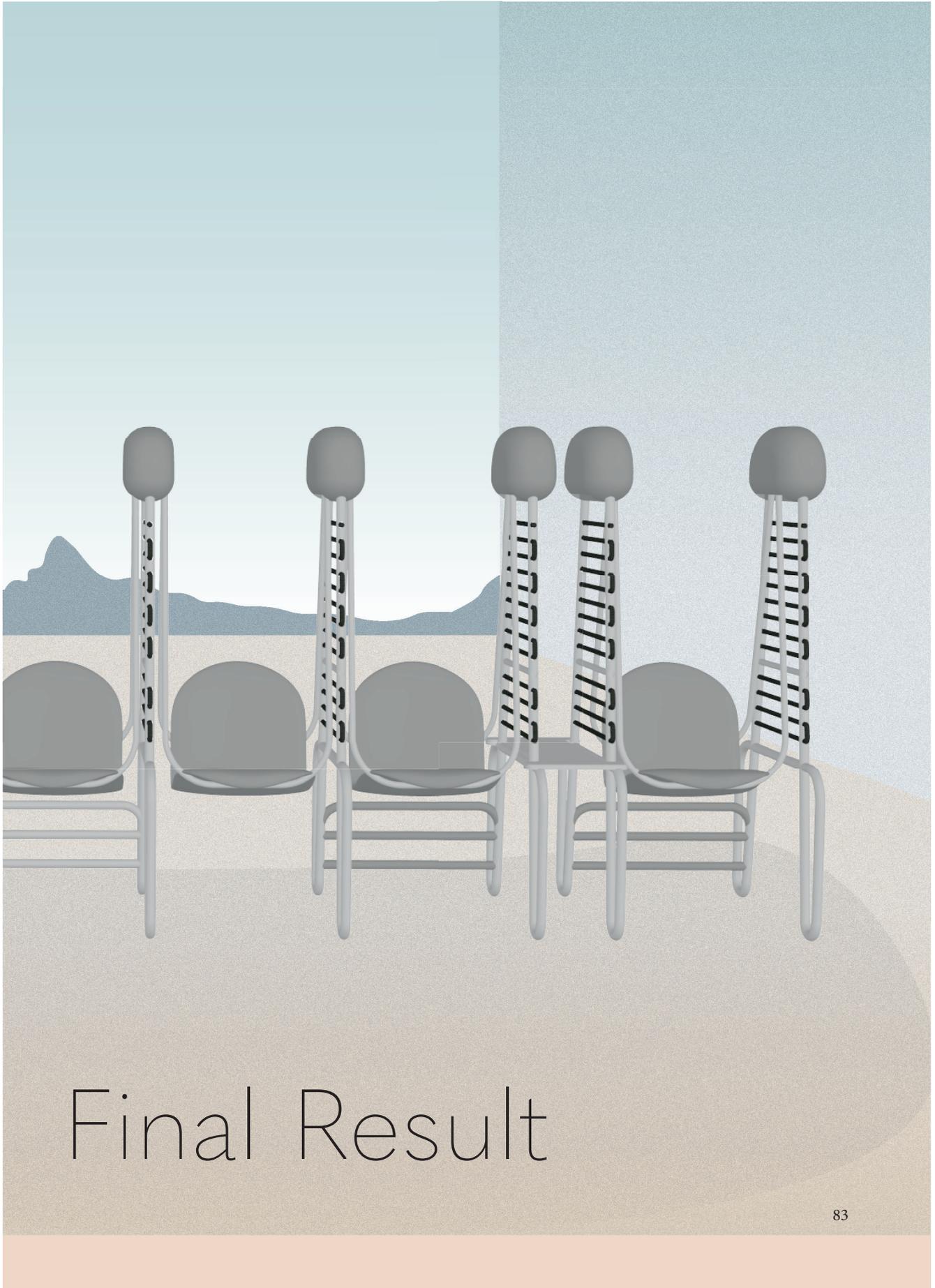
Steel is used for the legs and the frame of the chair. To have a base that is stable and can manage to carry the weight of two people is important since it is a system where the chair is not used separately.

The physical characteristic that is most important for this furniture is strength and resistance, therefore steel is relevant for the frame of the chair. Since used indoor, the risk of rusting is little, the finish of the material should be power coating.

By power coating the steel frame, we add color and finish that is durable with little, or even without any maintenance. It increases the durability since it is helping the material to withstand damages and providing the chair with an attractive finish. It is also better towards the environment than other finishes - it has smaller carbon footprint and the power coatings are able to be reused.





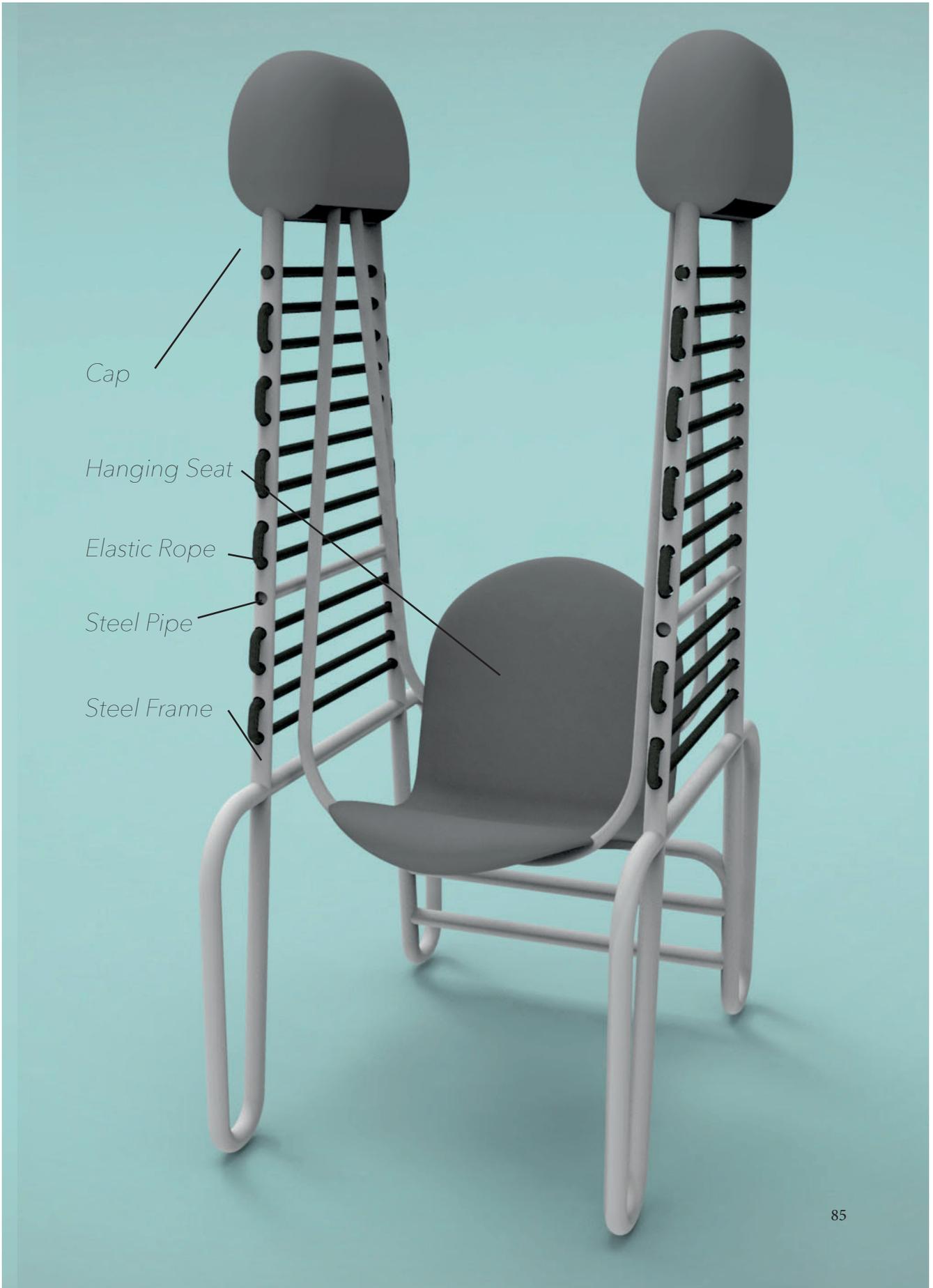


Final Result

# Metal spring

The junction is a metal spring which is the solution used on most hammocks.





Cap

Hanging Seat

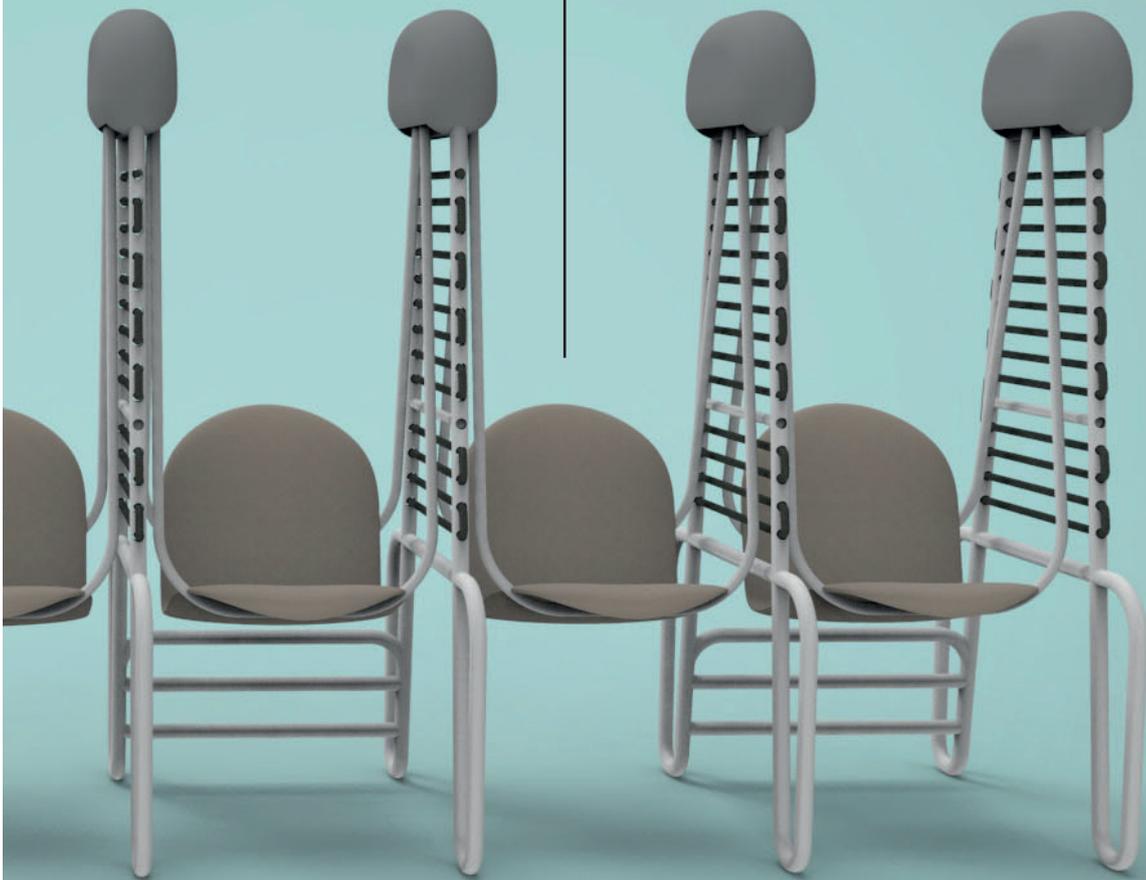
Elastic Rope

Steel Pipe

Steel Frame



Hanging seat



## System

The chairs are connected to each other by a hole in the frame from where the chairs should hang. The chairs can function together or separately, as modules. An attachable table can be added.



## Safety Cap

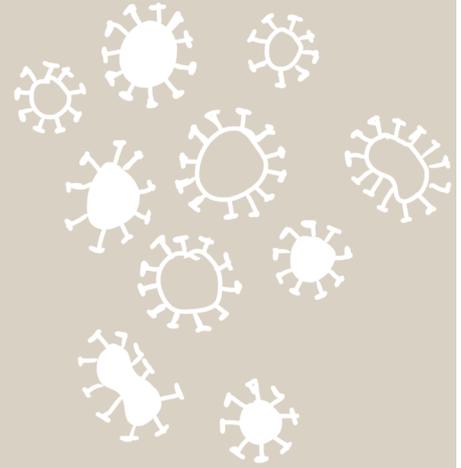
Enjoy the movement of swinging without the fear of going to far back or forward - the safety "cap" on the top of the steel frame will stop the swinging if it extent the safe distance. If you lean to much back or forward. The caps decide your maximum swing space.

The cap on the top also keeps the joint hidden from the user so that there is no possibility of accidentally getting stuck with any limbs. The caps above the junctions are removable, but are added to secure that hair or limb get stuck.

## Luggage space

Since one of the things you usually bring on travels is luggage, to have space for it is important. If there is no space, the luggage will take upp space on the floor where people usually walk.

# Enclose yourself

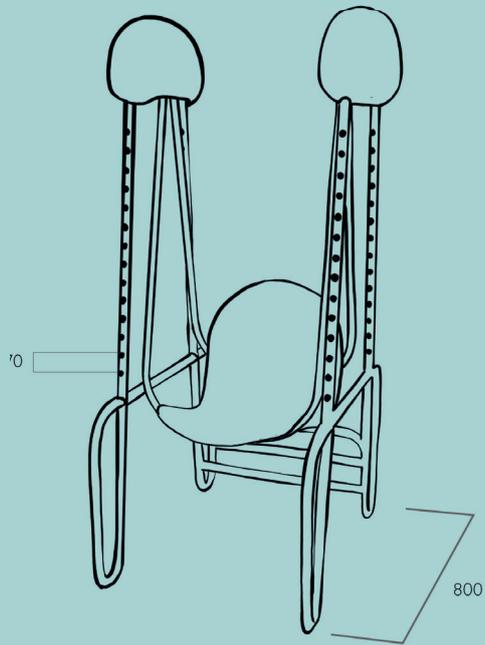
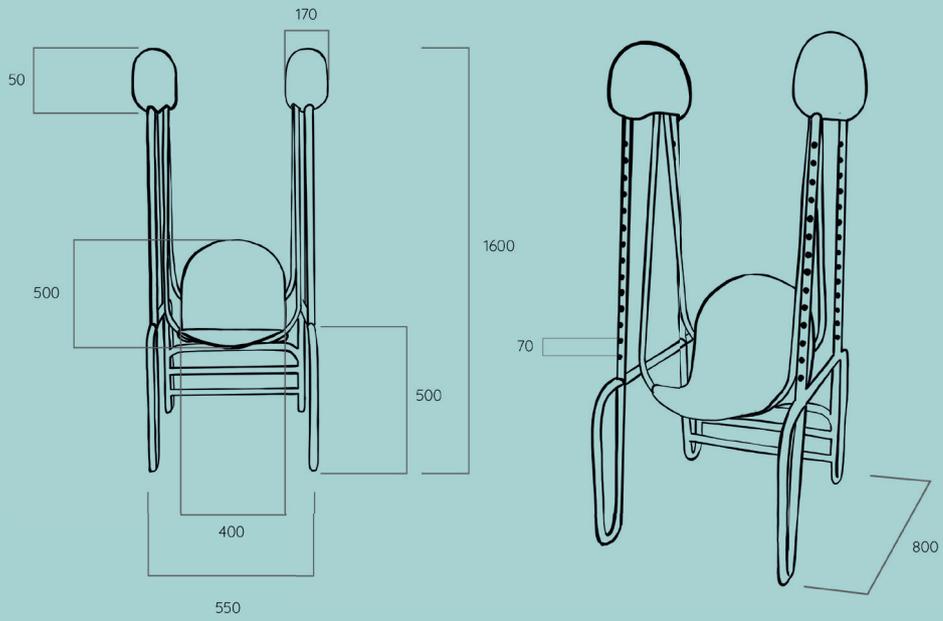


Cut all the distractions off, and enjoy swinging back and forth. Sinnesro offers you a possibility of having a time for yourself. The ropes, that are knitted, on the sides of the steel frame will shut out some sounds from the surrounding and allow you to concentrate on yourself, swinging back and forth.

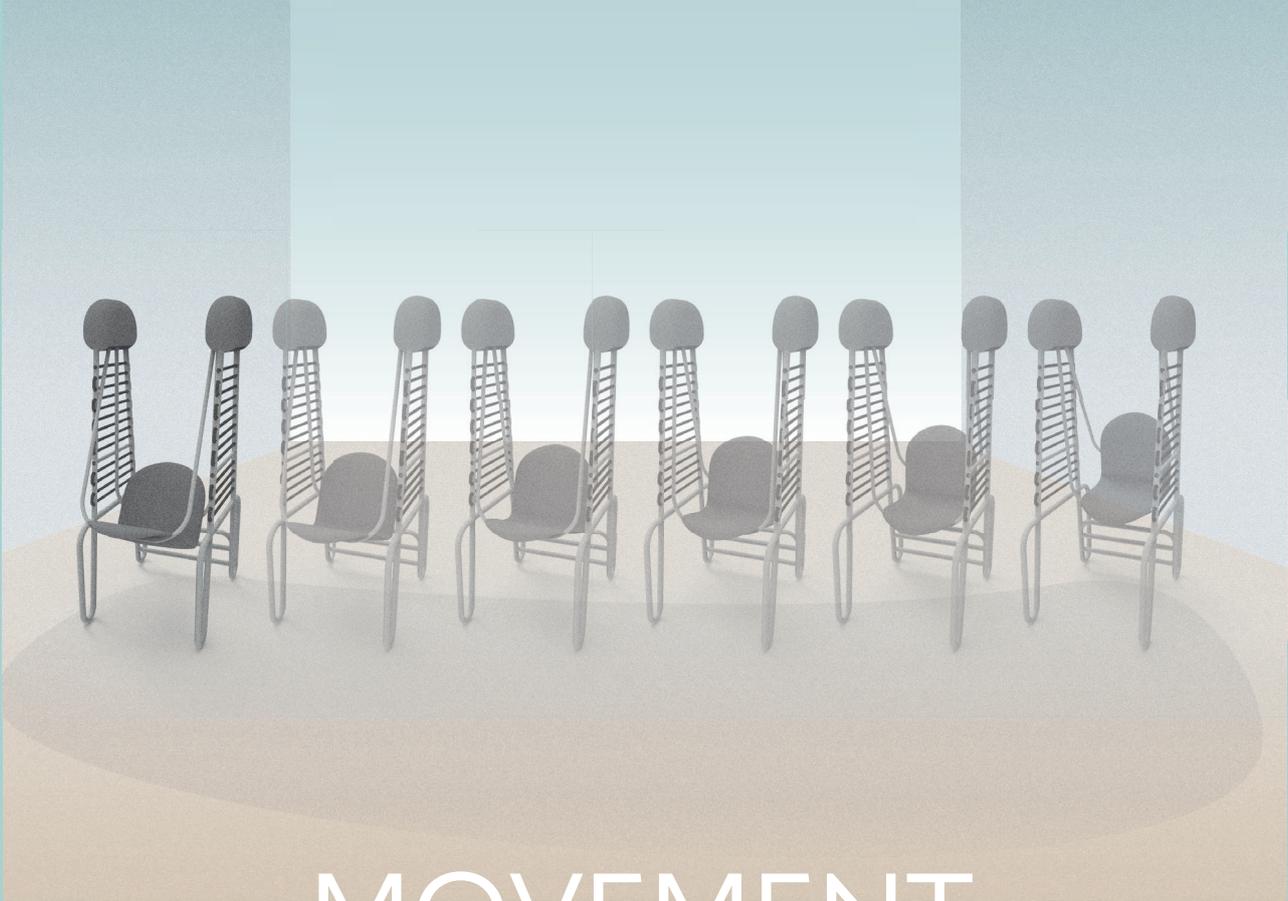
If many use the system, without the screen, it would become a lot of visual stimulation. Movement will make your vestibular stimulation activate and the focus when using Sinnesro should be on the user swinging movement back and forth. Your movement should be controlled and at on direction.

An important discussion to have is weather the pandemic that we are experiencing right now will effect how we relate to each other in public spaces, and for how long this will withstand. There is an importance in holding a distance and keeping basic manners when sneezing or coughing. Though we are not in a position to decide on what others do. The best thing is to have to keep a fair distance.

The structure with a broader distance between the ropes allows you to decide if you want more privacy, by hanging up magazines or a scarf on the ropes, or if you'd like to keep it as it is.



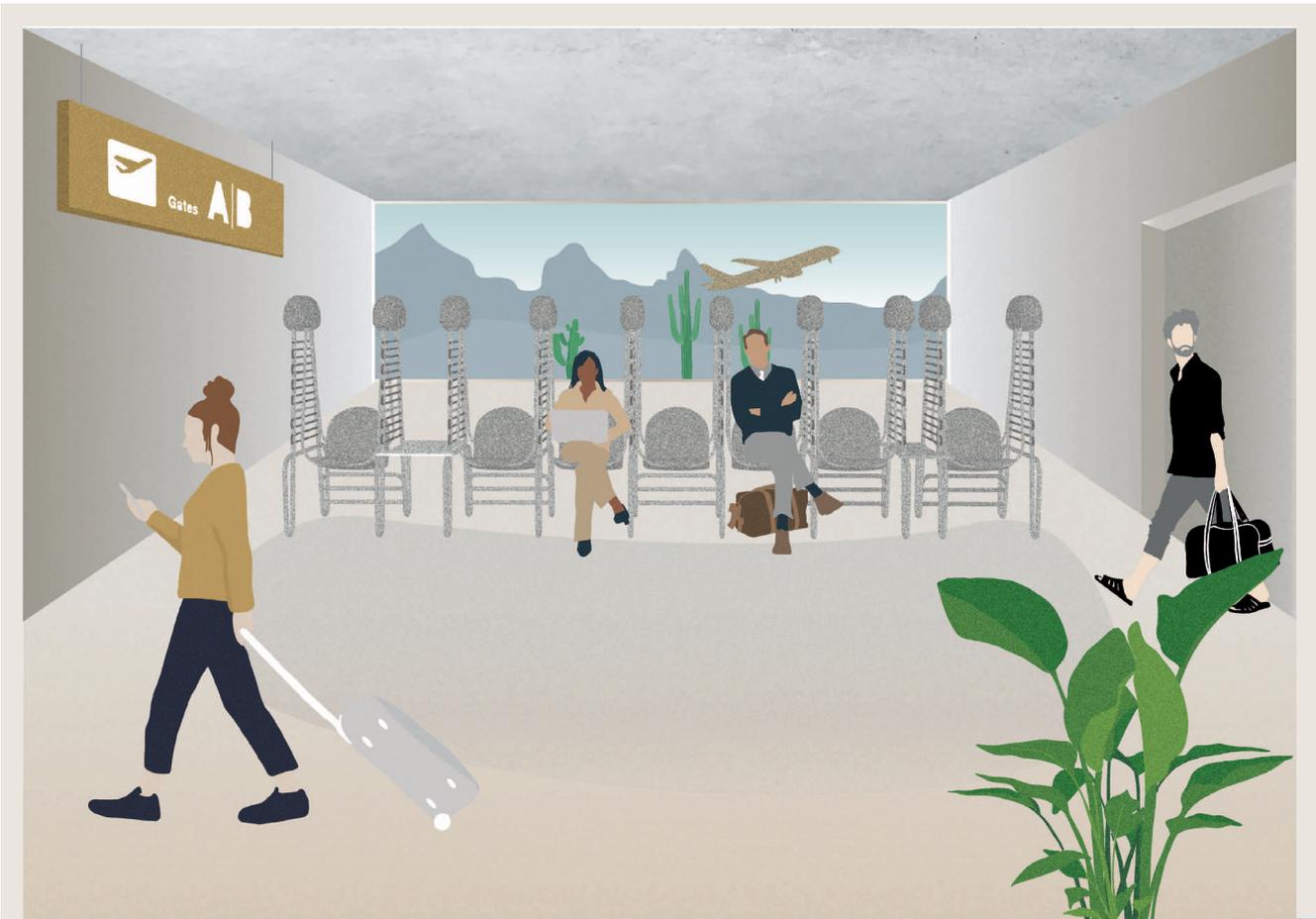
[mm]



# MOVEMENT

<https://vimeo.com/418408407>





# Situations

The caps are visible and attention seekers, which means that these are what you see first when gazing over the room. These can have different colours depending on what kind of room they are placed in. In a pediatric clinic could a more colourful finish be suitable, while at the airport a grayish colour could fit in. Either way, the form language is playful and invites the user to try it.



# DISCUSSION

We talk about equality among gender, ethnicities and social classes. It is important to have an equality discussion about people with different anxiety disorders. It is not only people attaining these disorders that are responsible for pushing these questions further, as it is not only women who should be responsible for, what sometimes is called, "women issues". R.W. Connell discuss in the article "Change Among the Gatekeepers: Men, Masculinities, and Gender Equality in the Global Arena" how men should take their responsibilities in gender equality issues, and since many of them attain higher position within politics. This can be compared with how we as designers, that are in a in a power position, can design for a more equal future and involve all people. It is to everyones benefit that people feel well and have the same possibilities and rights to tools that can help.

*Sinnesro* is a hammock inspired seating system that allowed an activity in the user. Through a swinging movement is our vestibular system activated and we get the positive effect as calmness. It also works through associations. Swinging is in many cultures associated with calmness and playfulness. Our life is ours to enjoy and *Sinnesro* helps you to do this, with our without anxiety.

The project became a very much research based, and coming up with the concept was a time consuming part. In the end I became very happy with the final result, due to that it is a new and innovative product that help a group of people that today need to find ways to find a calmness. In further development a 1:1 model and testing would be beneficial for the product. More research on how the production should work to be as sustainable and beneficial.

I have learnt a lot during the process, as 3D rendering and how to manage stress. Reading about stress management and our physique helped me to manage my stress throughout the project.



engage your body  
to relax your mind



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