

100 %

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60 % OF SWEDISH YOUNG PEOPLE IN THE AGES 18-25 ARE WORRIED ABOUT NOT SUCCEEDING IN LIFE. 72 % FEEL THERE'S AN IDEAL. 89 % OF THE WOMEN ARE STRESSED ABOUT LIVING UP TO THE IDEAL, 66 % OF THE MEN. THIS PROJECT IS AN INVESTIGATION OF PERFORMANCE ANXIETY.

We live in a society where performances are valued so high that we believe it defines who we are. And for some reason it's okay to talk about injuries on the body, but not in the mind.

This project started with a vision of determining my personal design direction. It was initially explored through an Experimental Design process without focus on users, scenarios and applications. Eventually it turned into a Discursive Design process that communicates thoughts and encourage discourse. The intention was to investigate feelings through form.

Performance anxiety is a fear of not being enough. It can occur before, during or after many different situations. This project has investigated the destructive performance anxiety that is experienced in everyday life. The reasons for performance anxiety are many, and they are in this project narrowed down to three hypothetical parts: expectations, ideal and feedback.

The challenge was to fade the forms of the feelings from personal into general. This was accomplished in the way that the form of expressions was based on my own interpretation of it, the form of ideal was based on people's peceptions and the form of feedback was based on facts. By this I ended up with three forms consisting of one which had to be explained, one which created a feeling and one which interfered something without the need of thoughts or feelings.



