

IDENTITY OF THINGS

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THIS PROJECT IS AN EXPLORATION OF THE COEXISTENCE OF MAN AND PRODUCT (OR LACK THEREOF). THE RESULT IS A SERIES OF OBJECTS THAT DO NOT DICTATE. THE CORE IS FOR THE PARTICIPANT TO FILL IN WITH THEIR OWN IMAGINATION, LOVE AND MEMORIES.

How do we relate to products today? For my master thesis I have been investigating and exploring the way we relate to products. We surround us with many things we do not care about. I believe designers could play a role in curing these poor relationships between mankind and product, by shifting our focus from users, usability and user-friendliness to that of participants instead. Dictating people what and how to do excludes them rather than includes them, which makes it hard for us to build up close relationships. Making products less defined gives participants the opportunity to fill in the core with their own imagination, love and memories. Only then objects start to exist in their own rights and become much more valuable to us.

'Almost a hairdryer', 'Not quite an iron' and 'Nearly a shower' is a series of objects that are open for imagination and to be filled with love and memories of the participant, in the hope to establish better relationships between mankind and product.



