

# Review a book

Lydia Kluge & Jeonghoon Cha

DESIGN



NIOR





FIONA  
RABY

ANTHONY  
DUNNE

Dunne & Raby use design  
as a medium to stimulate discussion  
and debate amongst designers,  
industry and the public  
about the social, cultural  
and ethical implications  
of existing and emerging technologies



# ANTHONY

Professor and head of the  
Design interactions programme  
at the **Royal College of Art in London**.  
He studied Industrial Design at the RCA  
before working at **Sony Design in Tokyo**


# FIONA

Professor of Industrial Design [ID2]  
at the *University of Applied Arts in Vienna*  
as well as reader in Design Interactions  
at the RCA



Design Noir



A person is lying on a tiled floor next to a large, rectangular block of acoustic foam. The foam block is composed of many small, pyramid-shaped cells. The person is lying on their side, with their head resting on the floor. The background is a plain wall with a door handle visible on the right side. The text is overlaid on the image, with 'Product genre' in red and the rest in black.


Product genre that  
addresses darker,  
more conceptual models  
of need than  
traditional products



A person is lying on their back on a light-colored tiled floor. In the background, there is a wall covered in grey acoustic foam panels. The person's legs are bent at the knees, and their feet are visible. The overall scene is dimly lit, with a soft, diffused light source.

Traditional products are meant  
to solve problems  
and adapt to existing social,  
cultural &  
political values &  
the design works  
to keep those values in place



A person is lying on their back on a light-colored tiled floor. To their right is a large, white, rectangular block of acoustic foam with a grid of pyramid-shaped protrusions. The person's head is on the left, and their legs are on the right. The background is a plain, light-colored wall with a door handle visible on the right side. The text is overlaid on the image.

Design noir  
products generate  
existential moments



A person is lying on their back on a light-colored tiled floor. They are wearing a white shirt and dark pants. A large, white, pyramid-shaped acoustic foam panel is positioned vertically in front of them. The background is a plain white wall with a door handle visible on the right side. The text is overlaid on the image.

User becomes  
protagonist,  
designer as co-author  
of an experience



A person is lying on a tiled floor next to a large, grey, pyramid-shaped soundproofing panel. The person's head is resting on the floor, and their legs are extended. The background is a plain, light-colored wall with a door handle visible on the right side. The text is overlaid on the image, with some words in different colors.

Design noir focuses on  
how **psychological**  
**dimensions** of  
experiences offered  
through  
**electronic products can**  
**be expanded**



A person is lying on their back on a light-colored tiled floor. They are wearing dark clothing and sandals. A large, rectangular acoustic foam panel with a grid of pyramid-shaped absorbers is positioned vertically in front of them. The background shows a plain wall and a door with a silver handle. The overall scene is dimly lit and has a slightly desaturated, greyish tone.

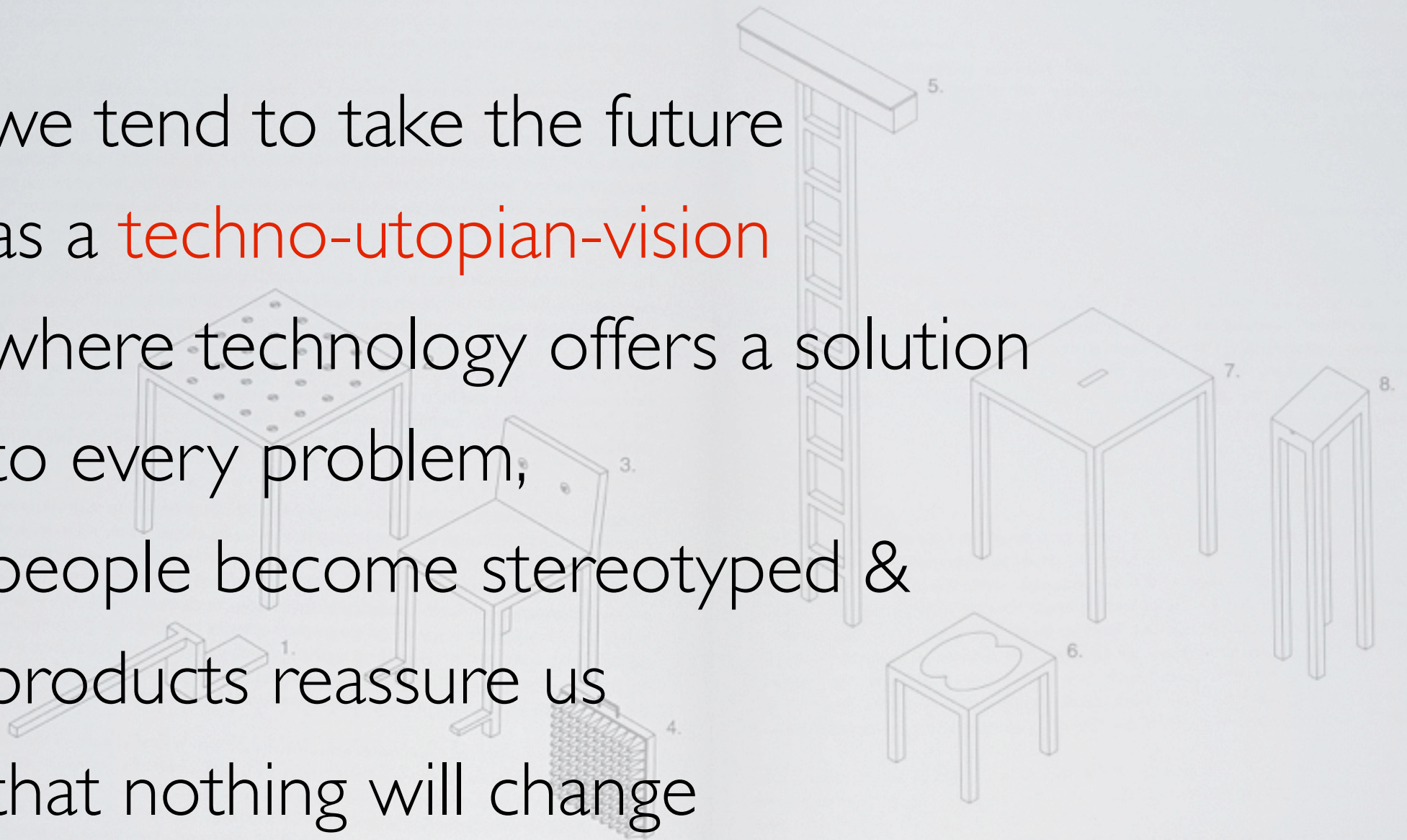
Fuses complex narratives  
with everyday life

SETTING



we tend to take the future  
as a **techno-utopian-vision**

where technology offers a solution  
to every problem,  
people become stereotyped &  
products reassure us  
that nothing will change





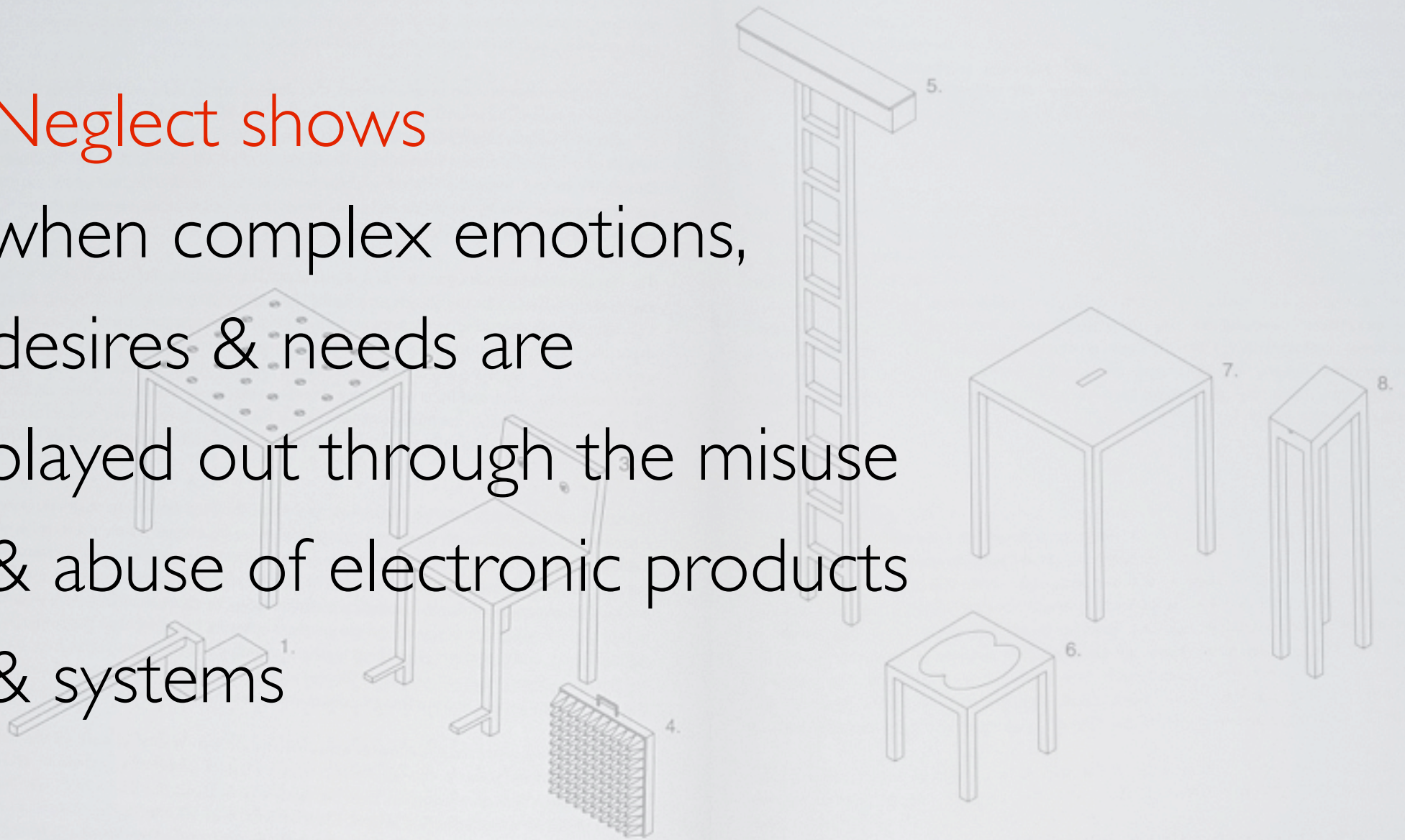
at the same time a dark  
& strange world driven  
by human needs  
is neglected





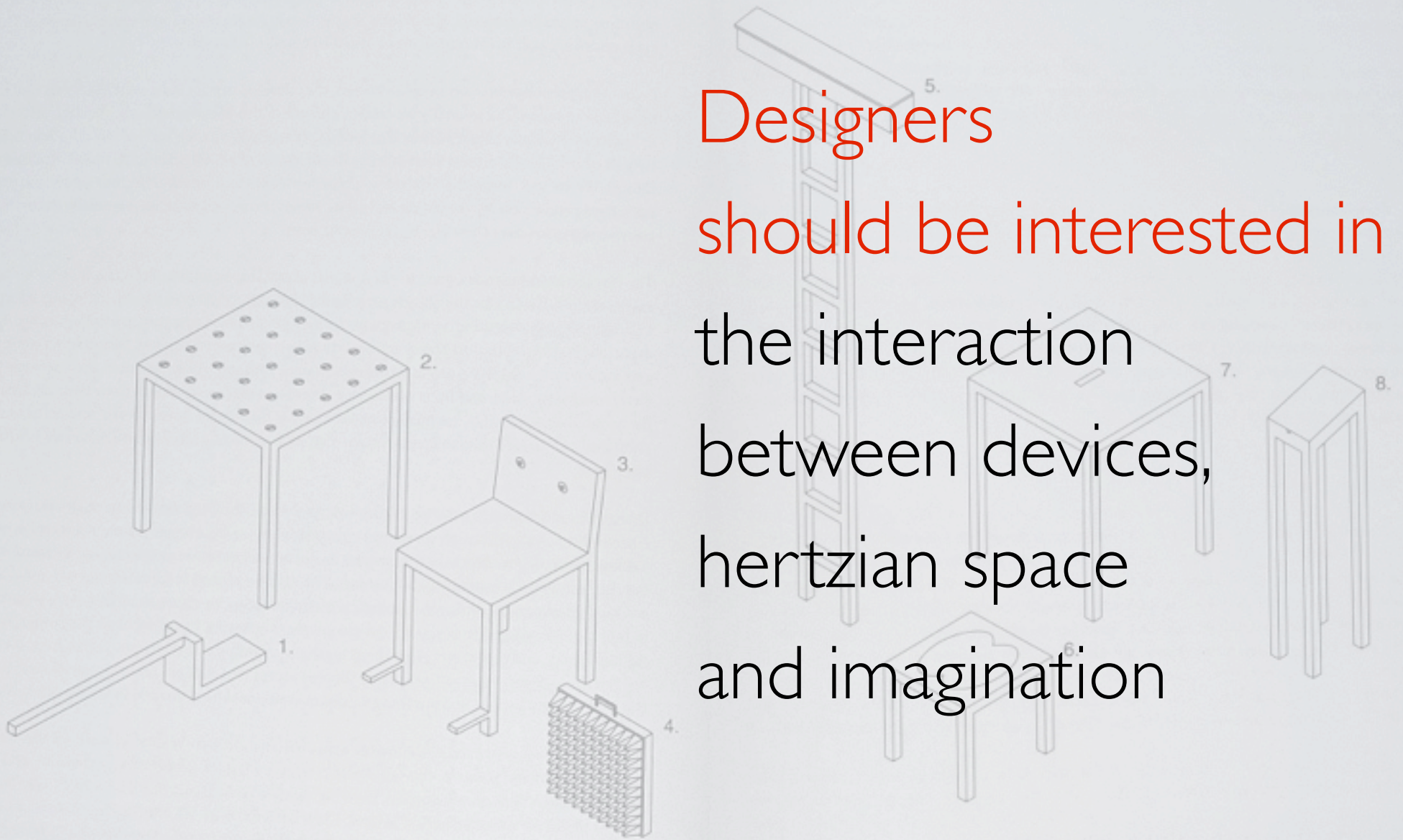
## Neglect shows

when complex emotions,  
desires & needs are  
played out through the misuse  
& abuse of electronic products  
& systems





Designers  
should be interested in  
the interaction  
between devices,  
hertzian space  
and imagination





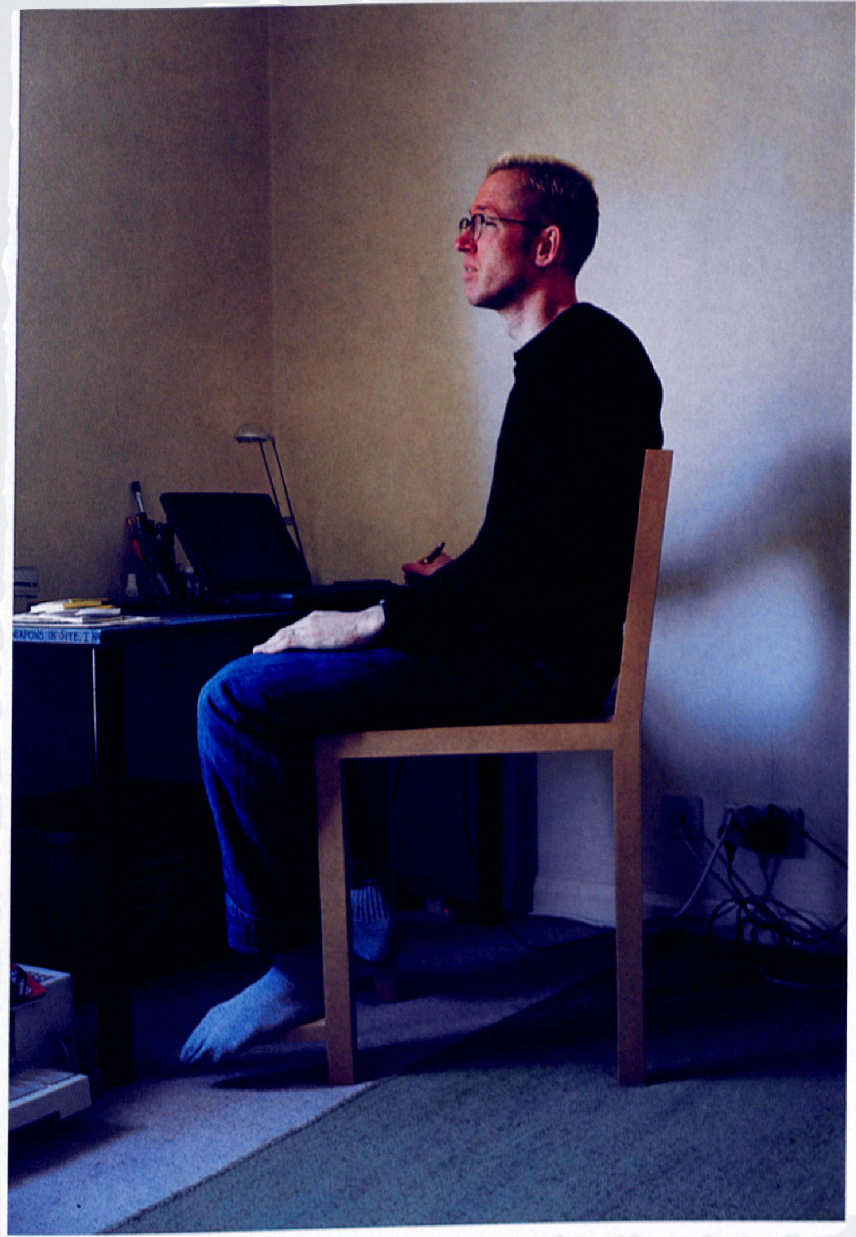
Designers should see  
the social value of their work  
as inextricably linked to the marketplace  
catch-word “critical design”





Works



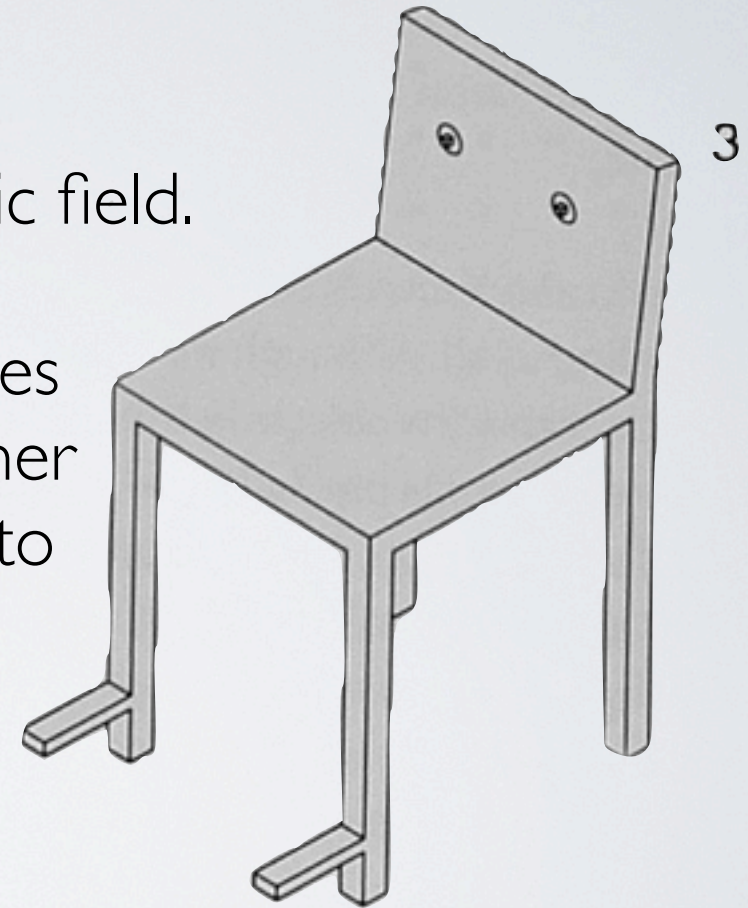




# Nipple chair

An electric field sensor and antenna are mounted beneath the seat of the chair.

When the chair is placed in an eletro-magnetic field. two nipples set into the back start to vibrate. and the sitter is made aware of the radio waves penetrating their torso. It is up to them whether they stay and enjoy the gentle buzz, or move to a “quieter” spot. As fields can also flow up through the sitter`s body from electric wiring running underneath the floor, the chair has footrests so that you can isolate your feet from the ground. We like that it is slightly anthropomophic ; it`s as though you are sitting on its lap.









# Electro-draught excluder

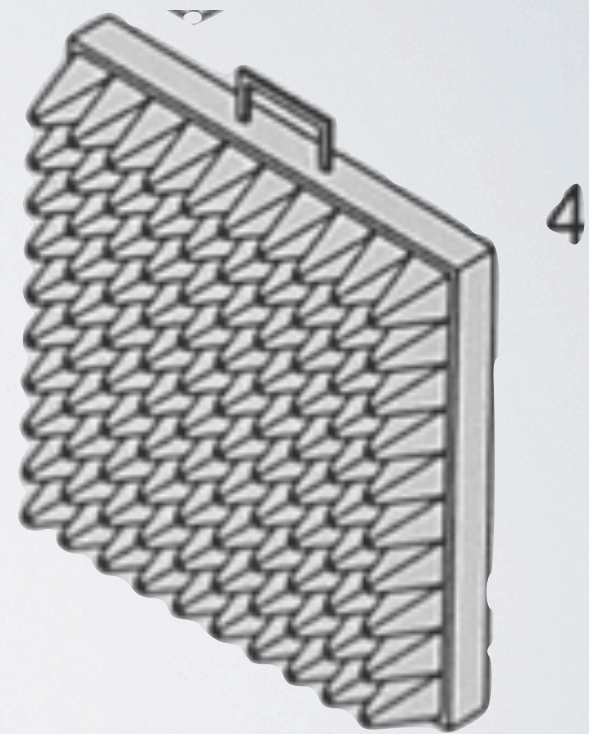
This object is a classic placebo.

Though the draught excluder is made from conductive foam, it is not grounded, and therefore does not really absorb radiation.

We were interested in whether or not it would make the owner feel more comfortable.

If you are working near a TV, for example, you might place the object between you and the TV

to create a sort of shadow - a comfort zone where you simply feel better.





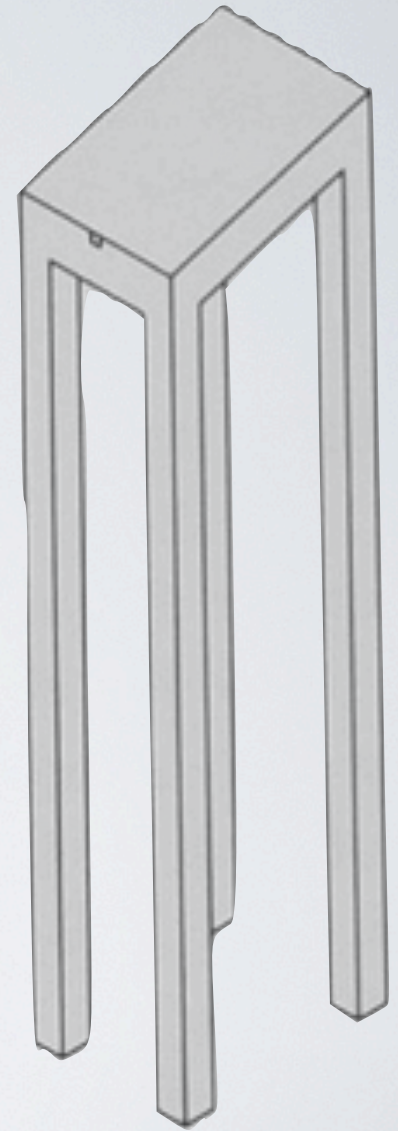


Tracey



# Phone table

This table is an attempt to domesticate the mobile telephone, whose synthetic and urgent squawk can be difficult to resist. On returning home, the phone is placed inside the table with its ringer switched off. Whenever the phone is called, the top of the table glows gently. The table suggests how electronic objects can use a more gentle language to capture our attention or mediate human contact. When it does glow, it is much easier to resist than a ringing phone. The phone table can be positioned behind the TV if a call is expected, or out of sight if you would prefer not to be disturbed.





Danke Schön!



