

URBAN **NOMAD**

MAKING MEANING | SENIOR PROJECT
PRATT INSTITUTE | INDUSTRIAL DESIGN | FALL 2008

JENNY JERNSTRÖM
jenny_jernstrom@hotmail.com



DESIGN BRIEF

MAKING MEANING | URBAN NOMADS

JENNY
JERNSTRÖM

PROBLEM STATEMENT

How can i simplifye the modern urban nomads everyday life and moving around lifestyle?

BACKGROUND

People move around more today than past generations. It has become easier to move abroad for work or studies. The definition of an Urban nomad is someone who refuses to settle down into just one home, but that chooses to live in multiple locations around the globe or just keep moving.

Nomads used to travel to find food, but the modern urban nomad instead travels to find work. The modern urban nomad travels alone and is city based, but the historical nomad traveled in large groups far away from cities.

What makes the modern urban nomad still a nomad is the fact that the community surroundings nowadays are wireless, allowing them to connect through internet, blogs, and forums that makes them part of a community and group.

Wireless communication is changing the way people work, live and relate to places and eachother.

You could say we have moved from homo sapiens to homo mobilis. This because of the aspects of freedom, change and sense of community our modern world offers. Speaking about freedom, the modern nomad is restricted in many ways. This comes down to essentials we need in our temporary homes and everyday lives.

PURPOSE

To start over in a new country is expensive and timeconsuming. There are start kits for "the first home" but these

usually includes alot more than needed for one person. I want to create an easy choice, a choice that full-fill satisfaction over that someone has designed and made something smart that is already complett.

The modern urban nomad has an intresting relationship with materialism, they usually own a laptop, mobile phone, mp3 player and camera. The rest of the essentials of everyday life is what i want to simplifye in means of products, tools, storage and solutions. I want to reduce the weight and size as much as possible to make it fit into a minimum sized box/kit.

Looking at Ken Isacs -living structure and framework, and the modern version that has developed from his idea intrees me. I want to follow up his work with what is essential on the inside in means of products in our everyday life.

I want to investigation and analyse shapes and how they relate to one another, as a group and on their own, even how they can be merged into one and become multifunctional.

VISION

My goal is to simplifye the modern urban nomadic lifestyle with moving around.

Emotional sustainability, a long term trave kit for the mobile consumer. A smart solution to fall in love with, that encourages the user to environmental friendly choices by its design.

It is imortant to me that my productt has big second order value, so when settled down there is still a purpose

for the kit. If possible I want to find a sustainable material that is light in weight and not fragile.

METHODS

Research: questionairs/mock ups-direct first hand observations of daily behaviour, conversations with different levels of formality, in depth interviewing, problem oriented research, real user profiles, extreem users.

Boards: mood board, vision board, client/persona board, scenario board, ITK-initial.

Sketch development, brainstorm, 3 concept proposals -blue sky idea-normal-over the top, concept development, ITK final, CAD, model, Final presentation: final product board, technical drawing, description/manual, finla scenarioboard, brand board advertisement in context.

Research: litterature that crosses the subjects named , magazines, internet, forums, facebook groups.

PERSONAL GOAL WITHIN PROJECT

To document down the whole process and practice sketching.



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introducing the nomads



nomadic people, (from the Greek: νομάδες, nomádes, "those who let pasture herds"), also known as nomads, are communities of people that move with herd animals from one place to another, rather than settling down in one location. There are an estimated 30-40 million nomads in the world.[1] Many cultures have been traditionally nomadic, but traditional nomadic behavior is increasingly rare in industrialized countries. There are three kinds of nomads, hunter-gatherers moving between hunting grounds, pastoral nomads moving between pastures, and "peripatetic nomads" moving between customers.

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historical nomad

VS

modern urban nomad

urban nomad A small but diverse section of society that lives and works in an urban area, yet does not rent, own or otherwise reside permanently in any one location. "Nomad" suggests a chosen lifestyle, as opposed to "refugee", and it also suggests that nomads feel they have a home, as opposed to the "homeless".

Watch the urban nomads as they choose a place to set up camp for the night. <http://www.urbandictionary.com/>





DESIGN BRIEF

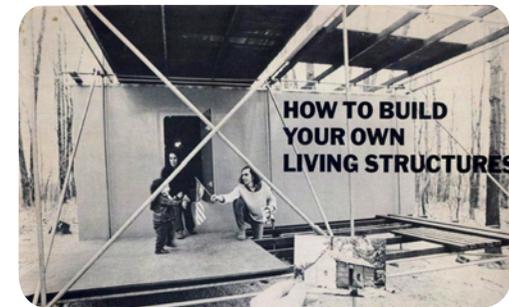
MAKING MEANING | URBAN NOMADS

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compact living structures



ken isaacs first generation Microhouses, Living Structure and frame detail. Isaacs was a design student in the late 1940s who developed these ideas when needed a home for him and his new wife and a place to do his work.





DESIGN BRIEF

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m-ch=micro compact home



richard horden The Micro Compact Home, developed by Richard Horden, is small living at its best. The lightweight homes are about 10-by-10 square feet and are made for two people.

[The Micro Compact Home] combines techniques for high quality compact 'living' spaces deployed in aircraft, yachts, cars, and micro apartments. Its design has been informed by the classic scale and order of a Japanese tea-house, combined with advanced concepts and technologies. Living in an m-ch means focusing on the essential - less is more

living in an m-ch means focusing on the essential - less is more



PERSONA

MAKING MEANING | URBAN NOMADS



Liz Van der Woodsen. 24. Is a digital arts student in London, on an exchange program from NY. She drinks vitamin water and enjoys a kit kat on her break. Shops at Urban Outfitter, retro wintage shops and her favourite brand is Cheap Monday. She reads the magazine WAD and POP. On her Ipod touch she plays Crystal Castles on repeat. Her next destination is Copenhagen.





IDENTITY TOOL KIT

MAKING MEANING | URBAN NOMADS



I T K

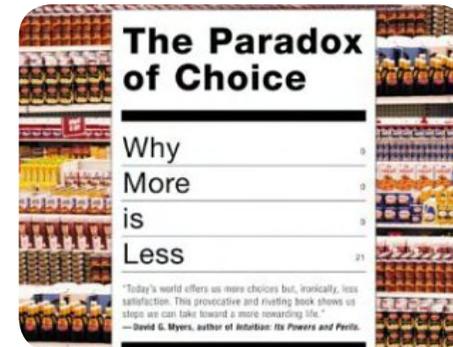
Identity Tool Kit



ITK. CURRENT

MAKING MEANING | URBAN NOMADS

state board



No structure.....Expensive.....Timeconsuming.....Frustrating.....Rootless.....To many choices



objects and feelings. The comfort of a hug, photographs of family and friends, memories. Putting your clothes in a drawer. A home cooked meal. Used and worn in things, like nice comfortable shoes. Family, your close family and friends.



ITK. FUTURE

MAKING MEANING | URBAN NOMADS



future board

Clean.....Emotional sustanability.....Multifunctions.....Comfort.....Feeling at home.....Structure



objects and feelings, The comfort of a hug, photographs of family and friends, memories. Putting your clothes in a drawer. A home cooked meal. Used and worn in things, like nice comfortable shoes. Family, your close family and friends.



ITK. POSITION

MAKING MEANING | URBAN NOMADS

position board





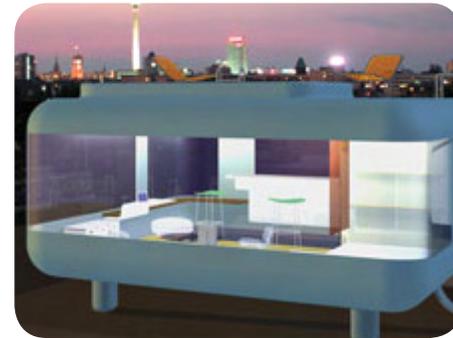
ITK. MOOD BOARD

MAKING MEANING | URBAN NOMADS



moodboard board

Classic Modern.....Clean.....Intensive....Smart....Playful.....Rounded Soft Shapes



objects and feelings. The comfort of a hug, photographs of family and friends, memories. Putting your clothes in a drawer. A home cooked meal. Used and worn in things, like nice comfortable shoes. Family, your close family and friends.



ITK. SHAPE COLOUR MATERIAL

MAKING MEANING | URBAN NOMADS



Rounded.....Plastic.....Aluminium.....Fitting Shapes.....White?.....Gloss





ITK. SHAPE COLOUR MATERIAL
MAKING MEANING | URBAN NOMADS

Rounded.....Plastic.....Aluminium.....Fitting Shapes.....White?.....Gloss





VISION

MAKING MEANING | URBAN NOMADS

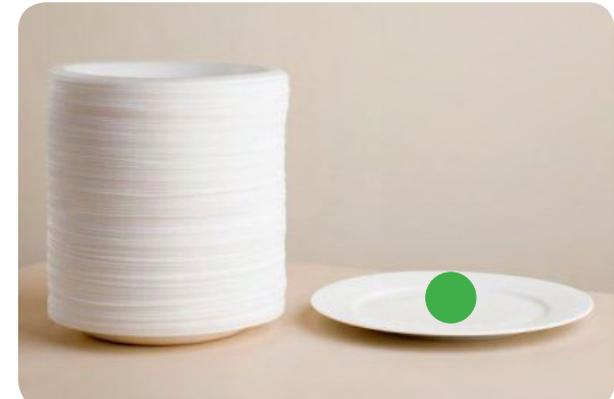


the small changes (from the Greek: νομάδες, nomádes, "those who let pasture herds"), also known as nomads, are communities of people that move with herd animals from one place to another, rather than settling down in one location. There are an estimated 30-40 million nomads in the world.[1] Many cultures have been traditionally nomadic, but traditional nomadic behavior is increasingly rare in industrialized countries. There are three kinds of nomads, hunter-gatherers moving between hunting grounds, pastoral nomads moving between pastures, and "peripatetic nomads" moving between customers.

disposable throw away
VS
emotional sustainability



future urban nomad





VISION

MAKING MEANING | URBAN NOMADS



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VS
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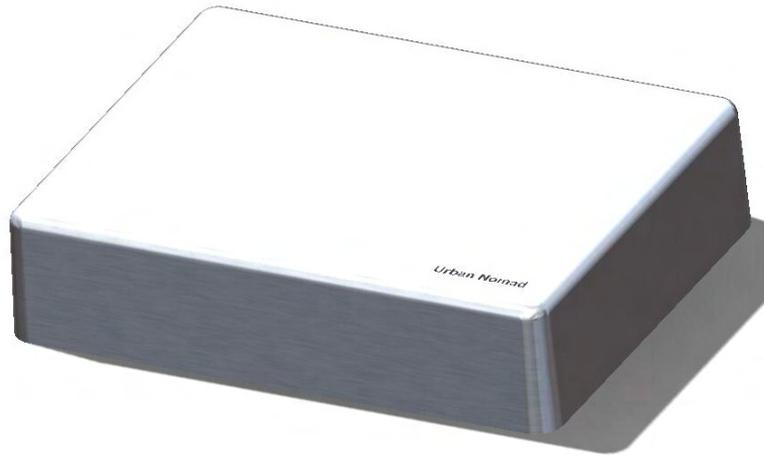
future urban nomad





VISION

MAKING MEANING | URBAN NOMADS



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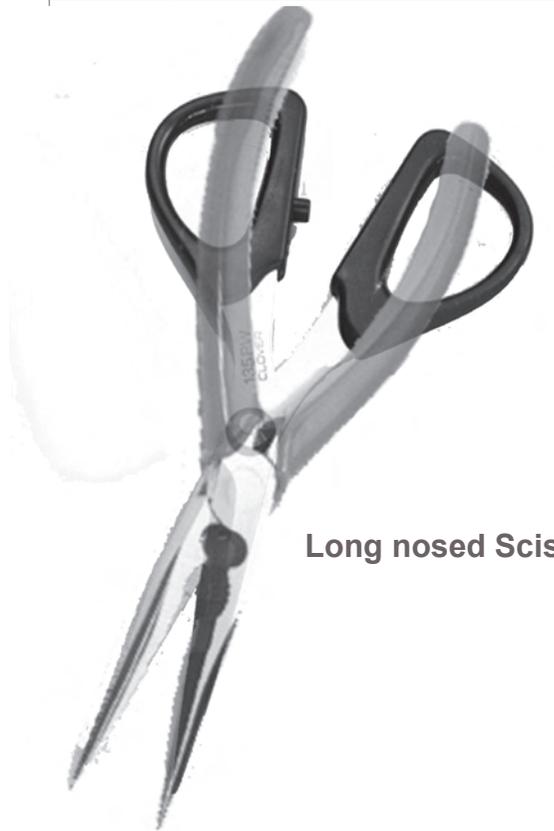


INSIDE THE KIT

MAKING MEANING | URBAN NOMADS



merging objects



Long nosed Scissor

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Compass Ring

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Screw Opener



Click Paste





QUESTIONNAIR

MAKING MEANING | URBAN NOMADS

	Name: Anna Alriksson Age: 26 Occupation: Student Country of birth: Sweden Computer: PC Mobile: Sony Ericsson Mp3: Samsung Favourite Store: Muji, IKEA	Makes me feel at home: An 10 non electronic prod you need : An Pop/Rock <input type="checkbox"/> Electro <input type="checkbox"/> Hip Hop <input type="checkbox"/> Other <input type="checkbox"/>	Travel/Year <input type="checkbox"/> An Moved/Lifetime <input type="checkbox"/> An Are u an UN? <input type="checkbox"/> An		Name: Anna Alriksson Age: 26 Occupation: Student Country of birth: Sweden Computer: PC Mobile: Sony Ericsson Mp3: Samsung Favourite Store: Muji, IKEA	Makes me feel at home: An 10 non electronic prod you need : An Pop/Rock <input type="checkbox"/> Electro <input type="checkbox"/> Hip Hop <input type="checkbox"/> Other <input type="checkbox"/>	Travel/Year <input type="checkbox"/> An Moved/Lifetime <input type="checkbox"/> An Are u an UN? <input type="checkbox"/> An
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QUESTIONAIR

MAKING MEANING | URBAN NOMADS

an urban nomad



Name: Anna Alriksson
Age:
Occupation: Student
Country of birth: Sweden



Computer: PC
Mobile: Sony Ericsson
Mp3: Samsung
Favourite Store: Muji, IKEA

Makes me feel at home: My clothes, photographs.

10 **non** electronic prod you need :

Pot, cup, cutley, knife, choppingboard, bedlin-
nen, plate, bowl, cheese slicer, bottleopener,
canopener.

Pop/
Rock Electro Hip Hop Other

Travel/
Year

Moved/
Lifetime

Are u
an UN?



most essential objects, (from the Greek: νομάδες, nomádes, "those who let pasture herds"), also known as nomads, are communities of people that move with herd animals from one place to another, rather than settling down in one location.[1] Many cultures have been traditionally nomadic, but traditional nomadic behavior is increasingly rare in industrialized countries. There are three kinds of nomads, hunter-gatherers moving between hunting grounds, pastoral nomads moving between pastures, and "peripatetic nomads" moving between customers.

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QUESTIONAIR

MAKING MEANING | URBAN NOMADS

future urban nomad



Name: Nina Schmidt
Age: 27
Occupation: Student
Country of birth: Germany



Computer: PC
Mobile: Nokia
Mp3: Samsung, getting an IPod
Favourite Store: Urban Outfitters

Makes me feel at home: Pictures on the wall
10 **non** electronic prod you need :
Pen paper, lamp, lighter, guitarr, pictures of friends, bottle opener, can opener, teapot, cup.

Travel/
Year

Moved/
Lifetime

Are u
an UN?

Pop/
Rock Electro Hip Hop Other



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QUESTIONAIR

MAKING MEANING | URBAN NOMADS

kind of an urban nomad



Name: Brad Jones
Age: 21
Occupation: Student
Country of birth: USA



Computer: Mac & PC
Mobile: LG
Mp3: Ipod
Favourite Store: Forbidden planet, comicstore

Makes me feel at home: Antique stuff
10 **non** electronic prod you need :
Cutlery, plate, pot, bike, shoes, waterbottle, bag,
sketchpad, pen.

Pop/
Rock Electro Hip Hop Other

Travel/
Year

Moved/
Lifetime

Are u
an UN?



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DEFINING A PATTERN

MAKING MEANING | URBAN NOMADS

this made people feel at home



A hug.....Used Things.....Family.....Photographs.....Clothes in a Drawer.....A home Cooked Meal



objects and feelings. The comfort of a hug, photographs of family and friends, memories. Putting your clothes in a drawer. A home cooked meal. Used and worn in things, like nice comfortable shoes. Family, your close family and friends.



DEFINING A PATTERN

MAKING MEANING | URBAN NOMADS

Most common answers from my questionair.

Computer: **Mac**
 Mobile: **Samsung**
 Mp3: **Ipod**
 Favourite Store: Varied alot

Most common answers of non electronic objects you need:



This made people feel at home:
Photos, used things, their own things, family, putting clothes into a drawer, a hug, a home cooked meal.

Pop/Rock Electro Hip Hop Other

result of questionair

Most common answer was:
one weekation per year.

8 people have moved 5 times or more.

4 people consider themselves as urban nomads. Most people said -not yet or -i want to be one.

Travel/Year **1**

Moved/Lifetime **5**

Are u an UN? **4**





MOOD BOARD
MAKING MEANING|URBAN NOMADS



sketching inside the box "storage"

. Aliquissi. Rilla praessectae endip exero
doluptating elis alis nis aliscil iquat. Dionum elisci blaor sequi blaorem velquam augerosto odolobortis
doluptat nullaorer aliquis nit in exeraestie delesed min eugait luptatum deisl utat acil utationse faccum
iriure consed diamcon henim alisim iustrud tat vulla faccummy nonsectet inim in ea consed magna
adiam esto delendiat.



*Timeless. Clean. Smart. Emotional sus-
tainability. Structure. Beautiful. Quality.
Classic modern. Multifunctions.*



VISION

MAKING MEANING | URBAN NOMADS



GRANIT®

OBJECTIVE

I want to stimulate the mind – to express and share a sensation together with others. Joining functionality in forming beauty is something I strive for.

EDUCATION

BA (HONS) Product Design

HIK School of Design, University of Kalmar, Sweden 2007- Graduating May 2009

Industrial Design

PRATT Institute, New York, USA 2008

Applied Arts Diploma of Higher Education

UCCA, University College for the Creative Arts, UK 2005-2007

Structure of Visual Relationships

HIK School of Design, University of Kalmar, Sweden

International Glass Design

HIK School of Design, University of Kalmar, Sweden

Graphic Design and Communication

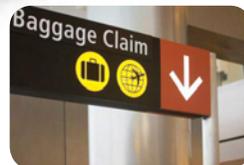
Academedia, Stockholm, Sweden 2004-2005

Fine Arts and Design

Huddinge gymnasiet, Stockholm, Sweden 1996-1998



Minimize negative space. If possible use sustainable material. Straight forward organised. Simple, make it easy to travel and to start up in a new place. The logotypes represents were i can see my product, and the tight clean smart concepts they carry.

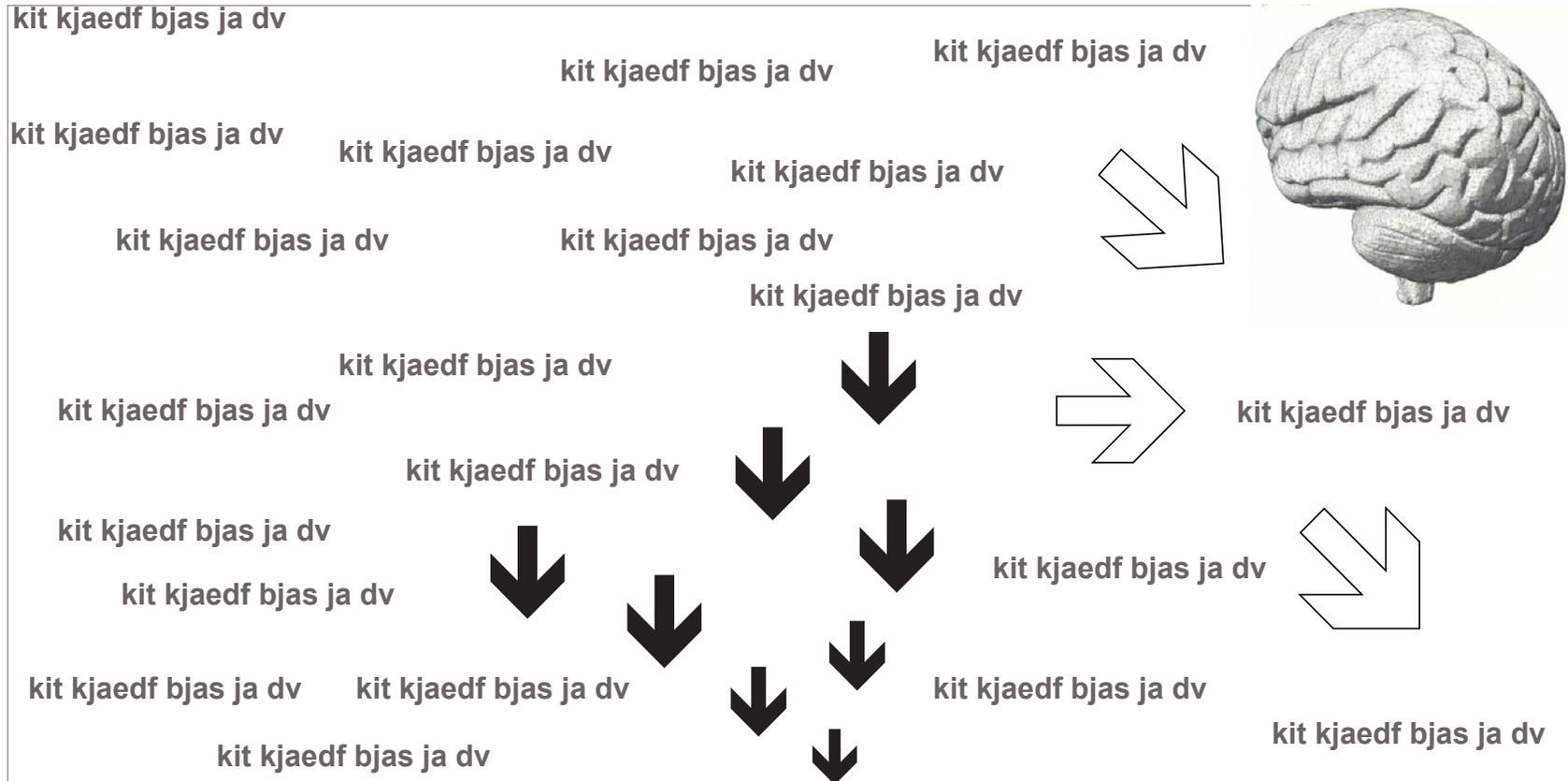




BRAINSTORM

MAKING MEANING|URBAN NOMADS

introducing the nomads



21.4-30.5

TIMETABLE

MAKING MEANING|MODERN URBAN NOMADS

JENNY
JERNSTRÖM

Helgdag 26-27.04

w. 1

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 2

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 3

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 4

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 5

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 6

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 7

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 8

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 9

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 10

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 11

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 12

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 13

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 14

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.

w. 15

Jobba vidare på projektbeskrivningen och påbörja planering och projektplan.



Min musik kan jag inte arbeta, vara eller andas. Det första jag gör när jag kommer hem är att starta stereo.

Reet nisi. Tue dolore faci eriuem ea feugiat isism
lutpat wisillaor adipit ilit niatie mod el irillam non ulput

Reet nisi. Tue dolore faci eriuem ea fen-
jnjugiat isismolutpat wischjchvjkvb khjh
hiohhih h h h hh hi ihh h hihihioh

inledning projekt

Hemma hos farmor och farfar står lp spelaren på sin plats i vardagsrummet, och i köket hörs bekanta röster från P3 genom den enkla köksradion. Musiksituationen har förändrats genom åren och dagens generation har inte längre en musikspelare utan oftast flera. Nya musikmedier skapar nya behov. Omgiven av radio, kassettbandspelare, lp spelare, cd, mp3 spelare, hörlurar, och datahögtalare strömmar det ljud. olika varumärken låser sina kunder vid programvaror och dagens musik spelare saknar kompatibilitet och flexibilitet. Unga vuxna reser i större utsträckning än på farfars tid och pga bostadsbristen i städerna tvingas många unga flytta mellan andrahandslägenheter vilket kräver en flexibel mobil lösning. Det saknas ett system som fyller de viktigaste av musik behoven och som är

lätt att flytta. Tekniken går framåt inom musik teknik men det finns ett tomrum där det saknas en komplett paketslösning, en lösning som är så pass flexibel och mobil att den inte ens behöver ström som försörjningskälla. En högtalare behöver idag inte vara en låda som placeras vid vardera sida om en tv möbel i vardagsrummet utan ny teknik ger oss fler spännande ytor att utforska. Det slår mig att det som ger oss ljud - högtalaren är något vi ofta inte alls värderar högt och jag ställer mig frågan varför. Är detta något jag kan förändra genom laboration med form? Värdesätter vi våra mp3 spelare mer då det är en artefakt vi kan bära med oss och visa upp? I detta project vill jag undersöka och balancera upp värdet mellan musikuppspelning-mp3 spelare och högtalare i och utanför hemmet.

Fakta >

Intressen > musik.
Just nu lyssnar jag på > en fransk radiokanal.
För mig betyder musik > energi.
Jag hämtar inspiration > ifrån min vardag och mina drömmscenarion.
Favoritfärg > svart.
Favoritpryl > min lp spelare.
Det första jag gör på morgonen > mstänger av väckarklockan och lyssnar efter vilken låt som spelas på radion.
Favorit artist genom tiderna > prince.
Storstad > Paris och NY.
Designvision > compact living .



SCENARIO BOARD

MAKING MEANING | URBAN NOMADS

På resande fot. Neo drivs av solceller då du inte har tillgång till elektrisitet.

Ta med de trådlösa hörlurarna eller högtalaren och njut av din musik i badet.

Neo lägger in sig på en ledig frekvens i din bilstereo, trådlös enkel uppspelning.

På pic nichen. Neo lagrar solenergi och den trådlösa högtalaren är smidig att ta med.

Neo tål vatten och trivs i solen, perfekt vid poolen.

På en öde ö? Neo har ett skyddande skal som tål sand sol och fukt.

Mp3 spelaren i Neo är perfekt för att höja motivationen vid träning. De trådlösa hörlurarna gör dig fri.

På festen har du kontroll över hela din musiksamling med ett diskret knapp tryck.