



making meaning 2008
urban nomad by jenny jeinstrom
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urban
nomads

design brief

How can I improve 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 within one country.

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 each other.

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 time consuming. There are start kits for "the first home" but these usually include a lot more than needed for one person. I want to create an easy choice, a choice that fulfills satisfaction over that someone has designed and made something smart that is already complete.

The modern *urban nomad* has an interesting 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 simplify 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 intrigues 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 investigate 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 simplify the modern urban nomadic lifestyle with moving around. Emotional sustainability, a long term travel kit for the mobile consumer. A smart solution to fall in love with and gives you a sense of home. It is important to me that my

product has a 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.

methods

Research: questionnaires/mock ups-direct first hand observations of daily behaviour, problem oriented research, real user profiles, extreme users. Literature that crosses the subject, magazines, internet, forums, facebook groups.

Sketch development, brainstorm, swot, 3 concept proposals -blue sky idea-normal-over the top, concept development, identity tool kit.

personal goal

To document down the whole process and practice sketching.

compact living structures



ken
isacs



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.

micro home

m-c= micro compact home

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



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



un
inspiration

URBAN

freelance worker

exchange student

urban nomad



NOMAD

trend

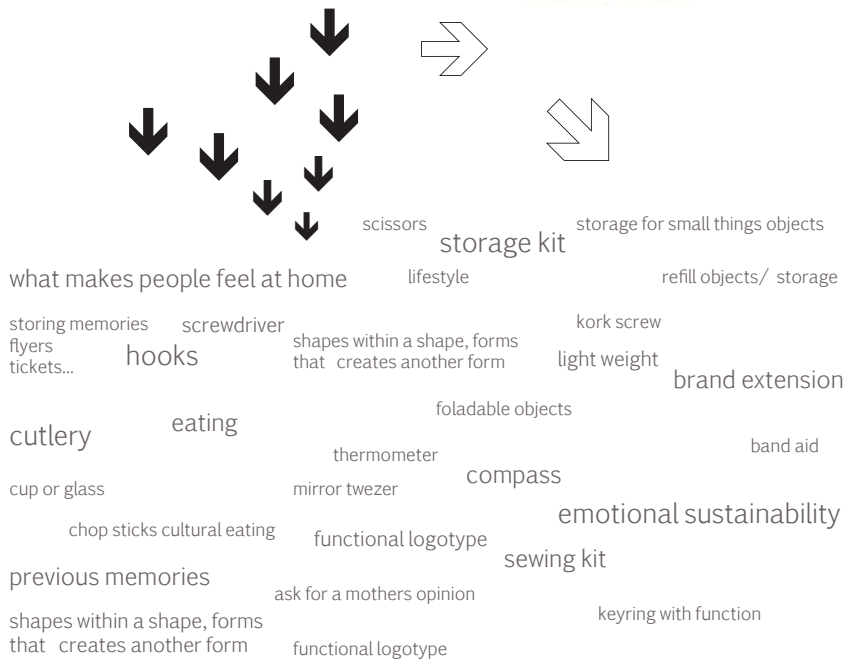
retro

design



selfconscious,
young, city
bound &
trendy

brainstorm

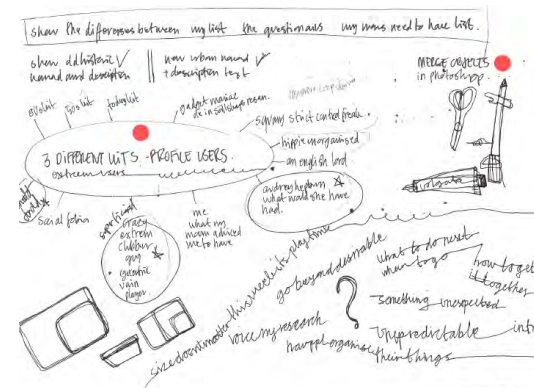


thinking

early sketches & notes

key words

exact
timeless
sustainable recyclable
clean
space
structure
organizing
fitting
smart
multi double functions-lid= plate
second order value, airloom
beautiful
classic modern
witty
everyday luxury
50s touch
making small space intresting
packaging becomes functional object
quality
rounded corners edges
nice sound of opening and closing
proportions
merging objects



un
brainstorm

identity toolkit

state . future . position . shape & colour . mood . persona

state



no structure expensive timeconsuming frustrating rootless to many choices

future

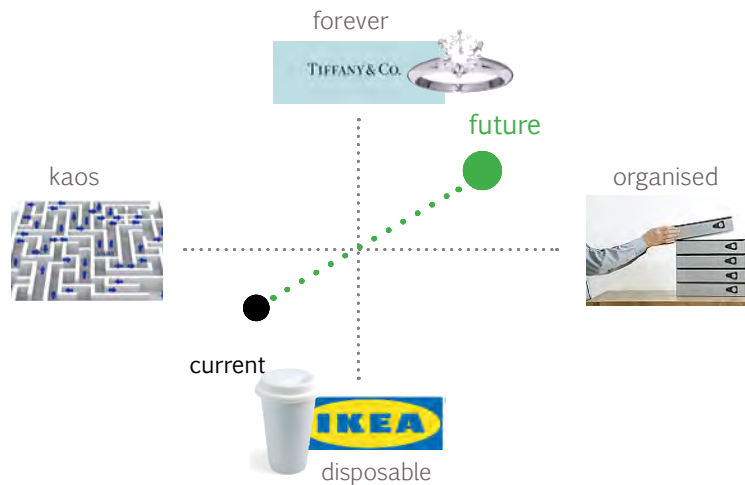


clean emotional sustainability multifunctions comfort feeling at home structure

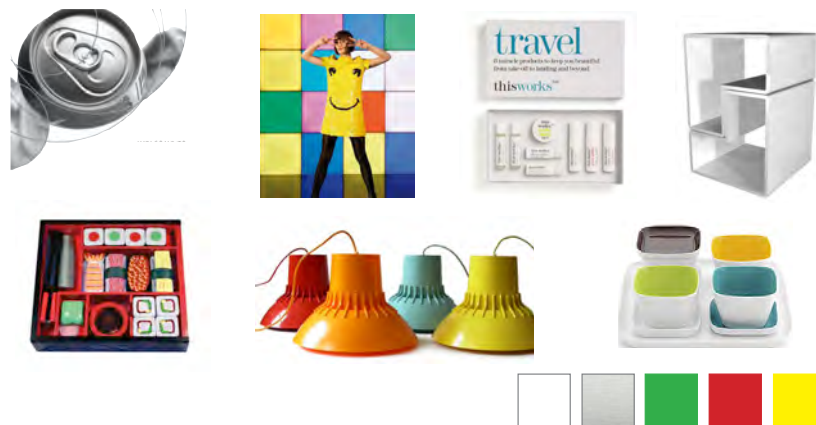
identity toolkit

state . future . position . shape & colour . mood . persona

position



shape & colour



identity toolkit

state . future . position . shape & colour . mood . persona

mood.inspiration. vision



ONE OF THESE
DAYS I'M GOING
TO GET MYSELF
ORGANAZIZED



identity toolkit

state . future . position . shape & colour . mood. persona

persona



Joel Spolin is an social sciense student in Belfast. on an exchange program from Sweden. He drinks coca cola and eats atleas one snickers a day. Shops at Urban Outfitters and H&M and is not a brand slave. He reads books and the newspaper. On his Ipod he plays Joy Division -love will tear us apart. His next destination is home, but only for a short while.

persona



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.

swot

and other methods

S

organising
accountable
smart

O

brand extension
opportunities
as a gift
can be used

W

space
weight
taste
cultural differences

t

new product /concurents
pricing
new target group

strentgths
weaknesses
opportunities
threats

who? an urban nomad
what? a storage kit
when? freelancing, everyday, traveling
where? anywhere in the world
why? to get a sense of home an to create emotional sustain-
ability by holding on to your belongings and memories by
creating a strong relationship between owner and object
how? with a smart functional beautiful kit

categorizing essentials

making choices easier



your gadgets

cellphone, computer, mp3 player



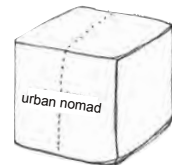
clothes

clothes, shoes, accessories



toiletry

hairdryer, toothbrush, razor, nailclipper



urban nomad kit

storage solution, eating kit, memory box

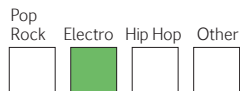
research

defining patterns



an urban nomad

Name: Anna Alriksson
Age: 26
Occupation: Student
Country of birth: Sweden
Computer: PC
Mobile: Sony Ericsson
Mp3: Samsung
Favourite Store: Muji, Ikea



Travel/
Year

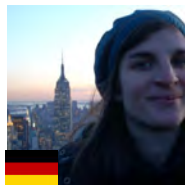
3

Moved/
Lifetime

12

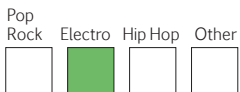
Are u
an UN?

☒



future urban nomad

Name: Nina Schmidt
Age: 27
Occupation: Student
Country of birth: Germany
Computer: PC
Mobile: Nokia
Mp3: Samsung, but getting an Ipod
Favourite Store: Urban outfitters



Travel/
Year

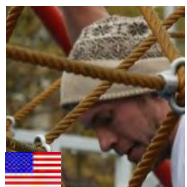
3

Moved/
Lifetime

12

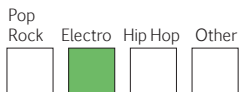
Are u
an UN?

☒



kind of urban nomad

Name: Brad Jones
Age: 21
Occupation: Student
Country of birth: USA
Computer: PC and Mac
Mobile: LG
Mp3: Ipod
Favourite Store: Comic store



Travel/
Year

0

Moved/
Lifetime

5

Are u
an UN?

☒

essentials

profile users choice



results

this made people feel at home

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.



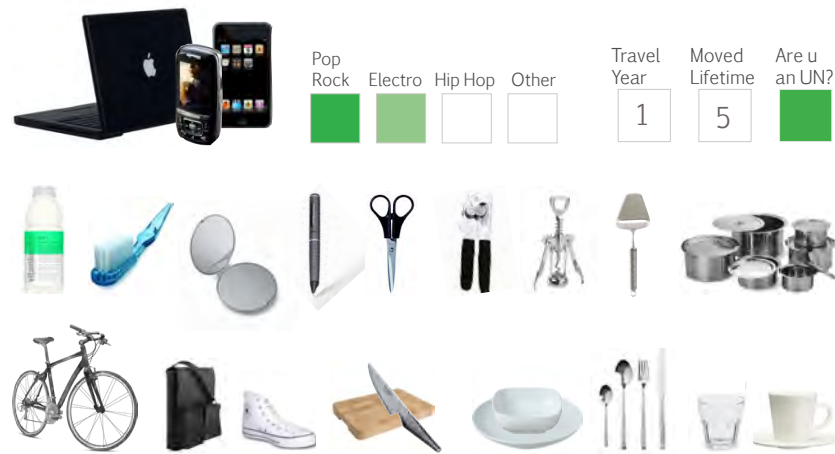
a hug used things family photographs clothes in a drawer a homecooked meal

results

conclusion of questionair

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

- 1 weekation/ year
- 8 people of 30 have moved 5 times or morer



result of research, what is the ten most essential objects in your everyday life? 30 people were asked in a questionair interview.

extreme
profiles
a way to
get

"outside
the box"



60s urban nomad audrey hepburn



*People, even more than
things, have to be re-
stored, renewed, revived,
reclaimed, and redeemed;
never throw out anyone.*
Audrey Hepburn



Untitled donald judd

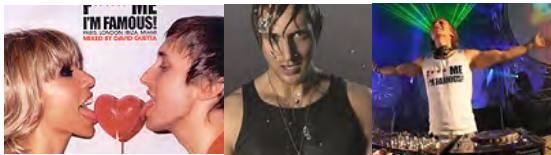


*Well, there's a morality in
that you want your work
to be good, I suppose.*
Donald Judd



DJ urban nomad

david guetta



*The world is mine
F#ck me im famous
David Guetta*

results

profile kits

A method for thinking "outside the box" and find extreme users needs and to investigate other forms and ideas.

60s urban nomad

audrey hepburn



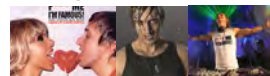
Untitled

donald judd



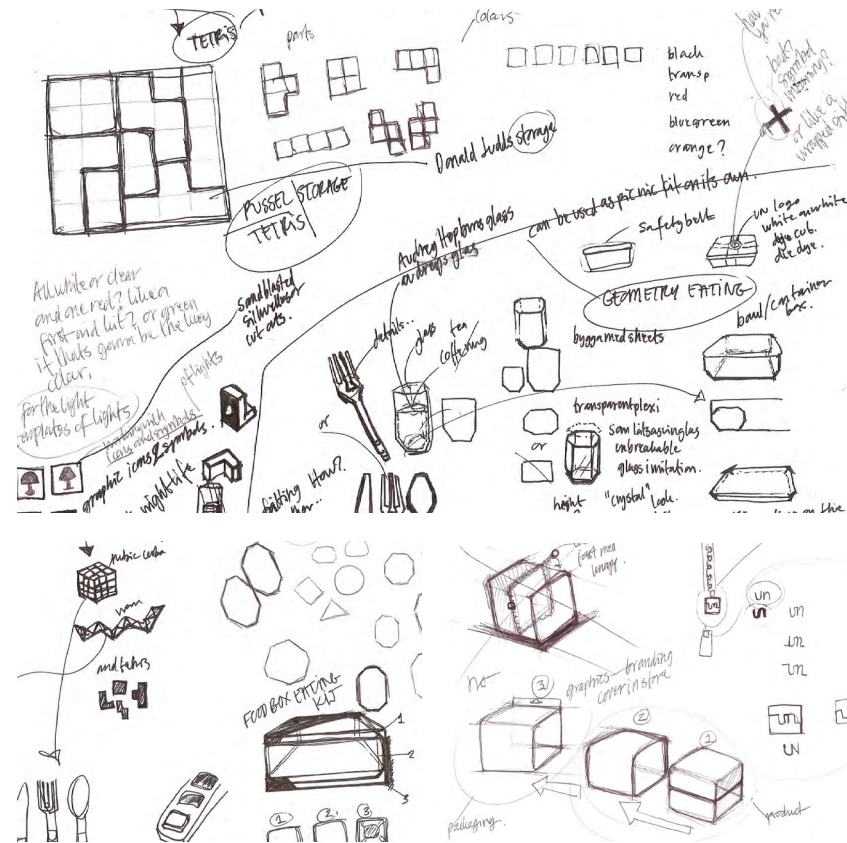
DJ urban nomad

david guetta



un
extreme profiles

sketches
idea development



sketches

3D development



Final

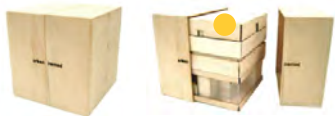
final idea for the kit



un sketches

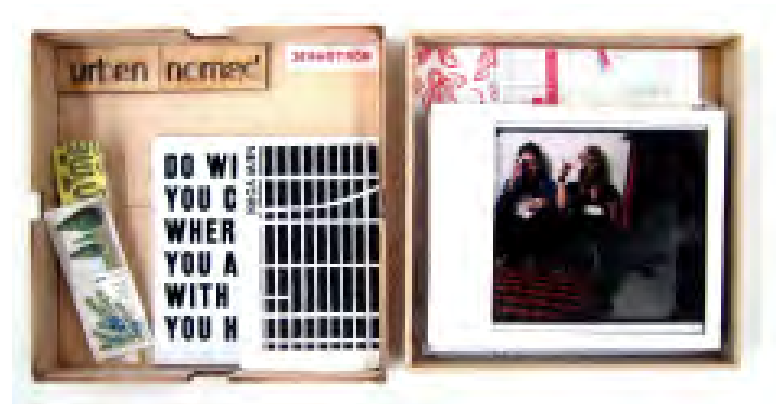
urban nomad

memory compartment



This part of the cube storage system gives you a place to store and keep memories.

This compartment is also used for the urban nomad essential collection for those who prefer using the box as an essential toolbox.



a set of 3 polaroid
photo frames



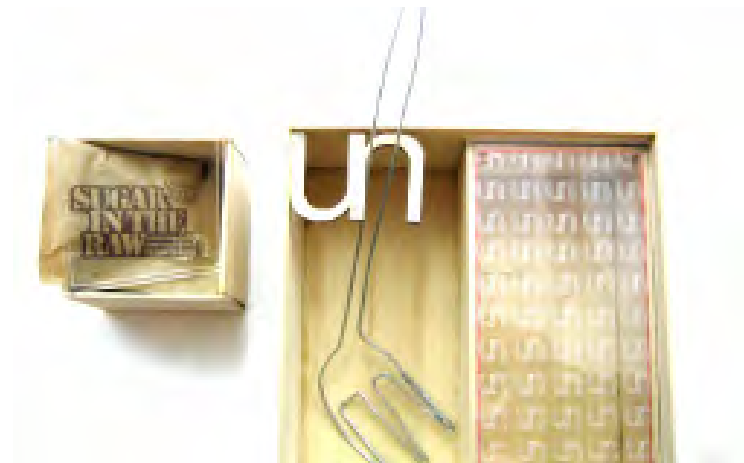
The memory compartment comes with a set of 3 polaroid photo frames. The New York map is from the urban nomad essential collection.

urban nomad

food compartment



The food box was inspired by the bento box and gives you the option to use it for packed lunch, storage in cubbord or for leftover in the fridge, its is up to the user to mix the compartment for their needs.



A set of bent cutlery was developed t be space efficient and has been tested on left and right handed.. Will be coming shortly in the essential collection range

urban nomad

storage compartment



This part of the cube storage system was inspired by the classic computer game tetris, where the goal is to stack shapes onto each other to create a square volume.



picture above showing the storage components, used as desktop objects . This kit also includes a battery driven led nightlight and template for your own sewing kit.

final model

urban nomad

brand extension

luggage tag

creating a symbol for urban nomads to connect with



city essential maps

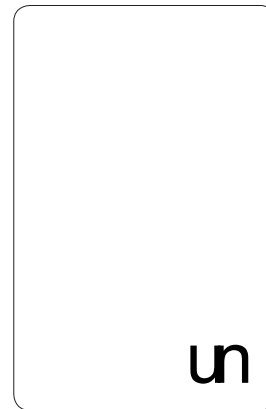
fold out map of the city with a reversed side with lower opacity for notes.



amsterdam
athens
barcelona
berlin
copenhagen
dubai
hamburg
havana
hong kong
istanbul
london
losangeles
madrid
marseille
mexico city
melbourne
miami
montreal
new york
paris
rome
shanghai
singapore
stockholm
sydney
tokyo
vienna

book-journal

- world maps with translucens for writing ontop
- grided notepaper
- measurement converters
- travel tips
- things you can make yourself from everyday waste
- pockets inside for UN maps



essential collection

scissor
corkcrew
can opener
peeler



all products are sized to fit in the box,

what is
essential
to you

un
brand extension

materials

options and idea

Due to limitations with not being able to use the workshops for the semester here at Pratt I chose to build my model out of wood that I had lasercut. I can see this product being made out of metal or plastics, or even metal with coated plastic on the inside. During my work on the model I did start to get attached to the wood that I believe have good qualities, especially when it comes to that personal, feeling at home sense I was looking for. Ownership has been a key word for me during my project and I will continue the form and material explorations to find interesting ways that this product idea can be shaped into.

brushed aluminium



the design classic by Sigvard Bernadotte - Margrete Bowl is a strong plastic bowl that has similar sense and sound as metal.

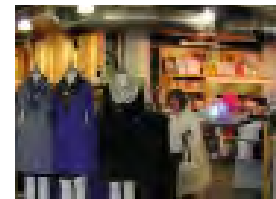
Rosti



targeted retailer

urban outfitters

clothes accessories interior store



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& all great feedback
and positive response
from target group and
students in the senior
studio.

bibliography

books

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50 Trade Secrets of great design packaging. Stafford Cliff, Rockport publishers, 1999

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magazines

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internet

-facebook forums, wikipedia, getty images,....



un



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