

Mood Helmet

The Mood Helmet is a social bicycle helmet, with a reference to danish design.

“Danes are pretty relaxed and laid back, the hardest part is getting an invitation to their home...”
Sofie. Student, 25

The Mood Helmet shows the carrier's mood based on head temperature and surrounding factors such as weather, colours and other people's Mood Helmets.

If you don't like your colour, shake your head and the helmet chooses a different one. When you ride next to others, your helmets will switch colour or find a common group colour.

The helmet provokes Danes to connect with strangers while protecting their head, and lights up the dark winters with glowing colours throughout the city.

When you get home and place the helmet in its dock, it looks just like a classic chair.

National Alarm System

The National Alarm System (NAS) is a small personal device designed to keep track of the events in polish society. It is aimed towards people who seldom read newspapers or watch the news. The NAS will notify its owner whenever there is a major event, such as a political scandal or a disaster.

The device has only a simple LED screen that will fit two rows of text; more is not needed to display the headline of the event. A built in vibrator notifies the user, which is loud enough to be heard. To turn off the alarm you need to slide the button on its back. The devices' built in battery is charged by a standard AC adapter.

The existence of this device is to provoke reflection over the polish society as a whole. Hence, the reason why it is not a simple mobile phone application.

Nisse

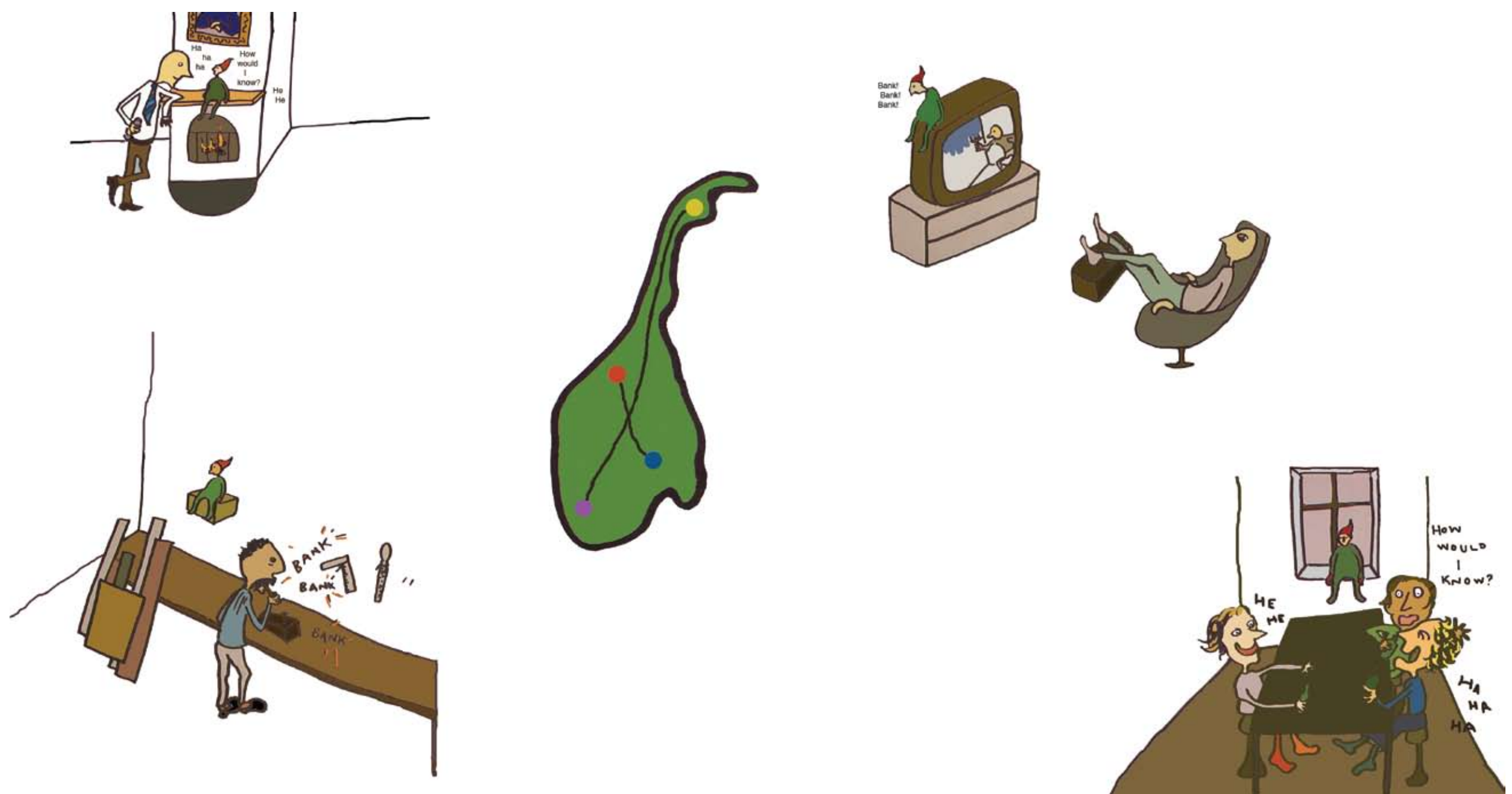
Norway is a cold country. This claim generally refers to the climate, however it unfortunately also affects a Norwegian's personality and therefore their interaction with others.

"We are shy. We have difficulties being relaxed talking to people we don't know."

"Sceptical to things we don't know. We are quite closed, and it is unnatural to talk to people you don't know."

"We are embedded and unsocial. People are taking care of themselves and their family"

Nisse is a system where two objects are connected to each other. Both of these objects have one microphone and one speaker each. They can send and receive sound from and to each other. These two objects randomly choose, using an algorithm, when to send, receive messages, and even when to turn off. They also have a built-in GPS so it is possible to keep track of where they are.



This enables Norwegians to get to know other people by exploring, having fun and enhances communication across social borders.

Surprise Shopping List

What is typical for Northern Germany?

Flat land, green fields, a lot of wind, dry, very direct humour and stubbornness.

The typical Northern German stays with what he knows and has difficulties with new, unknown things - particularly with food.

Wat de Buur net kennt, frett he net - the farmer doesn't eat what he doesn't know!

Due to the typical stubbornness the habits of people from Northern Germany have to be changed unconsciously.

How can the Northern German experience something new?

Give him the surprise shopping list!

The surprise shopping list looks like a typical shopping list and works just the same: you note everything you need and put it in your bag afterwards.

However, something magical happens... the list has a life of its own. It randomly changes the list, by adding or replacing items. Thus the list gives you new input for your everyday life with changing bread, butter and cheese to mango, aioli sauce and feta cheese.

Realising that new things can be fun and are not dangerous, the list changes the stubborn Northern German's mind towards new unknown things. A real help for the inhabitants of Northern Germany!

Dirty Cars

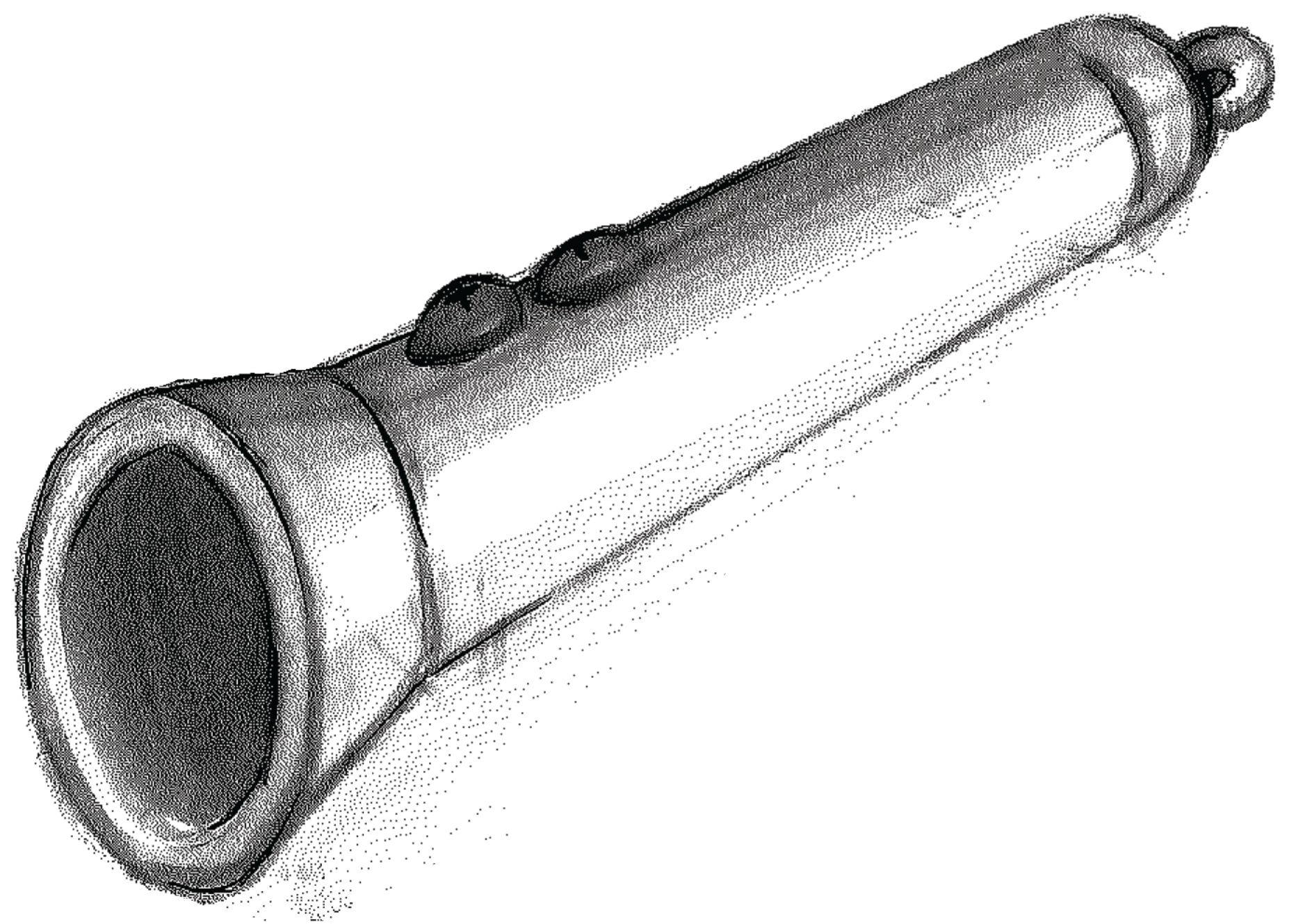
Why do the usually polite and well-mannered Germans transform into badly behaved people as soon as they get into the driver's seat?

“Dirty cars” is a rating system for cars in traffic. Anyone on the road can rate a car by giving it plus or minus points, by pointing towards it with a special handheld device.

That's how bad drivers are exposed!

The number of minus points is seen as lights around the number plate and also as spots all over the car, when seen with mobile phones or on billboards at special traffic lights. That's how bad drivers are exposed! They have to wash their cars to get rid of the spots or wait for them to fade. Since Germans are very fond of their cars, bad drivers will end up spending more money at the car wash.

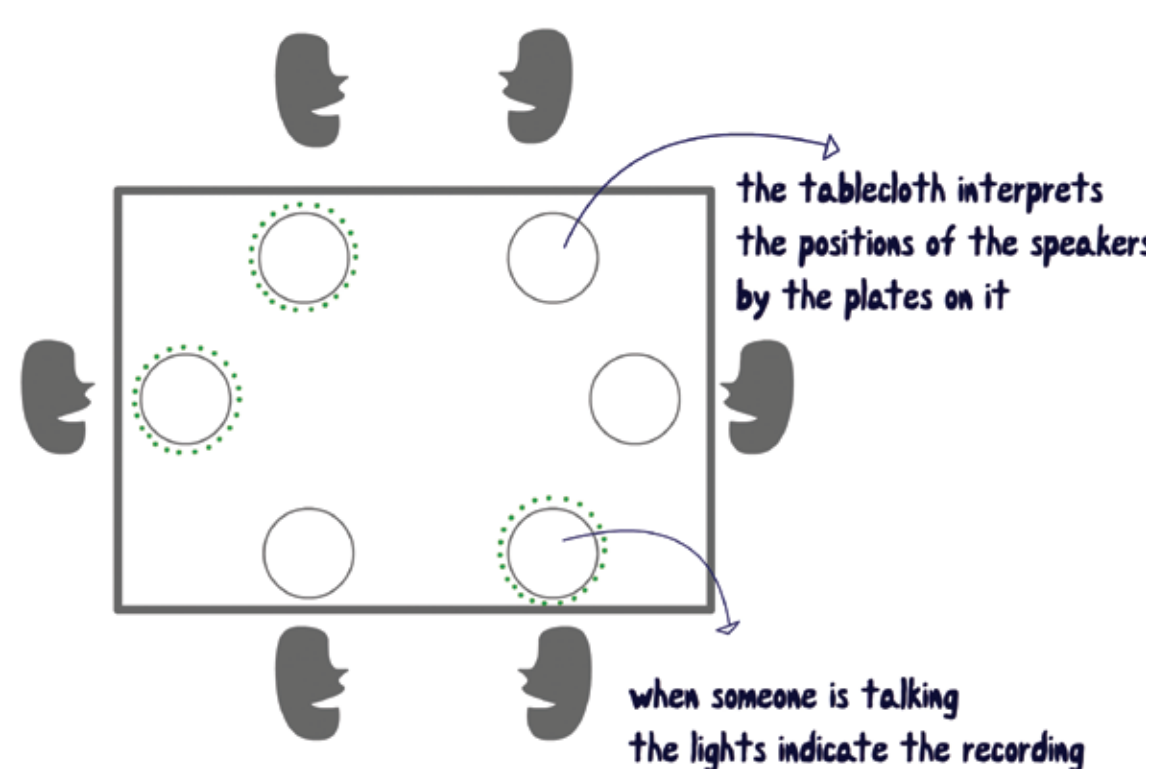
The prototype shows how the “dirty” car would look like when displayed on the special billboards.



The Addacloth

Bengalis live for eating and talking. This tablecloth called the Addacloth keeps a memory of your “social” meals. Adda is the Bengali word for a “friendly conversation”.

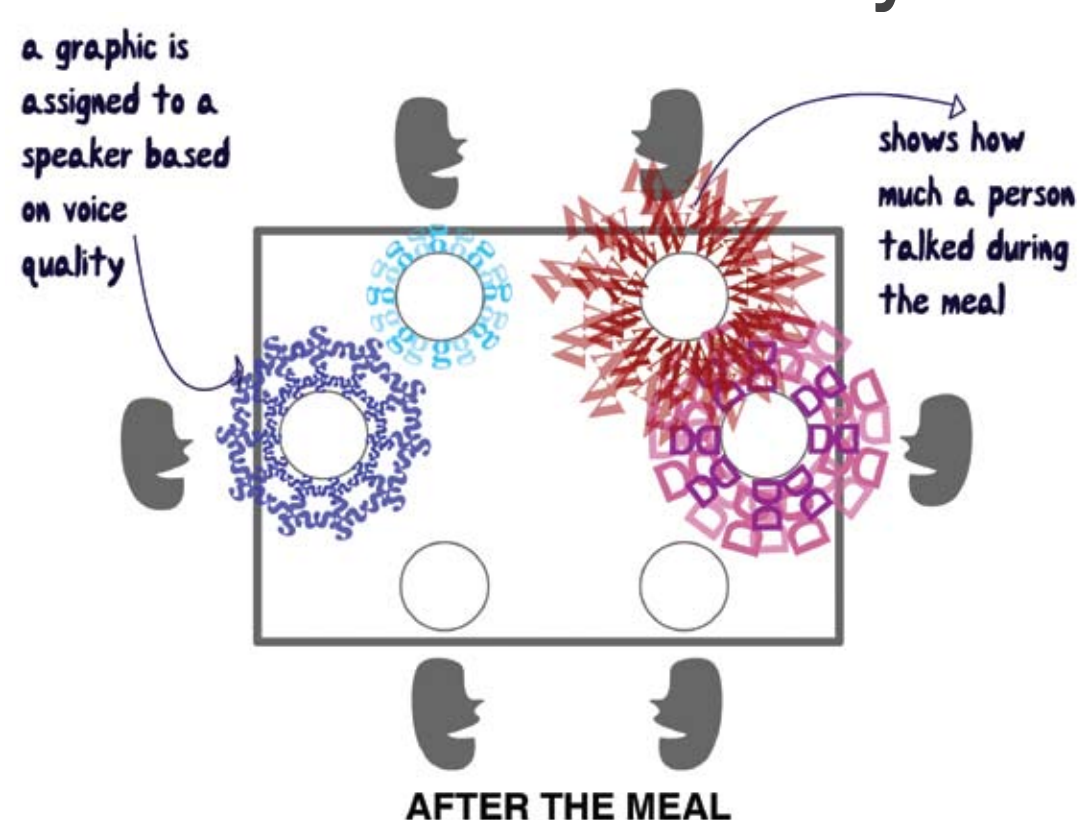
During the meal, the Addacloth follows the voices in the conversation and captures the movement of the conversation. Afterwards the addacloth displays the essence of the conversation through animation, and can also be displayed as a memento of a particular meal. To use it for a fresh adda, the data can be transferred to a digital storage device.



DURING THE MEAL

The adda cloth has tiny microphones all over it to record the voices, the direction of the voices, the volume, etc. It then assigns a graphic to a particular voice and animates it based on the conversation. LED lights embedded in the cloth display the animation once the meal is over.

“Family get-togethers involve a lot of eating and chatting as usually the ‘kids’ have been away from home food for ages and everyone has a lot of catching up to do.”



Wallet Me

The Greeks are very generous to their family and friends and also to total strangers.

A Greek man is always ready to pay, in cash, for the whole company, when dining out. At these meals all the Greek men present always argue over the bill.

With Wallet-Me the Greek men can challenge each other instead. When they put their wallets on the table, the wallets will connect with each other, and lights on the wallets will begin to blink randomly until it stops on any one of the wallets, which will be the “winner”.

The Wallet-Me will make the arguments for the bill like a game that everyone will watch in anticipation to see who's the winner, because, as everyone knows, the winner pays it all!

Wedding bidder

Before leaving a wedding party, every guest of a Romanian wedding will offer money to the newly formed family, as a symbol of support in their new start in life.

A common tradition in the countryside is for each person to have to 'shout' the sum they will be offering to the newlyweds. This type of 'bidding' is intended to raise more money for the couple, since people tend to 'raise the bid' when they know everyone is listening.



In modern weddings this approach is avoided, and a much more discrete method is used: the wedding envelope.



For both cases, the biggest question is the same:

'How much money should one offer to keep the couple happy, give more than others, and still not overspend?'

With the 'wedding bidder', participants to a wedding can get an idea of what others are willing to give and adjust their own sum accordingly. The bids are anonymous, so the embarrassments of the traditional approach are avoided.

However, what you bid is not necessarily what you give, so there is room to play...

Tall Popper

Tall Poppy syndrome is a distinctly Australian negative trait. It refers to those who get their kicks and sense of self-importance by bringing down others who are successful. It also refers to people who revel in the misfortunes of successful people. Many Australians, depending on social circles, want to see everyone leveled and for no one to rise and shine. The Tall Poppy syndrome originated from gardening, where it refers to cutting the heads off the tallest poppies so that none stand out from the crowd!

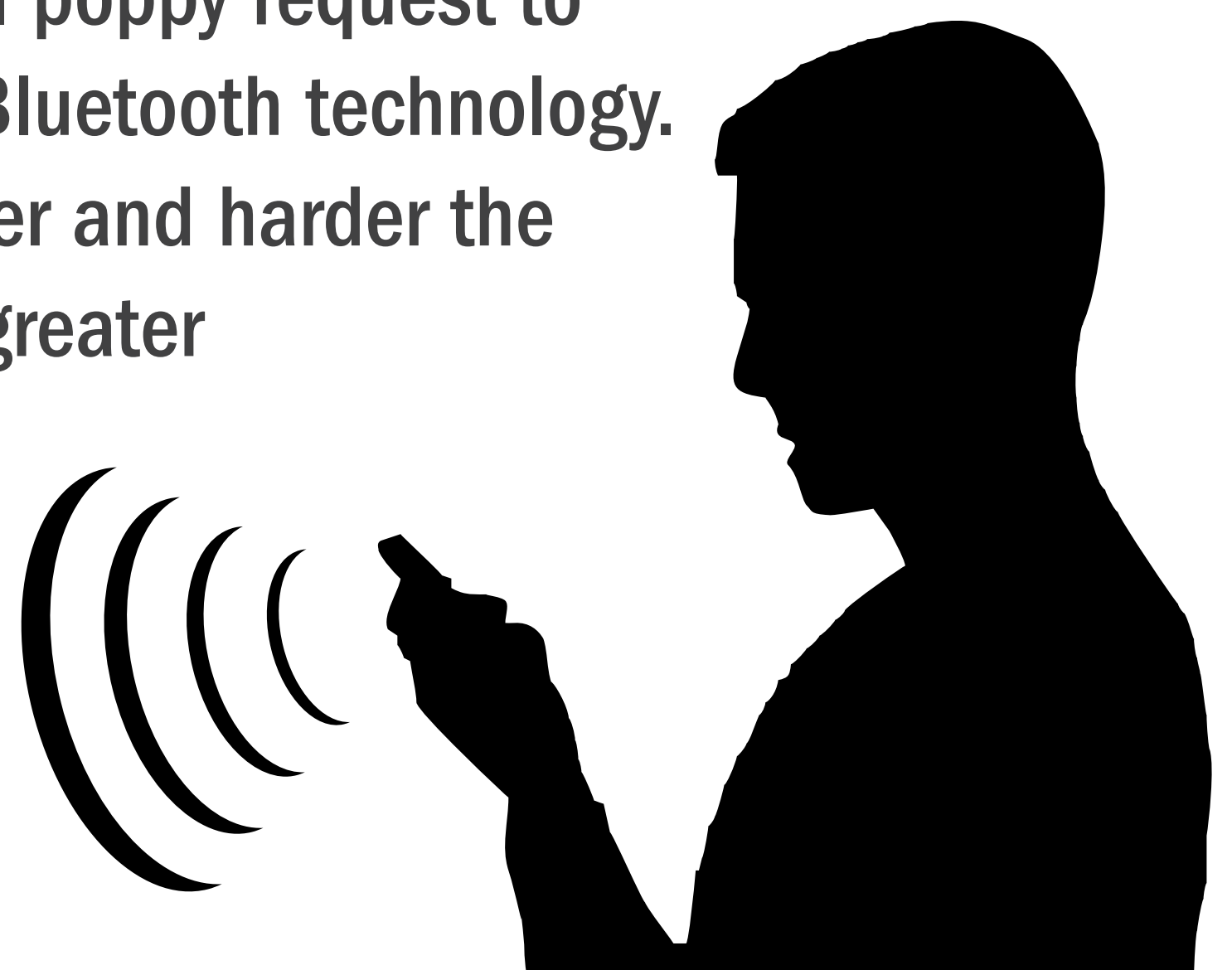
Tall Popper is a vibrating device that attaches to a piece of clothing. It is discreet, and therefore only the wearer can feel its vibration.

“If there’s one thing we need to get rid of in this country it is our tall poppy syndrome.”

- John Howard

(Former Prime Minister of Australia 1996 - 2007)

It vibrates to indicate that a person you have encountered during the day has considered you a “tall poppy”. The vibration is not instant and is delayed a few hours after the encounter. An individual can send a tall poppy request to your Tall Popper device via Bluetooth technology. The more requests, the longer and harder the vibration and therefore the greater the tall poppy you are!



Handshake Trainer

“The handshake is the fingerprint of your personality....”

“A wet fish is not a handshake.....”

In Germany, it is courteous to greet people with a good handshake, which is a gesture of respect and politeness. The handshake shouldn't be neither limp, nor hand-crushing nor take longer than 3 to 4 seconds. While shaking hands keep eye contact. It can determine your fortune or let you down in job interviews.

The handshake-trainer, which is based on the High-Strike-Machine, helps people get good handshakes. The main components are a silicone-hand, with integrated pressure-sensors and mini-motors that move each finger; and a display where the feedback appears as a person's face. When the silicone hand is held, the pressure-sensors in it measure the compression, and responds with the same pressure; and on the display you get the feedback by a facial expression and comments.

Self-Help Talk Show

Do it yourself kit that allows you to not only help yourself, but record the sessions and share with others.

This kit plays on America's need for individualism, love of fads, get quick rich ideas, drive to improve oneself, and also of course, entertainment.

What if you made something as personal as psychotherapy into a game? Even better a game that you can make money with!

Setting this kit in a 50's/60's theme to give it the "golden age" of America context. Most Americans view this as a cool, retro era, but most importantly it was an era when the US really started towards the social climate that it exists today.

This era symbolized not only hope for everybody but also involved a lot of really big social issues such as race relations, gender roles, economic wealth, and capitalism that relate to the current state of American culture today.

The Personal Reward Box

An assumption about Germans is that they are always on time and very ordinary. They are not! However, it would be nice if they really were. How can we help German people and everybody else to be on time?

The Personal Reward Box!

Only YOU know what motivates you to be on time. So you put something into your Personal Reward Box, at your workplace, which you are really looking forward to for the next working day. The Box is time locked to the time you begin work. If you arrive at work the next day late, the box will be locked, and therefore you will miss out on your personal reward!

A survey about what motivates people to not be late for work showed the following:

FOOD: sweets, chocolate in any variation,
coffee, red bull, breakfast

MONEY: for coffee or breakfast/lunch, just money

IMPORTANT: glasses, work documents, charger for the
laptop, key for the desk drawer

ENJOYMENTS: cigarettes, toys, football, pictures,
USB-stick with new music

VOUCHERS: for a massage or for going home earlier,
something relaxing because today people
attach more importance to non material things

*What if everybody would be late?
Would they be on time again?*