

OE2108

PHYSICAL + DIGITAL RITUALS



INSTRUCTOR

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Born in southern Italy, educated in Milan and northern Europe, started working in Japan, now works internationally. Studying industrial design and physical computing. Entrepreneur in the field of design. Founder of HABITS in 2005 award winning global design practice.

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OVERVIEW

Existing everyday rituals changed, blending the physical and digital worlds, through telepresence and connected objects. The workshop aims to design for these new rituals, and to imagine new interactive experiences, especially around the topic of augmented domestic activities and remote work.

OBJECTIVE

- identify and frame relevant rituals that were impacted (or could be impacted) by the pandemic (e.g. friday evening meeting with friends)
- reimagine these rituals, creating new visions augmented by digital interactions and the use of new media

- The workshop intends to focus on the physical experience with unconventional interfaces beyond the screen (e.g. haptic, natural interfaces, augmented reality, voice ...) and the instructors can guide the participants into the concept development and storytelling (especially of products)

METHODOLOGY

The workshop's main workspace will be Miro. Working in 5 teams of 3-4 people, the participant will identify a selection of ritual activities that takes pr. The instructors will guide students into analyzing the ritual, using a special perspective: instead of focusing on pain points, we will focus on positive points of opportunity, applying a methodology called "Design for wellbeing". Students will use canvases to brainstorm together. Once the positive rituals are identified, each group will start to reflect how these activities can be enhanced through new media and interactive interfaces creating storyboards and visualization of these new experiences. Instructors will guide into refining these experiences, and how to communicate them in a positive way, (e.g. with a little "advertisement-like" pitch).

KEYWORDS

Rituality, Physical+Digital, User Interfaces, Beyond Screens

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