

un[known]

Graduates from Central Saint Martins reveal the current need for transparency by creating products that take users on a visual exploration; enhancing awareness, deepening understanding and developing greater tangibility.

Energy savings. Food miles. Complex technology. Consumerism. The fast changing world around us is becoming harder to understand and relate to. And some new technology is making choices even harder to understand. MA Innovation Management students at Central Saint Martins have identified that current graduates at their university are seeking to change this by creating products that take the user on a visual journey while expanding product interactivity and tangibility.

The aim is to reveal the concealed, expose the hidden and create products that are easy to engage with. Revelations are made in several areas from the way 'Inconspicuous Matter' visually demonstrates personal energy consumptions by creating aesthetic patterns on the wall, to 'Techno Naturology' where the user can tell how the weather

changes by observing the visual representation of the textile. 'Onania' in opposition creates an understanding of consumerism and modernity; it is an artwork creating an ironic perspective on modern beauty, sex and the advertisement industry.

'TWO: Keep In Touch' shows how tangibility becomes more important in our technology driven world where people more often speak through distances. It lets these users connect through space, visualising emotions by lighting up objects such as mugs or glasses. This principle of creating more tangibility can also be seen in the curvy shape of the speakers in 'Subverting Behaviour' that engage the user in a tactual experience, adding a further sensory layer that echoes its volume level. Similarly 'Regional Accents' portrays strong regional identities by creating a physical representation of British accents and dialects through sound waves.

These design innovations create visually appealing journeys of exploration for users that reflect awareness on consumer choices, product functions and the environment around them.

Subverting Behaviour
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Onania
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TWO: Keep In Touch
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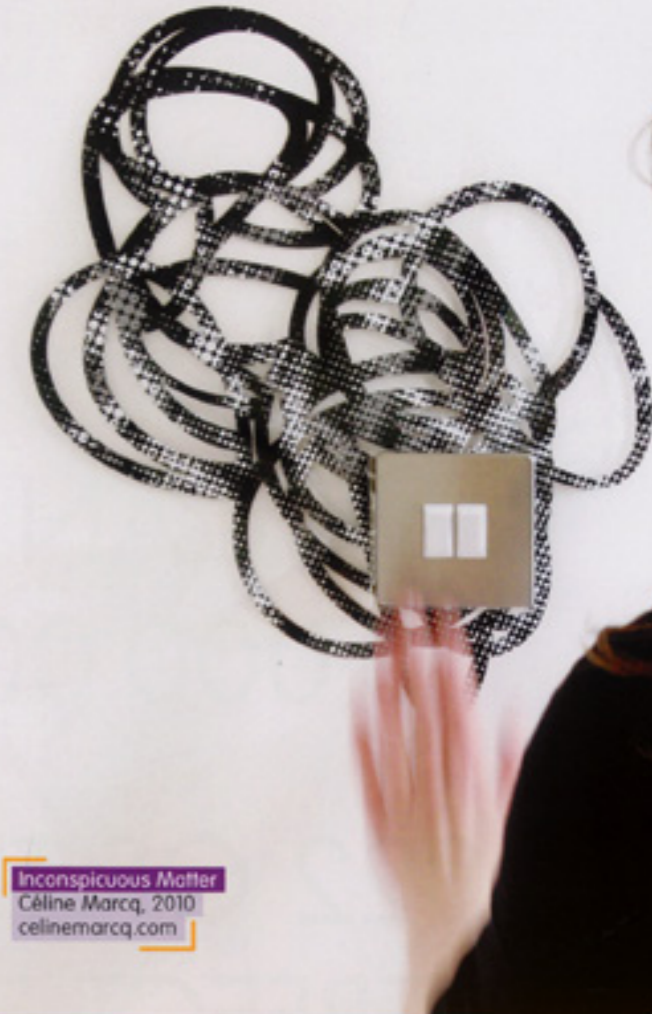
Techno Naturology
Elaine Ng Yan Ling, 2010
elaineyanlingng.com



Regional Accents
Emily Atkins, 2010
emilyatkins.com



Inconspicuous Matter
Céline Marcq, 2010
celinemarcq.com



Saints New Blood:Raw Trend helps decode and decipher emerging art, design and socio-cultural trends. Based at Central Saint Martins College of Art and Design, Saints works closely with the college's MA Innovation Management course to scout the latest trends from the world's most creative and influential group of 20 something early adopters.

The Design Laboratory connects art and design education to commercial industries, enabling clients to tap into the vibrant creative source of the University of the Arts London.

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