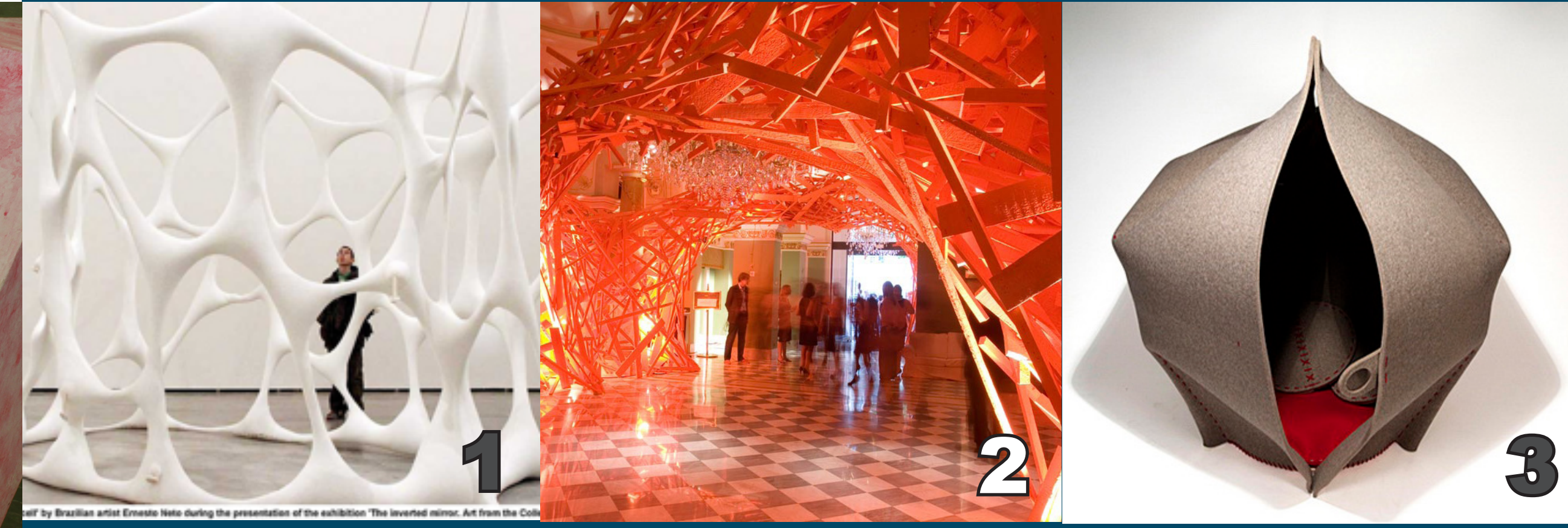


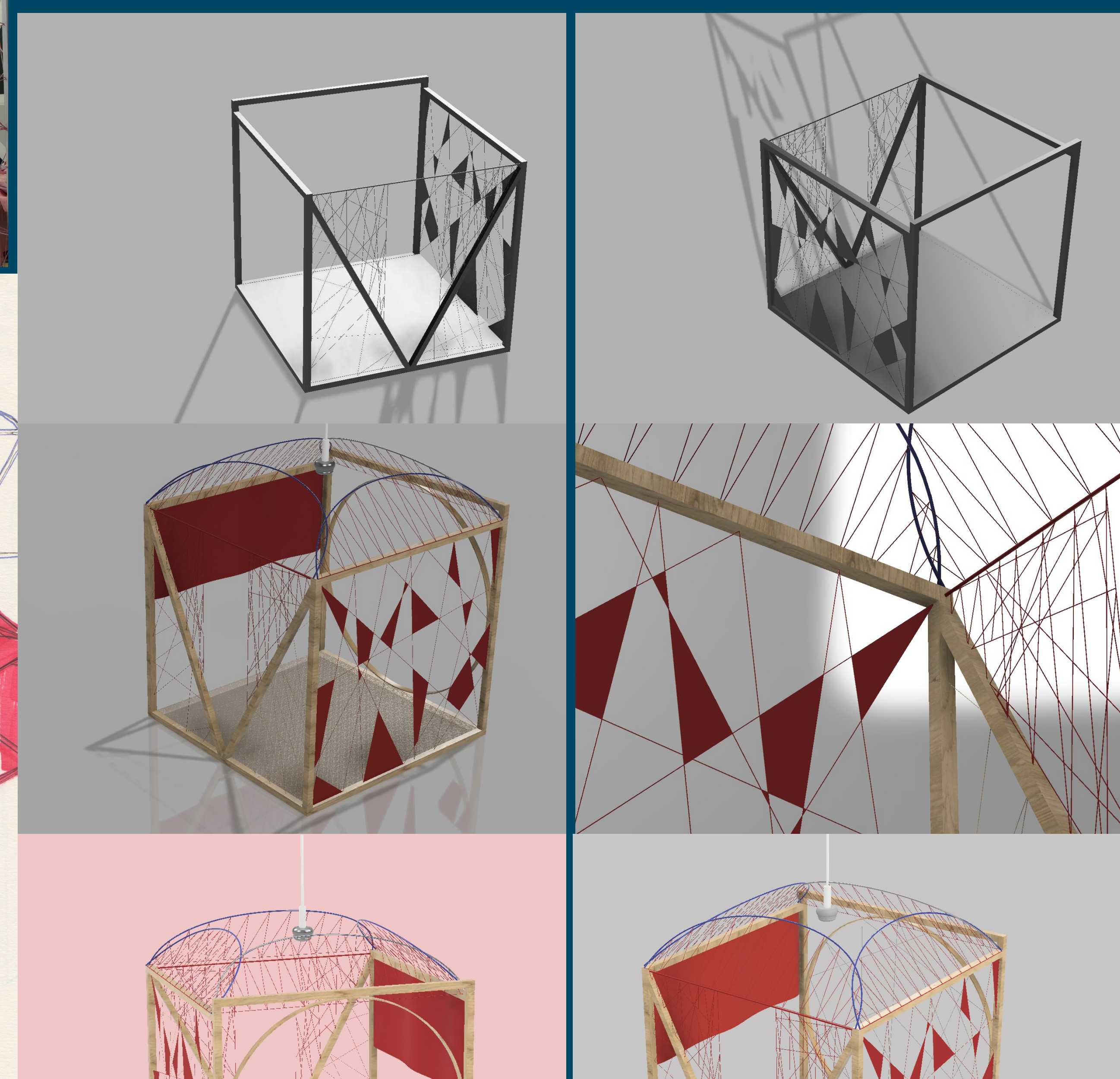
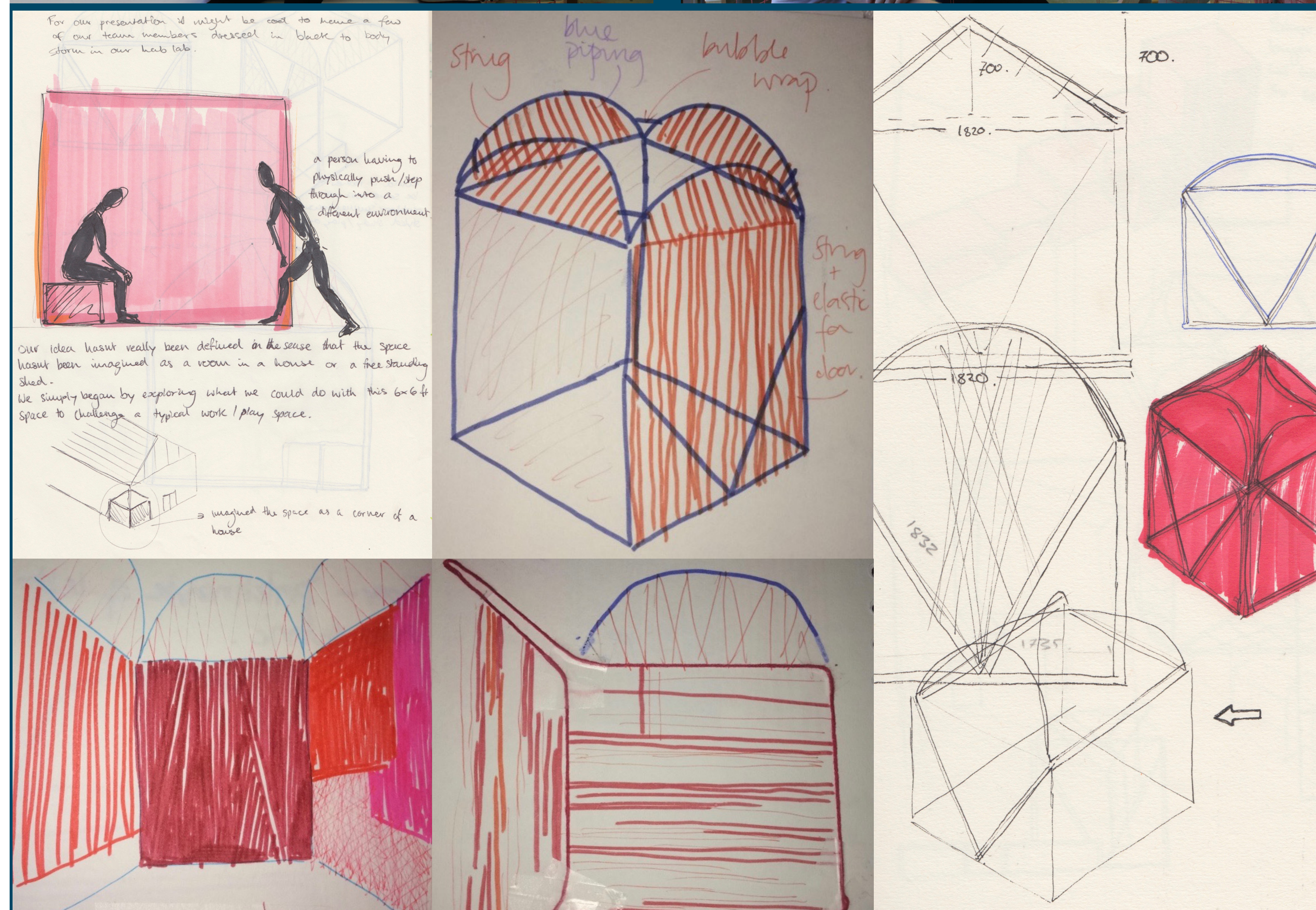
SOCIAL DIGITAL

reBirth

AN EXPERIMENTAL ENVIRONMENT FOR INTERACTIONS, OBJECTS & RITUALS



1 - Ernesto Neto - Brazilian "contemporary visual artist" - His practice explores the boundaries of physical and social space through interactive, tactile and biomorphic structures.
 2 - 'Rebirth' Arne Quinze - 2008 Paris, France. A temporary installation where visitors were encouraged to destroy the sculpture.
 3 - 'HUSH' Freyja Sewell (industrial felt and wool yarn on display at the Residence of Detention former Victorian prison in London. Sense of enclosure and safety, comfort.
 4 - 'Almost Perfect' Lisa Kellner. (silk, pigment, thread, surgical pins 42" x 31" x 6") Inspired by the colour scheme and the form and versatility of the material.
 5 - Misting vagina installation - Rosario Dawson. Burning Man festival 2011. "It was 30 feet long, with glowing testicles, "stress-ball sperm," and a G-spot that visitors had to find before they could leave." The 'play' element is the vagina/womb theme and the entrance to the habitat.



The HAB-lab focused on creating a space for working, taking inspiration from our own situations and the way we all work differently. It is a space where people can use it uniquely without getting distracted but also it can be a relaxed environment to spend some time. We didn't want to make the cube so geometric so we cut off two of the horizontal beams and decided to use fabrics for the walls. We weren't sure how we were going to create our idea of an enclosed womb without making it feel claustrophobic and unnatural. We used found materials such as construction plastic piping and a shelving unit within the HAB-lab. We created a domed shape on top of the cube, and tied string around it to maintain the organic shape. The patchwork wall was done with material and string because all the pieces of fabric we had picked up from a fabric company were too small to completely cover a whole side. Leaving the top sides open was to let in light and also to keep the shape of the dome.

The initial and most important influence came from our unique situations as it shaped the rest of the project. However, we were influenced by many artists and designers, namely Ernesto Neto who created interactive, tactile and biomorphic structures exploring the boundaries of physical and social space. We were also influenced by Arne Quinze's temporary installation 'Rebirth', an interactive exhibition in an old Parisian five star hotel scheduled to be refurbished, in which visitors were encouraged to destroy the sculpture. Rosario Dawson created a vagina tent for the Burning Man Festival in 2011, it was 30 feet long and filled with sperm stress balls and had water misting the person as they ventured inside. We discovered from 'Secret Life of Buildings' that buildings that do not just have one single purpose are generally more successful as spaces and are more versatile so we wanted to create a multi-use area for people working in different ways.

Our sketches helped us to explain our vision for the HABlab to each other and decide as a group what we were going to do next. We were in and out of the workshop trying out different ideas such as the product design input bench, and the pieces of the prototype and borrowing tools. Our entire project was full of trial and error. We were the first group to get something onto our HAB-lab, although that idea didn't become our final one, it was an important step in realising what we wanted/had to do. Experimentation was a huge part of our process as we each had very different ideas, some of which didn't work, but we would just evaluate other ideas and try again.

Our HAB-lab is called 'reBirth' and is a creative work environment with a playful theme and features.

ALICE HEATH - A0 POSTER - PRODUCT
 SOPHIE MOORE - VIDEO - INTERIOR
 EUAN MCKAY - CAD MODELLING - INTERACTION
 JORDAN SNITCH - WORKSHOP - PRODUCT
 LEIGH HART - SCALE MODEL - INTERIOR

HABlab describes an experimental environment for interactions, objects and rituals. Team have explored ideas through an installation structure in response to a human habitat for a place of PLAY...WORK or HOME. Teams include students from 1st Year BSc Digital Interaction, BSc Product and BDes Interior & Environmental Design at DUNDEE COLLEGE OF ART & DESIGN at the University of Dundee. Module Leader Andy Milligan and Aymeric Renoud [Designer in Residence] and Andrea Alessandrini [Interaction].