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**MA Graphic Design and Illustration
Kunsthøgskolen i Oslo, 2020
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**Everyday Specials.
How to celebrate the
ordinary.**

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- 1. Research questions
Research
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- 3. The final result, static**

**1. Research questions
Research
Referances**

Research Questions:

When things unnoticed start to have a meaning?

How putting a name on something change the way we percive it?

Cataloguing everything: the poetry of the impossible

Can experiencing pleasures be something possible to learn?

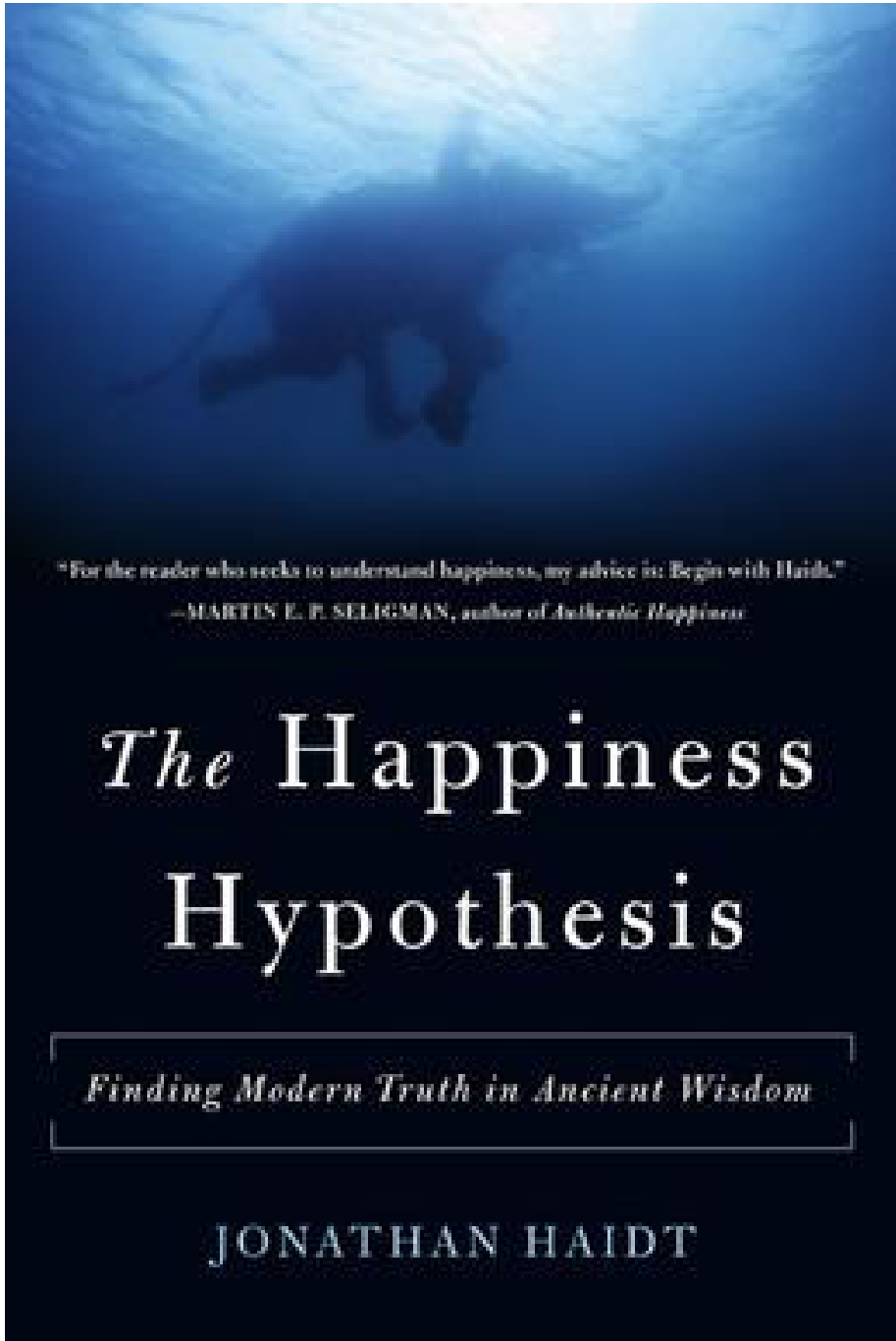
How design can enhance experiencing pleasures?

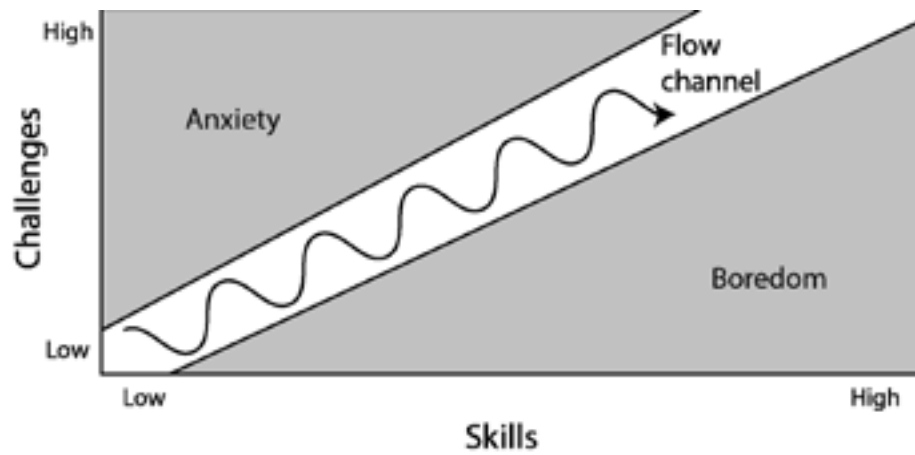
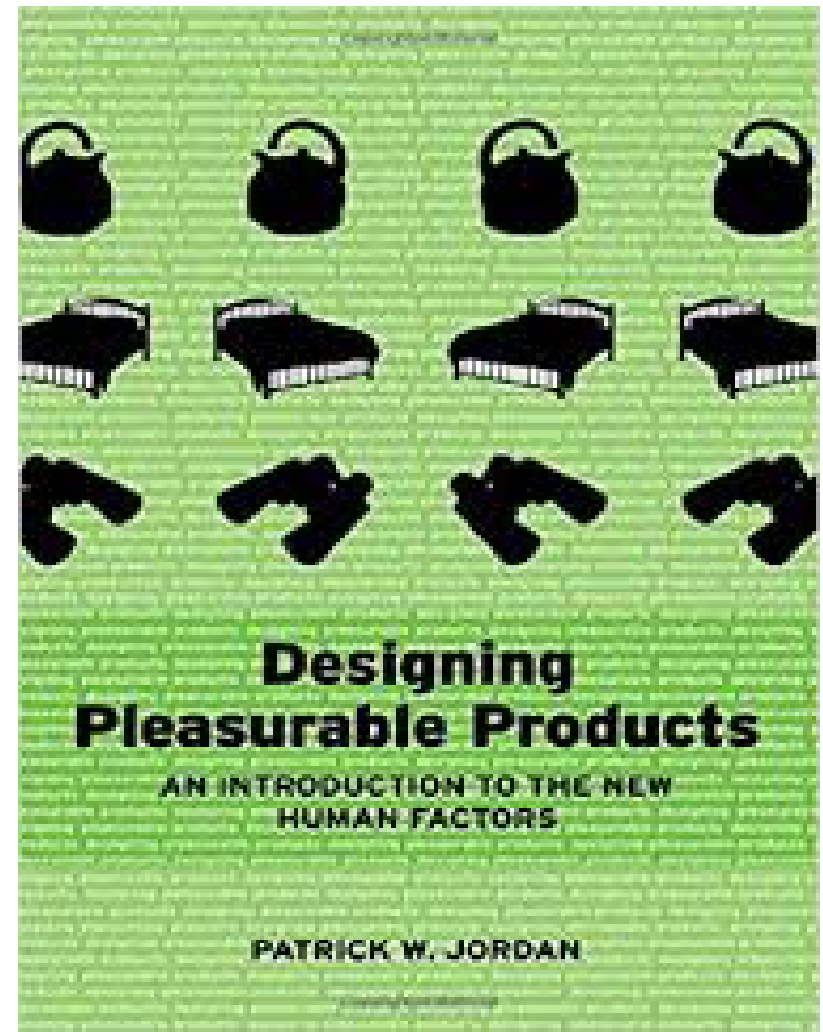
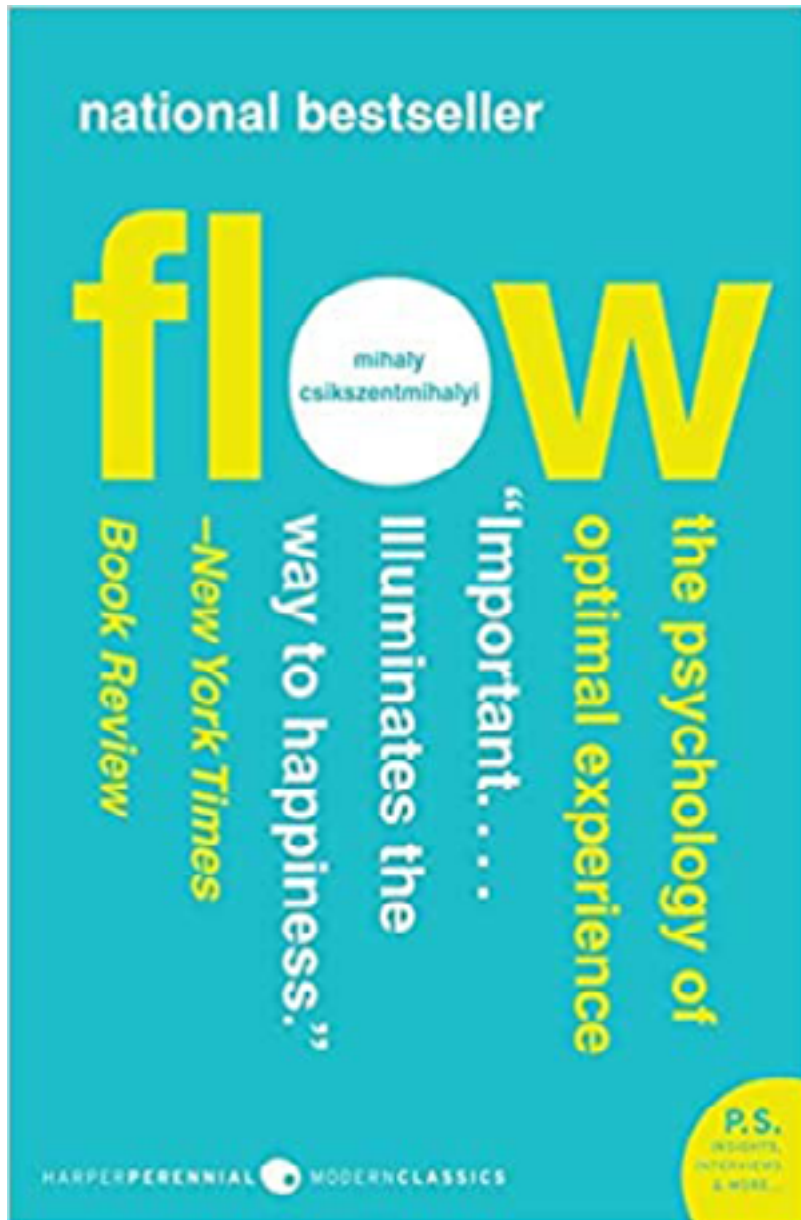
How searching for pleasurable experiences in daily life can be enhanced through my work?

How to elevate everyday life, show its value and celebrate ordinary?

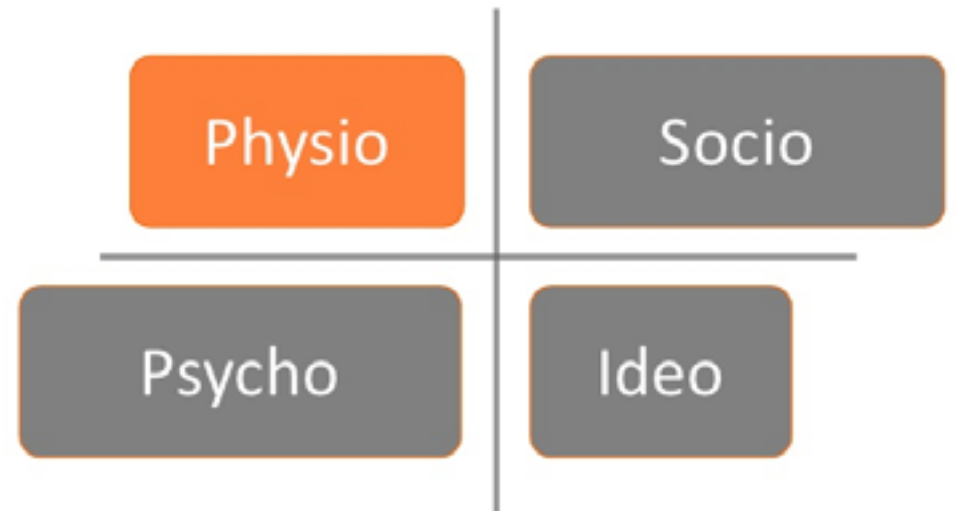
What is the role of repetition in creating oneself?

What is the role of ritual in everyday life?





Four Pleasures



Copyrighted Material
Peter Sloterdijk

You
must
change
your
life



Translated by Wieland Hoban

Copyrighted Material

Anthropotechnic is a term used in [art](#), [science](#) and [literature](#) to denote something with aspects of both man and machine.^[1] In this case, it is claimed that the "modified" does not set a limit but instead opens an infinite horizon that is as wide and limitless as human desires.^[2] Another conceptualization is that anthropotechnic is a set of rules that we make to tame, teach, and train ourselves.^[3] The concept is distinguished from anthropotechnology,^[4] which focuses on the study and improvement of working and living conditions.^[5]

Peter Sloterdijk on rituals:

"Ritual has closed the gap through which impotence, panic and death invade our life. (...) without having a casual effect on events in the autonomous environment, rituals give a coherence to the lives of their practitioners as they are lived and, if they are properly understood, have the power to bring order into a world that cannot generally be controlled."

Peter Sloterdijk on design and technology:

"Design helps to inspire the belief that a man and his electric shaver are male team comrades, almost the same as the housewife and her washing machine. When it comes to complex devices, design creates the façade of signs and contact points that enables users to join the game without being tangibly humiliated by their evident incompetence as regards the internal mechanisms."

How Cultural Renewal Works

REPETITION, RECURRENCE, RETURNS



Edited by JOAN RAMON RESINA
and CHRISTOPH WULF

Wu wei

From Wikipedia, the free encyclopedia

For other uses, see [Wuwei \(disambiguation\)](#) and [Wu Wei \(disambiguation\)](#).

Wu wei (Chinese: 無為; pinyin: *wú wéi*) is a concept literally meaning "inexertion", "inaction", or "effortless action".^{[1][2]} *Wu wei* emerged in the [Spring and Autumn period](#), and from [Confucianism](#), to become an important concept in Chinese statecraft and [Taoism](#), and was most commonly used to refer to an ideal form of government,^[3] including the behavior of the [emperor](#). Describing a state of unconflicting personal harmony, free-flowing spontaneity and *savoir-faire*, it generally also more properly denotes a state of spirit or mind, and in Confucianism accords with conventional [morality](#). [Sinologist Jean François Billeter](#) describes it as a "state of perfect knowledge of the reality of the situation, perfect efficaciousness and the realization of a perfect economy of energy", which in practice Edward Slingerland qualifies as a "set of ('transformed') dispositions (including physical bearing)... conforming with the normative order".^[4]

**Michel Foucault on repetition:
Homo repetitivus – the human in training**

„technologies of the self, self technique practices which permit individuals to effect by their own means or with the help of others a certain number of operations on their own bodies and souls, thoughts, conduct, and way of being, so as to transform themselves in order to attain a certain state of happiness, purity, wisdom, perfection, or immorality“

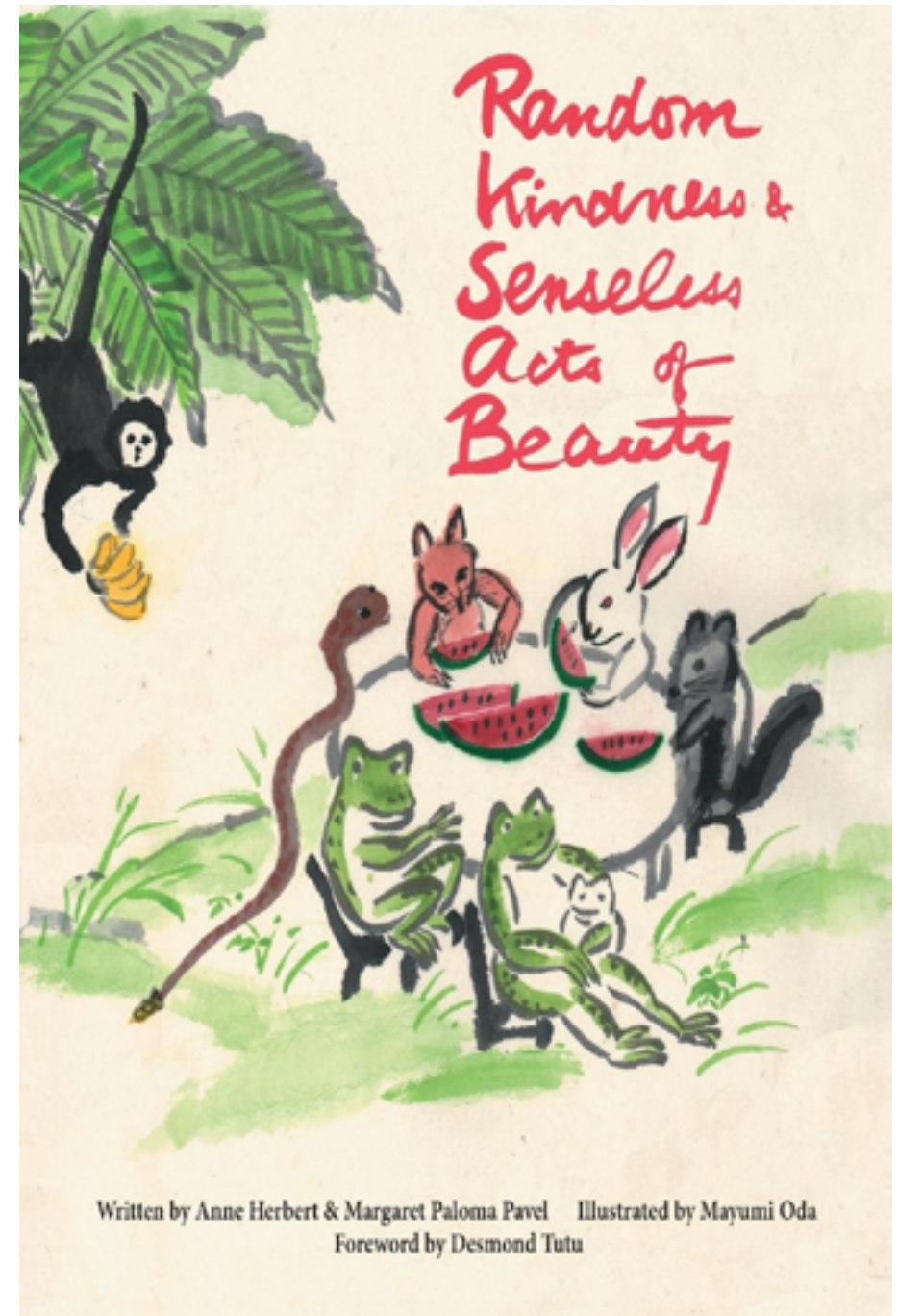
ETGAR KERET

"If I could get you to read one writer,
it would be ETGAR KERET."
- Los Angeles Times

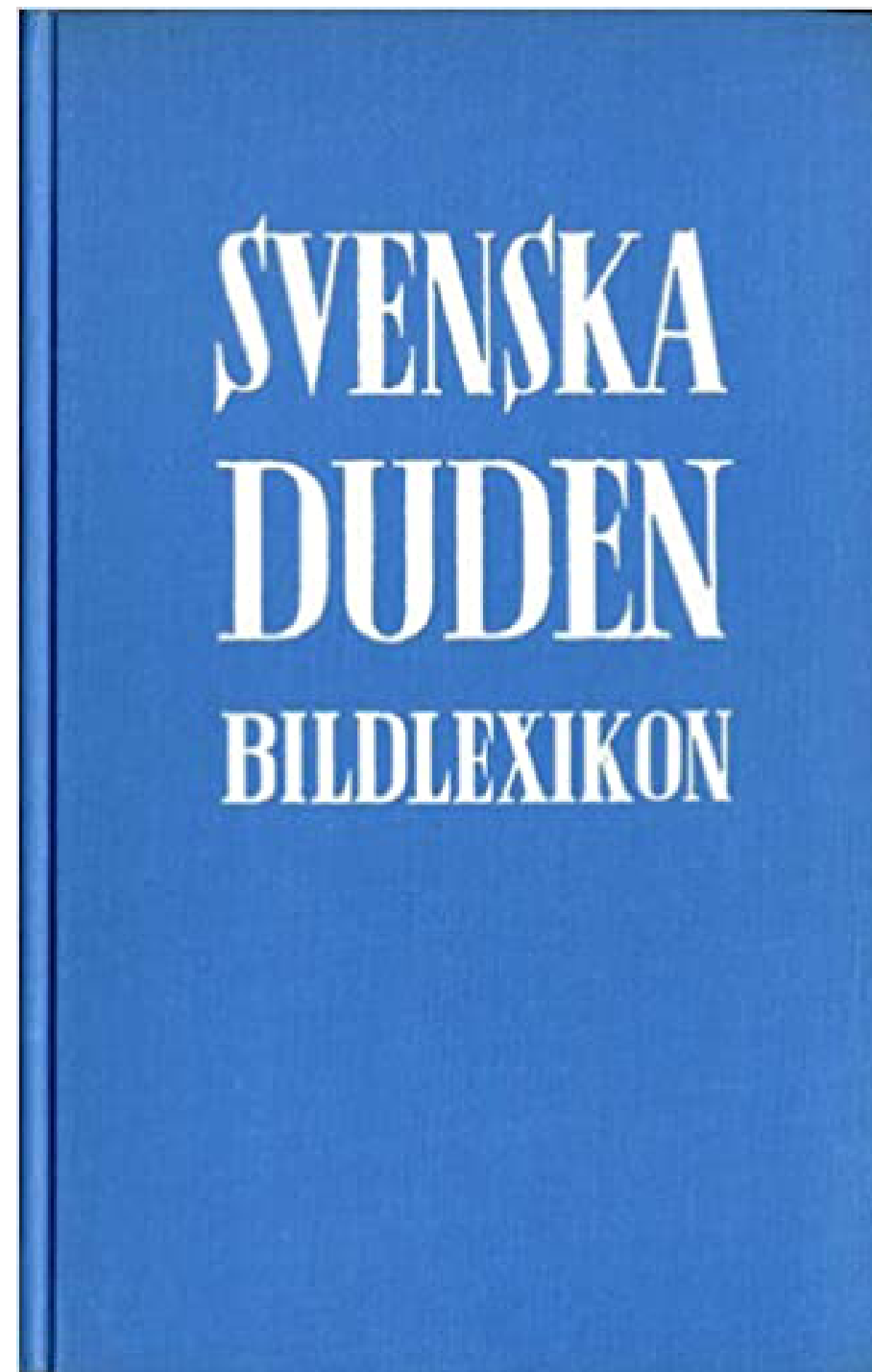
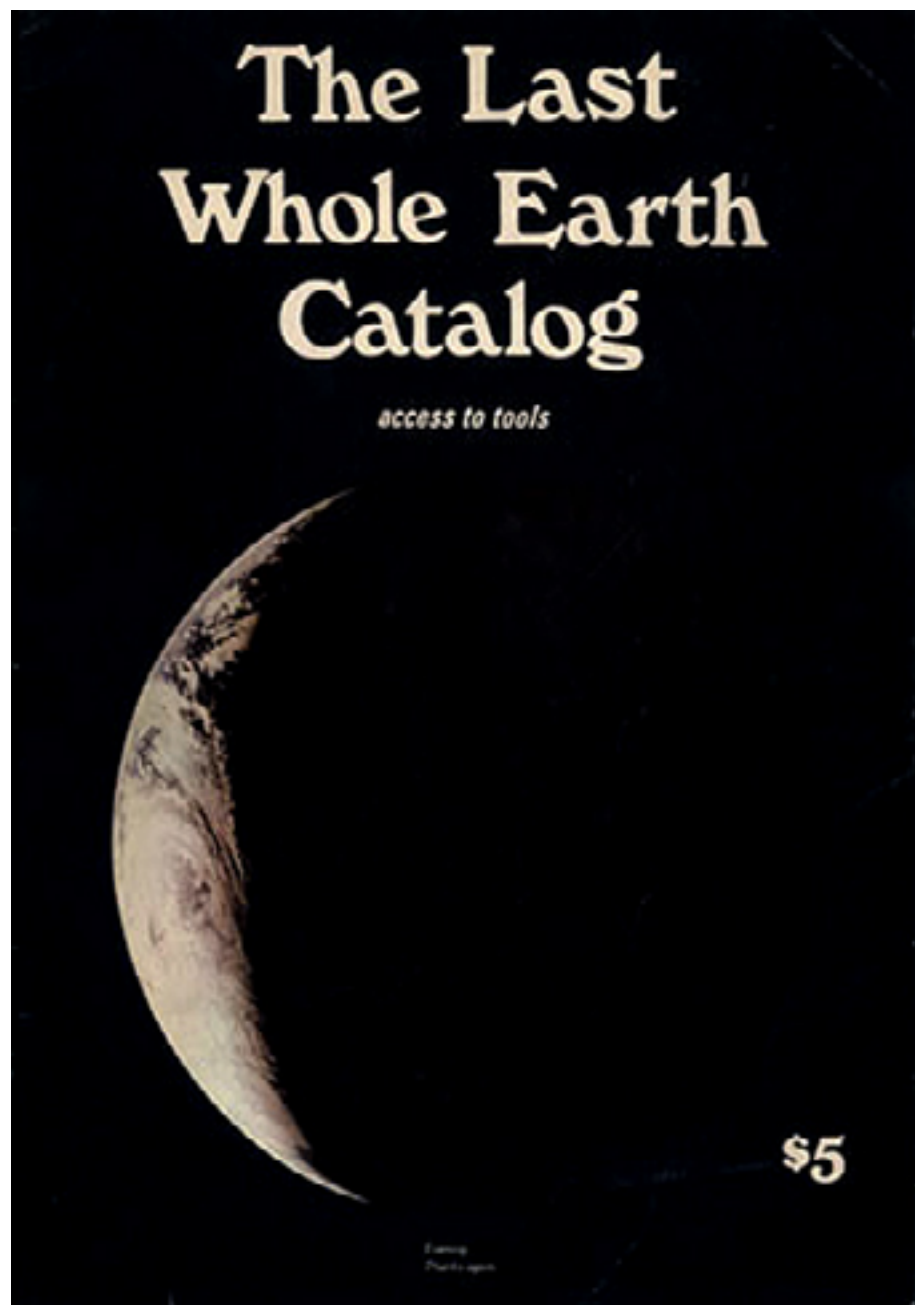


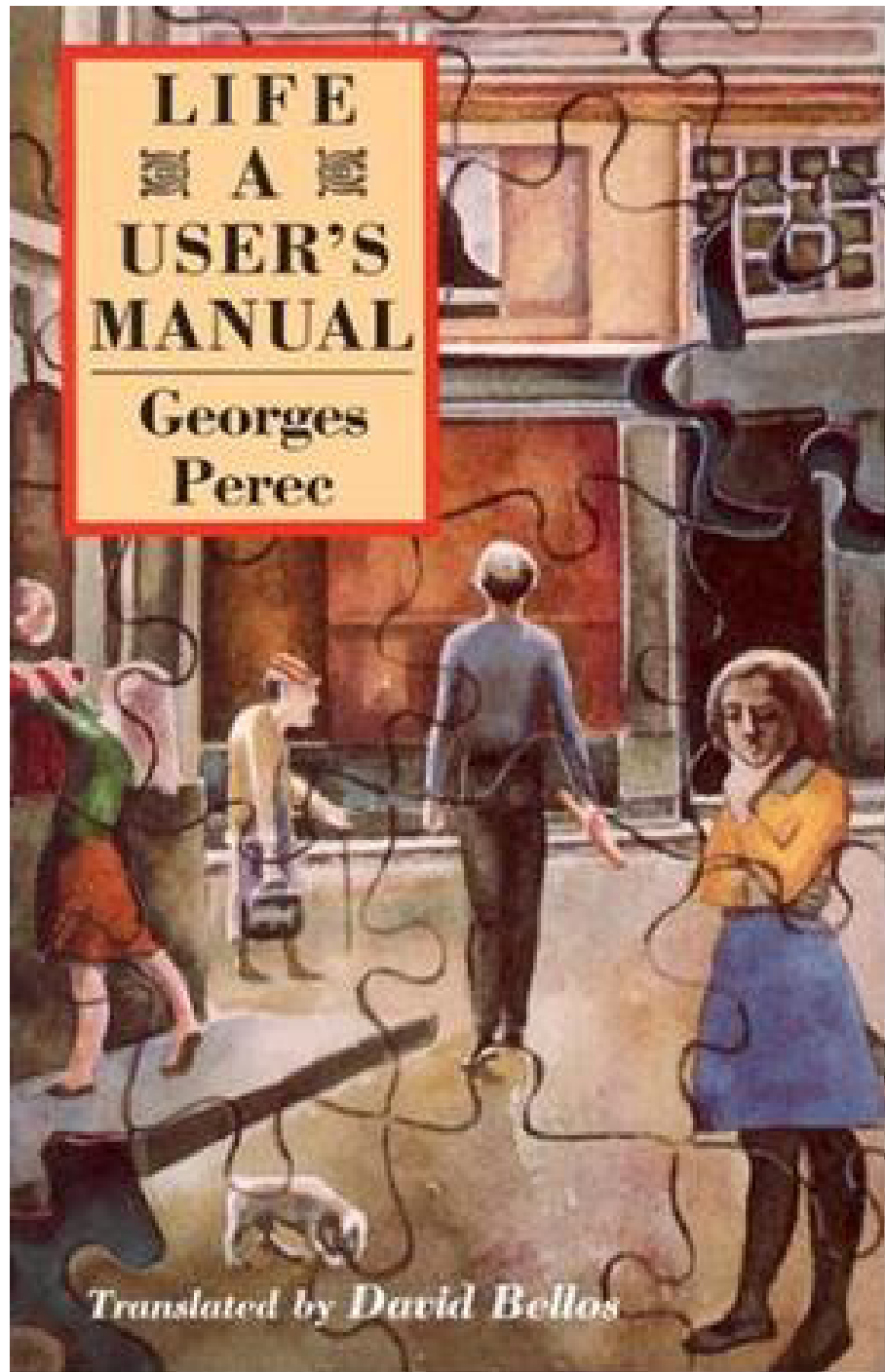
The Seven
Good Years

a memoir



Written by Anne Herbert & Margaret Paloma Pavel Illustrated by Mayumi Oda
Foreword by Desmond Tutu





BEFORE THE INTERNET

By Emma Rathbone

June 19, 2017

Before the Internet, you would just sit in an armchair with a book open on your lap, staring into space or staring at a decorative broom on the wall—kind of shifting back and forth between those two modes of being.



Illustration by Luci Gutiérrez

Before the Internet, you might take it upon yourself to do a drawing. You'd —*woop!*—turns out you'd drawn a squiggly alligator with a cockeyed approach.

Before the Internet, you'd have yawning summer afternoons when you'd flop down on one couch, then flop down on another, then decide to craft a fake F.B.I. card. You'd get some paper from your dad's office, copy the F.B.I. logo and your signature, laminate it with Scotch tape, put it in your wallet, take it out of your wallet, look at it, then put it back in your wallet with a secretive smile.

It was a heady time!

You'd be in some kind of arts center, wearing roomy overalls, looking at a tray of precious gems, and you'd say, "That's cat's-eye," and your friend would say, "Nope. That's opal." And you'd say, "That's definitely cat's-eye." And there would be no way to look it up, no way to prove who was right, except if someone had a little booklet. "Anyone got a little booklet?" you'd ask, looking around. "Is there a booklet on this shit?"

Then you'd walk outside and squint at the sky, just you in your body, not tethered to any network, adrift by yourself in a world of strangers in the sunlight.

Before the Internet, you could move to a new state and no one at school would know anything about you. You'd have no online history. You could be anyone. You would lean against the lockers with a faraway expression on your face and let people assume whatever they wanted. Like that you were a girly girl but could also be a tomboy. Or that back in your home town you'd been friends with a bunch of crows. And everyone assumed that if they saw a crow it probably knew you, because you had some kind of understanding with crows owing to undefined telepathic abilities that made you look troubled now and then but also really important.

Before the internet (2017), Emma Rathbone

<https://www.newyorker.com/magazine/2017/06/26/before-the-internet>

Zakka

From Wikipedia, the free encyclopedia

For other uses, see *Zakka (disambiguation)*.

Zakka (from the Japanese 'kak-ka in de zak-ka' (関下 雑貨) or 'miscellaneous things') is a fashion and design phenomenon that has spread from [Japan](#) throughout [Asia](#). The term refers to everything and anything that improves one's home, life and appearance. It is often based on household items from the West that are regarded as [kitsch](#) in their countries of origin, but it can also be Japanese goods, mainly from the fifties, sixties, and seventies. In Japan there are also so-called Asian Kakka in de zakka^[1] stores; that usually refers to [Southeast Asia](#). The interest in Nordic design or [Scandinavian design](#), both contemporary and past, is also part of this zakka movement. Zakka can also be contemporary [handicraft](#).

Zakka has also been described as "the art of seeing the savvy in the ordinary and mundane".^[2] The zakka boom could be recognized as merely another in a series of consumer fads, but it also touches issues of self-expression and spirituality. "Cute, corny and kitschy is not enough. To qualify as a zakka, a product must be attractive, sensitive, and laden with subtext."



ZAKKA – goods and things
exhibiton at 21_21 design sight, tokyo

https://www.designboom.com/design/naoto-fukasawa-21_21-design-sight-zakka-03-09-2016/

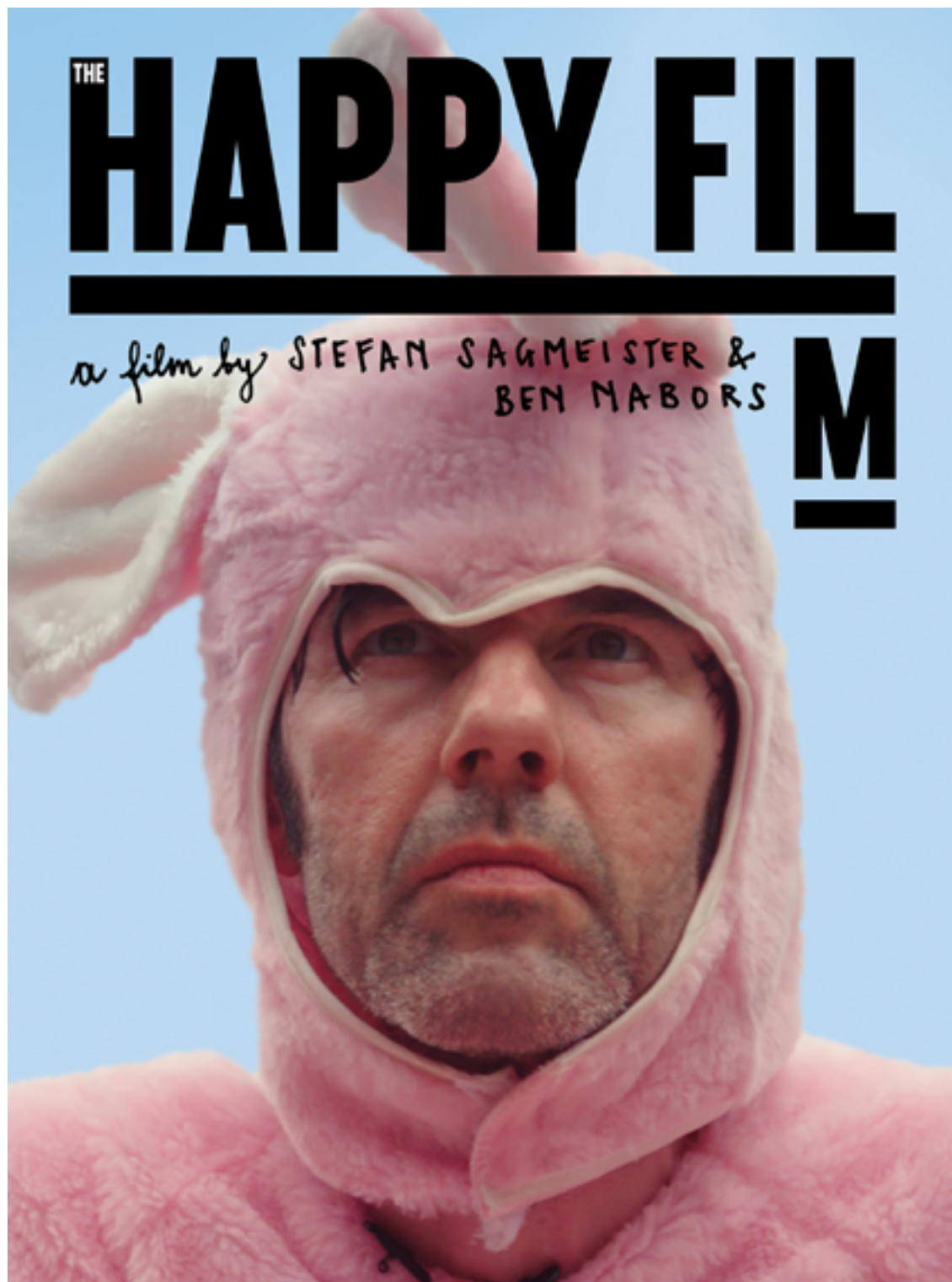


Roadtrip (2014), Xaver Xylophon

<http://xaverxylophon.de/ROADTRIP-ANIMATION>

Tango (1981), Zbigniew Rybczyński

<https://www.youtube.com/watch?v=lo8O8IYDzIU>



The Happy Film (2017), Stefan Sagmeister, Ben Nabors



Faces places (2017), JR, Agnès Varda



Hversdagssafn Museum of everyday life

„Hversdagssafn – Museum of everyday life is located in the center of Ísafjörður in the Westfjords of Iceland. It has the main purpose of investigating the mundane and the common, finding the poetry that comes forward when no one is looking.

(...)

Everyday life is a little bit like dark matter. It is what happens in between significant moments in life and holds everything together. It is meeting friends, having dinner, yelling at children, being yelled at, sulking, laughing and so on. And so on. It is walking from one place to the next. It is going to work. It is staying at home. It is worrying and washing dishes. It is both random and routine.”

<https://everydaylife.is>





There are a lot good people around, Svein Møxvold

<https://www.moxvold.com>

SHARE A SECRET

You are invited to anonymously contribute a secret to a group art project. Your secret can be a regret, fear, betrayal, desire, confession or childhood humiliation. Reveal anything - as long as it is true and you have never shared it with anyone before.

Steps:
Take a postcard, or two.
Tell your secret anonymously.
Stamp and mail the postcard.

Tips:
Be brief - the fewer words used, the better.
Be legible - use big, clear and bold lettering.
Be creative - let the postcard be your canvas.

SEE A SECRET
www.postsecret.com

place
postage
here

PostSecret
28241 Crown Valley Pkwy
#F224
Laguna Niguel, CA
92677-4442

~~PostSecret
13345 Copper Ridge Rd
Germantown, Maryland
20874-3454~~

<https://postsecret.com>



Memory (1971) Bernadette Mayer

The Sims



CITIZEN ASSISTANCE

• 4:14 a.m. — A man shoveling snow on State Street told police he saw a strange orange glow coming from the eastern sky that might have been something on fire. Police determined the glow was probably the sun coming up for the day.

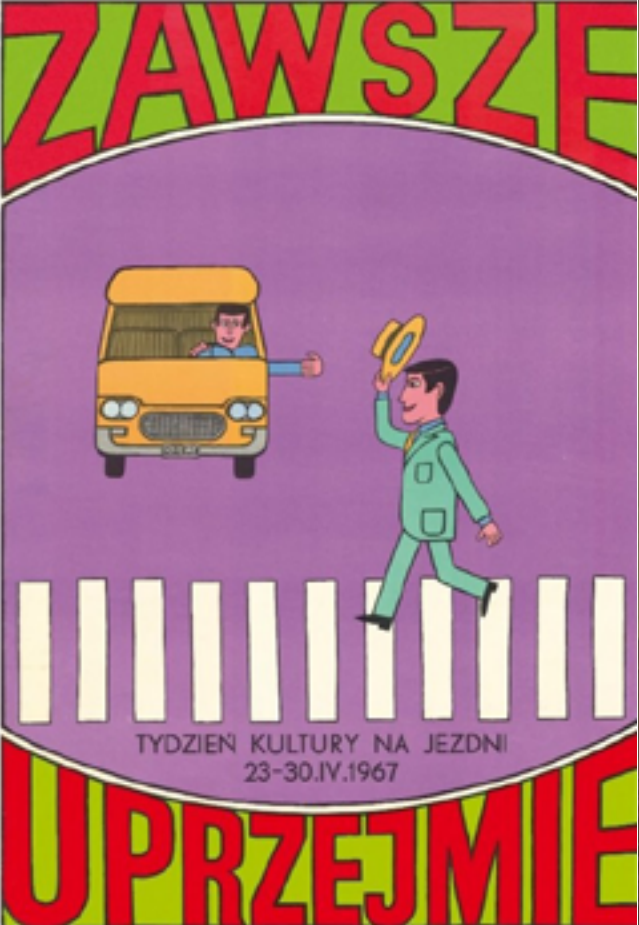
SLANT - Aaron Schuman

<http://www.aaronschuman.com/slantpages/slant01.html>

interview with the author:
<https://photocaptionist.com/ism/slant-interview-aaron-schuman/>

Poetry In Motion

<https://poetrysociety.org/poetry-in-motion>



Polish School of Posters, especially examples of socially engaged posters

GALERIA PLAKATU AMS (Poster Gallery AMS)

once a year an open competition for a poster on social issues is organized, and the awarded works are presented in national campaigns on citylights owned by AMS (polish outdoor advertising agency)

<https://galeriaplakatu2020.ams.com.pl>

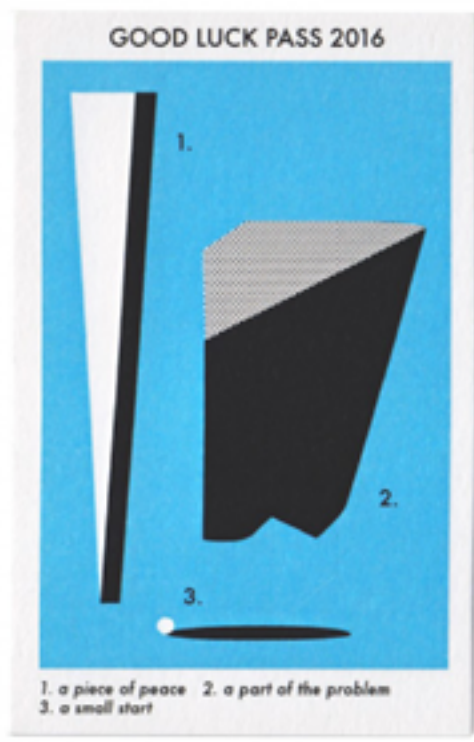


Kitchen Table Series (1990), Carrie Mae Weems

Everyday Thoughts on Everyday Things (2015), Rachel Denti



“Making the known unknown is also an act of creation.”
— Kenya Hara



(extra) Ordinary(2020), Robert Rurans

Good Luck Pass, Sue Doeksen



David Shrigley's works

Living Things Serie by Little Otsu



Be Green (2020), Tania Yukanova

"Some Rules for Students and Teachers" by Corita Kent, visualised by Caitlin Keegan



Mouni Feddag's works



Sophia Martinek's works



Ryo Takemasa's works

Barbara Dziadosz's illustrations



Stefano Colferai's short animations



Stephanie Wunderlich's cut outs and illustrations

**2. Paths I did not go with
Process documentation**

Everyday Life

**habits, routines, objects, practices,
repetitions, boredom, predictability,
everything that happens while we
wait for the more important**

How my project can show its value?

List of Everyday Life Pleasures for the Everyday Life Catalogue

Home alone

1. Singing while having a shower
2. Dancing in the kitchen
3. Staying up all night
4. Taking care of the plants and seeing them grow
5. Lying on the carpet and watching the ceiling
6. Trying out outfits
7. Reading a magazine on Saturday morning
8. Listening to music and lying on the sofa
9. Getting up early on a sunny day and having a coffee
10. Having house cleaned
11. Lying in bath
12. Rearranging
13. Sitting on the balcony on a spring evening and smoking cigarettes
14. Cooking
15. Waiting for a cake
16. Waiting for take-away food
17. Doing crossword/sudoku
18. Reading a book before falling asleep
19. Having a clean, washed duvet
20. When the song you like starts playing on the radio
21. Having a favorite fork
22. Having clothes in the wardrobe in order
23. Waiting for pizza dough to grow
24. Spraying flowers
25. Having your pair of slippers
26. Having a new piece of furniture
27. Watching old photos
28. Looking at the neighbors through the window
29. Falling asleep while it's raining on a warm evening
30. Receiving a magazine you like by mail
31. Receiving postcards
32. Starting to be obsessed with a new song
33. Realising you can sleep longer in the morning
34. Beauty care
35. Craft activities
36. Watching the sun on the wall
37. Having a break
38. Hanging new pictures
39. Making puzzles

Home with people

1. Having a party
2. Having friends for dinner
3. Having a date
4. Warming your feet with somebody's feet
5. Reading the same book together
6. Throwing keys through the window
7. Playing board games

Alone outside

1. Singing in the car
2. Walking in the city and listening to music
3. Walking in nature and listening to the silence
4. Sunsets and sunrises
5. Going with a car and always having green lights
6. Not checking a bus but having it right away
7. People watching
8. Cloud watching
9. Two airplanes crossing
10. Walking barefoot on the grass/sand/street
11. Dancing barefoot after a long night in heels
12. Birds singing
13. Leaves szzzzzz
14. Walking in the city in the morning when no one is there
15. Cycling downhill
16. Leaving work earlier
17. When a cat on the street wants to cuddle
18. Sitting on the bench in the first spring sun

Outside with people

1. Having longer eye contact with a stranger
2. Saying something simultaneously
3. Watching a sports game together
4. Playing sports outside
5. Holding hands
6. Meeting someone you like by accident
7. Meeting for a coffee and spending all day together without a plan

Typology of pleasures 4 pleasures model

Phyiso-pleasure

- touching, smelling, hearing, tasting
- when things feel just right
- seeing, experience through senses
- watching the sun on the feet
- warming your feet by stoves
- touch, warmth of other body
- nature: birds, leaves
- making the clothes off, shoes after long day
- playing sports
- holding hands
- singing while showering, hearing, feeling
- dancing on the kitchen + music: hearing, feeling
- listening to music, obsession with new songs
- lying in a bath
- waiting for a cake, for pizza dough to grow
- cooling
- having a bean duff
- when the song you like plays on the radio
- falling asleep on the warm evening
- beauty treatments

Psycho-pleasure

- satisfy for the intellect
- accomplishment progress: finishing and result
- cognition, discovery, knowledge: getting things done
- having house cleaned
- reading a magazine/book you like
- getting up early
- rearing up - seeing a change
- doing crosswords, sudoku, puzzles, games
- reading in the evening after the day has passed
- observing people by the window (also socio sense of belonging)
- rhythmic nature cleaning end

Socio-pleasure

- belonging, identification
- human contact
- relationship with other people and society as a whole
- reading together
- playing games with others
- watching sports together
- taking care of something: plant, animal
- also socio: your taste is shared with others
- seeing people sitting on their places by the table
- watching old photos
- receiving postcards, mail
- having a break
- having a good conversation
- having a party
- having dinner with others, meeting people

Ideo-pleasure

aesthetic, cultural ideas

personal values derived from art, books, music, finding something that is corresponding with our personal, political, ecological values, aspirations

be / do goals

- trying out new clothes
- sitting on the balcony (also, rings)
- having a favorite thing: cup, fork, plate, slipper
- having things in order
- having a new piece of clothing, furniture
- receiving magazine you like
- reading you can sleep
- hanging new pictures
- doing something opposite to usual: proving oneself that you can

Situatedness

- realizing you can sleep longer in the morning
- throwing keys through the window
- going with a car and always having a green light
- not checking a bus and having it right away
- when a cat on the street needs to cuddle
- having an longer eye contact with a stranger

International Day of Joyfulness

- saying the same thing simultaneously
 - meeting someone you like by accident
- * hedonic adaptation: observing which daily pleasures don't get bored as you are exposed for them for a longer time

Flow

being lost in a moment

mind-gone

absorption in a task

activities: sports - focusing attention on something else

- lying on the couch, change of perspective
- meditation
- spraying flowers
- watching change in nature
- walking in a city and wondering around
- cycling downhill, getting carried away by the moment
- meeting for a coffee and spending all day together, drifting through the day

Best of Everyday Life Awards

moments nominated in 6 categories

Golden hour

1. When a song you like plays on the radio
2. Not checking a bus and having it right away
3. When a cat met on the street wants to cuddle

Making your own fun

1. When a song you like plays on the radio
2. Not checking a bus and having it right away
3. When a cat met on the street wants to cuddle

I could do it all the time if I wasn't bored after a minute

1. Waiting for a connection with consultant
2. Staring at the wall and seeing sun changing
3. Having a stream of thoughts while washing the dishes

In routine I find my true self

1. Having a favourite cup
2. Receiving magazine subscription
3. Impatiently searching for a key before leaving a house

All I need is the beginning of familiar

1. Brushing teeth together
2. Seeing all the family members sitting on their seats by the table
3. Seeing the same dog owners through the window

A fresh perspective

1. Cleaning your closet
3. Coming home back after the holidays
2. Driving by car and seeing your hometown from the road as the seasons change

Best of Everyday Life Awards

draft of the statues' appearance







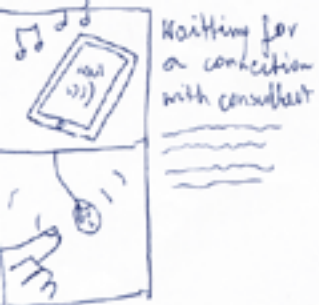
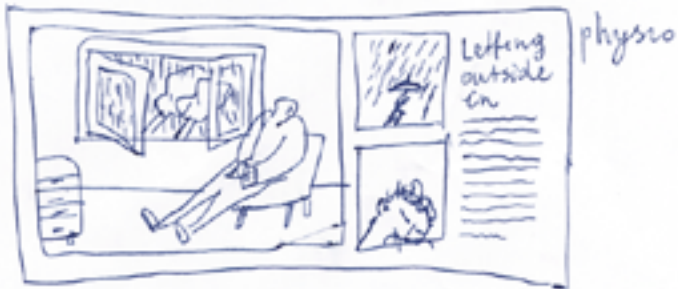
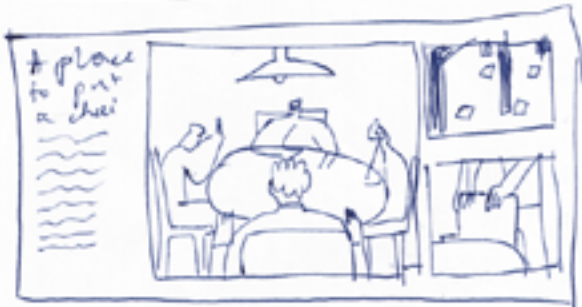
symbols
objects



april
2000



Categories without a routine I'm lost
homeness:



the time, if
minute

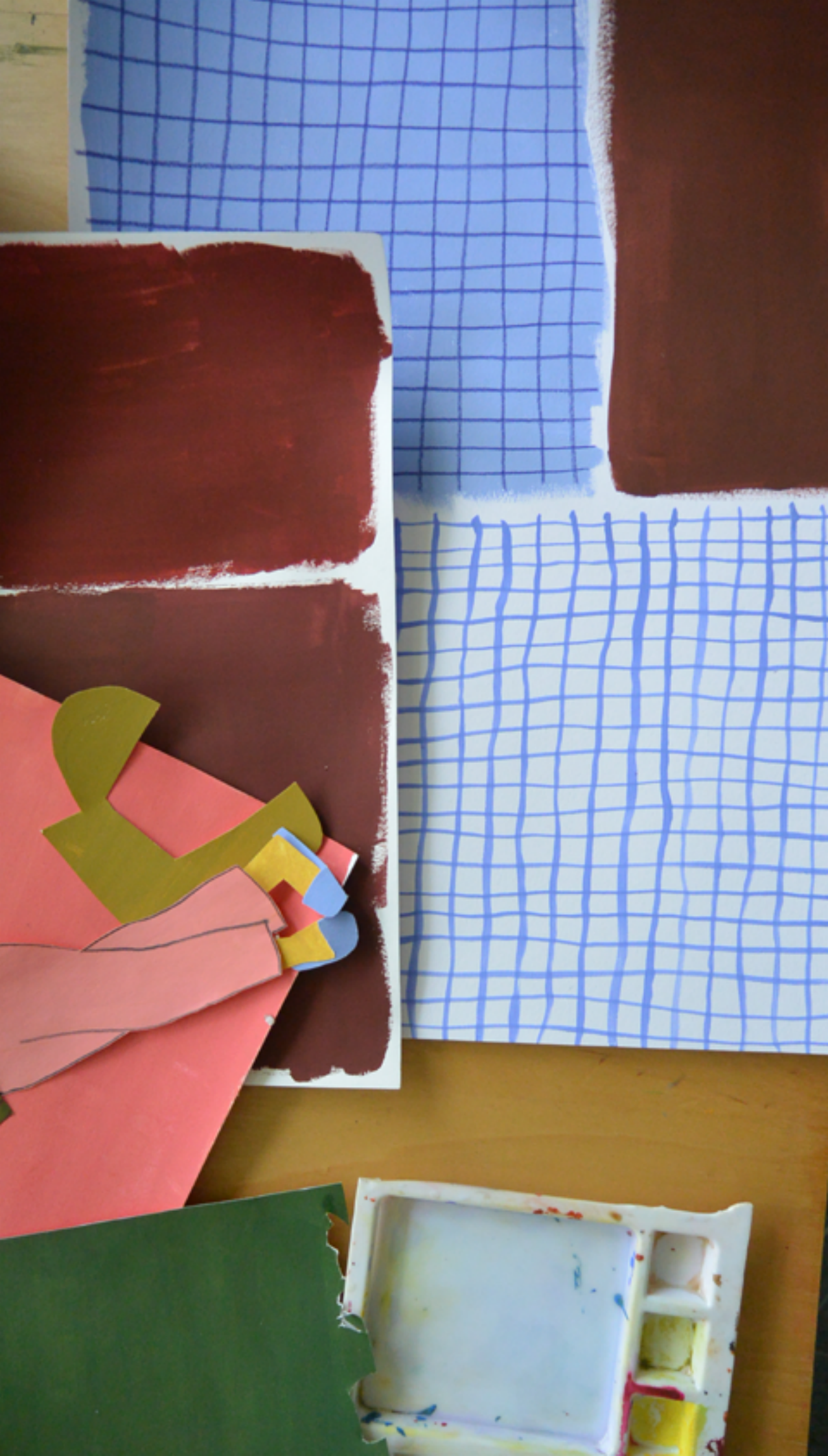


kitchen
bedroom
bathroom
living room
street















THE BEST OF
Everyday Life



THE BEST OF
Everyday Life



**Lorem ipsum
dolor sit ametpat.**

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THE BEST OF
Everyday Life



THE BEST OF
Everyday Life









THE BEST OF
DAILINESS



THE BEST OF
DAILINESS



Clear Channel

THE BEST OF DAILINESS



GOLDEN SHOT
WHEN A SONG YOU LIKE
PLAYS ON THE RADIO

Clear Channel

THE BEST OF DAILINESS



Clear Channel

THE BEST OF DAILINESS



GOLDEN SHOT
WHEN A SONG YOU LOVE
PLAYS ON THE RADIO

Clear Channel

THE BEST OF DAILINESS



GOLDEN SHOT
WHEN A SONG YOU LOVE
PLAYS ON THE RADIO

The Best of Everyday Life - one of the texts I wrote

I wish life was only filled up with the moments that are worth my time.

Fine, they say: when life gives you lemons, make a lemonade.

But I don't mean that I wish life would magically become sorrow free. You obviously can somehow grow from being in pain.

What I wish is the life deprived from with everyday toil. Because for me, the routine competes with boredom in a race for the most undesirable act.

Fine, they say: meaning is not something fixed but something you should seek for yourself.

You can easily deduce from that, that anything can become meaningful if you try hard enough to see its worth.

But honestly, tell me what is the worth of everyday life?

Where lies the clue in seeing pleasure in making the bed every day?

How to enjoy waiting in the line for twenty minutes to talk with a consultant?

Predictability means that you know how filling an empty cup always ends.

Nothing extraordinary lies in washing the dishes and thinking about anything general neither anything in particular next to that.

Nothing new in seeing the same dog owners passing my window every day.

No purpose in staring at the wall and seeing the light going through, playing at the wall.

No joy in cleaning the closet again and again after the pile of clothes grew too big on the chair standing nearby.

No surprise in receiving a magazine by post, always the same.

No uncertainty in waiting for food, minute after minute when time passes too slow.

Nothing extraordinary in the afternoon nap on Saturday afternoon.

No variety in having one's own place to sit by the table when family comes.

No thrill in brushing the teeth again and again and again, wishing it can be done once and for good.

No fulfillment in action that repeats and brings nothing else but a memory from the past.

No purpose in moving along the road, without a clear need.

No difference in a coincidence that happens but lasts only for a song.

Fine, they say: use your time wisely, you only live once. But being truly aware of how your time is spent is a scary thought.

Why in-betweenness fill it all up?

Fine, maybe there can't be any meaning in it. Or not?



routine > ritual

A daily routine can change its status when it gets the name of a ritual that gives consistency in life and is presented as something to master.

practice > game

By giving the rules of the act I wanted to show that experiencing pleasure can be an attentive act that is not always easy to perform yet, can become enjoyable.

3. The final result, static

Everyday Specials

**instructions on how to practice
pleasures in everyday life**

JCDecaux

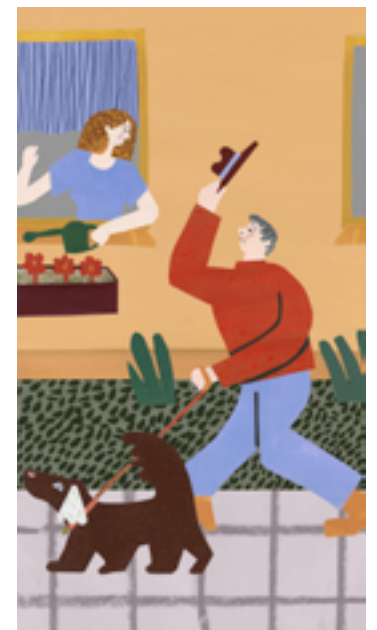
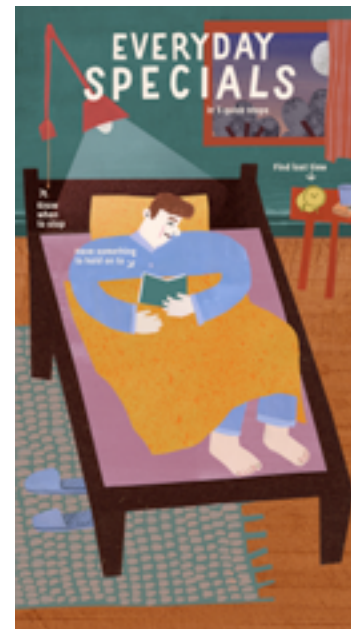
EVERYDAY SPECIALS

In 3 quick steps

3. Make your own fun

1. Find the right trigger

2. Use your imagination



EVERYDAY SPECIALS

in 3 quick steps



2. Bring others in

1. Choose a right space



3. Build something around it

EVERYDAY SPECIALS

in 3 quick steps



3. Loose control

1. Find a steady position

2. Put something aside

EVERYDAY SPECIALS

in 3 quick steps

2. Find a fresh approach ↓

3. Leave it all behind ↓

1. Identify old mess ↓



EVERYDAY SPECIALS

in 3 quick steps

1. Have →
something to share

↓ 2. Don't
forget
yourself

3. Repeat ↻
twice a day



EVERYDAY SPECIALS

in 3 quick steps

3. Make your
own fun



1. Find the right trigger



2. Use
some
imagination



EVERYDAY SPECIALS

in 3 quick steps

1. Balance challenges and risks →

↗
2. Often change the speed

3. Loose a clear goal →



EVERYDAY SPECIALS

in 3 quick steps

1. Prepare yourself
↓

3. Ignore the rest
↗

↗
2. Spend time on it



EVERYDAY SPECIALS

in 3 quick steps



← 2. Make a connection

3. Water the roots ↑

← 1. Find a pretext

EVERYDAY SPECIALS

in 3 quick steps

2. Enjoy when it comes ↙

3. Keep being surprised →

1. Have something to wait for ↘



