

**Modes of design  
and  
Learning outcome**

**DE550 Master Project**

**IM**

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## **My Project**

**I wanted to see if I could place immaterial value on my design objects,  
with the help of storytelling.**

**What i want you to look for**

- What is storytelling for me
- What is design for me
- What is empathy for me

**What i have seen and heard**

- IDEO/ Norwegianness
- Prindsen
- Royalty
- Dante
- The three faces of empathy

**What you will see and hear**

- The Braselet
- The Septer
- The Monument
- The Film

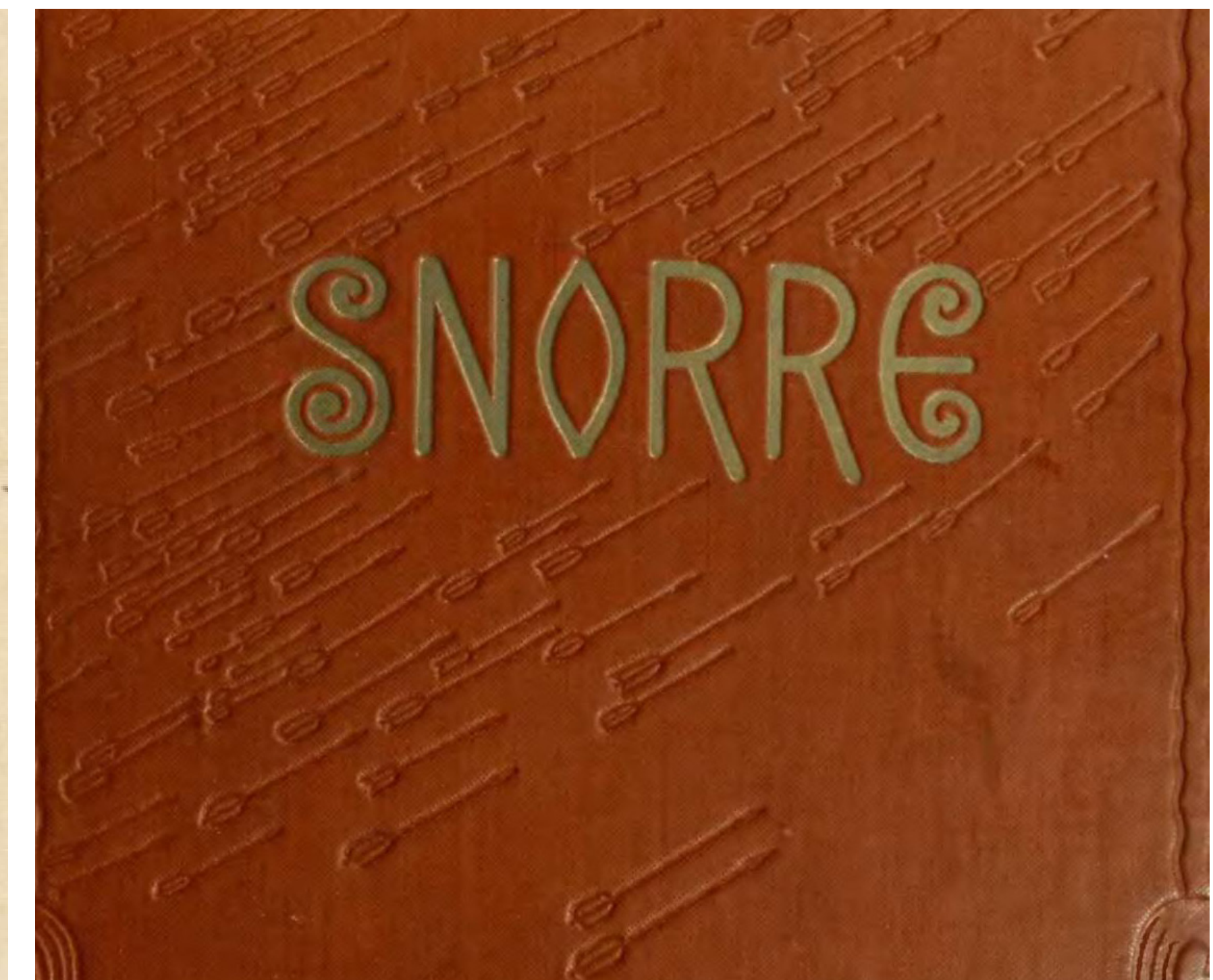
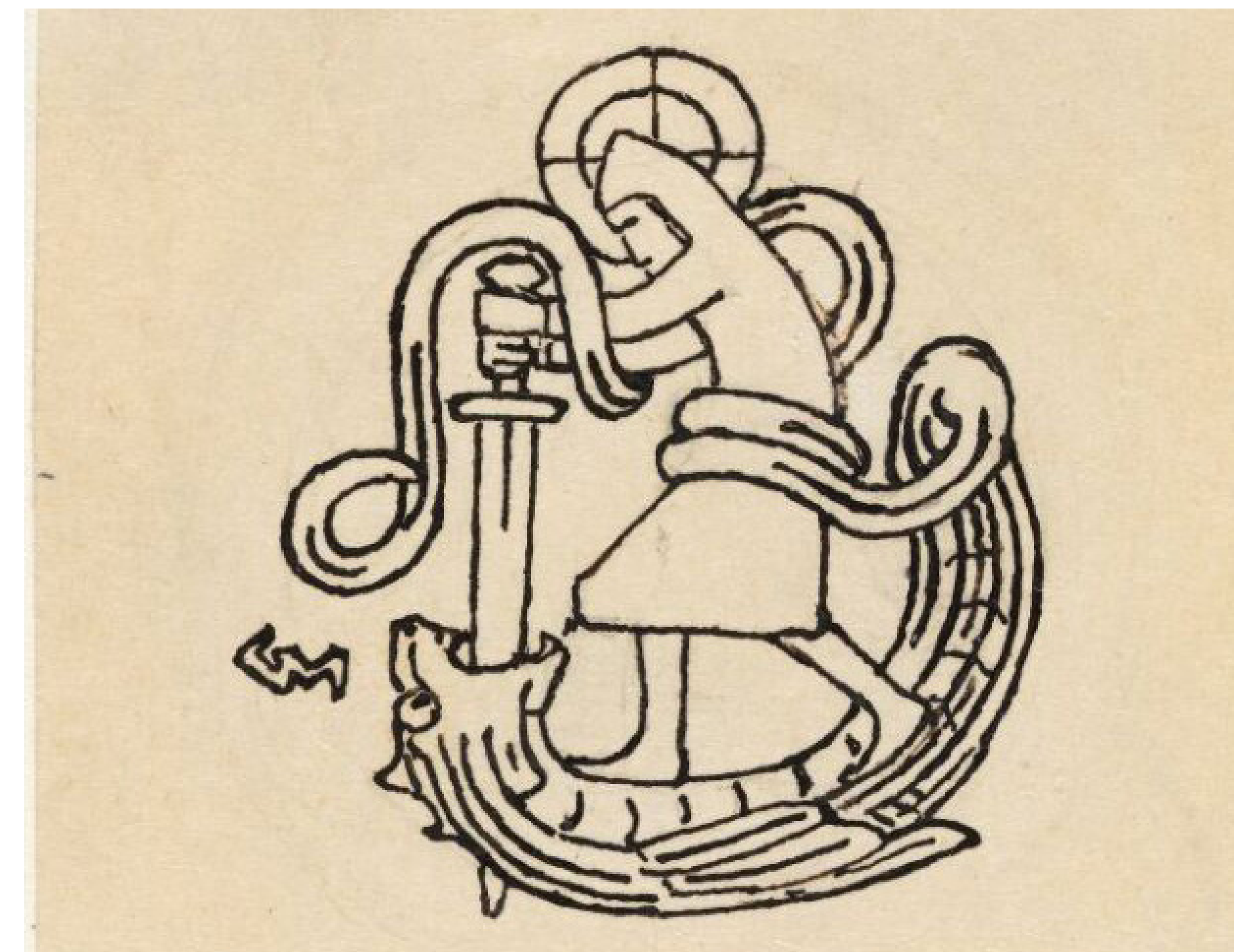
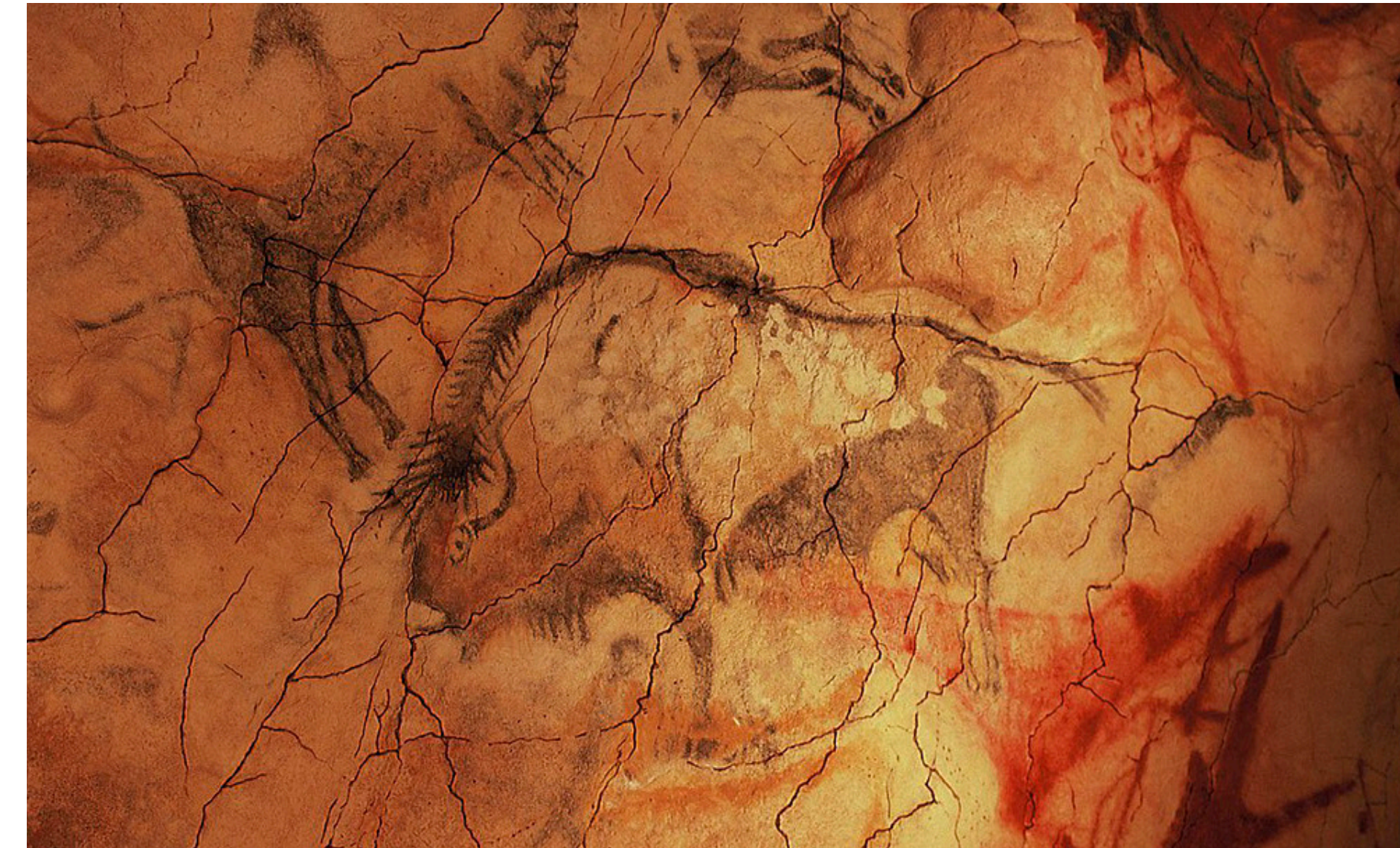
**What would I do, if not for covid19**

### What is storytelling for me

I do believe that storytelling is a very powerful tool, a tool that has been used for good and bad throughout history. Cave painting is a Story, a group of human beings cooperating to hunt down an animal and then bragging about it by painting the story of the hunt on the cave wall. Cave painting have some similarities two refrigerator magnet. Both are stories that we materialised and bring into our safe surroundings.

Dictators have used stories too separate people from each other, to justify murder and to take control the masses.

Religious leaders tell stories to comfort and to make their community one. W In Norwegian culture Snorre Sturlason Heimskringla is a good example on storytelling that emphasis the meaning and importance of a monarchy. With these stores, we, as citizens of this country feel that the monarchy is something of importance. Even though the King we have now is one generation away from being Danish.



**What is storytelling for me**

Our brain is fine tuned to understand stories, If we are in in the pub and a Friend says “do you want to hear what happened to me last night” our brain instantly goes into story mode, or when a child hear the sentence “Once Upon a time” the child goes into story mode. this is a mode where we put logic aside and you are driven by emotions. you are prepared to be scared, to laugh and maybe even cry.

We feel the power of storytelling every day, if you read a book, Watch the news or play a game you are placing yourself in that story.

This ability to place yourself into a story is one of the things that separates us from most animals.

In a very general way I would say that this is one of the abilities that makes us human.

**Mirror neuron**

A mirror neuron is a neuron that fires both when an animal acts and when the animal observes the same action performed by another. Thus, the neuron “mirrors” the behaviour of the other, as though the observer were itself acting. Such neurons have been directly observed in human and primate species.

They were first discovered in the early 1990s, when a team of Italian researchers found individual neurons in the brains of macaque monkeys that fired both when the monkeys grabbed an object and also when the monkeys watched another primate grab the same object.



**Treasure from the wreck of the unbelievable**

**By**

**Damien Hirst**



If you are not familiar to this project it is Damien Hirst biggest project. After Hirst sold his famous skull covered in diamonds and a lot of other works in 2008 he disappeared for a while.

Treasures from the Wreck of the Unbelievable is a mockumentary about a roman trade ship that sunk outside the coast of South Africa around year 50 AD. This trade ship had precious cargo; it was filled up with artworks from around the world. All this artwork sunk to the bottom of the sea, but in 2011 Some fishermen found artworks in their fishing nets. So, then the hunt for these treasures begins.

These artworks our works that Damien Hirst and his crew has made and then they have sunk them in to the ocean and left them there for 10 years, then they spent 10 years building a Storey around these artworks. the artwork in themselves are not that interesting without the fictional story that he creates. As you easily can see from his artworks, he has appropriated the visual from cultures all over the world through all time. from the fossil Ida too gaming characters like Optimas Prime.

I think this is an excellent example of how storytelling creates the artwork. If you are not familiar with this work, I highly recommend it.

[https://www.youtube.com/watch?v=HsE77mLtM\\_8](https://www.youtube.com/watch?v=HsE77mLtM_8)

## Dante`s The Divine Comedy

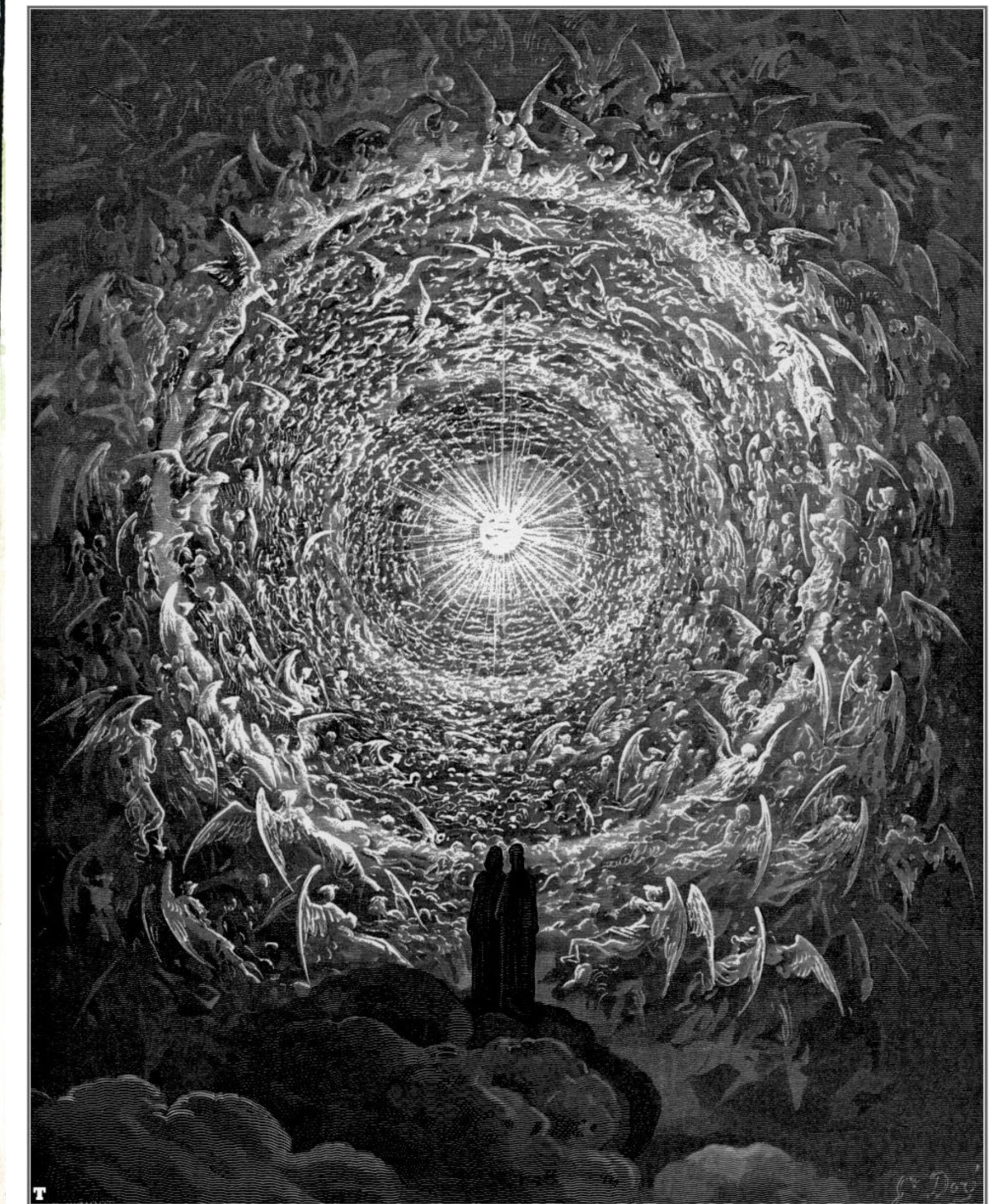
This book is special because it is a fictional story, but it is also a comment on the political system in Dante's this time.

This book is in three parts, but Inferno is the most famous of them. In this book Dante`s and his idol Virgil travels down into the layers of hell. Throw this journey he meets people from history, people that Dante means are there for different reasons.

This is a book of judgment, where Dante is the judge. I don't want to be a judge In my project... or maybe just a little bit.

Divine Comedy is a remarkable story for two reasons.  
It captures the struggle of human life in a very systematic way.  
And it was the first of its kind to not use the typical Greek system of storytelling.

I use this book as a visual reference and as a reference in my storytelling.



**What is design for me.**

I do believe that design is at its most powerful when the design are in between two different groups of people.

That design can build bridges between groups of people. Between religion, culture, or social class. I believe design has the possibility of changing the way we look at situations and other people.

objective of both empowering social groups, but also making visible the problems in the societal power structures. The intention then being as the beginning of discussion, not as a solution. The prostitution will not stop, nor the side effects of that, but we can become more aware of them in order to pursue to address them in multiple ways.



**Example:**

Some years ago, Ted Noten the jewellery designer did a project where he placed a vending machine in the red-light district of Amsterdam.

This vending machine contained red plastic rings, the thought behind this project was that a prostitution customer would buy this ring and then as a gift give this ring to the prostitute that he was going to visit.

The symbol of giving somebody a ring is so powerful that Ted Noten meant that the customer would behave in the better way after this act.

Treating someone badly after you have given them a ring does not make sense in my eyes.

For me this is a good example of how a design object can break or change human behaviour towards each other.



**What is empathy for me?**

The ability to place yourself within somebody else's situation.

Market researchers have predicted that the self-help industry will be worth \$13 billion dollars within the next four years, by 2022.

It has gotten big on telling you how you can become a better version of yourself. In general, the self-help industry teaches you how to feel better about yourself.

If somebody asked me what design is about three years ago, I would say that it is about improving the life of human beings. This is a statement that is up for discussion of course, And I guess we could poke hole in that statement quite fast.

But for the sake of this project I would say that design is in general to do good.

So therefore, design in its core is empathic.



These are portable, inflatable tents which you can hook up to the warm air coming out of the ventilation systems.

**What is empathy for me**

I have a self-made theory that everybody in the entire world thinks they are empathic. and the reason for that is we confuse the feeling caring for someone with empathy.

Loving your family, spouse or a friend it is not the same as empathy, but it gives the same feelings. Hitler loved his dog, does that make him an empathic person? I guess we all would say no, but for him he felt the love he gave to his dog. Therefore, in his eyes. He is empathic.



**What is empathy for me.**

I know that this is stupid, every year I look at statistics for New Year's resolutions. I find it interesting, even though it is the same

every year wherever you go in the world, it is the same. what this tells me is what we humans think we want. And by telling me what you want you also tell me what you think you have enough of. So, in the negative space of the new year resolutions something pops out.

We think we are good enough when it comes to empathy.

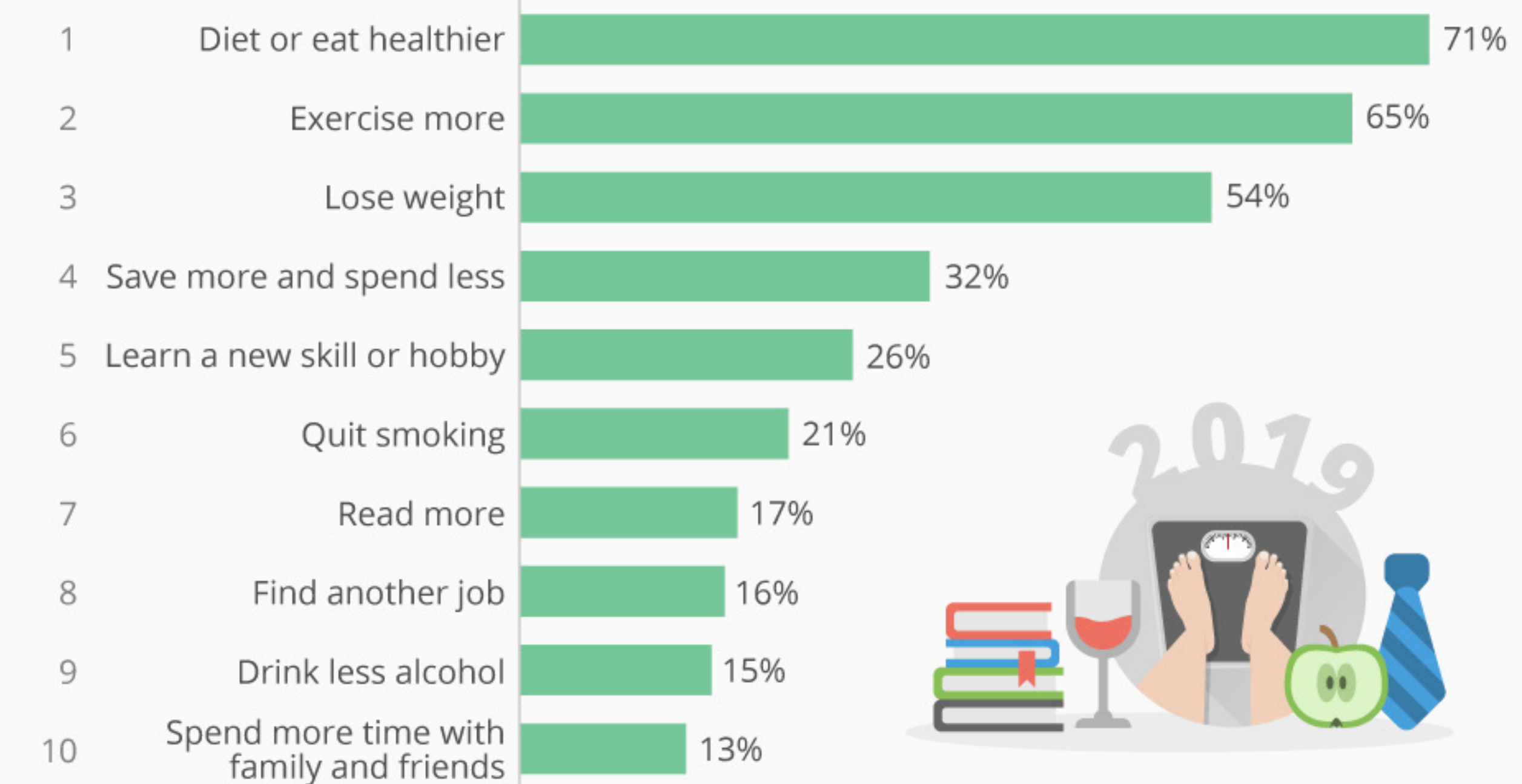
nobody has ever put on their New Year's resolutions "I am going to be more kind to strangers".

The same goes for self-help books, none of them have the title "how can I recognise that the people around me are struggling?" that is not a best seller.

My point in this is that the society we live in don't focus on empathy, empathy is not a factor in success.

**The Top New Year's Resolutions For 2019**

What U.S. people are wishing for the most in 2019



**What is empathy for me?**

So where have I seen the most empathy?

This is not in question which come out of the research i have done for this project. The question should be, where have I seen the most empathy in my life?

and the answer for that is when I talk to individuals who have gone through rehabilitation. people that have gotten addicted to heroin or other serious drugs.

The path at these individuals go through from beating the actual addiction of the drug to be coming a valuable individual in your life and in the lives of the people around you.

The people I have met who has gone through this journey are the most empathic people I have ever met. They are empathic towards them self and towards others.



Coins from the 12-step program. A design object that represent your own achievement

**The ideo workshop.**

IDEO and KHIO join forces and made a workshop, primarily for the MA1 class. Maybe just say that you got offered an opportunity to participate. this was an offer that I could not refuse.

The workshop wanted to focus on Norway and what is unique about our country. we were supposed to exhibit this workshop at the Design March festival in Reykjavik. Do to Covid 19, this did not happen.

I wanted to show the world that the Norwegian society has some issues when it comes to drug use and mental health.

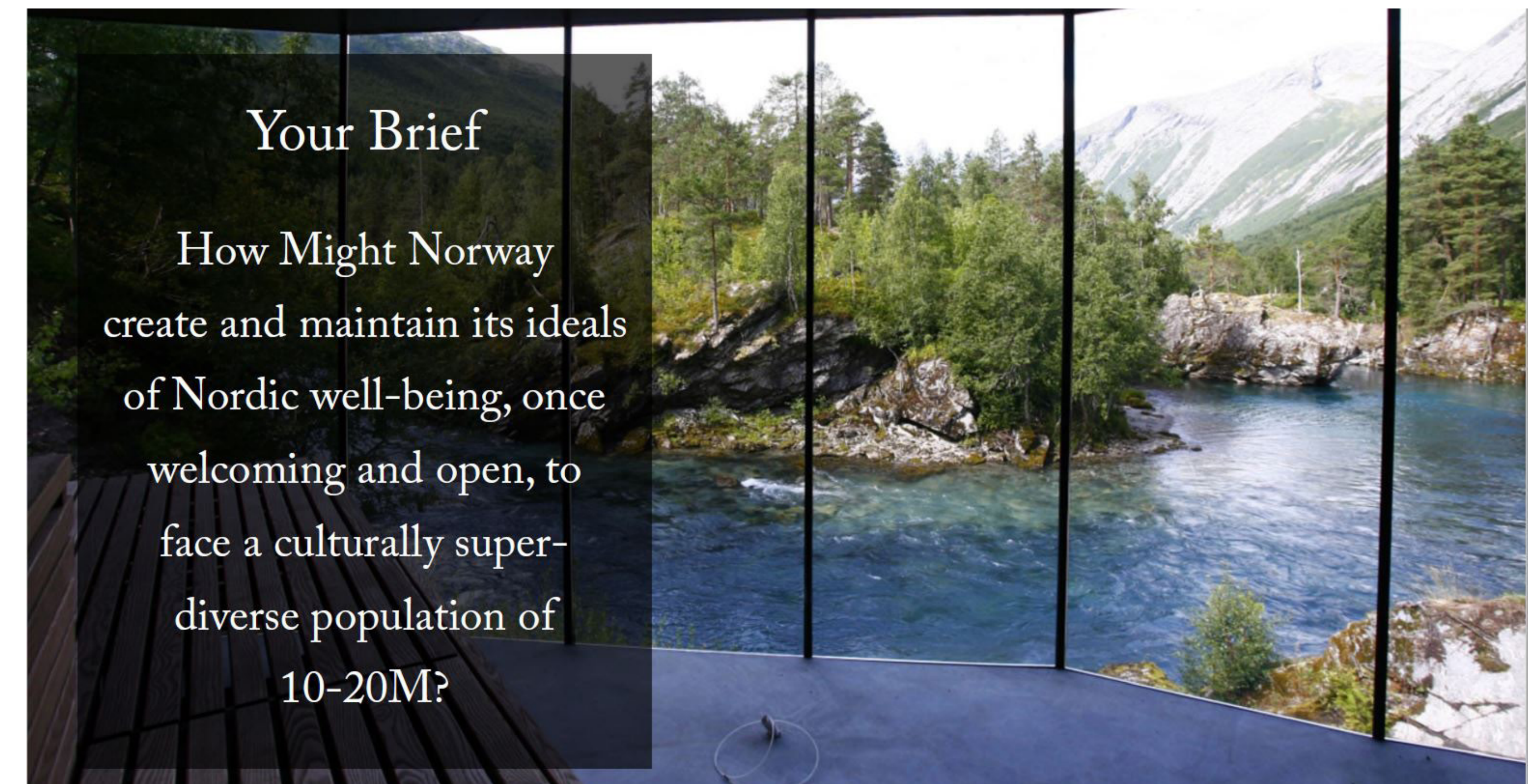
but according to my research, behind those challenges lies a great potential and resource of empathy that could help the society in large. My project is thus about how design could bring forward my findings on empathy, and how this could begin the discussion for societal change.



## Norwegianness

IDEO wanted us to have a look at Norwegian culture and society in a new way.

This project gave me an opportunity to show the world some of the dark sides of the Norwegian Fairy Tale. I wanted to tell a story about people who are on the outside of society.



Two pages from the brief we got from IDEO.

## Norwegianness/ Research

### Personal independence:

Harald Eia has a TV show called Sånn er du.

In this show he references a worldwide survey called World value survey. Harald is in search of what is the Norwegian values. the survey can conclude that four Norwegians personal independence is important.

Personal independence is what we want, what we need and what we want to give others.



## **Norwegianness/ Research**

### **Critical time for relapse:**

throughout my life I have been exposed to people with substance abuse. I still work with this group of individuals And I have experienced on a personal level what it means and what it takes to go through a rehabilitation.

The rehabilitation system in Norway is good, for instance nobody in Oslo have to sleep outside. We have shelters and systems that will help you if you let them.

The rehabilitation system is much like a stairway. You start at the bottom and gradually move upwards.

In the eyes of the society you are rehabilitated when you have gone through all the steps. then your price is an apartment and a small amount of cash. "Here you go, go out and be a productive citizen"





## Norwegianness/ Research

### Critical time for relapse:

So, when you are done with the rehabilitation you have achieved personal independence.

You have achieved the most valuable thing in Norway.

This is a point where a lot of drug addicts fall back into old habits, there are a lot of reasons for this. the lack of social interaction, the lack of work, meaning and pride.

This is a very dangerous time for a former drug addict, this is a time in their life where they need to be recognised as human beings.

This is for me where the Norwegian rehabilitation system is at its weakest



Maria engholm:  
Bristepunkt

## Norwegianness/ Research

### Rehabilitation it's an education:

I have throughout my years met a lot of people who are either done with rehabilitation or are currently in rehabilitation.

These individuals have gone through a journey that had given them insight too their mental health.

Every time I talk to a former drug addict, I get this feeling that this is a highly educated man or woman.

I do think that we, as a society would benefit from recognising that these individuals are a resource.



Picture painted by one of the users of Bymisjonen Aktivitetshuset Prindsen.

**Bymisjonen Aktivtetshuset Prindsen.**

**Artwork:** In this text I use artwork as an umbrella word for several things. Crafts, food making, repairing end of course artwork's.

I spent four weeks at Bymisjonen Aktivtetshuset Prindsen.

I got an insight in how the social workers work with this group of people and at the same time work with artworks.

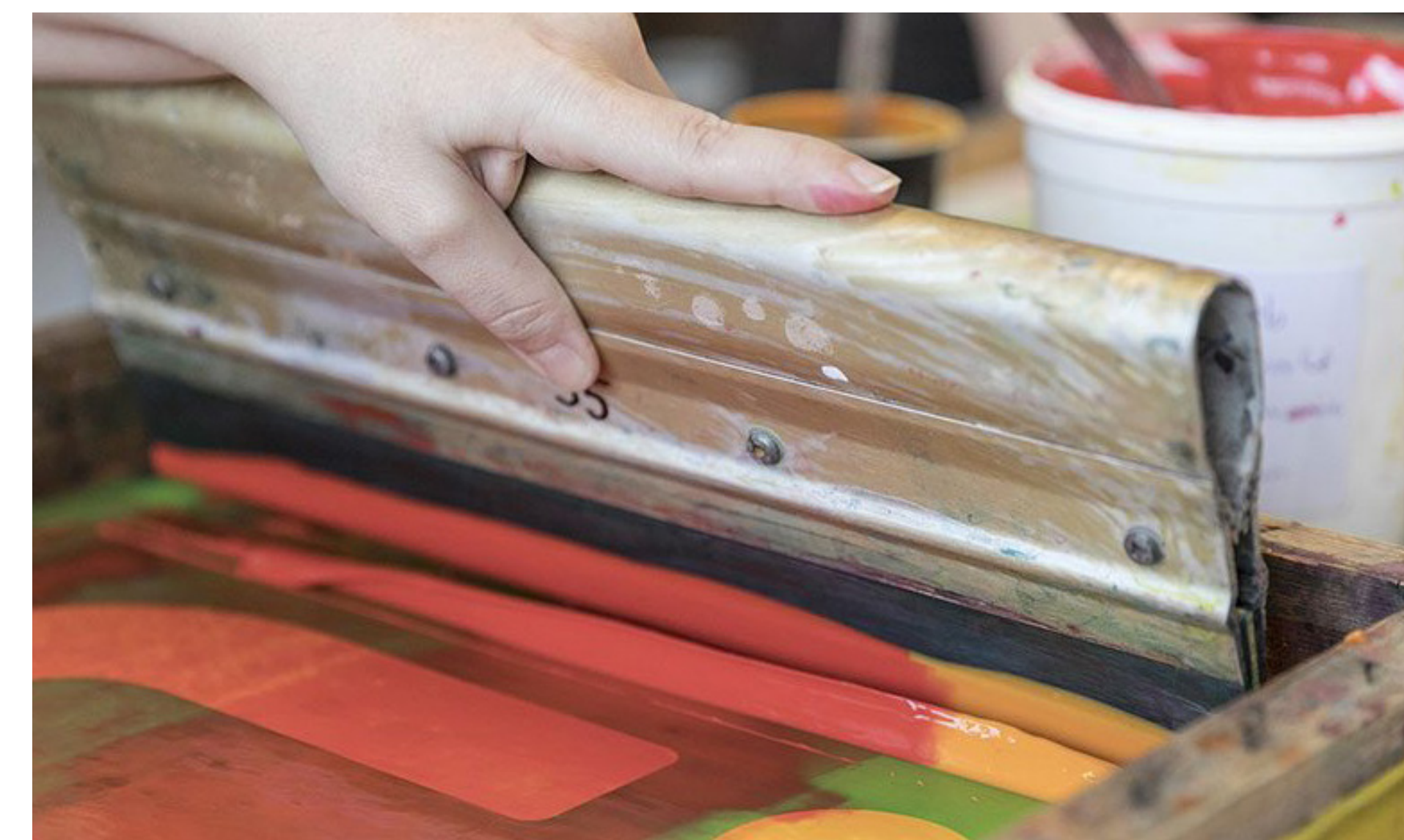
the users of this place gave me an insight on how valuable doing artwork is for these individual that is permanently cut off from society.

I got the pleasure of learning to work with clay by one of the users. I loved the smile she gave me every time I asked her for help.

På aktivitetshuset er målet å bidra til å skape rammer rundt en meningsfull tilværelse for de mennesker som mer eller mindre permanent er avskåret fra deltagelse i normalsamfunnets aktiviteter.

Vi vil bidra til økt livskvalitet på brukernes premisser, uten forventninger og krav om de store forandringer

(Aktivitetshuset Prindsen 2002:8).



At the activity house, the goal is to help create a framework for meaningful life for the people who are more or less permanently cut off from participation in the activities of normal society.

We will contribute to increased quality of life on users' premises, without expectations and demands of the big changes

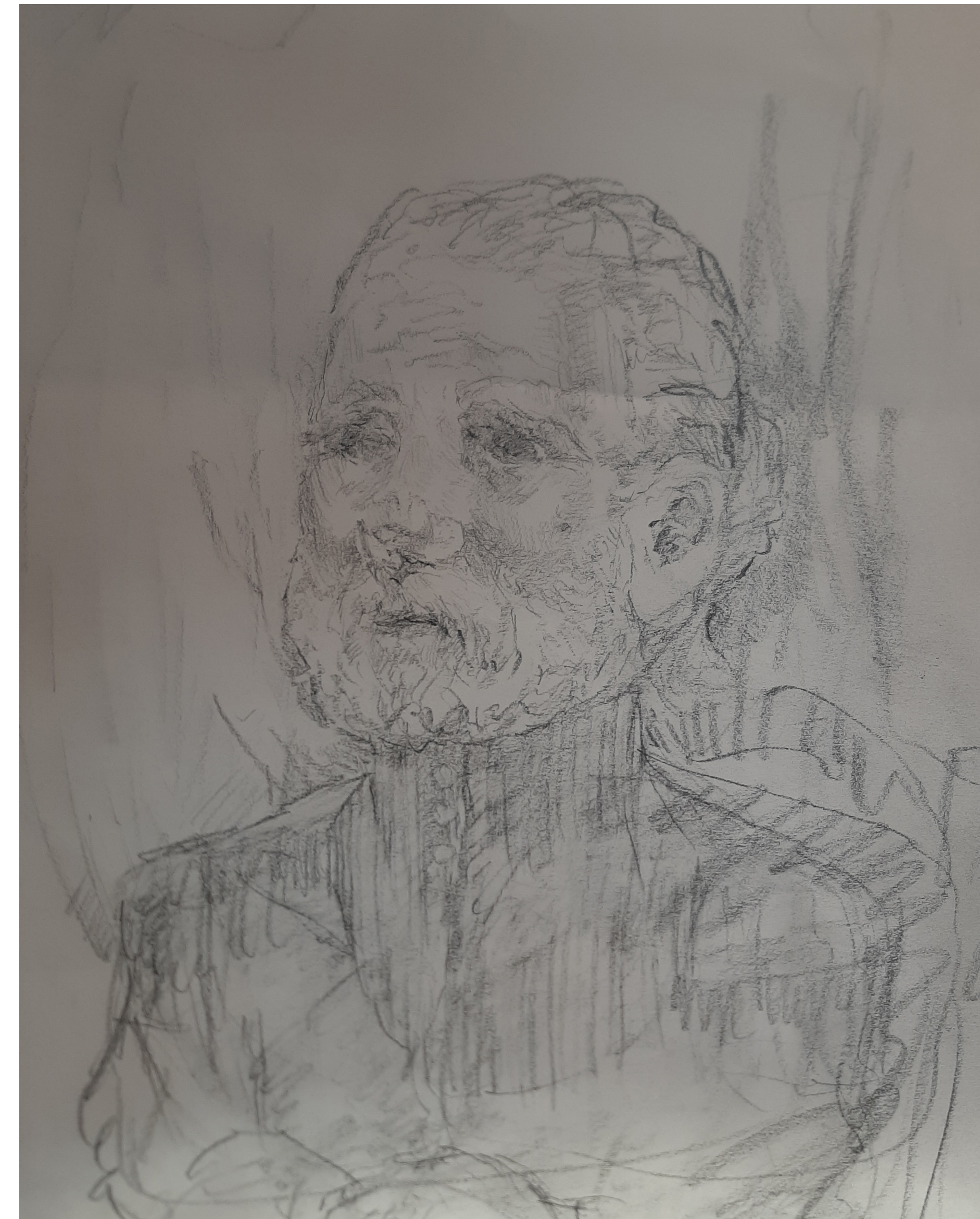
(Activity House Prindsen 2002: 8).

**I wish the King were my cool uncle.**

In my research at Prindsen I had a conversation with a user of the facilities. We talked about hierarchies and slowly moved into the topic, monarchy.

He then told me that he wished that the King were his cool uncle. This sentence opened my eyes to the idea that fiction and fantasy can be a way of telling a story of the less fortunate.

After that I tried to look at my research at Prindsen as a fictive treasure hunt, I wanted to see where this treasure hunt would take me.

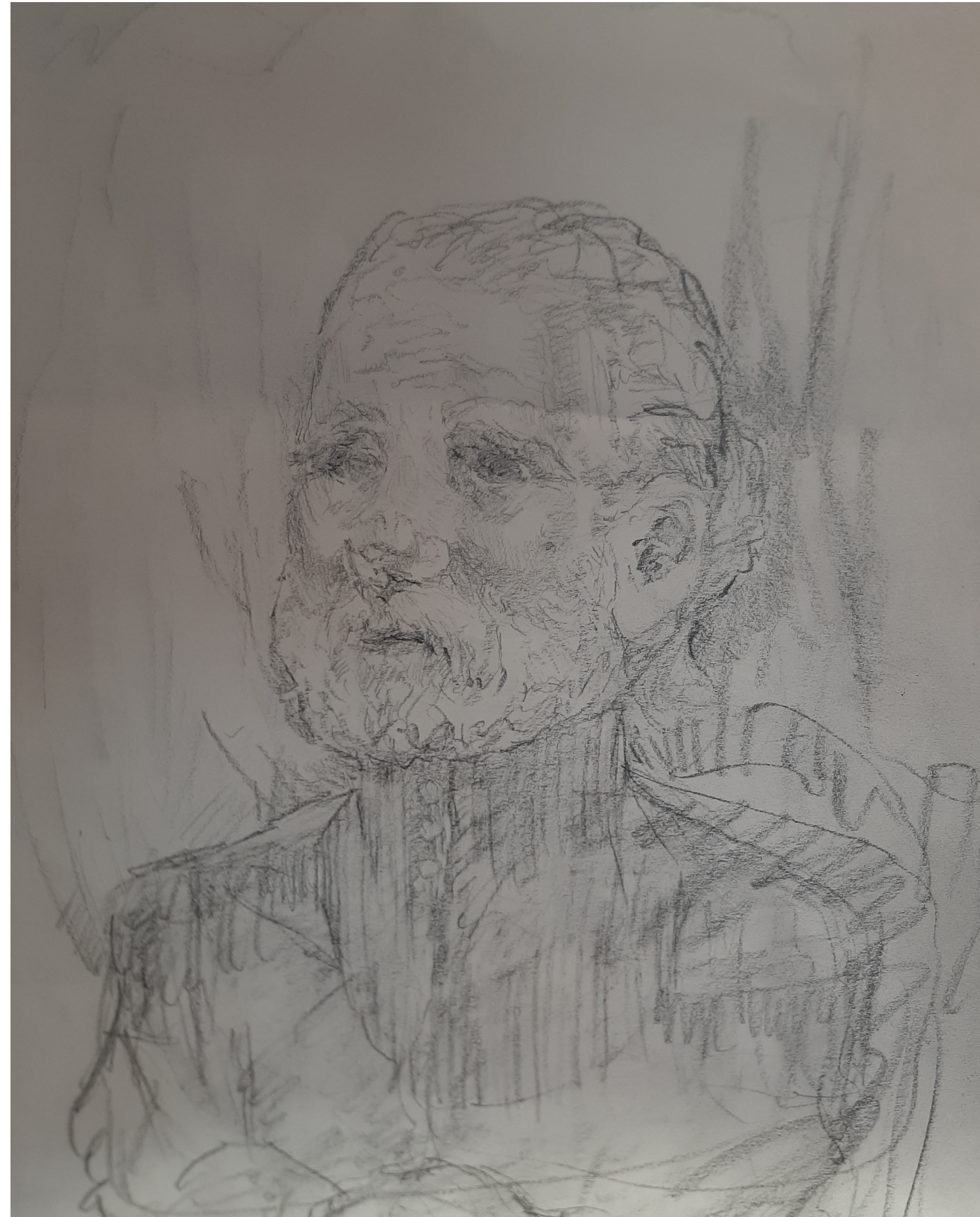


This is a drawing that one of the users of Prindsen gave me after we talked about the monarchy.

### **The Royals**

I have never cared that much about the monarchy but when I talked to the user at Prindsen I realised that the monarchy could be a valuable character in my story. In this project I do not wish to take the debate whether we should keep or get rid of the monarchy. I find this to be irrelevant for my project. And I do not want to criticise or boast the monarchy. You need to look at the monarchy in my story as a character of the storyline.

In my story the King will play a leading role. He will work as a personification of the audience journey throughout the story, and the King is also a personification of my process in this project.



This is a drawing that one of the users of Prindsen gave me after we talked about the monarchy.

**The Treasure.**

And I found some treasures, one day one of the employees at Prindsen told me that they had room where they put artworks that the users did not want. Kind of a storage unit. this is where i found some of the most beautiful things I have ever seen.

These artworks are made from an individual which is struggling in his own way, his works are not based upon what they will become when he is done with them, but the value in these artworks is the peace he gets when he works on them. He loves the process and I love the result.

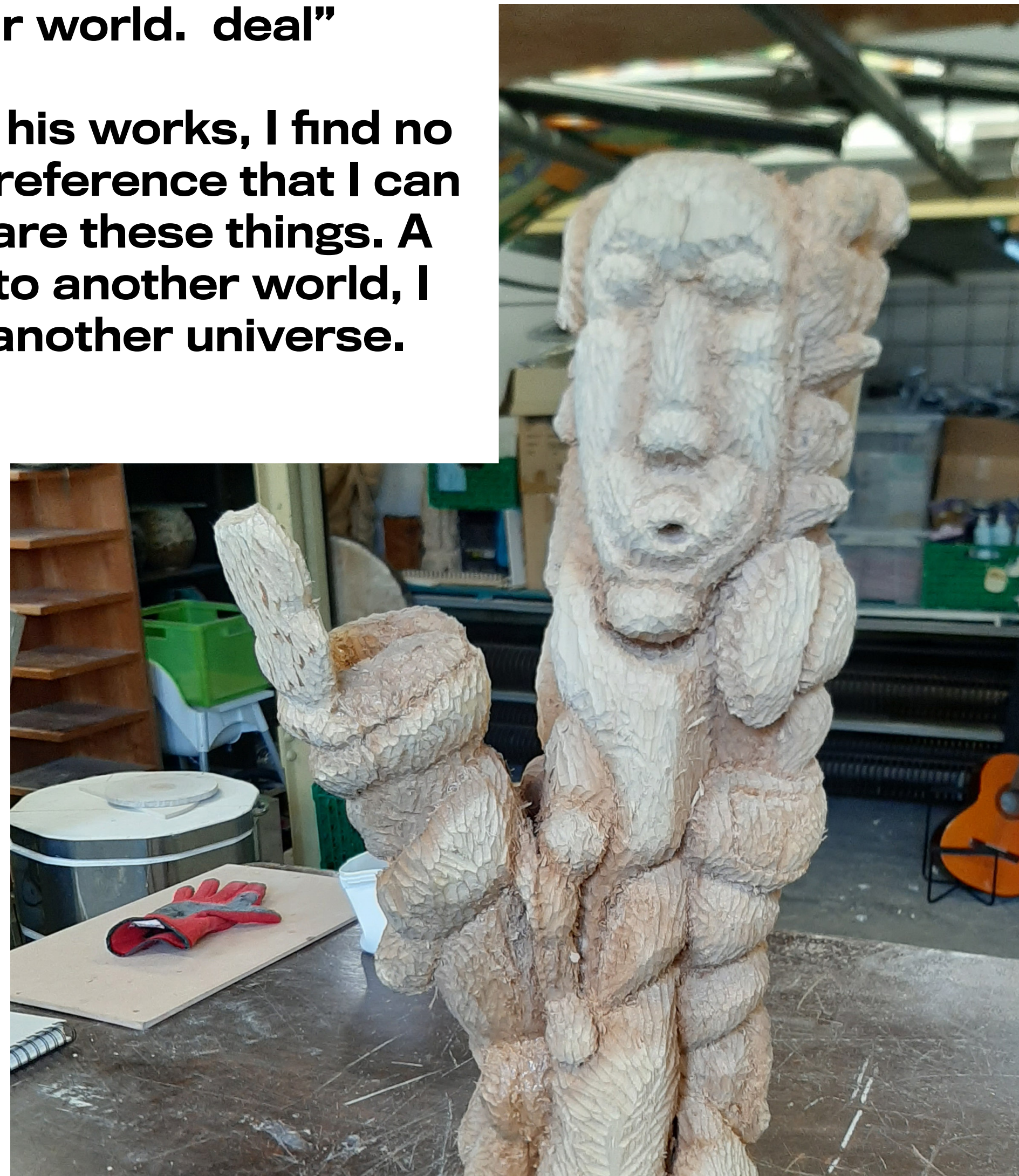
The first time I spoke to him, he asked me politely to “go fuck yourself, you are not worthy of breathing the same air as an artist like me” some days later he told me about the a rock he has at home that he goes on Holidays on... the rock. Then he took a sip of his whisky bottle and started to sing a song.





**Sometimes when I look at art it feels like I am staring into the soul of the artist. And sometimes it feels like that soul comes from a different world, and that this artist wants to show me this world. This is a contract that the artist and I make. "I Patrick, will be openminded. And you, the Artist will show me your world. deal"**

**But when I look at his works, I find no contract. I find no reference that I can hold on to. What are these things. A am not looking into another world, I am looking into another universe.**



**What you are going to see and hear in my project.**

In my project I have categorized empathy into three groups.

**Personal:**

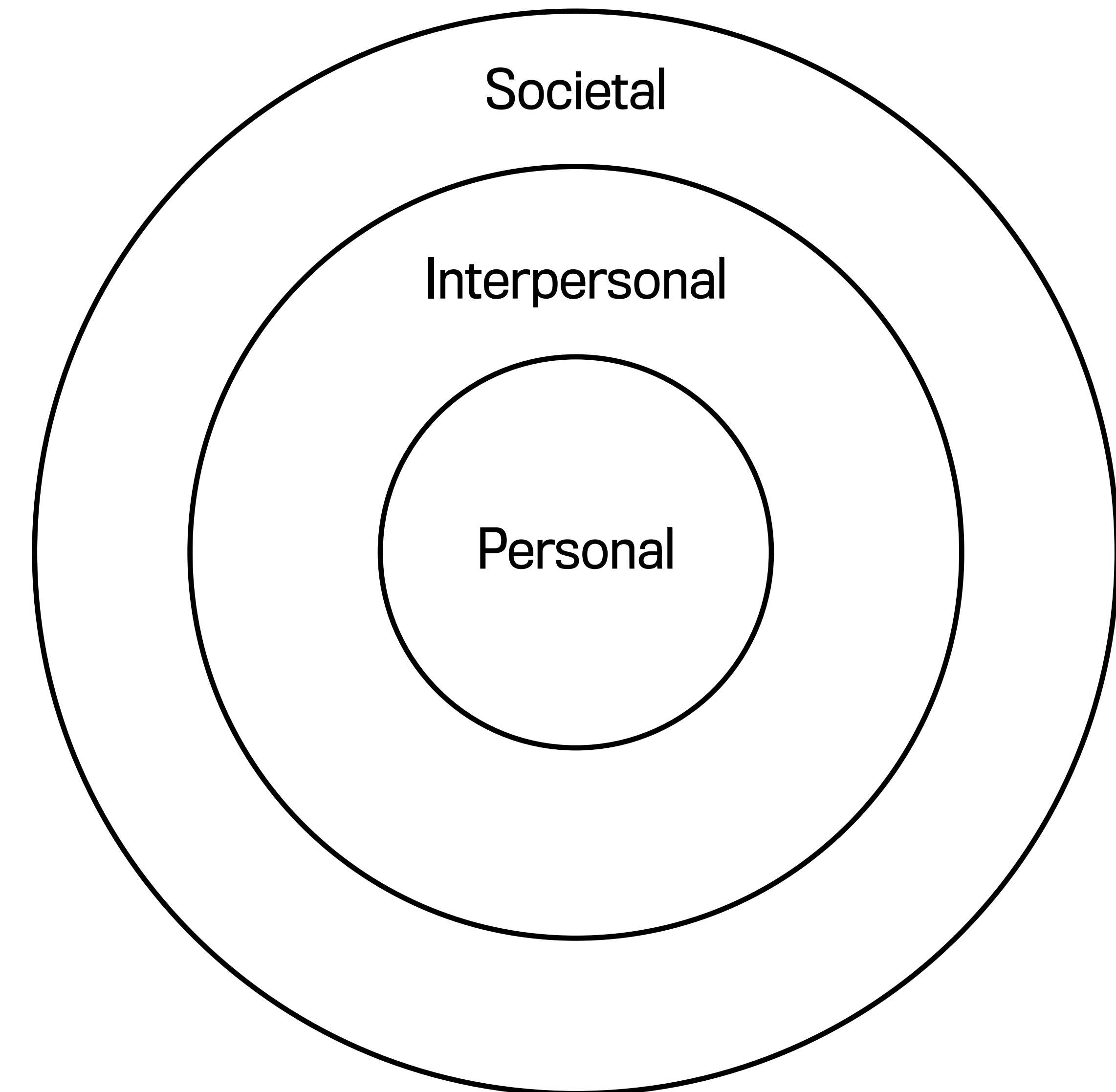
The first group is the empathy we have towards yourself

**Interpersonal:**

The second group is the empathy we have towards others close to us.

**Societal:**

The third is the empathy we have towards groups of people.



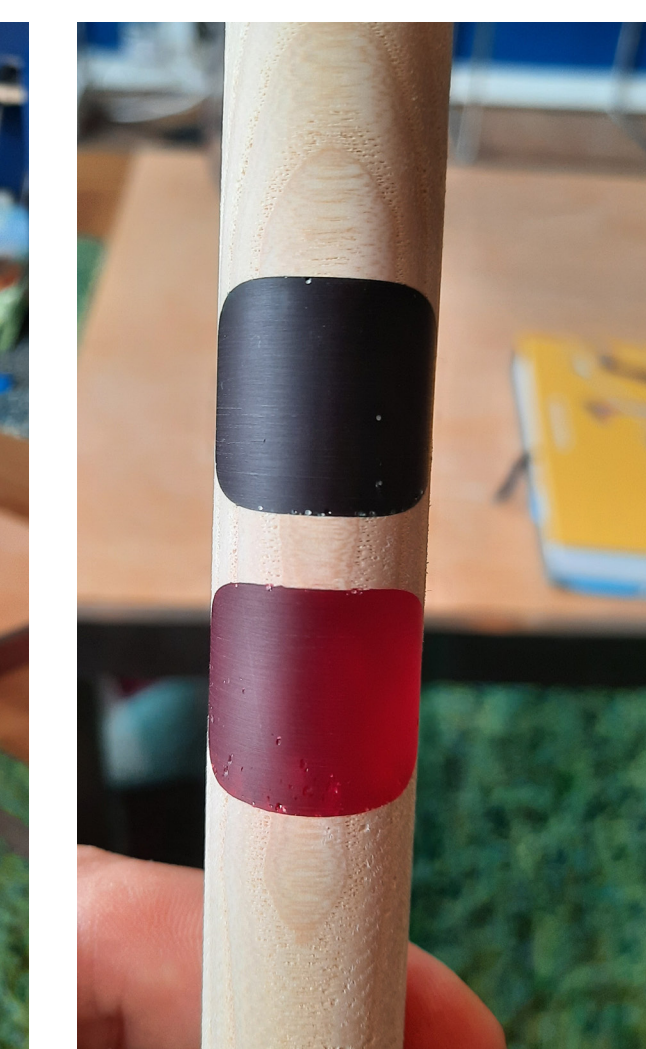
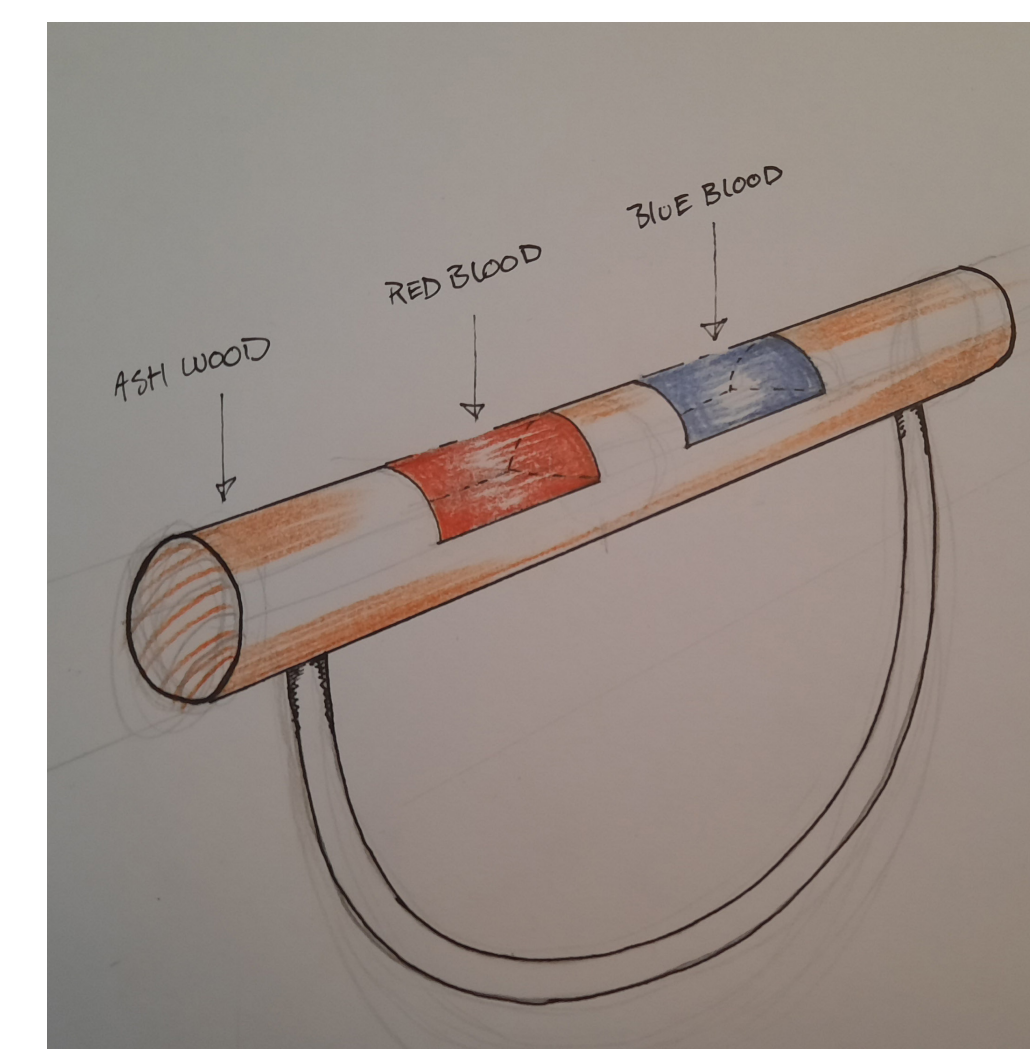
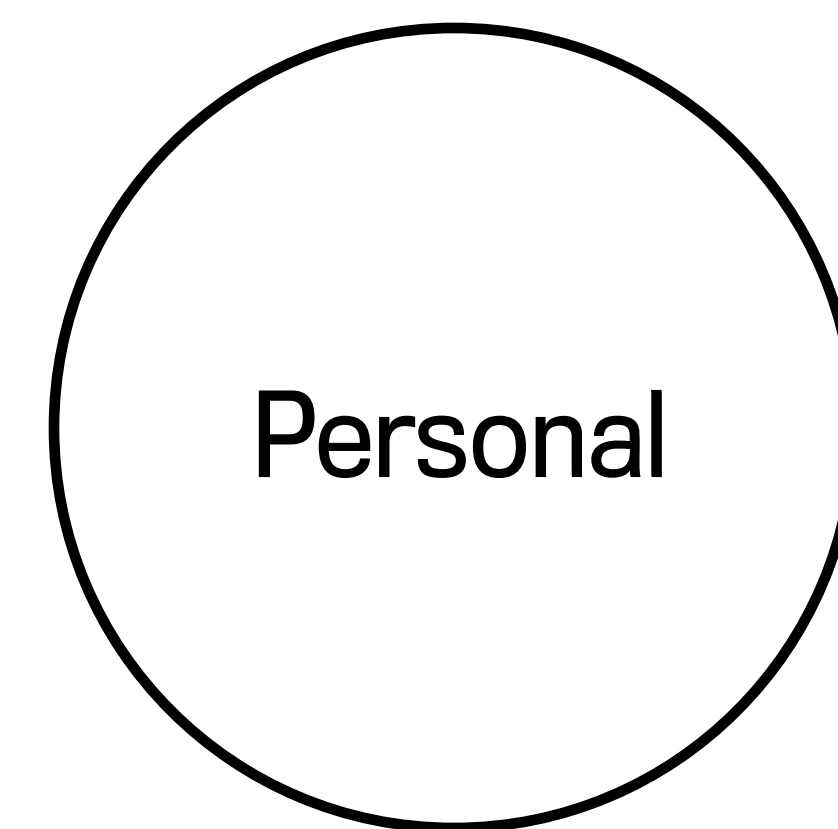


**The Braclet.**

That we as humans do not just need the empathy from others, but that we should look at our self with a bit more compassion.

Jewellery is an identity marker. All the effects that jewellery has on us human beings are quite cool. Jewellery can place us within the social hierarchy. You can also tell a bit of your life story with the help of jewellery. A jewellery can work as a reminder of where you are and where you have been.

Therefore, I want to make a bracelet as a reminder to have more compassion towards yourself.

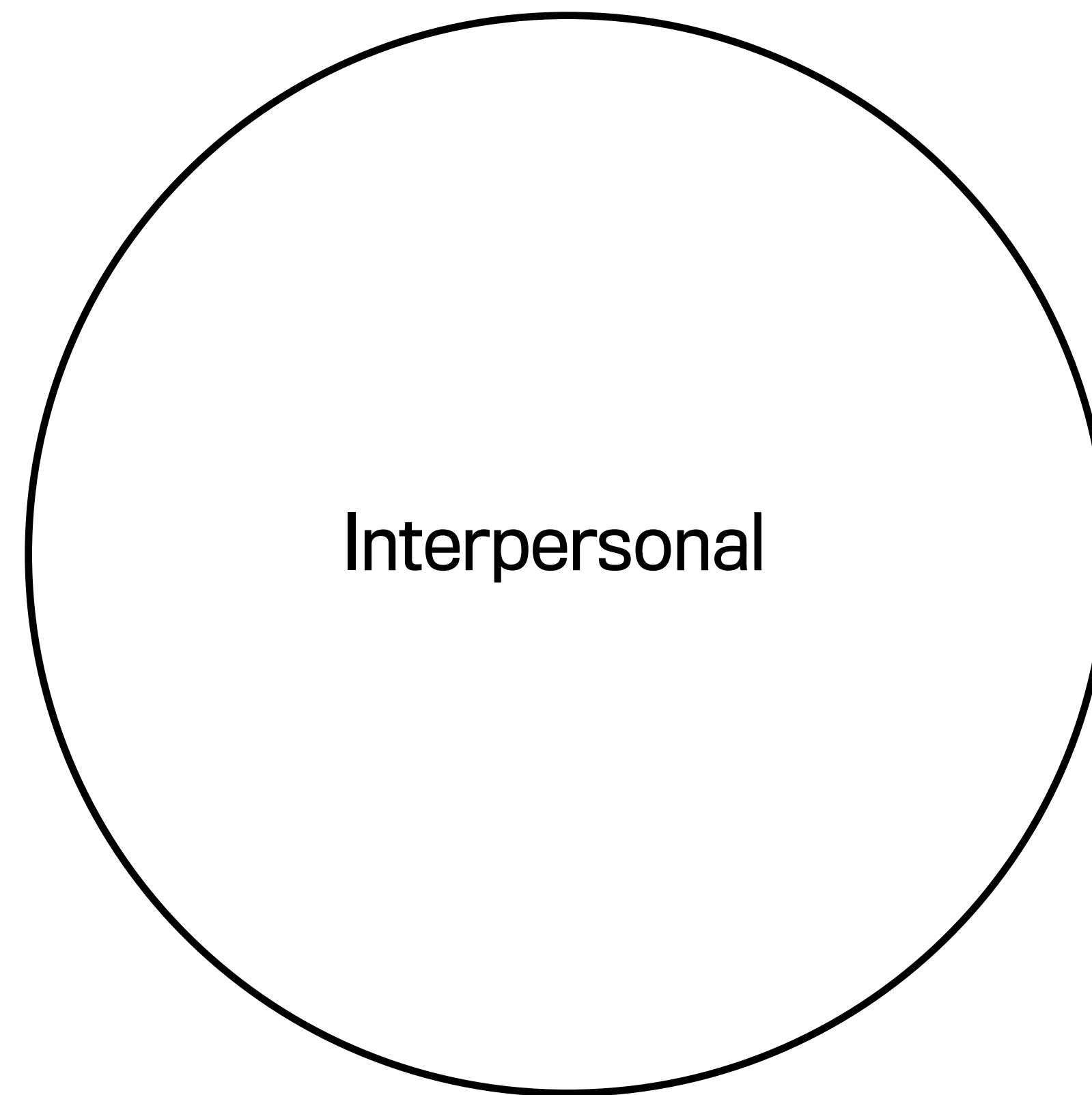


**The Septer**

With the septer I want to show the Interpersonal empathy we have and can give to each other.

By seeing and understanding the people that you are surrounded by.

By being knighted by a sword the king says that the person being knighted is from now on a weapon for the kingdom. I want to redesign so that it is not a weapon, but a object that symbolise that interpersonal empathy.

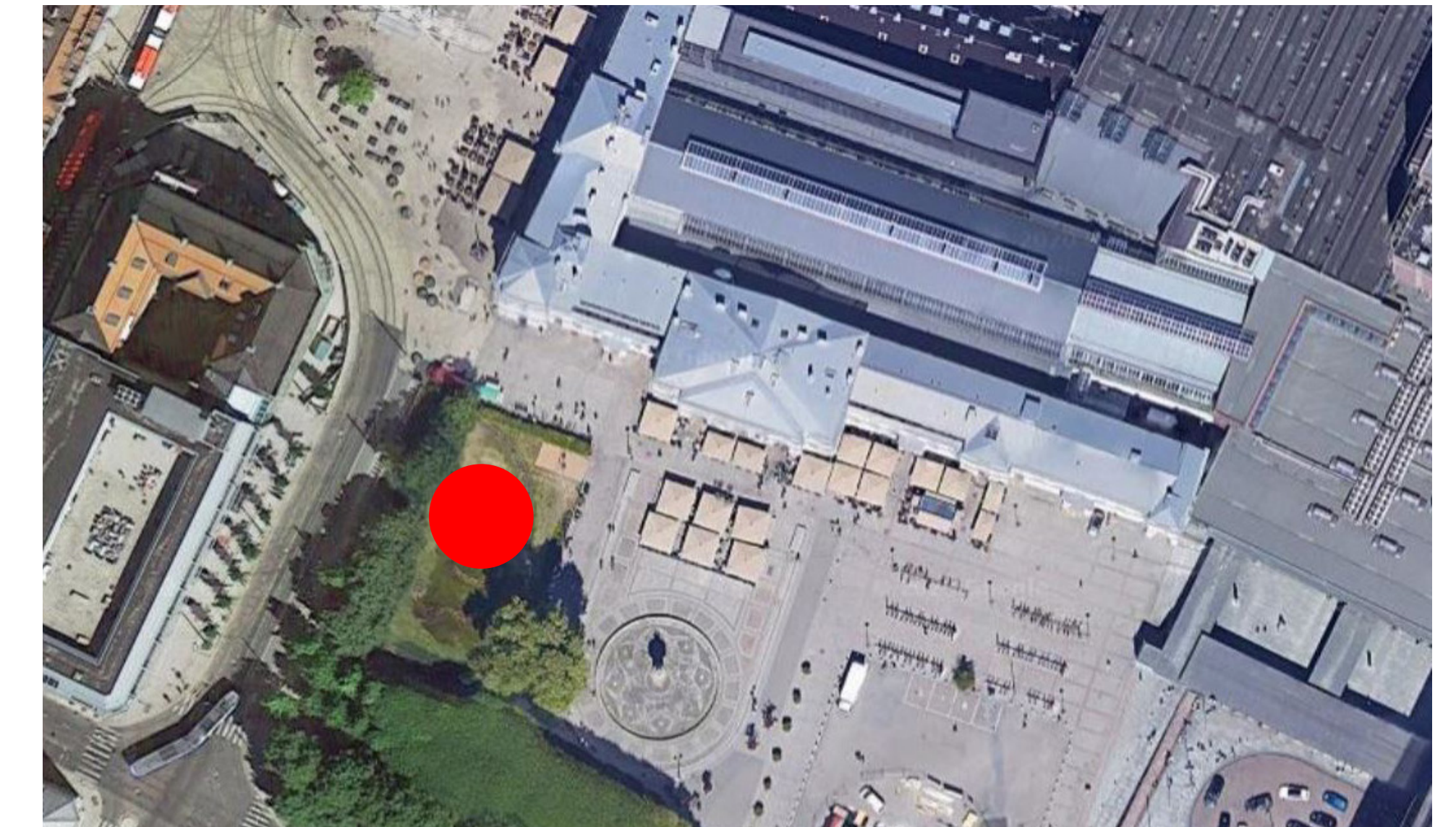
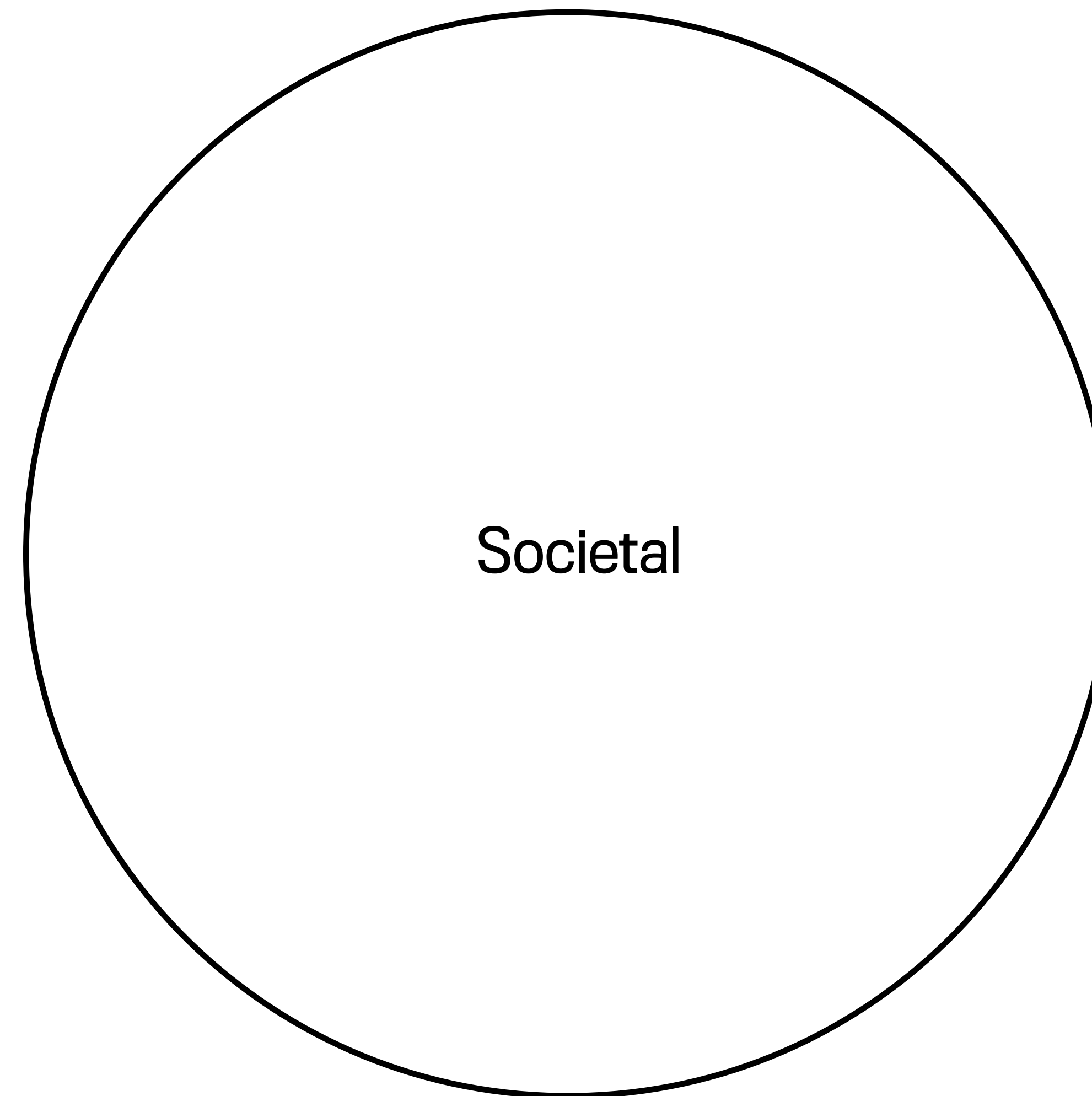


## The Ceremony monuments

Right beside Jernbanetorget in Oslo you can find Christian Frederiks plass(Plata).

In the 80s and the 90s this was where the open drug scene in Oslo. This was kind of like a shopping mall for drugs.

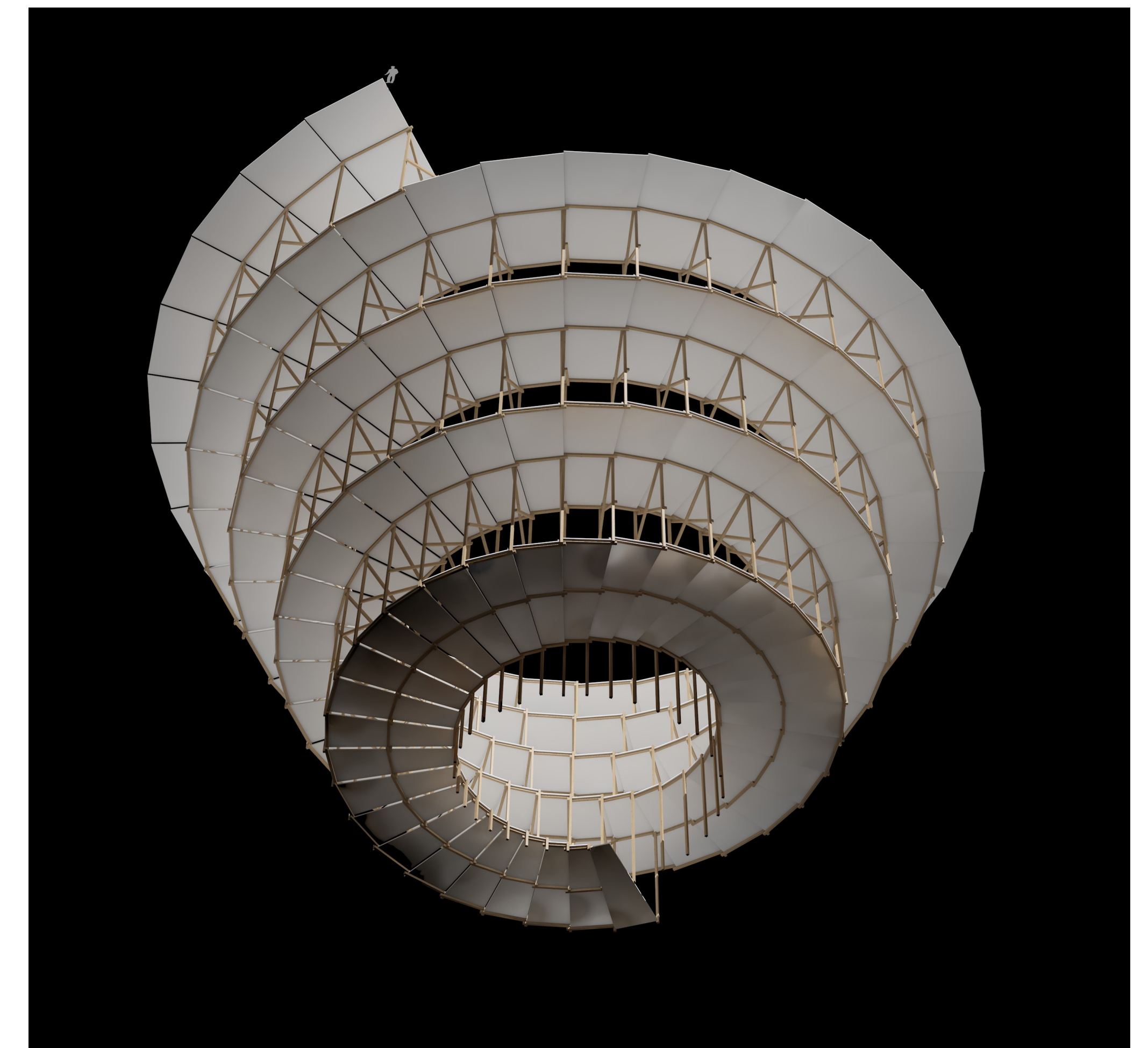
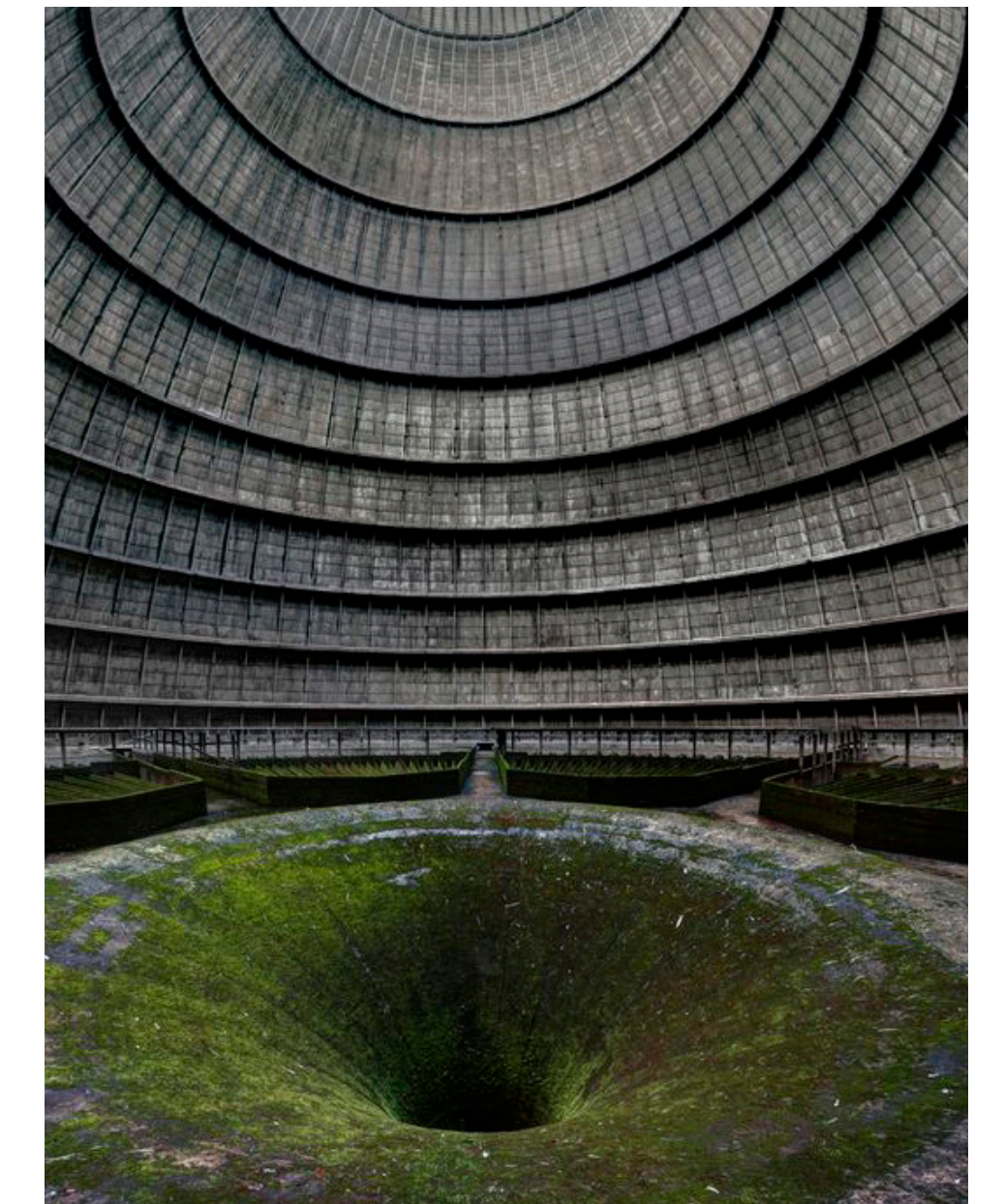
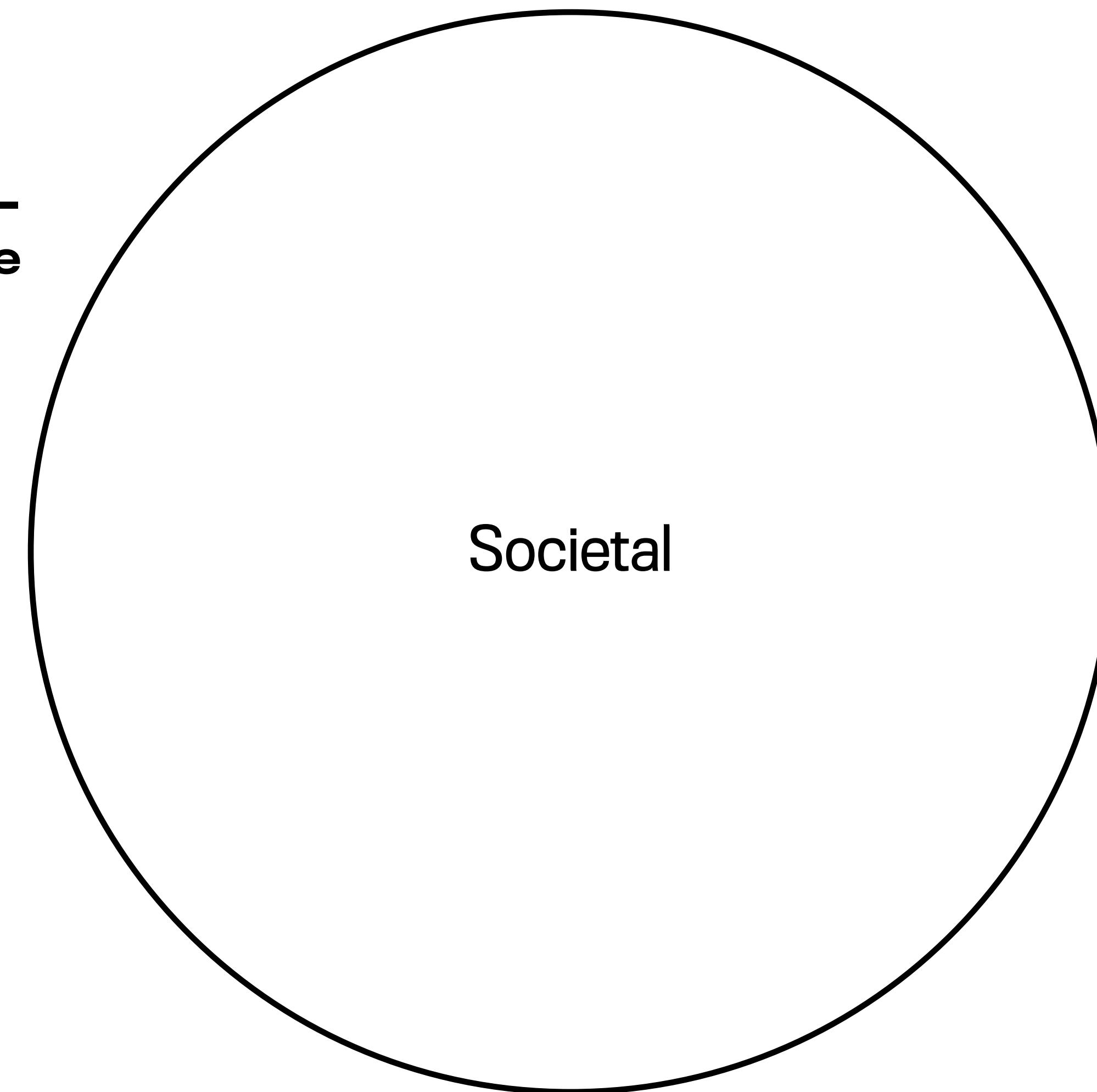
Many people have lost their lives did you overdose on this piece of grass. right now, There is not a monument there now. well there is, but it's so small you can hardly find it.



### The Ceremony monuments

I am going to make a monument/ceremony construction. this will represent the societal empathy. the empathy we have for groups help people.

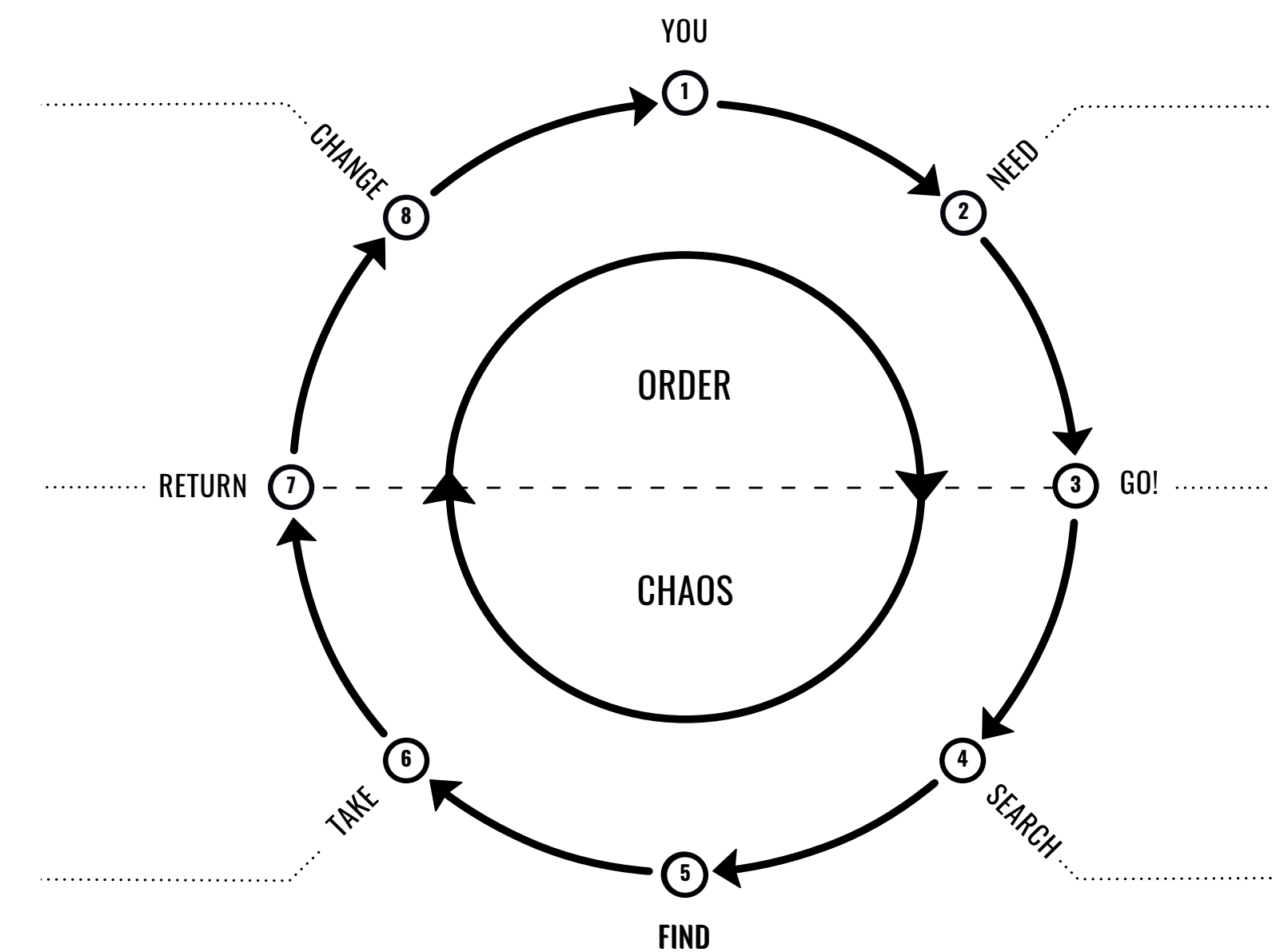
This monument is inspired by Dante's, Divine Comedy and well represent the struggle that we humans go through in life.



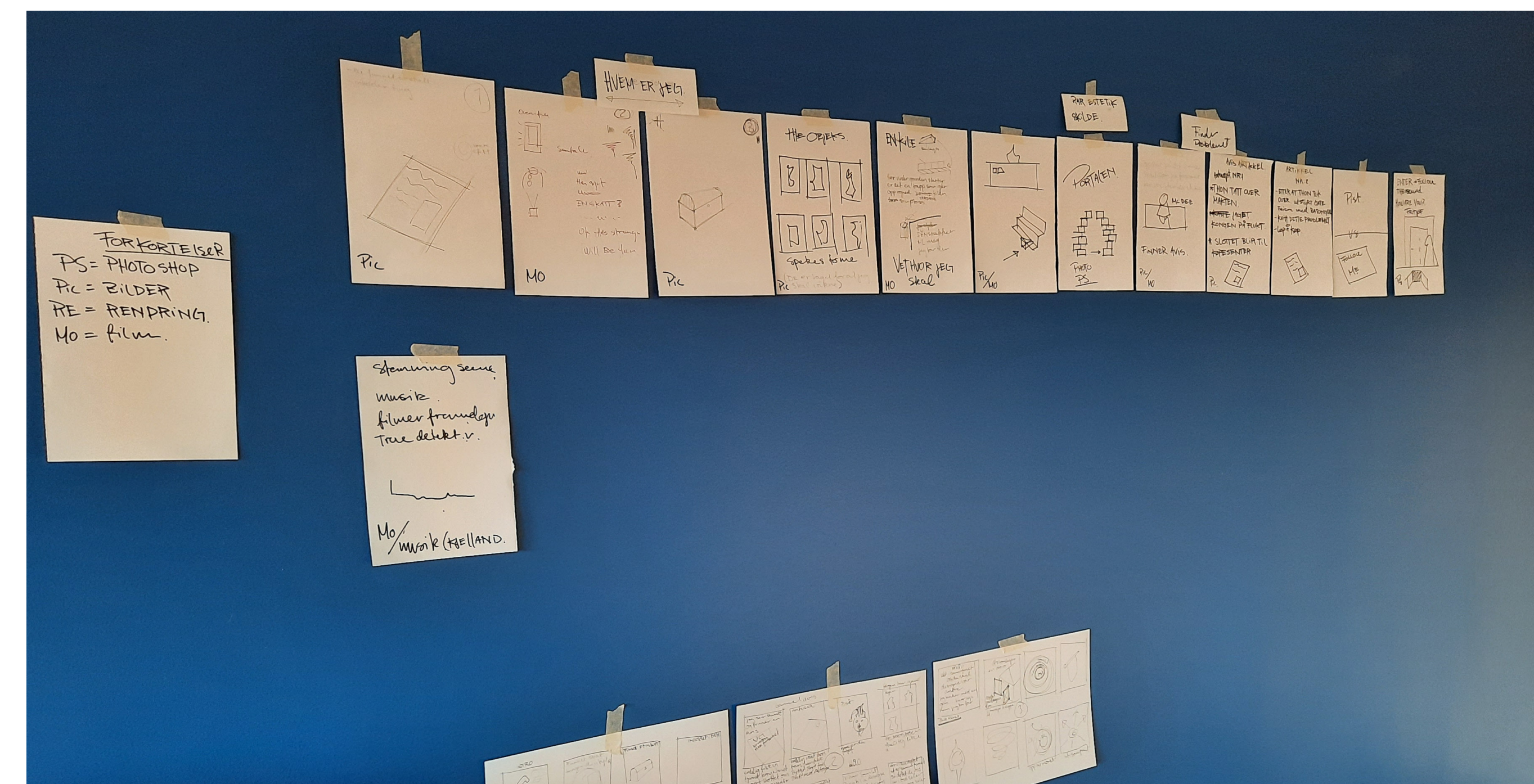
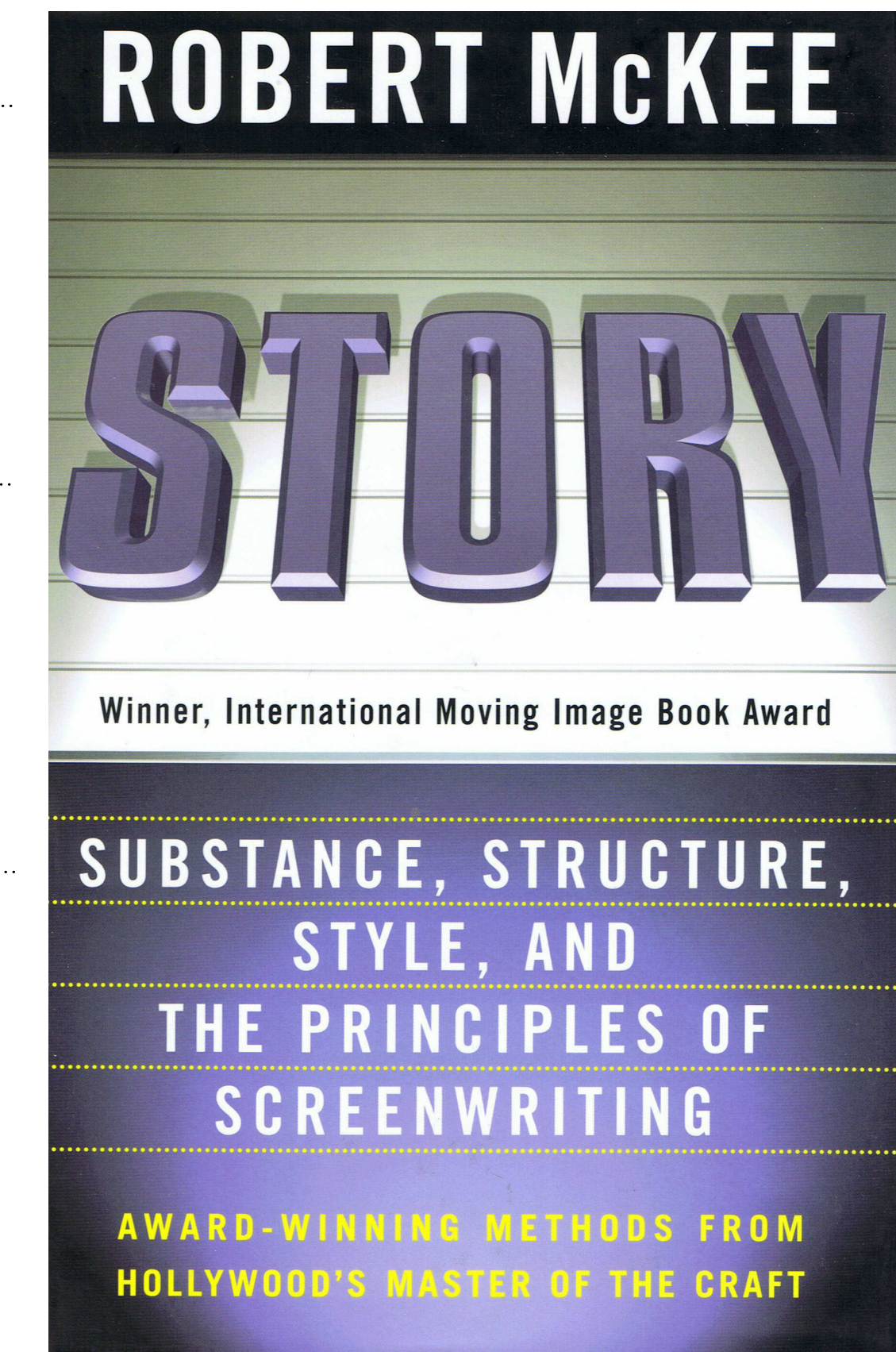
**The film**

These three design object will be in a film which I am currently working on. This film will explain the meaning of these three design objects.

I'm using the book Story from Robert Mc-kee as my guide to tell fictional story.



This is called a Story circle; it explains the how a story usually is built up. It seems to be very familiar to a design process.



My storyboard.

**What would I do, if not for covid19**

Prindsen is located Brugata. when I was there the tram line was being renewed so the whole street was and probably still is a building site.

The boss at Prindsen showed me around the facilities and then he told me that he had managed to get hold of some old wood pipeline in the clay of the building site. So, these wood pipes were the first aqueduct system in Oslo, about 300 years old if I remember correctly.

They used three-metre-long logs, drilled a hole through them connected them together and that was your water-pipe system.

The boss has some of these pipes and I would love to incorporate these pipes into my project somehow.



**What would I do, if not for covid19**

The individual who have done these incredible works, is quite troubled. Making an appointment with him is probably not even possible. Even though I would love I would have loved to work together with him.

I made a miniature throne out of pine and then placed it where he works, with a letter telling him that I liked this work and that this was a gift from me to him. This throne was an invitation from me to him to cooperate. I never got any response from him, but one of the employees at Prindsen told me that he was bragging to his friends about getting a letter from a fan.

Just days after this Prindsen close because Covid 19.

I am in conversation with the employ is Prindsen and one of my plants when I hopefully get done at school, Is to go back too Prindsen and try to cooperate with them to make the work that they do there visible.



This is his workshop, how cool is that?

