

Belonging & Belongings



Geke van Dijk

...STBY...
London / Amsterdam

How do people present themselves online and offline and is there a connection between the two?



What makes
people feel they
belong to a
certain group of
people?



How do their belongings (physical and virtual, garments and media) express this belonging?



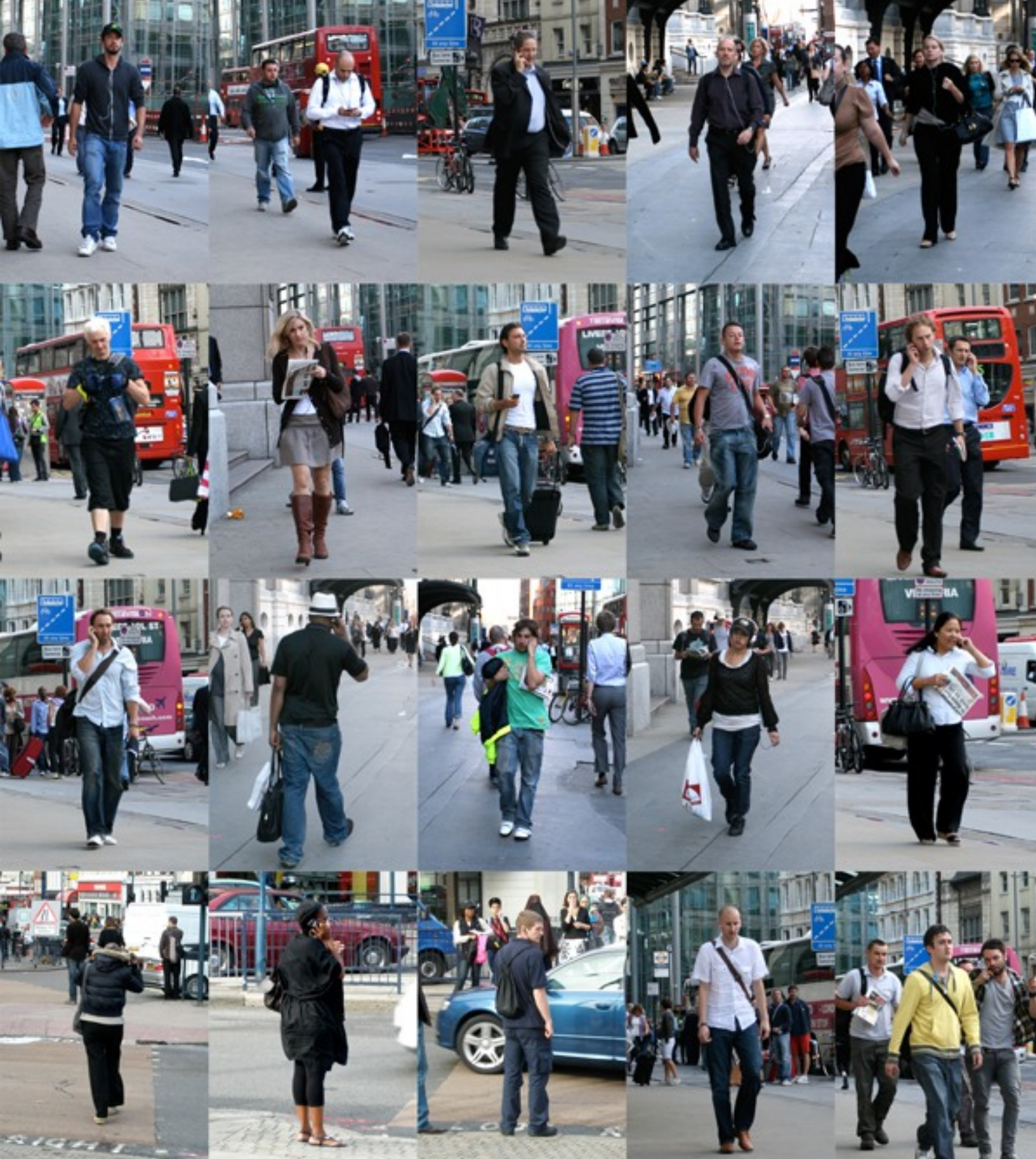
Design research project



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There are many ways in which people express their identity and sense of belonging

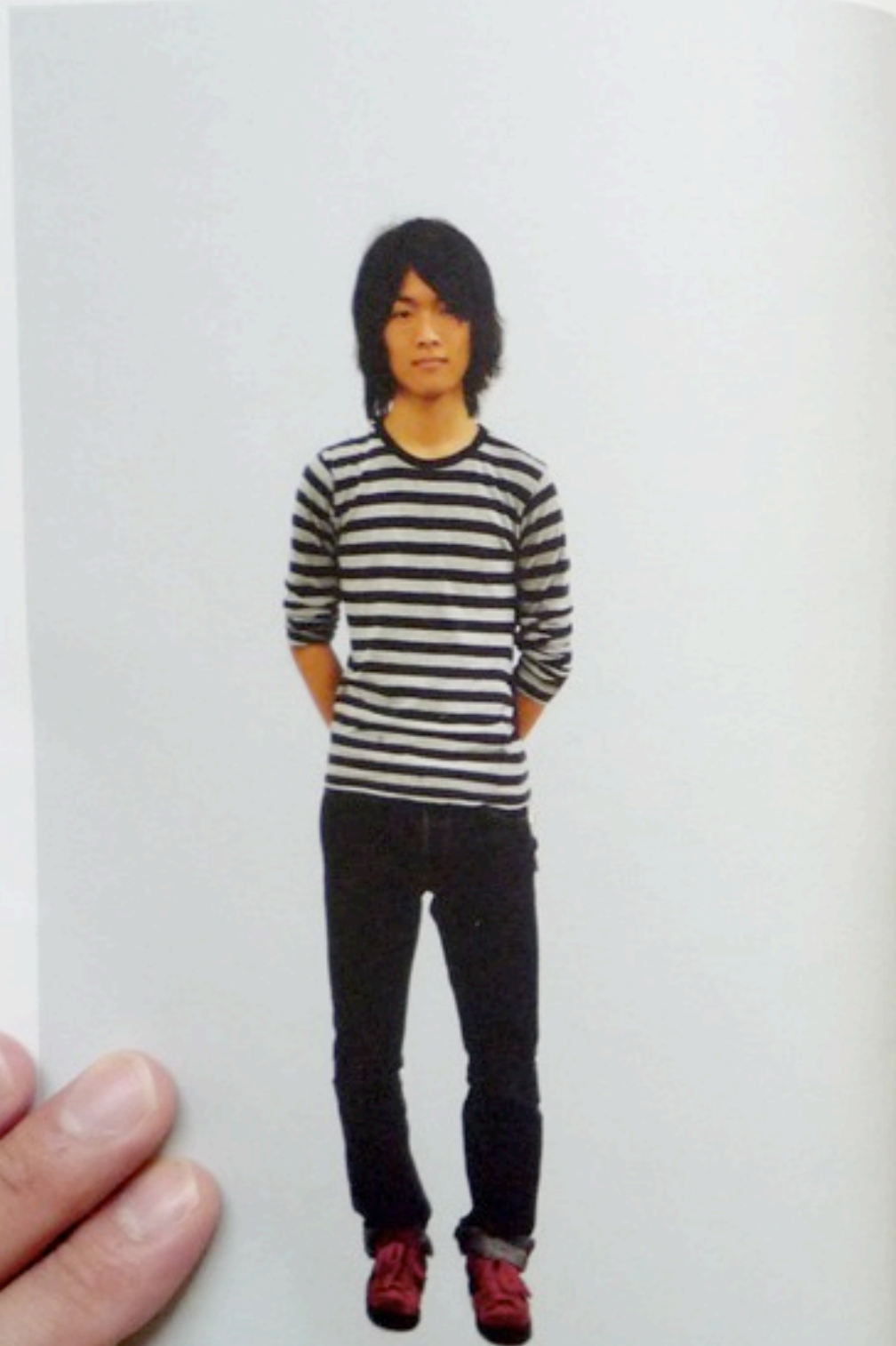


We want to look at individual styles in the way they dress and the way they use communication technologies



The aim is to identify subcultures or trends that share a specific socio-techno style

Pilot study with students in Kyoto



Yusuke Akai

赤井 悠輔

Age: 20 年齢 20歳

Sex: Male 性別 男性

Birth: Nara, Japan 出生地 奈良県

Job: Student, KUAD Communication Design Course BA 3rd Year 職業 学生 (京都大学附属京大芸術学部デザイン学科)

1. Show me how you represent yourself online
—オンライン上での自己紹介の画像を見せてください。



(model)

2. Show me where you live.
—あなたの住んでいる部屋を見せてください。



Home visits, portraits and survey

3. What do you keep in your bag?
—カバンの中に入っているものは何ですか？



4. Show me your bag you use.
—使っているカバンを見せてください。



5. Show me your three favorite garments.
—好きな服の3枚を見せてください。



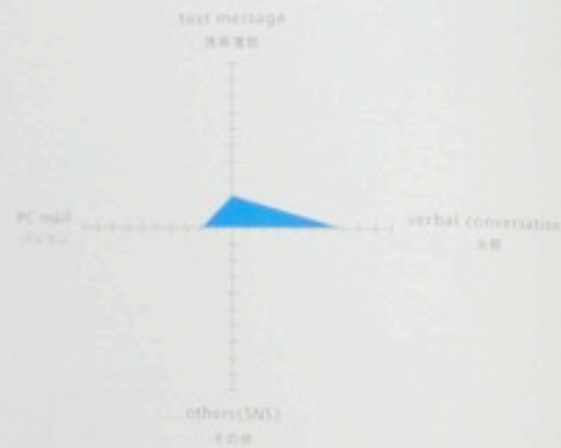
6. Show me how you use your mobile phone
(and headphone if applicable).
—携帯電話の使い方（ヘッドホンがあれば）を見せてください。



Visualisation of contacts

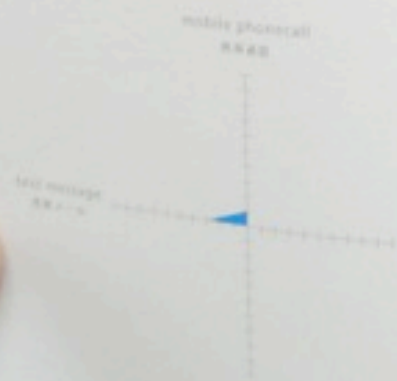
7. How many people do you contact a day? —1日に何人と連絡を自分からとっていますか?

mobile phone: 2 携帯電話で人数
pc mail: 2 パソコンで人数
verbal conversation: 7 会話で人数



8. How often do you update information? —このくらい頻度で連絡・アップデートをしていますか?

mobile phonecall: once a day 携帯電話 1日1回
text message: two messages a day 携帯メール 1日2回



9. Think of 5 people you contact most: —もっとも多く連絡をとる人、5人を挙げて以下の質問に答えてください。

1) What type of relationship do you have?
この人とは、どのような関係の人ですか?

- A: friend 友人
- B: friend 友人
- C: friend 友人
- D: friend 友人
- E: friend 友人

2) How do you contact them?
この人とは、どのような連絡方法ですか?

- A: scheduling 予定
- B: scheduling 予定
- C: scheduling 予定
- D: work related 仕事関係
- E: work related 仕事関係

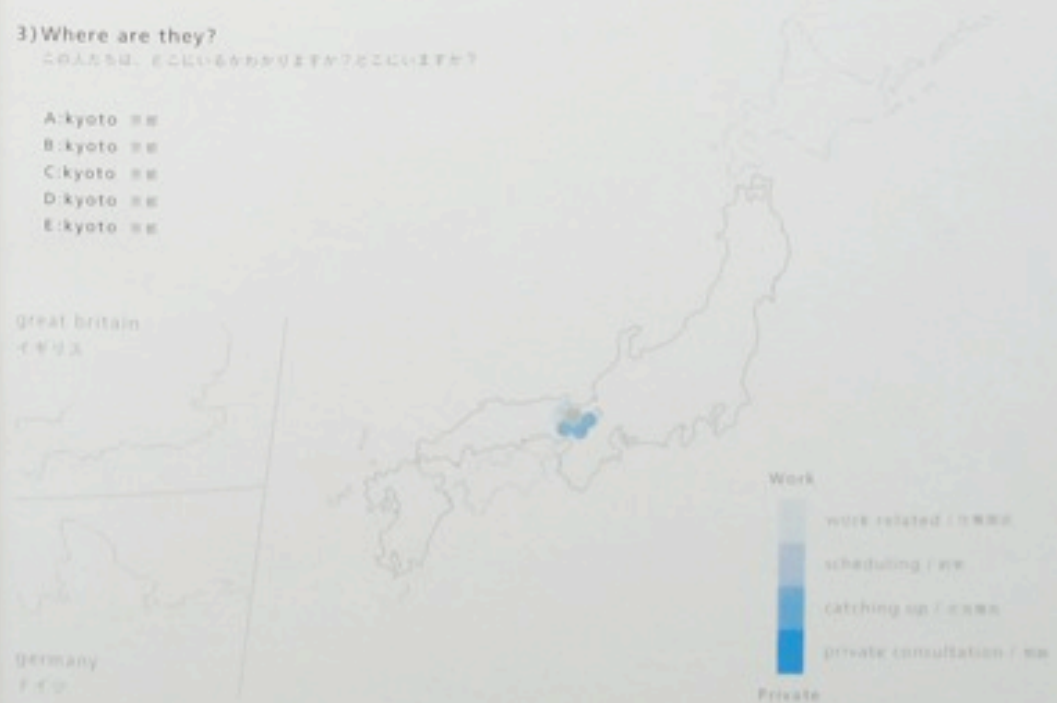


3) Where are they?
この人は、どこに住んでいますか?

- A: kyoto 京都
- B: kyoto 京都
- C: kyoto 京都
- D: kyoto 京都
- E: kyoto 京都

great britain
イギリス

germany
ドイツ



Briefing for London study

- ▶ Work in groups of five on a study relating to the research question.
- ▶ Produce a mock up of a magazine for presentation on December 3rd.
- ▶ Write a group report of a 1,000 words identifying the key areas and outcomes of your research.
- ▶ Refer to the hand-out for detailed specifications.

Key dates

23 Oct-9 Nov Exploration in groups

10 Nov Workshop, full day

11-18 Nov Field work / interviews

19-25 Nov Analysis and creation

26 Nov-2 Dec Produce magazine prototypes

3 Dec Present prototypes, select winner

Dec / Jan Produce magazine with winning group

Activities & Deliverables

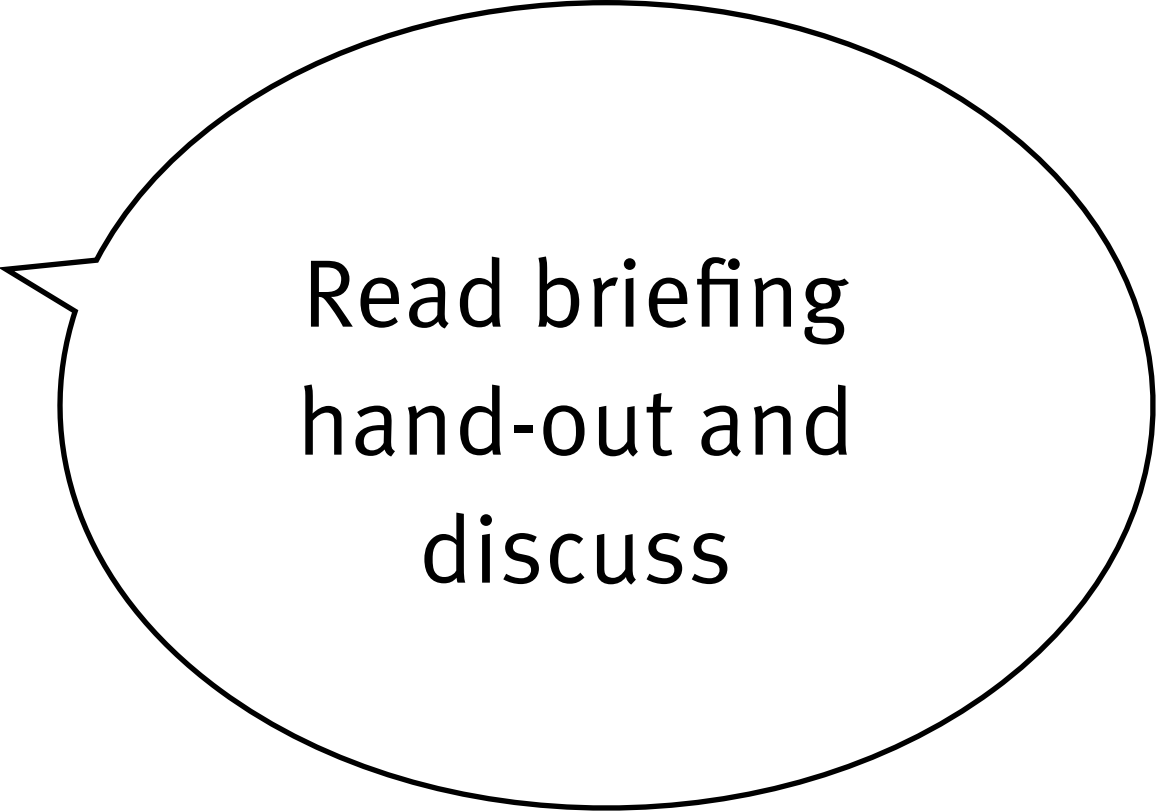
Interviews

Diagrams

Photography

Magazine

Group report



Read briefing
hand-out and
discuss

More information

Background and references on blog:

www.stbyblogs.eu/Belonging-Belongings

social

techno

Dick Hebdige
Subculture: the Meaning of Style book

Fred Davis
Fashion, Culture and Identity book

Malcolm Barnard
Fashion as Communication book

Rich Ling
New Tech New Ties book
Stefana Broadbent
Academic papers

Intel People & Practices
Academic papers
Mizuko Ito
Academic papers
Bill Gaver
Interaction Research projects
Dunne&Raby
Design Noir book

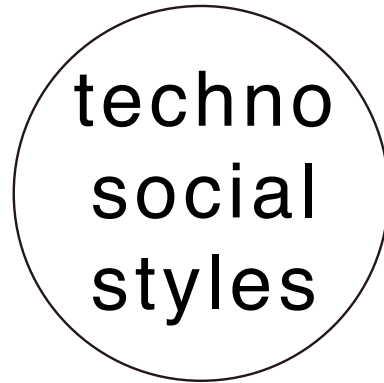
Howard Rheingold
Smart Mobs book

O'Reilly Media
MAKE Magazine

Bill Moggridge
Designing Interactions book

Jan Chipchase
Future Perfect blog

Jane Fulton Suri + IDEO
Thoughtless Acts book



Jop van Bennekom
Re-Magazine

Kyoichi Tsuzuki
Tokyo Style book

RCA design products
Polygon Suits project

Bahbak Hashemi-Nezhad
Orderly Acts project

Ari Versluis & Ellie Uyttenbroek
Exactitudes book

Martin Parr
The Phone Book

The Sartorialist
blog

style

-  techno-social
-  socio-style
-  techno-style

Enjoy!

And keep in touch:

Geke van Dijk

geke@stby.eu

077 99 0506 77

Bas Raijmakers

bas@stby.eu

077 87 33 41 23