

Smoke Break

Elevate Your Experience

Smoke Break

«Smoke Break» is a satirical game that highlights the ridiculousness of smoking and the manipulation of the tobacco industry. Players can experience the monotony and inconvenience of smoking by pressing the «SMOKE» button on their wrist-mounted device.

The game also serves as a commentary on the insidious tactics used by the tobacco industry to hook people on their products and convince them that smoking is not harmful.

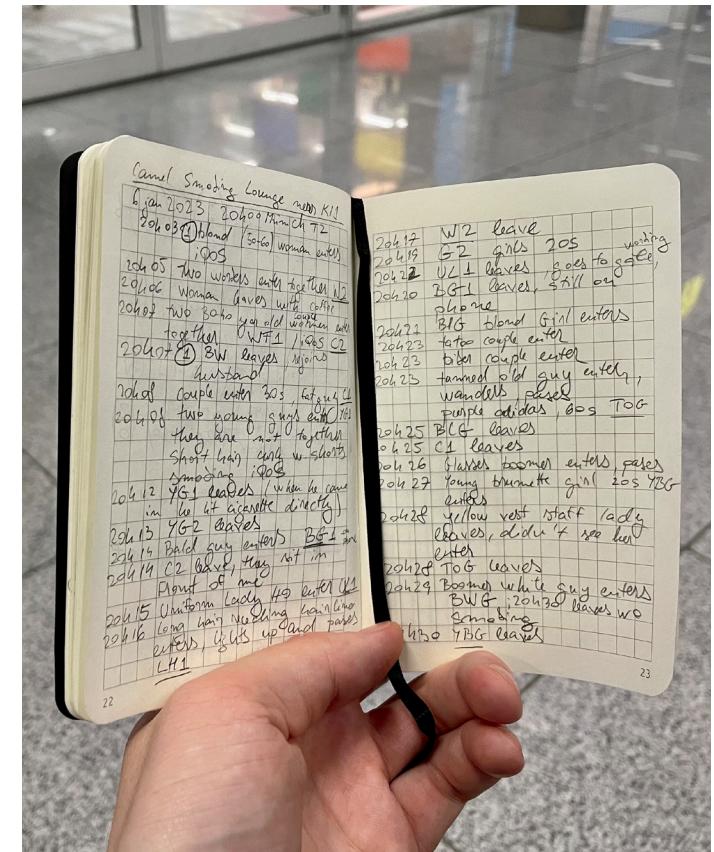
This game is the perfect gift for your smoker friends, helping them to see the absurdity of their habits and maybe even motivating them to quit.





Field observations & Key Insight

In areas where cigarette advertising is permitted, it often portrays smoking as relaxing despite the legal or regulatory restrictions on such messaging. Additionally, conflicting messages such as "Smoking Kills" and "Let's light the way" can be found together and are often not given much consideration by the public.



Usage scenario

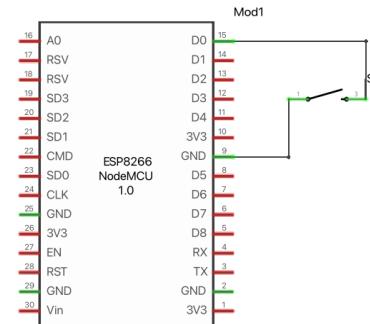
1. The “SMOKE” button is pressed by the player.
2. A message related to smoking and the number of cigarettes is displayed on the screen.



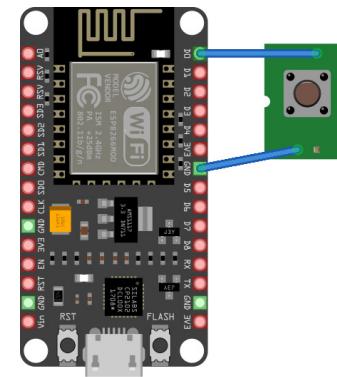
Shape research & development



Electric diagram



fritzing



fritzing

Plan Drawings

Materials:

Scale: 1:5: mm

