

The Yellow Chair Stories Project design offered me a template. A structure I could use to design an experience that explores the impact of the introduction of new technologies.

In 2004, the introduction of home technologies such as WiFi, and the resulting democratisation of the internet

(social media platforms that offered users the ability to create, share and consume their own content - youtube channels are free to create and broadcast you own media from)

had an instrumental, yet vague, impact on society, our behaviours, and sense of self.

To design an effective experience that communicated these abstract ideas, Jain structured her design around the recognisable icon of the chair - her intention clear by painting the chair bright yellow.

A chair is static, when using it we are limited to the space in which it's located - we don't move much when we're sitting on a chair.

Jain used this iconography and common experience of the chair to explore the changing spacial identity that New Media introduced, what is private or public, how does the data and digital spaces overlap these barriers?



To create an effective design that communicated the abstract impacts of synthetic media, I needed a similarly relatable kind of iconography that represented our experience with synthetic media.

As Anab Jain understood the procession of New Media, I too, needed to understand the procession of Synthetic Media.