

VLAD

LIFE ASSISTANT

project type: academic solo project

end date: feb 2022

duration: 2 weeks

Vlad is an anthropomorphic clothes hanger that cares to help users in every way possible: his broad sombrero can keep in reach your phone, wallet, keys and other such things, while his arms and legs will keep all the user's clothes safely off the ground. Being Vlad the humorous prankster that he is, however, there is a twist, as his wardrobe capability has a maximum limit: following a Machiavellian view, the more you are dull and careless, the worse the consequences will be, inviting you to act thoughtfully on time.



his broad sombrero can accommodate all your random junk,

and his arms will keep all the user's clothes safely off the ground...

...but don't overweight him, or he will feel tired and his arms will collapse!

You can also dress him up - he loves cosplay!



PARADOXICAL DESIGN

Vlad helps against letting you know when it's time to be productive and tidy up. To do so, he fails in his main purpose, ding clothes steadily: Vlad is a design that acts and educates through a counterintuitive - albeit programmed - inefficiency.

