

# Pleasurable Design

## Reading Week 8

Allison Pinz

Pleasurable design is about the importance of enjoying work through pleasure, entertainment, surprise, and astonishment. In the past, designers would work to fulfill the requirements of the customer, but since then times have changed.

By encouraging productive habits, developing interests creatively, curating the unexpected, and enforcing the unusual, design has more depth and reason. They fulfill their "social and environmental responsibilities". The artist is happy as well as the client. An example of this in the article would be the 3D printed collagen masks by Do the Mutation. This group has taken elements from a game and pushed the interactiveness even further through creating a physical piece for the consumer. The company would 3D print Collagen masks from face scans from the Microsoft Kinect Game device. This approach to design is truly astonishing and unexpected. This is truly pleasurable design.

