

ILLUSION of choice

# ILLUSION



PRODUCER  
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# CONTENT

1

The illusion of saving  
节省的幻觉

2

Purpose of design  
设计的目的

3

The concept of design  
设计概念

4

Experiment  
实验

5

Finished products  
成品



### Hallucination

Hallucination refers to the perceptual experience when there is no corresponding objective stimulus.

## Illusion of choice



## WELCOME

It's a product that wants to help people think about the wealth and things around them.

It is hoped that people's illusion about saving can be dispelled by means of visualization.

这是一个想要帮助促进人们关于身边的财富与物的思考的产品。

希望通过可视化的手段，用幻觉破除人们关于节省的幻觉。

I hope you like it.



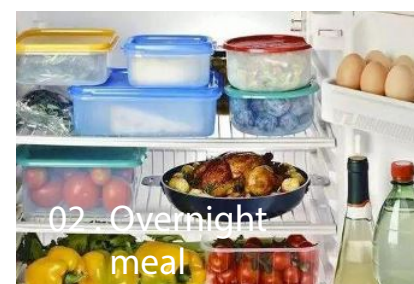
1

# Illusion of choice

## THE ILLUSION OF SAVING



01 . Broken  
towel



02 . Overnight  
meal



03 . Watching TV i  
n dim light

### 01. Do not change towel for a long time

Impact on your health. Mild skin itching, acne, abdominal pain, diarrhea, severe will increase vaginitis, respiratory tract disease infection.

### 02 . Overnight meal

Chemicals in food produce carcinogens, such as nitrite, which cannot be removed by heating. In addition, it was polluted by foreign bacteria when it was placed. Overnight meals threaten our health.

### 03. Excessive power saving

The small and bright TV screen forms a strong contrast with

### The illusion of saving

Thrift has always been regarded as a traditional virtue of the Chinese people and a fine tradition of the Chinese nation. But sometimes frugality doesn't provide benefits for our life.



# Phenomenon

Thrift has always been regarded as a traditional virtue of Chinese people. But you know, there are times when frugality doesn't pay off. Would you like a dark tablecloth or a light one? Most people choose a dark color because it's more resistant to dirt and appears to last longer, but that doesn't mean it's safer to use. Sometimes the elders are too thrifty, not because they can't afford the price, but because they are bound by the traditional concept of saving. They think that they have reduced their spending on wealth, but they can't see the harm of these things that have been used for too long.

For example, there should have been Yuba in the bathroom, but in order to save money, the old man simply washed it with cold water. However, this is not good for the heart and is easy to induce diseases. Many elderly people think that the food can be eaten as long as it does not go bad. However, leftovers can breed bacteria. The gastrointestinal function of the elderly is already weak, which is easily affected by it. Especially in summer, many elderly people vomit and diarrhea because of eating leftovers. Sometimes, the elderly will use the towel and turn yellow, and will not be willing to change it. According to the data, if the towel is not changed for half a year, the total number of bacteria per square centimeter reaches million level, which is easy to cause diarrhea, otitis media and oral infection And so on.

Saving is not a mistake, but this kind of excessive saving that can cause harm to the body needs to be corrected by the designer.

So I did an on-the-spot interview to learn about the values of saving and whether there will be illusion of saving in daily life.



video camera  
Using tools

# CONTENT

Illusion of choice



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▲  
Wash the towel  
Try to wash the towel clean.Reduce the error of experiment.

To determine whether people are obsessed with hallucinations in their daily lives. So I did an experiment. I used two kinds of towels. They were of the same brand, but one had just been opened and the other had been used for a while. After I washed the old towel, I asked people to identify the old and new relationship between the two towels.

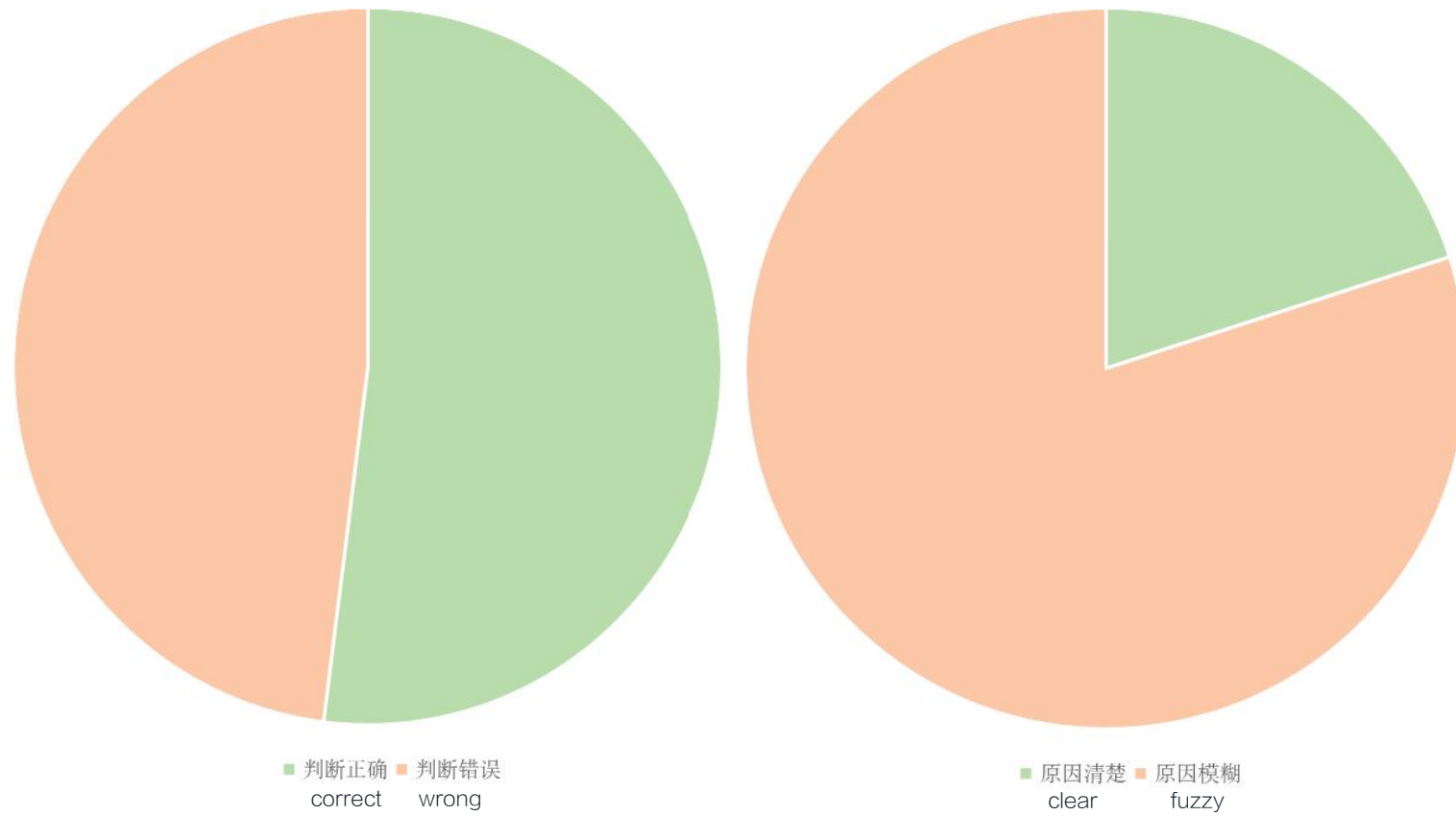
为了确定人们是否在日常生活中被幻觉所困扰。所以我做了一个实验。我用了两种毛巾，他们是同一个品牌的，但一个是刚刚被开封，另一块已

经被用了有一段时间。我将旧的毛巾洗干净之后，让人们去辨别这两块毛巾的新旧关系。



### Experimental results.

More than 40% of people identified mistakes. Only about 30% of these correctly identified people can accurately indicate the cause.



Experiments have proved that it is difficult to distinguish the use time of the towel. People often have the illusion that as long as the towel is washed clean, it is clean. But in fact, these seemingly clean towels already have a lot of security risks.

实验证明，毛巾的使用时间难以被辨别，人们经常会有一种只要毛巾洗的干净就是干净的错觉。但实际上这些看似干净的毛巾已经有了不少安全隐患。





2

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## PURPOSE OF DESIGN

.... 15 ....

Value itself is defined by people. And use value and value itself are two concepts. Perhaps furniture supplies, just bought value and use value is matched. But after using for a period of time, it is eroded by time and foreign objects. The use value will be reduced, even bring harm to us. At this time, the use value and price of these items will not match. But the reason why we bought back the previous item is because of its use value. Therefore, we should not be troubled and bound by its price. But people often ignore

价值本身是被人所定义的。而使用价值与价值本身是两种概念。或许家具用品，在刚买来是价值与使用价值是相匹配的。但在使用一段时间后，受到时间和外物的侵蚀。使用价值会降低，甚至给我们带来危害。在这个时候，这些物品的使用价值与价格就会不相匹配。但我们买回之前物品的原因，这是因为它的使用价值。所以我们不应该被它的价格所困扰和束缚。但是人们往往会忽略这一点，因为价值会被价格明码标价，但是使用价值不会。



Illusion of choice





The change of daily necessities is always difficult to detect, and people can't detect the loss of their use value in time. Therefore, I hope to design a product that can quickly show the loss of the use value of goods, to urge people to think more about whether they are excessively thrifty and how to balance the relationship between wealth and things around them, so as to help people learn to live a better life.

身边日用品的变化总是难以察觉的，人们无法及时察觉他们使用价值的流失。所以我希望设计一款能够快速表现物品使用价值流失的产品，去促使人们多思考，是否过度节俭，如何平衡身边财富与物的关系，从而帮助人们学会更好的生活。

3

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choice

## THE CONCEPT OF DESIGN

# WHAT

I chose the towel as a medium to show how our daily necessities are aging gradually over time until they can't be used.

我选择了毛巾作为一种媒介，去表现我们的生活用品是怎么一点一点随着时间推移变化衰老的直至不能使用的。

I want to design a towel that reacts with the air from the beginning of unpacking.

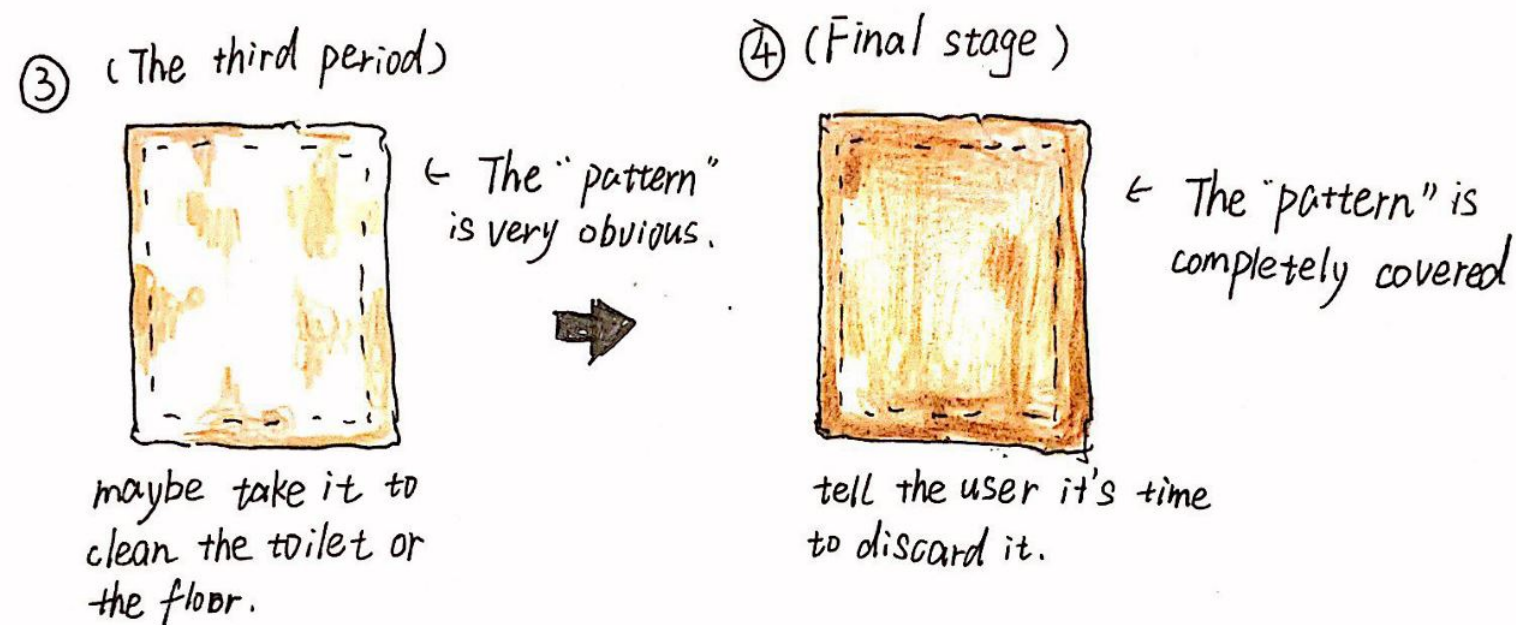
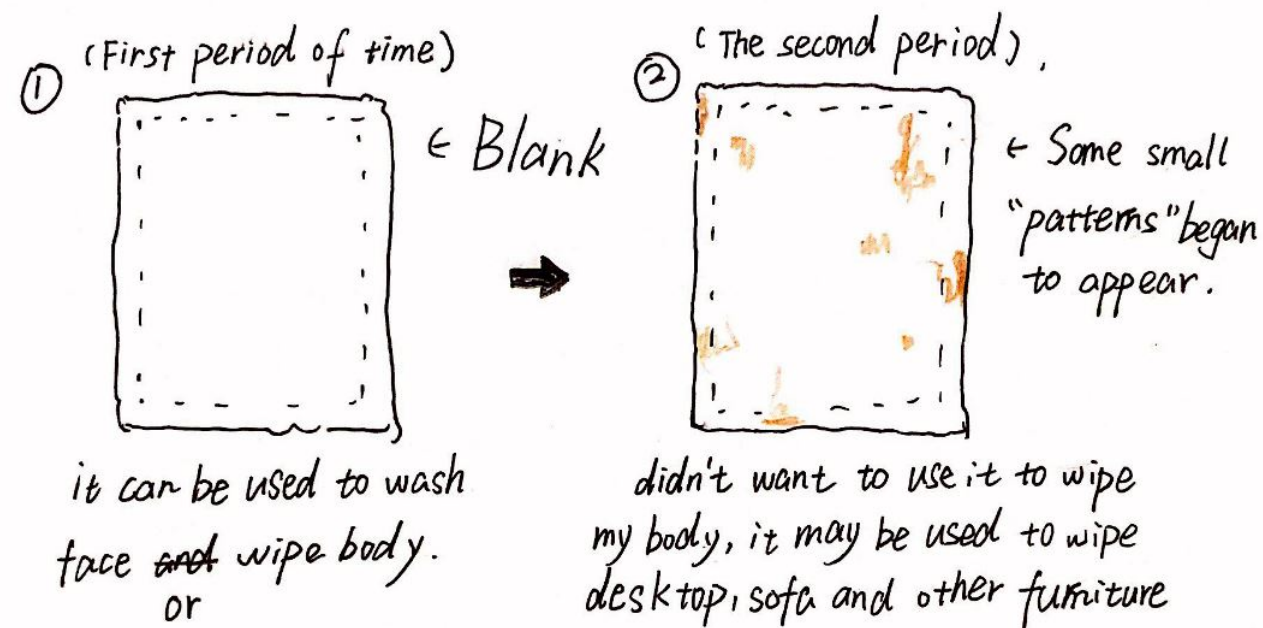
When the towel is just opened, the change is slow, tiny and invisible to the naked eye. The initial effect on it may be used to wash the face or wipe the body. But with the passage of time, the towel itself will have some visible changes, this change makes the towel look "not fresh." Users stop using it to wipe their faces or bodies. Instead, use it to wipe the furniture like tables and stools. With the passage of time, the change of towel is obvious. Users may

choose to use them to wipe toilets or floors. Finally, when the towel changes completely, the user will choose to discard them.

我想设计一种从拆封开始会与空气发生反应的毛巾。

在刚刚开封时，毛巾发生的变化是缓慢的微小的肉眼不可见的。对它刚开始的作用可能被用于洗脸或者擦拭身体。但是随着时间的流逝，毛巾本身会发生了一些肉眼可见的变化，这种变化让毛巾看起来变得“不新鲜”。用户们会停止用它擦脸或者擦拭身体。转而用它去擦拭桌子凳子这

些家具。再随着时间的继续流逝，毛巾的变化已经很明显了。用户们可能选择使用他们去擦拭马桶或者地板。最后，当毛巾完全变化时，用户会选择丢弃他们。







## Mould like color

The first is to imitate the growth of green mould, because mould is easy to remind people of corruption, not fresh, thus suggesting that people stop using. And give this towel a certain sense of life.

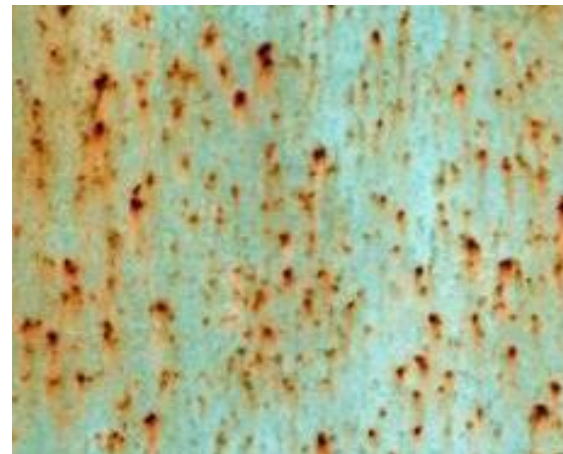
第一种是在模仿绿色霉菌的生长，因为霉菌很容易让人联想到腐败，不新鲜从而暗示让人停止去使用。并且赋予这条毛巾一定的生命感。



## Rust color

The second is to imitate the rust of iron. Rust colored objects are easy to associate with greasy dirt and corrosion. It can also suggest that people stop using it. I think it's a good cue for users to think about towel usage time.

第二种是在模仿铁的生锈。铁锈色的物体很容易让人联想到油腻肮脏以及腐蚀。也可以暗示人们停止使用。我想这可以很好的暗示使用者们去思考毛巾的使用时





### Poison frog

The arrow poison frog is the most beautiful frog in the world, and also one of the most toxic species.



### Warning color

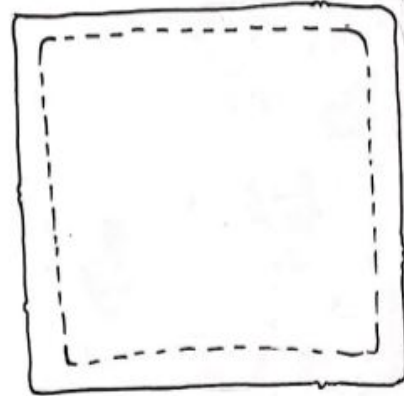
The third is a bright warning color. Many animals will grow bright patterns to intimidate their natural enemies. The fear of bright colors is a response engraved in biological instinct. I think it's a good cue for users to think about whether they should continue to use towels.

### 警示色

第三种是鲜亮的警示色。很多动物会生长出鲜艳的花纹去恐吓天敌。对鲜亮颜色的畏惧，这是刻在生物本能的反应。我想这可以很好的暗示使用者们去思考毛巾是否还应该继续使用。



① The first stage



② The second stage



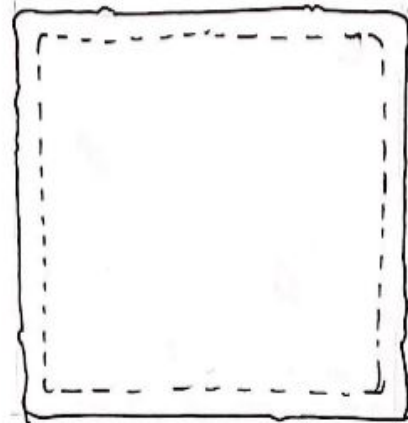
③ The third stage



④ The fourth stage



① The first stage



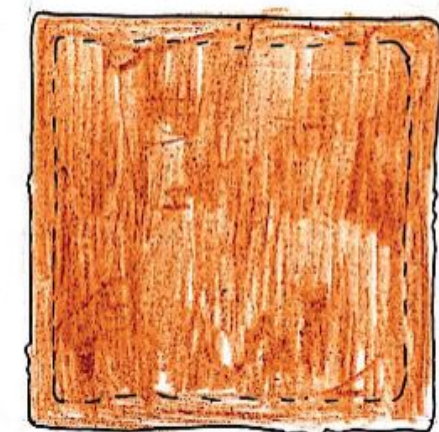
② The second stage



③ The third stage



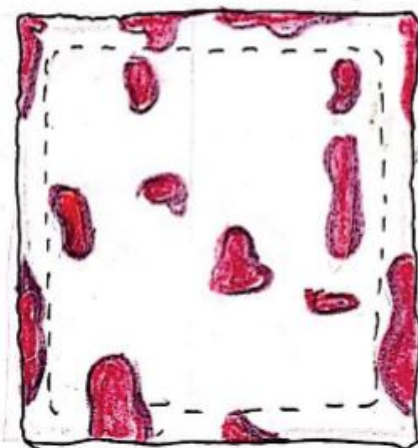
④ The fourth stage



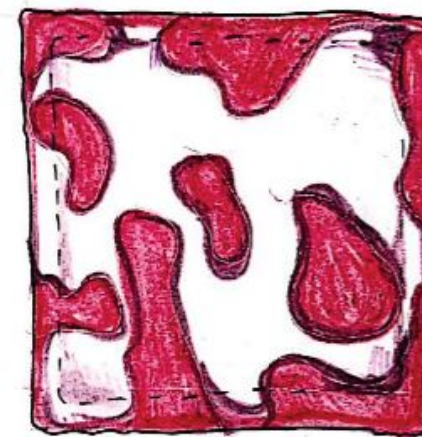
① The first stage



② The second stage



③ The third stage



④ The fourth stage



Concept sketch

## Experiment

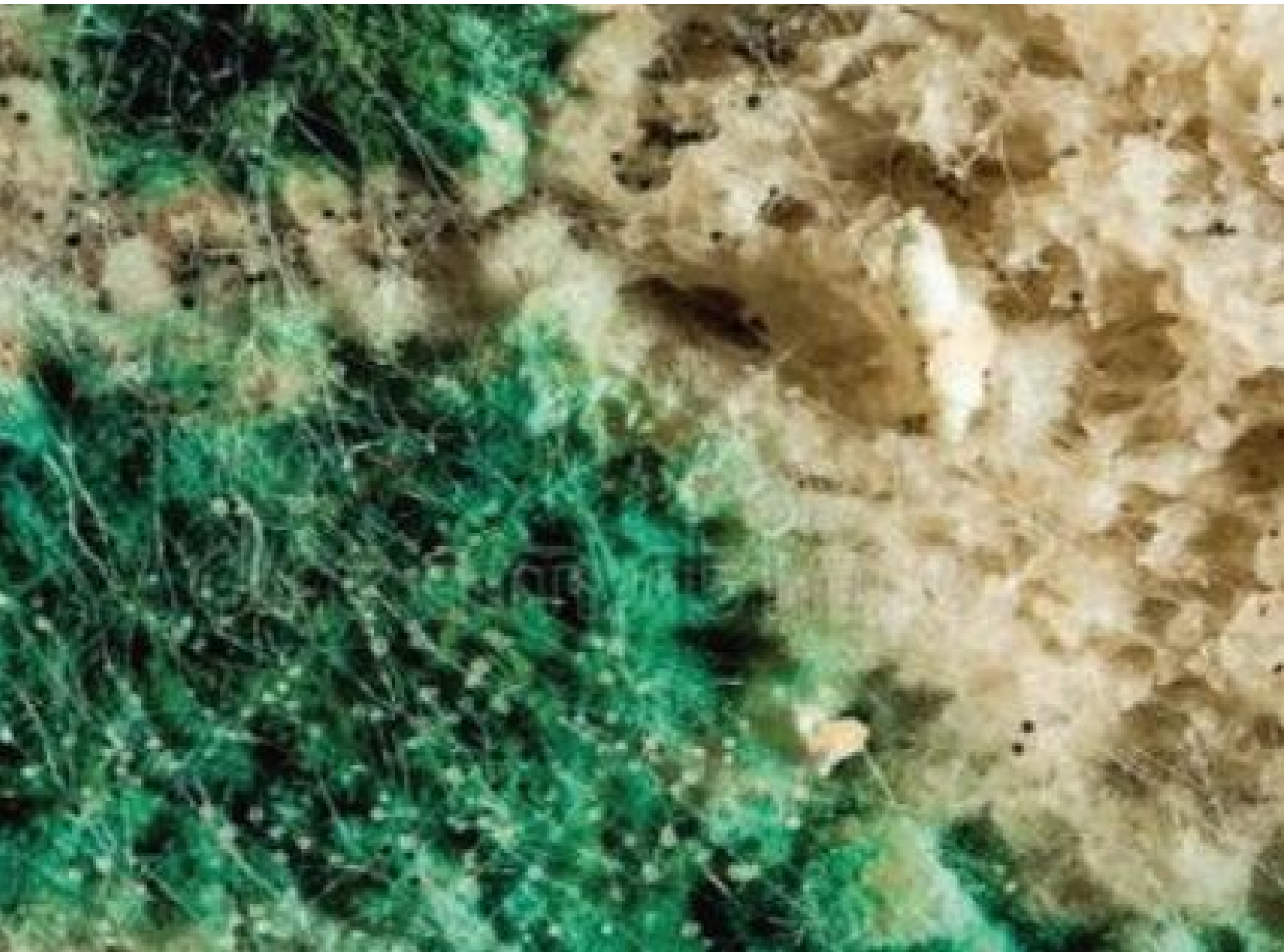
It refers to one of the basic methods of scientific research.

4

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EXPERIMENT





## Biology

The growth of microorganisms  
such as molds, algae and mosses

微生物如霉菌、藻类、苔藓的  
生长

## Mould like color

Generally yellow green, red green.

一般为黄绿色、红绿色





## Chemistry

Oxidation reaction.

氧化反应

## Rust color

Generally, it is yellowish brown and reddish brown.

一般为黄褐色、红棕色







## Physics

Osmotic reaction and diffusion  
phenomenon.

渗透反应、扩散现象

## Warning color

Generally, it is red black and red orange.

一般为红黑、红橙







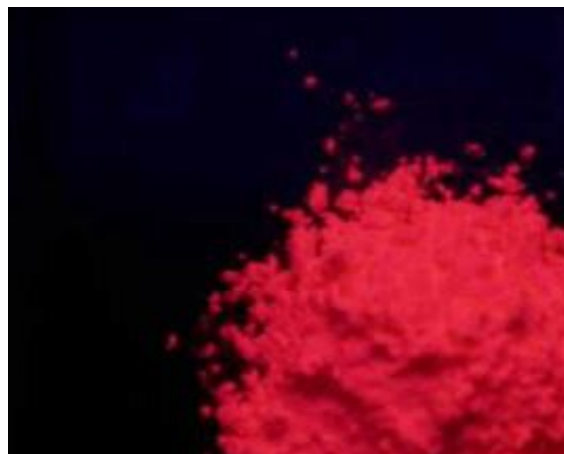
### Iron powder

Iron powder is a substance that is easy to be oxidized.

Let the iron powder be oxidized naturally to show the power of time and the growth of patterns.

### Phosphor

Fluorescent agent is an attractive material. It is also often used as a reminder in daily life. For example, traffic barriers and so on.



# Material



### Various microorganisms

The growth of microorganisms is always so difficult to control. I will start from these creatures and choose the most suitable biological species according to the experiment.

Let time be the catalyst, and let life decorate the towel.





## Mold culture experiment

In the end, I chose the mold which was cultured on the steamed bread. They're more stable than molds that grow on fruits and don't stick all over the place.



## Phosphor

rescent agent is an attractive material. It is also often used as a reminder in daily life. For example, traffic barriers and so on.

## needle tube

The needle tube is helpful to control the degree of diffusion.



2

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FINISHED

PRODUCT

### Finished product 1

This is a set of towels cultured in moss.

这是采用苔藓培养的一组毛巾。



Illusion of choice





### Finished product 1

A towel with mossy patterns. Because the moss grows on the surface of the towel, it is very conspicuous.

生长出苔藓花纹的毛巾。因为苔藓生长于毛巾表层，所以十分显眼。



### Finished product 2

This is a set of towels cultured with mold.

这是采用霉菌培养的一组毛巾。





### Finished product 3

This is a towel that mimics rust patterns.

这是模拟铁锈花纹的毛巾。







### Finished product 4

This is a pattern that mimics the warning color on animals.

这是模仿动物身上的警示色的花纹。

### Finished product 4

The pattern has a certain fluorescence effect and has a good warning effect.

该花纹带有一定的荧光效果，有很好的警示作用。





## Change the tarnished towel on the washstand in time

The towel with rust pattern tells us that the towel has been used for a long time and is not suitable for washing face.

已经生长出铁锈花纹的毛巾告诉我们，该毛巾已经使用时间过长，不适合洗脸了。



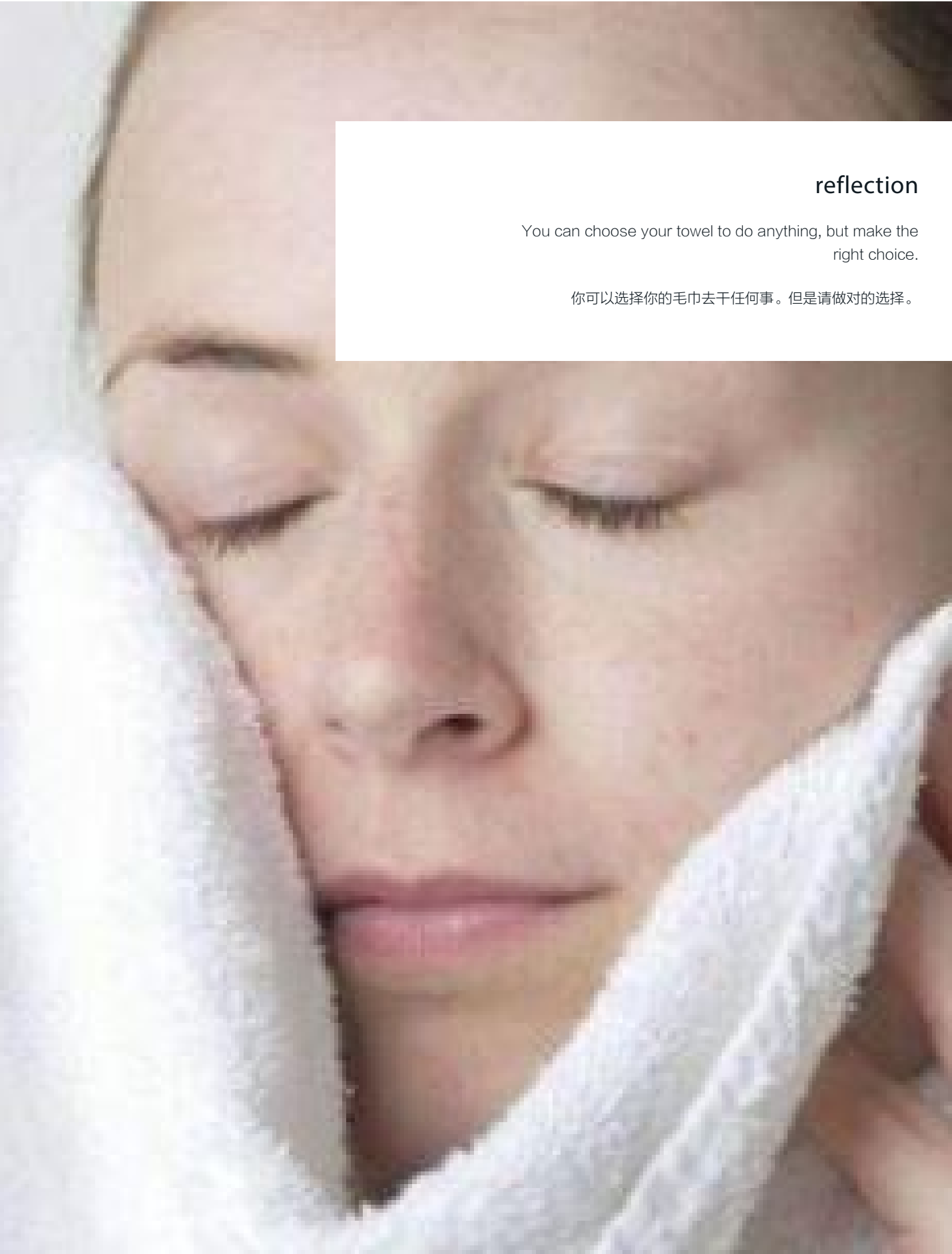
## Other uses of towels

The pattern is already very conspicuous, so it is used to wipe furniture or the towel on the floor.

花纹已经十分显眼，所以被用来擦拭家具或者地板的毛巾。







## reflection

You can choose your towel to do anything, but make the right choice.

你可以选择你的毛巾去干任何事。但是请做对的选择。



## reflection

Break the illusion of saving and really enjoy life!

打破节省的幻觉，去真正的享受生活吧！