



Sculpting with Data { Measuring the World }
Design Intersections Morning Workshop · 05/25/2018

design + data + behavior

customization

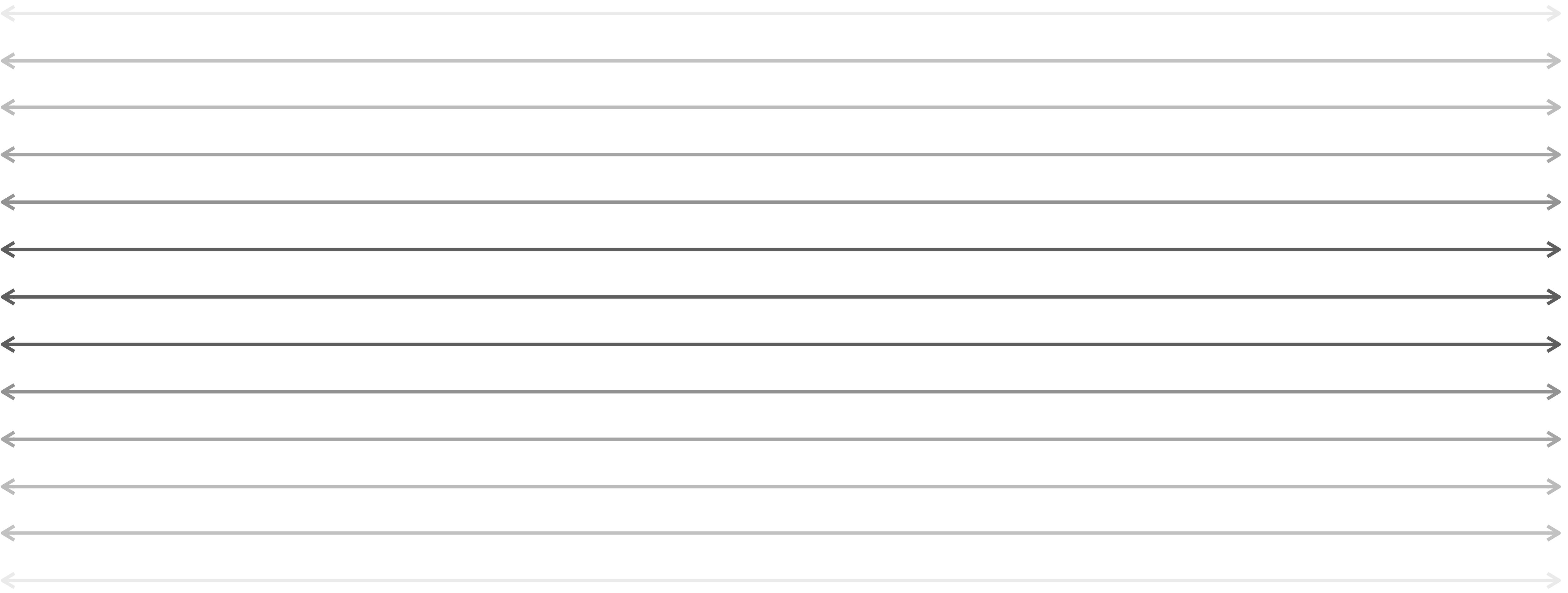


hyper-customization

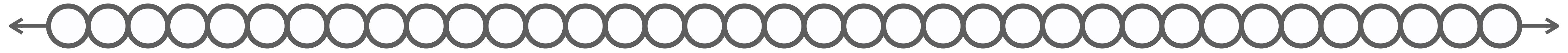
markets-of-one



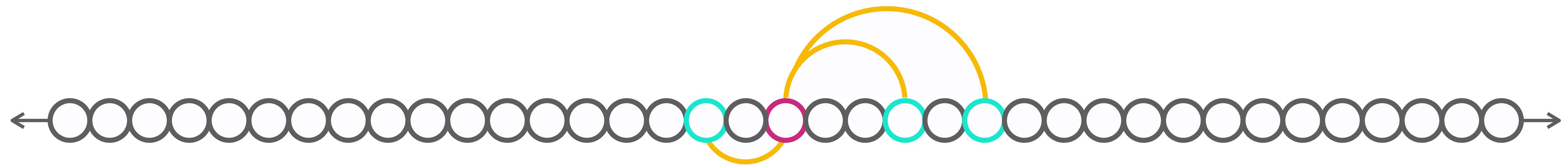
Audience/Designer Relationship
Audience Spectrum



Audience/Designer Relationship
Audience Spectra

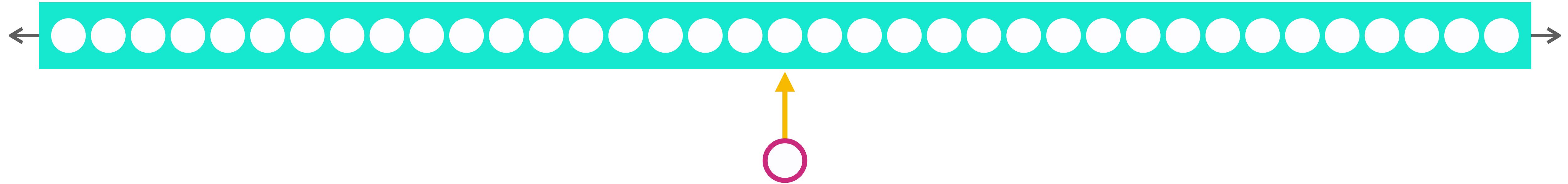


Audience/Designer Relationship
Potential Users



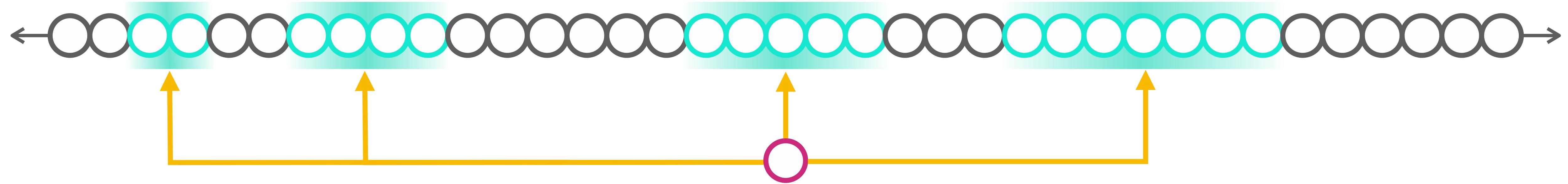
Audience/Designer Relationship
Craft Approach · Designer, Design, User





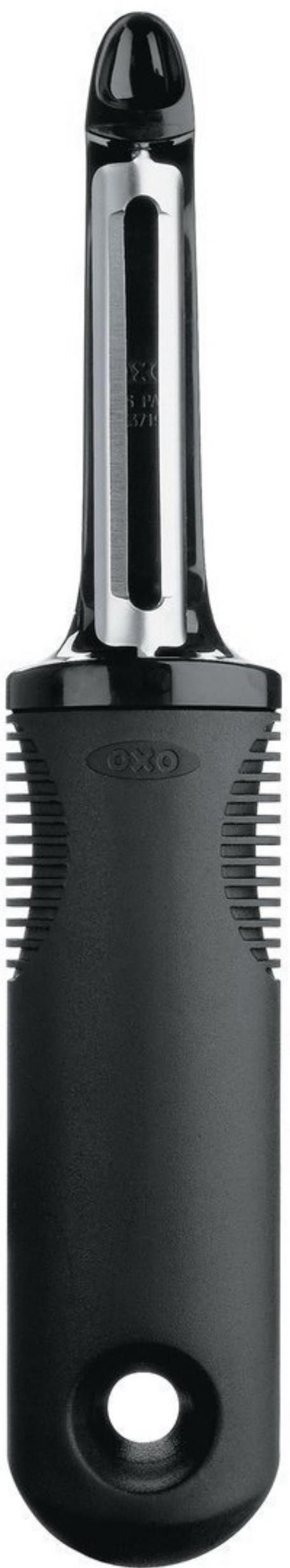
Audience/Designer Relationship
Modernist Approach · Designer, Design, User

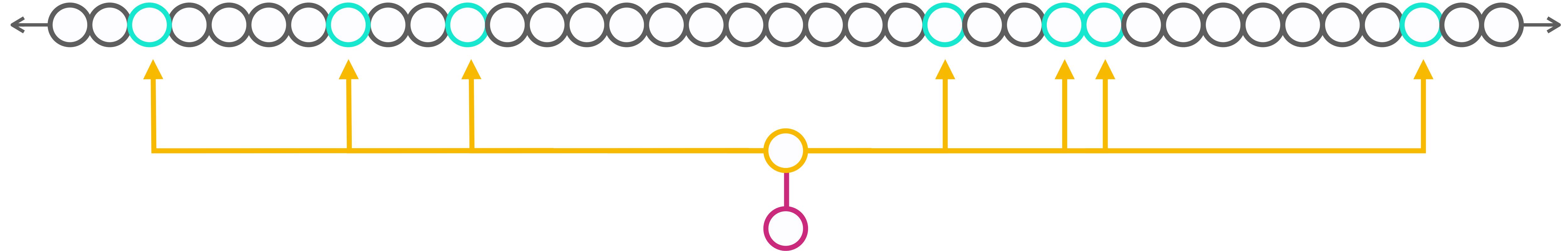




Audience/Designer Relationship

Post-Modernist / User-Centered / Universal Approach · Designer, Design, User





Audience/Designer Relationship

Hyper-Customization Approach · Designer, Design, User

audience segmentation

personas

'heavy' vs 'light' users

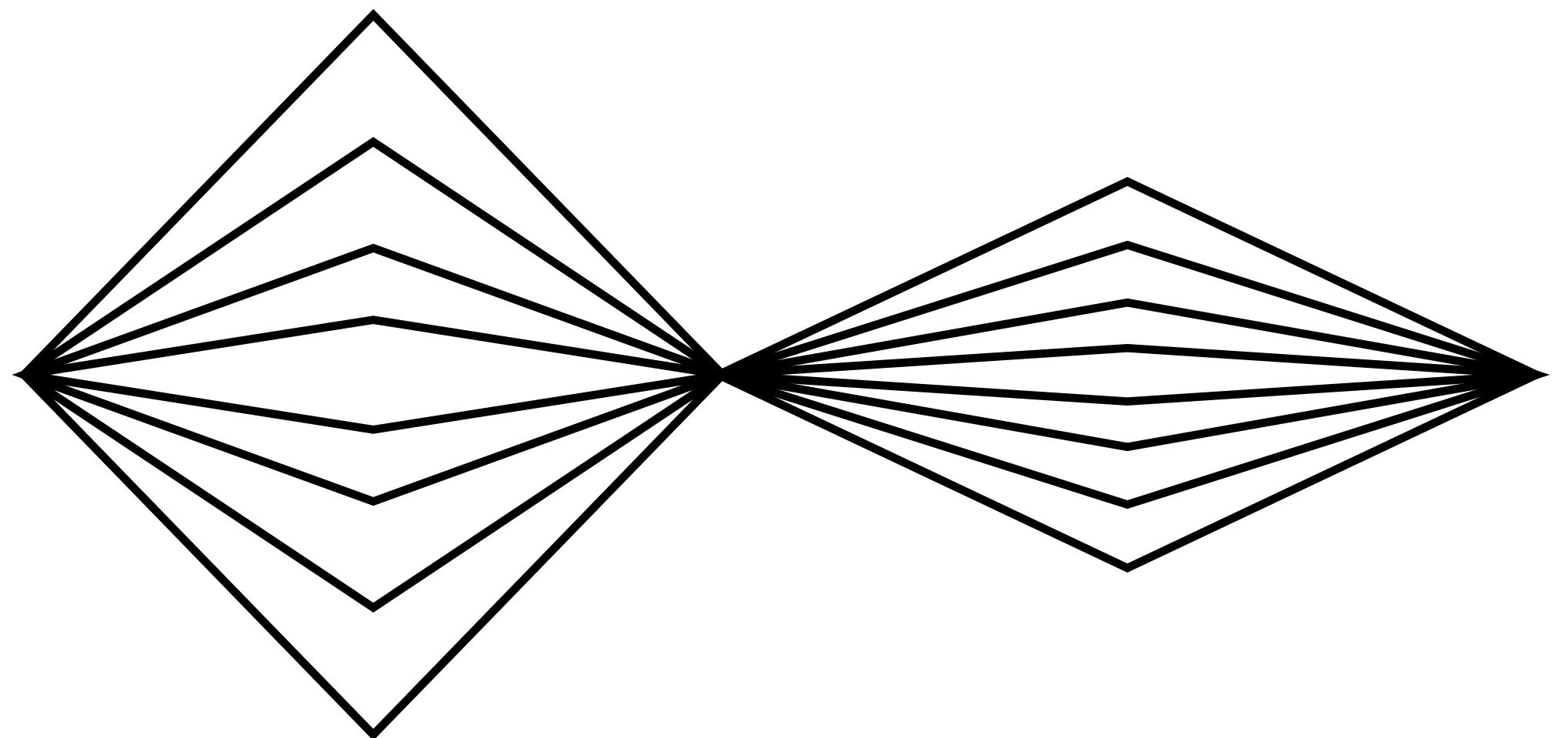
~~audience segmentation~~

~~personas~~

~~'heavy' vs 'light' users~~

1 user : 1 design

where does data go?



data + design : relational understanding

~~data + design : relational understanding~~

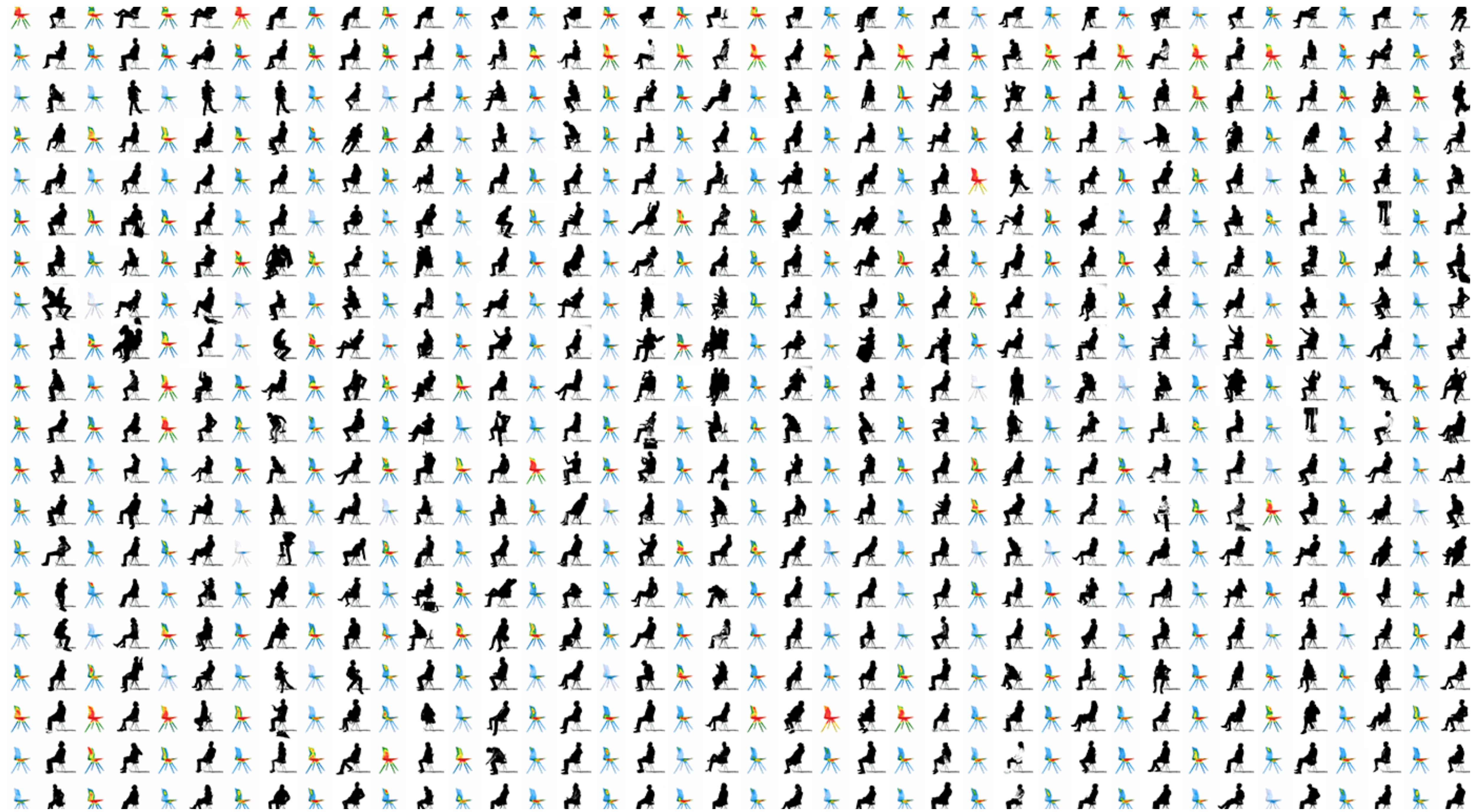
data + design : fingerprinting individuals

{sensor-enabled} data collection



R18 Ultra Chair

Kram/Weisshaar · 2012-2016

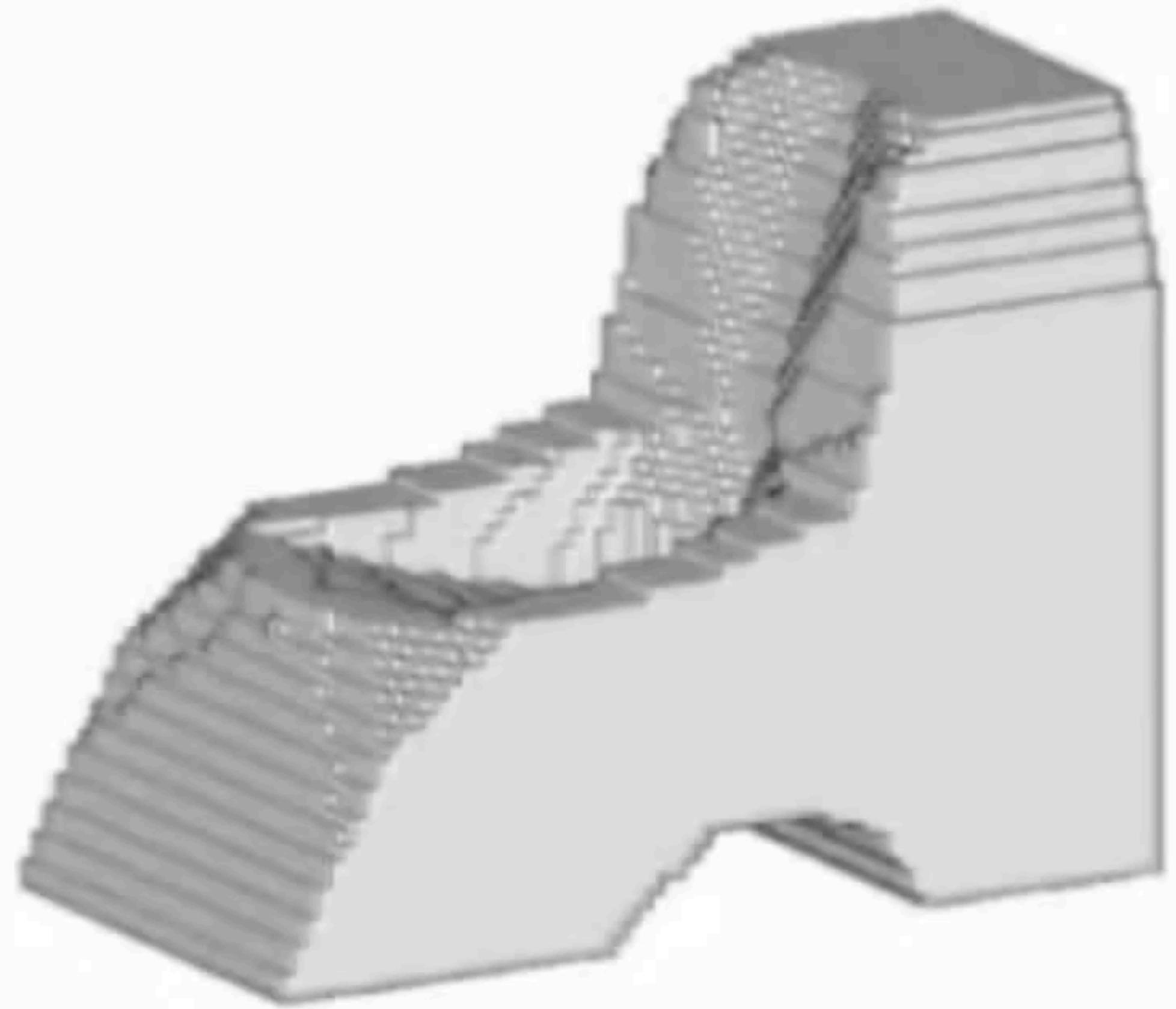






Bone Chairs

Joris Laarman · 2006-2008



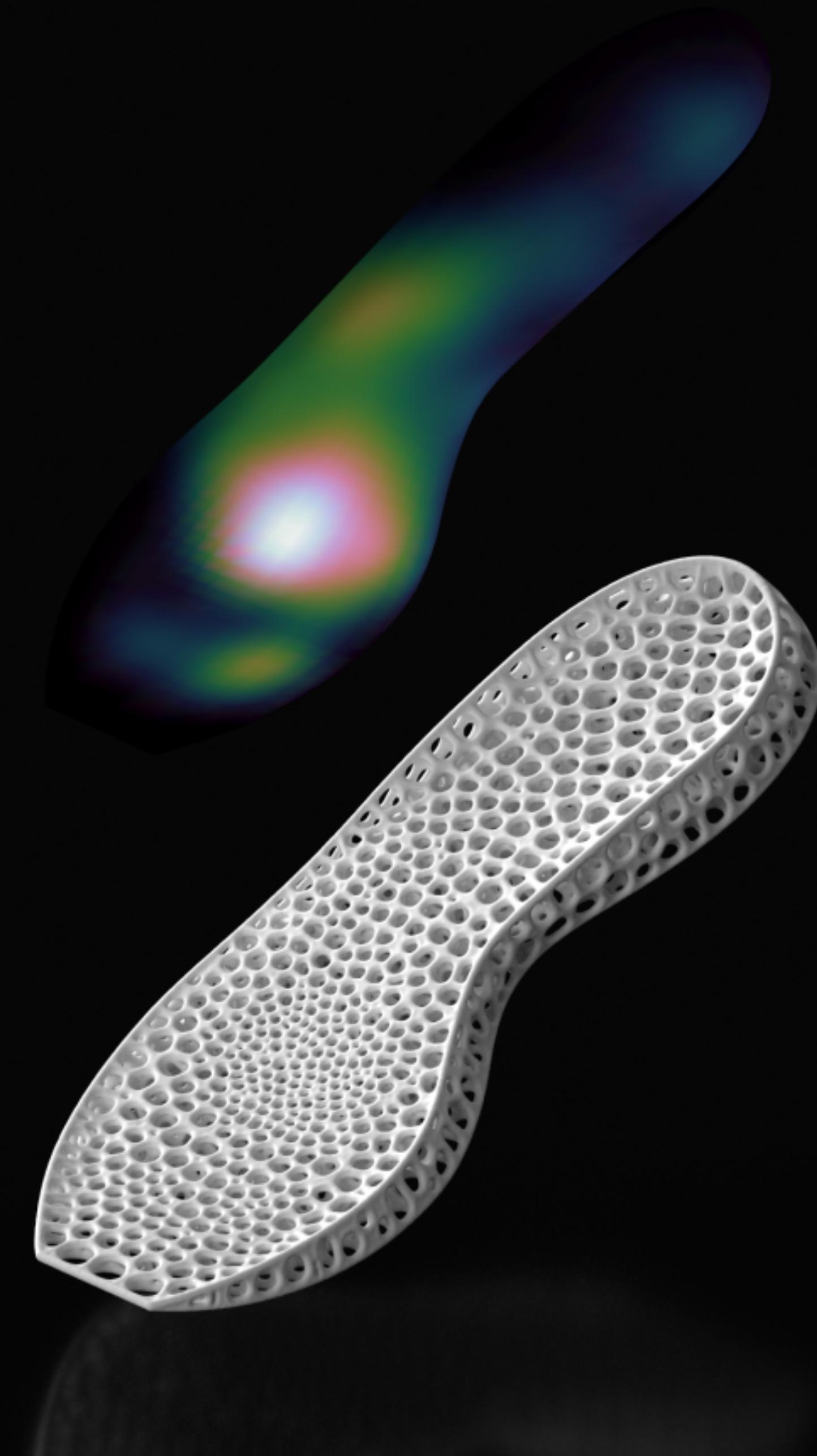


Micoach Smart Ball
Adidas · 2016



Data Midsoles

Nervous System for New Balance . 2016





E-Traces Ballet Slippers
Lesia Trubat · 2014





Go . Data-Driven Wheelchair
Layer Design . 2016



YOUR SHAPE



1. BACKREST HEIGHT



2. BACKREST ANGLE



3. SEAT LENGTH



4. SEAT ANGLE



5. SEAT WIDTH



6. SEAT CURVATURE



7. CENTRE OF MASS



8. FOOTREST HEIGHT



9. FOOTREST LENGTH



10. FOOTREST ANGLE

YOUR FEATURES



A. PUSH BARS



B. TRANSFER BARS



C. SIDE GUARDS

YOUR STYLE

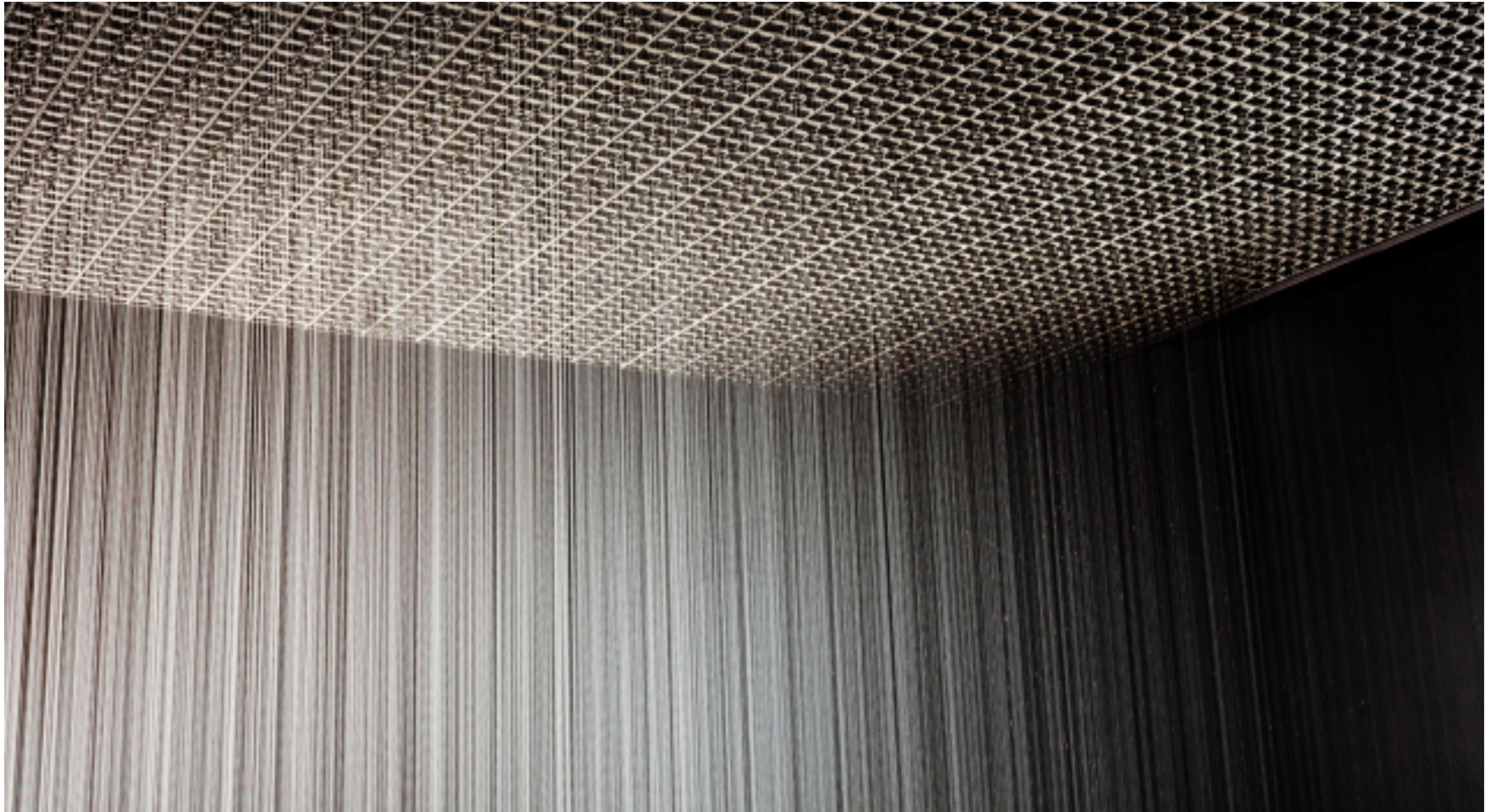


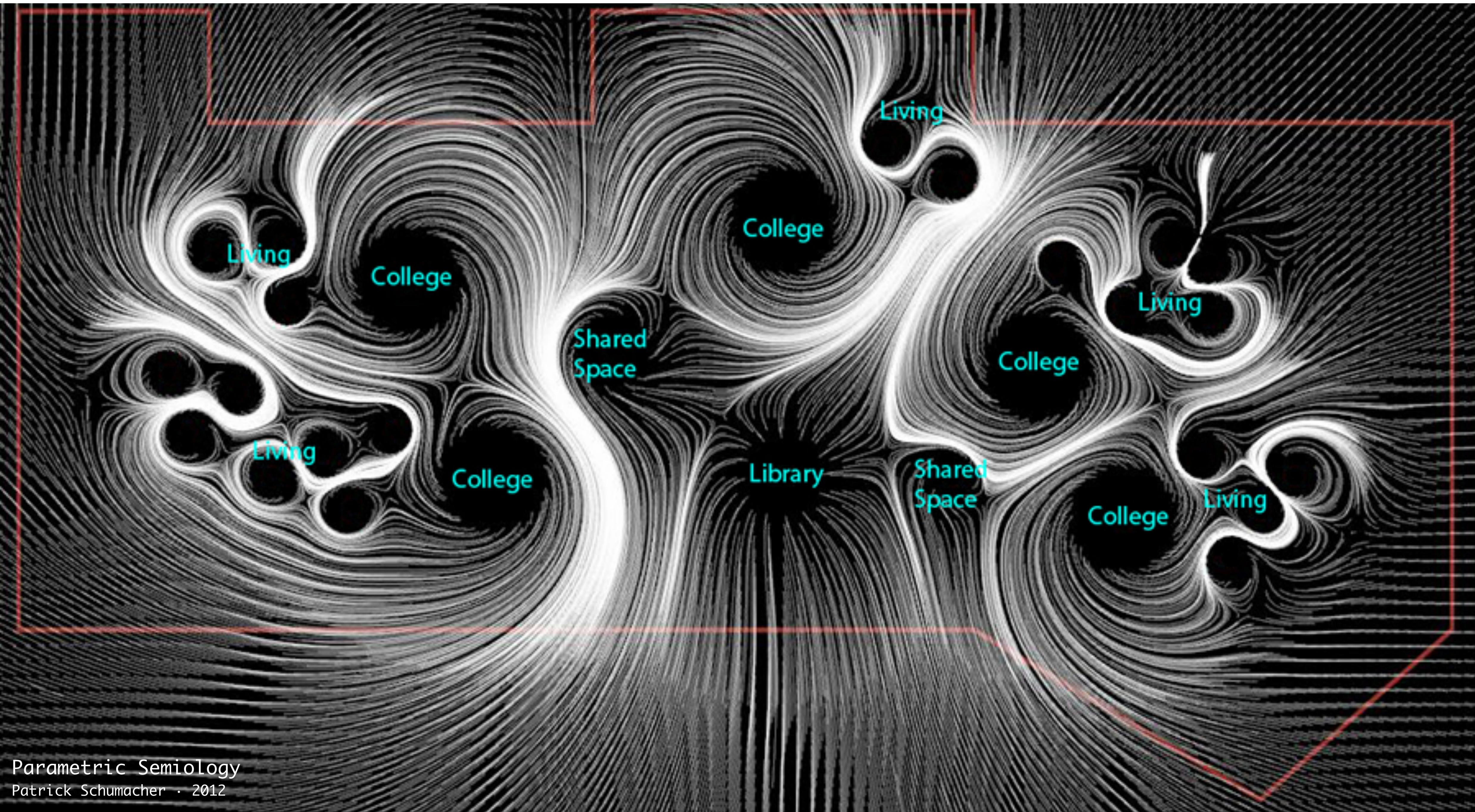




Rain Room

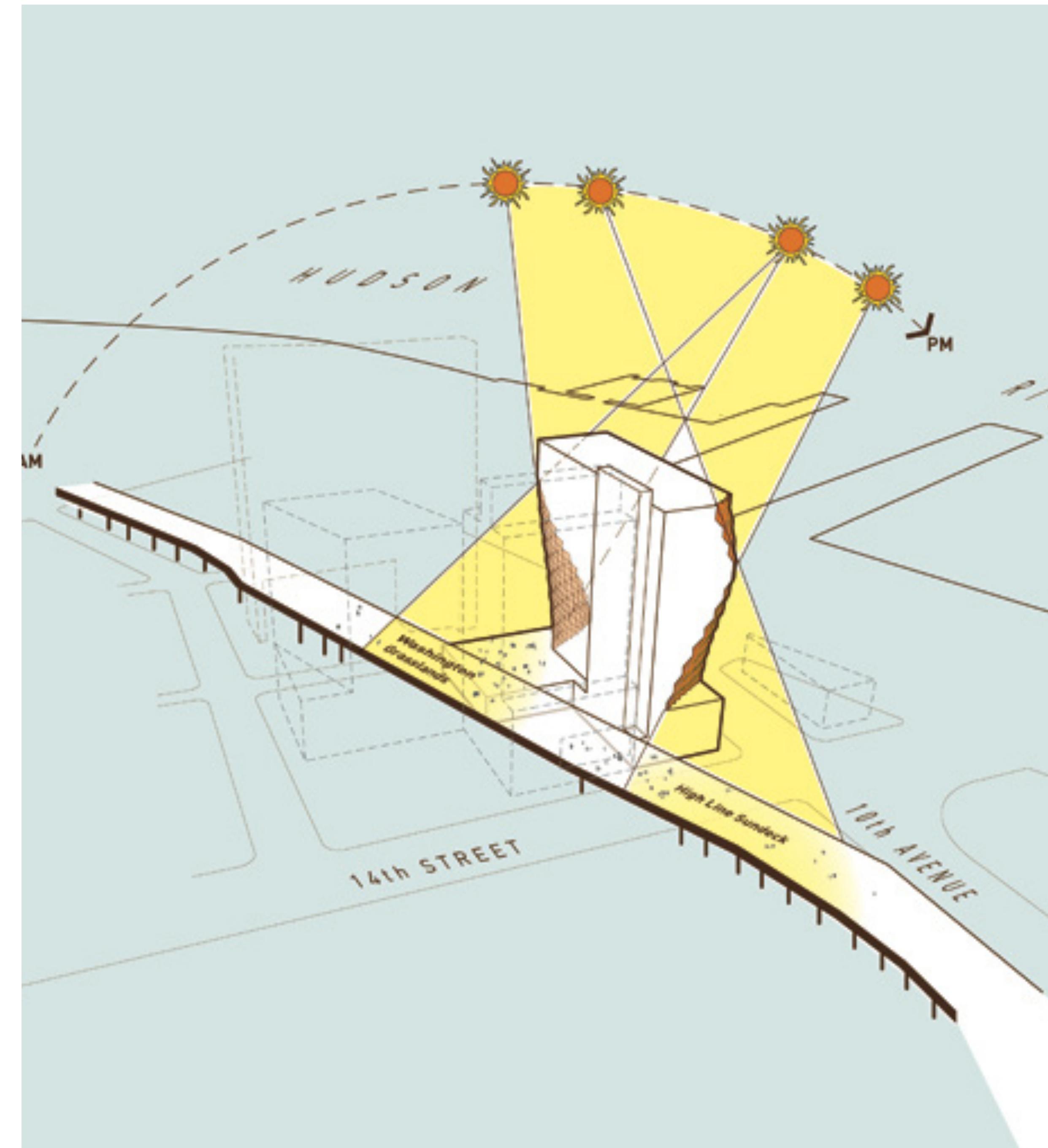
Random International . 2012 - 2016





Parametric Semiology
Patrick Schumacher · 2012

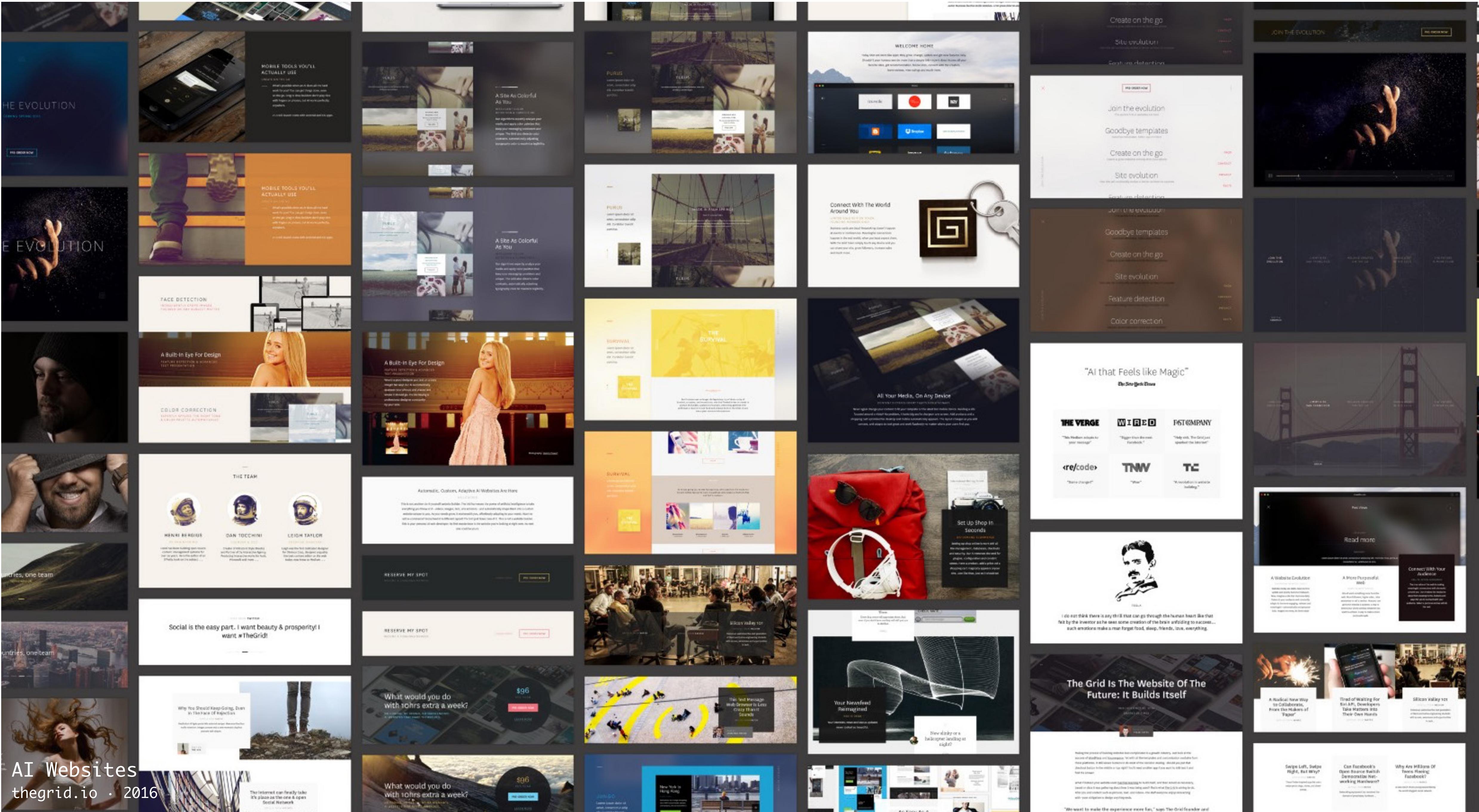
Solar Carve Tower
Studio Gang • 2016





Making Visible: Satellite Lamps
Timo Arnall . 2014

{user-submitted} data collection



Your address

South Loop, Chicago, IL, USA



Your Airbnb listing url (optional)

Airbnb url



Color

Change the color of your map



Style

Change the style of your poster

Classic

Disco

Retro

Stars

Size

Get a high quality thick poster

8.5"x11"

11"x17"

18"x24"

PRINT & SHIP

PRINT & SHIP

PRINT & SHIP

Edit Preview

WELCOME TO MY HOME
CHICAGO

YOU ARE HERE

1. Little Sheep Mongolian Hot Pot
2. Lawrence's Fish & Shrimp
3. La Cantina Grill
4. Cai
5. Giordano's

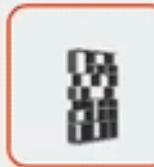
HOUSE RULES
Checkout: 11am
No smoking
WiFi xxx/pwd

CONTACT
me@gmail.com
xxx-xxx-xxxx

Made with www.eliotandme.me © Eliot&Me © OpenMapTiles © OpenStreetMap

8.5"x11" 11"x17" 18"x24"
PRINT & SHIP PRINT & SHIP PRINT & SHIP

Souvenir Art
Eliot&Me · 2017



Tylko

Benjamin Kuna and Yves Behar · 2017

Customer rating
 (1001)



Taxes & shipping
included



100-day free
returns

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100€ off ▾

Slant



Pattern



Gradient



Grid

Density

 100%

Width

 121cm

Height

 196cm

Material

Black
Plywood 

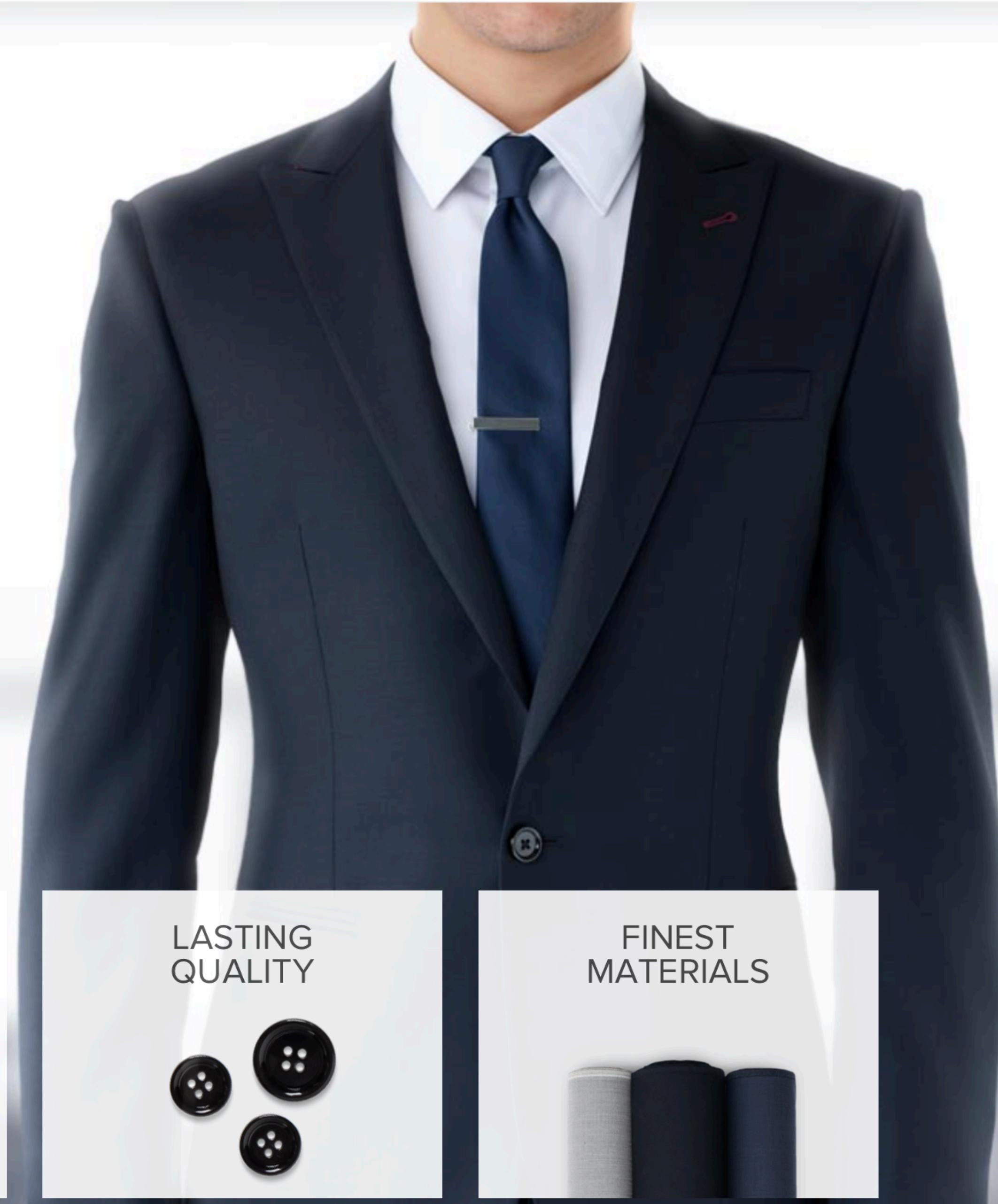
Doors and Drawers

 On Off

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UNIQUE
CUSTOMIZATIONS



Digital Bespoke
Indochino · 2010 -

CUSTOM
FIT



LASTING
QUALITY



FINEST
MATERIALS





Kinematics
Nervous System · 2013 –

kinematics cloth

let's look at some sensors!