



## **A table for *discourse***

- design to evoke debate about Arctic oil exploration-

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## **Photo Courtesy**

Source references will be placed under the picture if the photos or drawings used are not my own. In some pictures, I have used several photos to make illustrative collages, sometimes mixing my own and others material, here the sources of others also are below the collage.



**Intro**

- Abstract: 1
- Motivation: 2
- Personal take: 4
- Goal: 5
- Criteria's: 6

research

- Background**
  - Use of fossil fuels: 9
  - Design and Climate Change: 10
  - Necessity of production cuts: 11
  - Norwegian Paradox: 12
  - Local environmental aspects: 14
- Gaining Insights**
  - Map stakeholders: 16
  - "Backcasting" problem: 17
  - Expert interviews: 18
  - Quantetativ survey: 19
  - Target group interviews: 20
  - Personas: 22
  - Analysing climate actions: 24
  - Discurive methods: 26
- Insight points**
  - Points 1-5: 30

exploration

- Ideation and testing 1.0**
  - Method "How might we": 34
  - Concept 1.0-1.15: 35
- Ideation and testing 2.0**
  - Concept 2.0-2.6: 40
  - Findings: 47
- Ideation and testing 3.0**
  - Concept 3.1: 49
  - Concept 3.2: 53
  - Findings: 54

Synthesizing

- Synthesizing: 56
- 3 principals: 57
- Context: 58
- Re brief: 59

Final concept

- Bar journey**
- Ideation 4.0**
  - Concepts 4.1-4.4: 63
  - Mock - Ups: 65
  - Test & findings: 66
- Ideation 5.0**
  - Concepts 5.1-5.3: 68
  - Mock - Ups: 70
  - Test & findings: 71
- Ideation 6.0**
  - Process: 73
  - Mock-ups: 74
  - Test & findings: 75
- Ideation 7.0**
  - Glass process: 77
  - Table process: 80
  - Test & findings: 84

Proposal

- Final model**
  - Concept: 87
  - Model: 89
  - Design reflections: 90
  - Final test: 94
  - Feedback: 95
  - Self reflections: 96

References



Illustrating collage with Norway's natural mountain  
(original painting without oilrigg: Stetind - Peder Balke, 1864)

## Abstract

This is an explorative project which aims to initiate debate about Norwegian oil exploration and production in Northern Norway through the use of discursive objects. In my research phase I found that young men are more undecided with respect to oil exploration in the Arctic, and thus, my target group is young men.

We are facing multiple problems concerning the human footprint on earth. No nature is untouched by human influence, and from the poles to the rainforest, rising temperatures and accelerating acidification disrupts natural ecosystem stability. This is mainly because of our use of non-renewable fossil fuels.

The Norwegian government just opened up new areas for oil drilling in the Arctic (Barents sea). Many expect that the controversial areas outside Lofoten, Vestrålen and Senja will soon follow. All big oil companies and interest organizations are lobbying for this, and the three largest political parties are also in favor. In the population there are mixed opinions around this subject, and this project takes on a discursive approach to raise awareness and encouraging discussion about new areas for drilling in Northern Norway.

The final concept proposal is tables for discussion placed in a bar scene. It is a long tradition for dialog involving a wide range of matters over a beer in the Western world, and based on my exploration I believe this is the best place to intervene in young men's life. The table will function as catalyst for dialog about climate change and Arctic oil exploration. The future is not something that just happens to us, like we were castaways washed upon a foreign shore. We are the future, and to be able to create the future we want together, we need to discuss it.

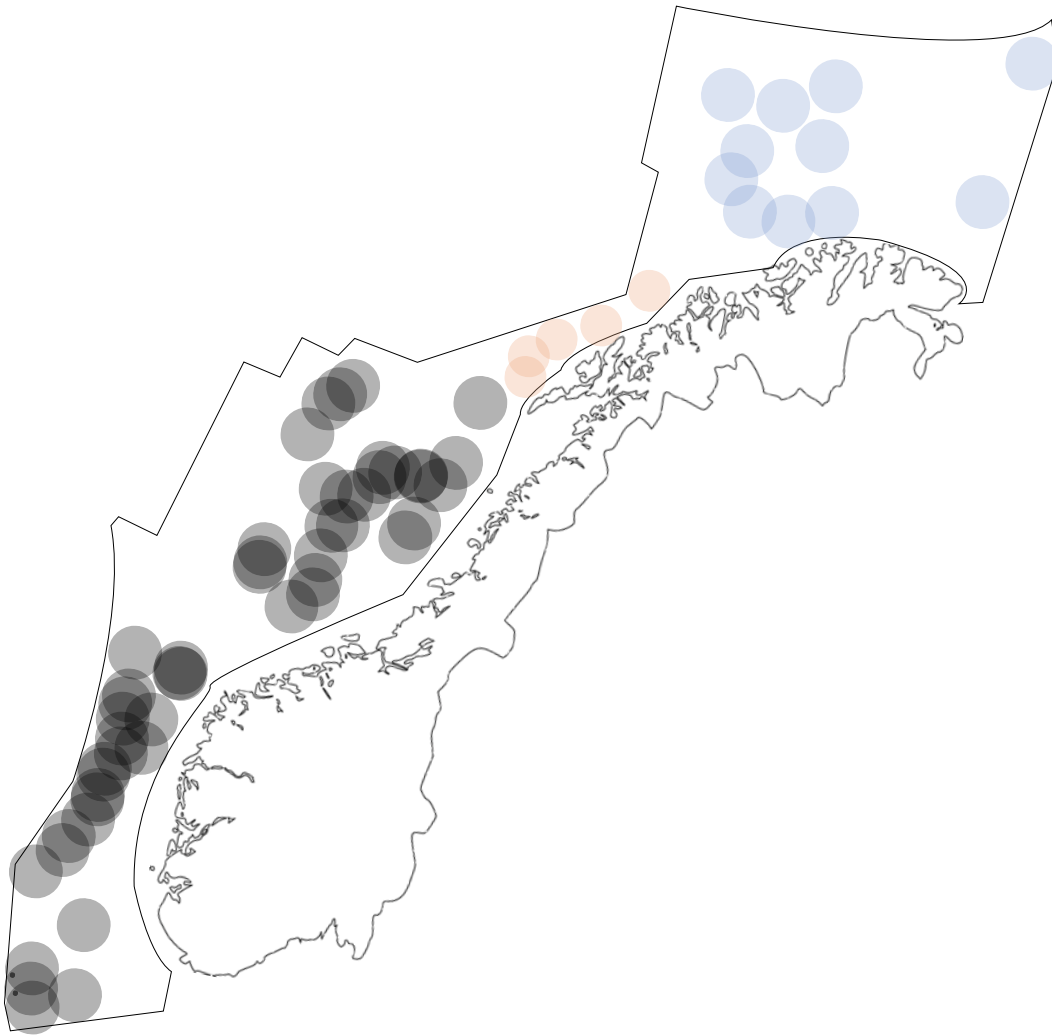
The tabletop is shaped to illustrate oil spill in a blue ocean. There are three concave volumes on the table, designed to contain ice. The ice will slowly melt into water, which will flow through the channels and drip down on the users. Hence it will function as a provocation to prompt discussion.

*"We must adapt to the idea that we are creating the future now. That what we do will affect the future of children and grandchildren here and elsewhere in the world. This overall perspective is also a necessary adaptation, a whole new situation that we have never experienced before."*

- Karen O'Brien, climate scientist  
University of Oslo (Morgen-  
bladet.29.92017).



**I worry about  
climate change**



Offshore oil and gas fields, Norway

- existing or dry fields
- newly opened or planned fields
- controversial not yet decided future fields

## Motivation

I do recognize the importance of oil for energy purposes and worldwide wealth growth, and I do realize that if we were to stop oil supply instantly, our world would collapse. I am voting for a planned transition from use of oil to other alternatives. Hence this project targets the newly opened fields in Northern Norway. In my opinion they represent a reactionary and dangerous worldview. If Norway, one of the richest countries in the world, does not abstain from investing in new fossil fuels, how can we expect any other country to do so?

Another factor is that this takes Norway on the forefront of opening up the Arctic oil exploration. As the Arctic ice pack shrinks, governments and companies have begun the chase for petroleum resources in the Arctic. Estimations show that the Arctic may contain around 20% of the world's remaining undiscovered oil and gas (Europa parliament, 2008). It is necessary to stay clear of these reserves should we meet the goal of maximum 2 degrees C global temperature increase. Through design I am hoping to prompt discussion about this political decision.

(a)	(b)
affirmative problem solving design as process provides answers in the service of industry for how the world is science fiction futures fictional functions change the world to suit us narratives of production anti-art research for design applications design for production fun concept design consumer user training makes us buy innovation ergonomics	critical problem finding design as medium asks questions in the service of society for how the world could be social fiction parallel worlds functional fictions change us to suit the world narratives of consumption applied art research through design implications design for debate satire conceptual design citizen person education makes us think provocation rhetoric

Dunne & Raby A/B manifesto

## Personal take

I did part of my design degree at the School of Applied arts in Vienna under the lead of Fiona Raby. She is famous for a type of design termed “Speculative design”. In the book ”Hertzian Tales” from 1998 Anthony Dunne and Raby introduced a design practice that operated outside the realm of commercially driven product design. They used design as an explorative medium to inspire debate. This practice is problem finding rather than problem solving (Malpass, 2017. p. 86-7).

Design of non-commercial objects whose primary purpose is to communicate ideas goes under many names. Critical design, Speculative design, Design Fiction, Black design, Anti design, Conceptual design are some. They are all definitions of a design that intent to encourage the user to reflect or engage upon a particular discourse. I will hence use Bruce and Stephanie Tharp’s definition ”discursive design” as an umbrella for them all. *“Discursive design operates at the genus level, below which there are many species, such as critical design, design fiction, speculative design, etc.”*  
 - Bruce and Stephanie Tharp (Tharp. 2015)

*“Rather than tools for living and doing, these are tools for thinking. While different, this design approach is only a shift in orientation; it is not a radical departure. It is still product design, but with somewhat different product affordances... Just as the graphic designer can create more readable and effective election ballots, they also can create political posters. Both activities employ the same tools and mediums, but one helps people do, the other helps people think.”*

- Bruce and Stephanie Tharp (Tharp. 2015)

**How can I make young men reflect about  
climate change and Arctic oil,  
through discursive designed objects?**

*"Creating tools that connect the presence and future self so that we become  
active participants in creating the future we want"*

- Anab Jain, director of Superflux and Industrial Design professor at  
University of Applied Arts Vienna (Ted lecture)

# Criteria's for success

While “good” design often is intuitive and measured after how little it makes the user stop and think, discursive design targets the intellect. The goal is to prompt reflection and ignite imagination. To communicate an idea is here the measure of success. This project will still use typically industrial design tools, but with a different product affordance.

This project has a social and political focus, and not a commercial one. According to Matt Malpass the purposive function for a design work within the discursive domain, the aim is to generate debate about the themes engaged in the project. (Malpass.2017). Discursive design is used as a medium to provoke debate, or a ”catalyst or provocation for thought”, as Smyth and Helgason puts it (Smyth, 2013).

My success criteria's:

- Tell the story of environmental hazards in link with oil drilling through an piece or an installation
- The object should initiate discussion

## **Out of scope**

The project will not be a commercial campaign or an ad for environmental organizations. I do not try to raise more members or money. This project is an explorative journey into what makes young men react in context with continuing oil exploration and the environmental issues we are facing. They in turn should decide whether and how to act.



# research

## **Background**

Use of fossil fuels:	9
Design and Climate Change:	10
Necessity of production cuts:	11
Norwegian Paradox:	12
Local environmental aspects:	14

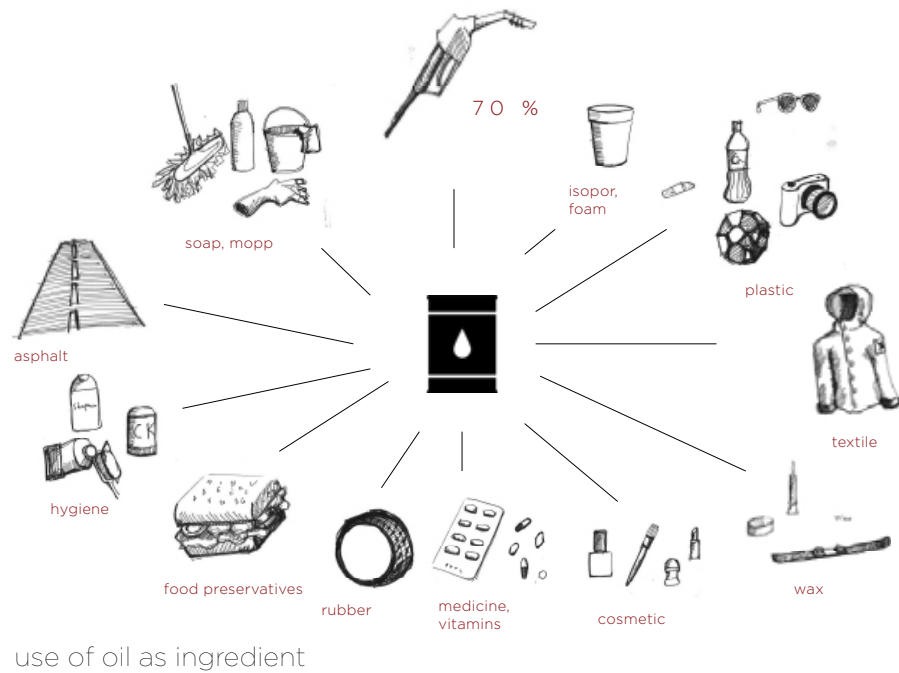
## **Gaining Insights**

Map stakeholders:	16
"Backcasting" problem:	17
Expert interviews:	18
Quantetativ survey:	19
Target group interviews:	20
Personas:	22
Analysing climate actions:	24
Discurive methods:	26

## **Insight points**

Points 1-5	30
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# Background



## Use of fossil fuel

Humans have always needed an energy source to survive. Since Prometheus gave mankind fire, we have evolved into using better and more efficient energy sources, thus making it possible for more and more people to live pretty good lives. Our wealth and health is made possible, in big parts, by fossil fuels. But as Zeus punished Prometheus by making an eagle eat his liver repeatedly every single day for eternity, we have now become more aware of the negative consequences of fossil fuel.

The humankind uses more fossil fuels as each day passes, and the gap between the use of renewable energy and fossil fuel is increasing despite all political promises to reverse this trend ([www.bp.com](http://www.bp.com)).

We have made ourselves totally dependent on oil, coal and natural gas. Coal is mainly used to produce electricity, and natural gas is mainly used for producing heat. Oil is mainly used in transportation and infrastructure. 70-80% of all oil goes to different sorts of fuel, but oil is also used as an ingredient in almost every consumer product, for instance in plastics and Styrofoam.

# Design and climate change:

While design in a sense is an ancient practice, modern product design is formed by the industrial revolution. Science, technology and design have indeed made peoples lives easier and paved the way for a global rise in life quality never seen before. An unanticipated consequence of this success is our consumer culture and the human footprint on earth. Consumerism narrowly focuses designers work on desirability rather than creating happier or healthier lives. Rather than durability, planned obsolescence is the new norm (Friedberg & Lank, 2016).

The design mantra is still the purpose of usefulness, but at the same time it serves the neo-liberal growth economy lust for new products. The “usefulness” co-accelerate with the need for faster economic returns. While you could call modifications such as increases in screen sizes, increases in speed, and reductions in weight, design improvements, it obscures the fact that these qualities follow a market driven need for quantification (Rosenback. 2014).

Climate change has caught the eye of the designers and businessmen for a long time. Qualities like “green”, “recyclable” and “sustainable” will probably soon follow the marketing of every consumer product. But it is very hard to separate truly sustainable products from “green washed” ones (Berners-Lee.2010).

Luckily, in most aspects, it is theoretically possible to replace fossil fuels with greener alternatives. But can we expect that technology, capitalism and design will induce this shift on its own? In my opinion a shift will not happen with out a radical policy change. Moreover, radical policy change will not occur if people are not actively engaging in the cause. If you look out on the street in Oslo, the Tesla’s are everywhere, but still the argument is that the world needs more oil and that Norway has a duty to provide it. Is the electric cars just a magic distraction convoluting that more and more fossil fuels are used every year?

*“Many are very optimistic in terms of technical solutions, that we will develop new technology that can save us. I think it’s a bit naïve. Instead of thinking that others should solve these issues, that technology should solve them, we have to think that all sectors must integrate the climate challenge into their work”*

- Karen O’Brien, climate scientist  
University of Oslo. (Morgen-  
bladet.29.9.2017)



# Necessity of production cuts

In 2016, Norway was one of the first countries to ratify the Paris agreement. Together with EU we have committed to cut greenhouse gas emission with 40% by 2030 compared to 1990 levels. Given our wealth and geographical features Norway holds a good position to make the green transition. Our electrical needs are nearly 100% supplied by renewable hydropower. Tax reductions on electric cars have made Norway known all over the world for having by far the highest share of electric cars. We also have one of the world's first electric ferries. This make Norway in the forefront of the switch to greener energy solutions. But we are not the only one, this green "switch" takes place across the industrialized world with new green policies and technology.

Even though emissions have fallen in the west, because of this "switch", the total amount of greenhouse gas emission are increasing with the same intensity as during the last century.

*To understand the situation properly it is necessary to zoom right out to see the long-term trend. Doing so reveals something fascinating, worrying and oddly overlooked... if you plot a graph showing all the carbon emissions that humans have pumped into the air, the result is a remarkably clear exponential curve stretching all the way back to the mid-19th century. Zoom back in on*

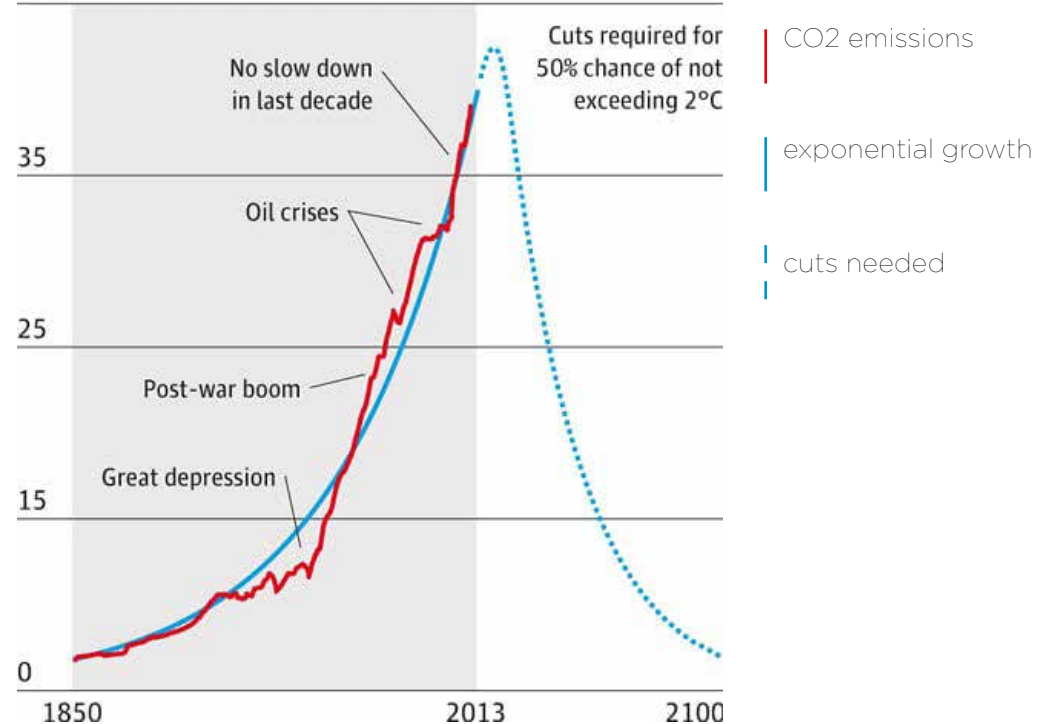
*the past decade and it is clear that for all the mounting scientific concern, the political rhetoric and the clean technology, nothing has made a jot of difference to the long-term trend at the global level – the system level."*

- Duncan Clark, researcher UCL Energy Institute (The Guardian, 2013).

This sounds strange considering our efforts. You may try to blame this to the increasing world population, but this does not add up either. The population increase rate has dropped since the 60s, but this has gone unnoticed by the emission curve. The cuts made to reduce fossil fuel usage have been like sealing a broken dam with your hands, you hold back the water at one places, but the flow increases somewhere else.

It seems like our emissions grow exponentially due to a feedback loop, this accelerating trend cancels out the green "switch". If you look at the industrial revolution, which is the mother of human driven climate change, it was certainly driven by such a feedback loop. The steam engine enabled us to drain coalmines, which again provided coal to more steam engines, enabling us to extract even more coal. This again lead to better technology so we could extract oil as well, but oil did not replace coal. In stead it enabled more efficient mining, even cheaper prices and better technology, which again led to higher energy demands overall.

45 Billion tonnes of CO2



Graph source:guardian.co.uk

*"Seen as a technology-driven feedback loop, it is not surprising that nothing has yet tamed the global emissions curve, because so far nothing has cut off its food supply: fossil fuels. Indeed, though our governments now subsidise clean-power sources and efficient cars and buildings – and encourage us all to use less energy – they are continuing to undermine all that by ripping as much oil, coal and gas out of the ground as possible. And if their own green policies mean there isn't a market for these fuels at home, then no matter: they can just be exported instead."*

- Duncan Clark, researcher UCL Energy Institute (The Guardian.2013)



EUROPE

# Both Climate Leader and Oil Giant? A Norwegian Paradox

By SOMINI SENGUPTA JUNE 17, 2017



In Oslo, a driving-school owner charging an electric Nissan Leaf, which is used in the school's lessons. Thomas Hattveit for The New York Times

nytimes.com

## Norwegian Paradox

At the same time as Norway is implementing green solutions locally, we are supplying the world with oil. We are in fact the 13th largest producer of oil in the world. We have made a lot of money on oil, now placed in an investment fund commonly called “the oil fund”. Paradoxically, Norway has a green strategy for “the oil fund”. “The climate change strategy” calls for demand awareness and transparency on emissions. This role as both a climate fighter, and a petroleum producer, is somewhat a contradiction.

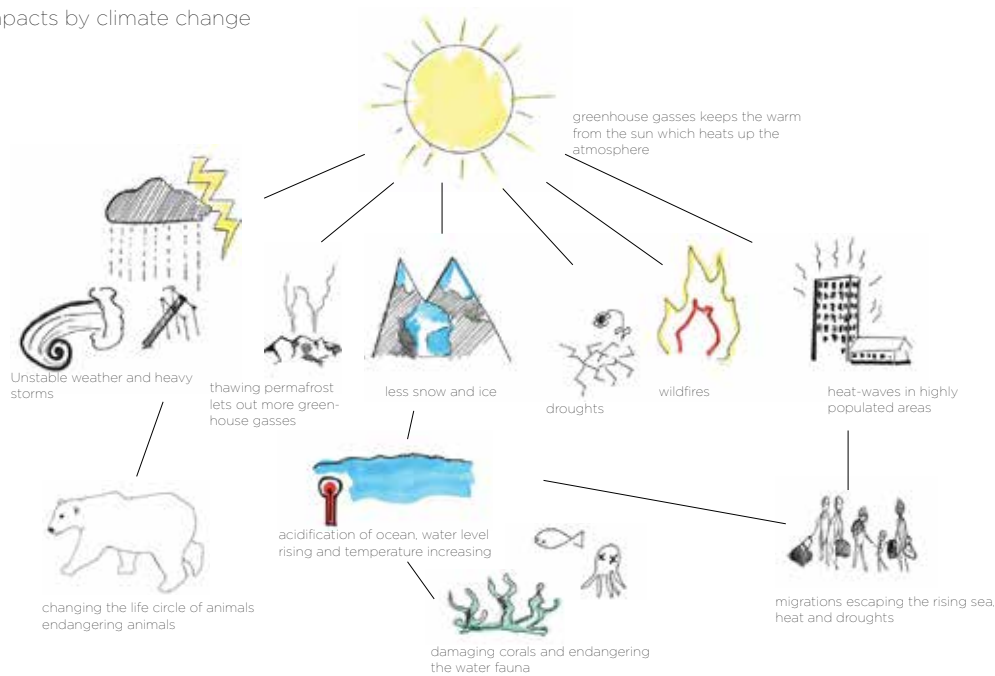
*“Norway has set out to be a global leader in climate action, yet continued expansion of oil and gas production could eclipse the benefits of Norway’s domestic emission reduction efforts.”*  
- Adrian Down and Peter Erickson, Stockholm Environment Institute

In 2016, the same year as the Paris agreement, the government opened up for oil exploration in the South East Barents sea. Starting off shore petroleum production is a multi-billion investment, and it takes decades to get going. Making investments in fossil fuel with governmental and private funds inevitably means that less investment and risks could be taken on other alternatives.

*“The licenses that the government opens today will not produce oil and gas before many years. There is a great risk that this is an invitation to billion investments that will not yield a return, and which also will undermine Norwegian climate policy.”*

- Kristin Halvorsen (former Minister of Finance)

Impacts by climate change



Arctic drilling leads to increased emissions of greenhouse gasses in several ways. First, extraction of oil off shore is energy intensive, and thus there is emissions coming directly from the production sites. Currently, this makes up a major share of Norwegian emissions. Still, more than 90 percent of the total emissions stems from when the oil is sold and burned. This does not happen in Norway as most oil produced in Norway is exported. Norway's official view is that if Norway had not produced the oil, some other country would have produced the oil, and hence, it does not reduce global emissions if Norway ends its production. Clearly this is a "convenient truth", however, research indicates that this argument is false, and that limiting Norwegian oil production would decrease global supply of oil (Fæhn et al. 2017).

At the same time it is clear that the current Paris climate treaty is insufficient to keep global warming below the set target of 2 degree C. When taken together, the commitments of the signatories to the treaty imply too high emissions. (The Guardian. 2017). Furthermore, we can not be sure that the countries will stick to their promises. The Paris treaty is not a legally binding treaty, and the US withdrew from the Paris treaty this year. The question is then to what extent it is morally wrong for Norway to extend its petroleum production into the Arctic and the far future.

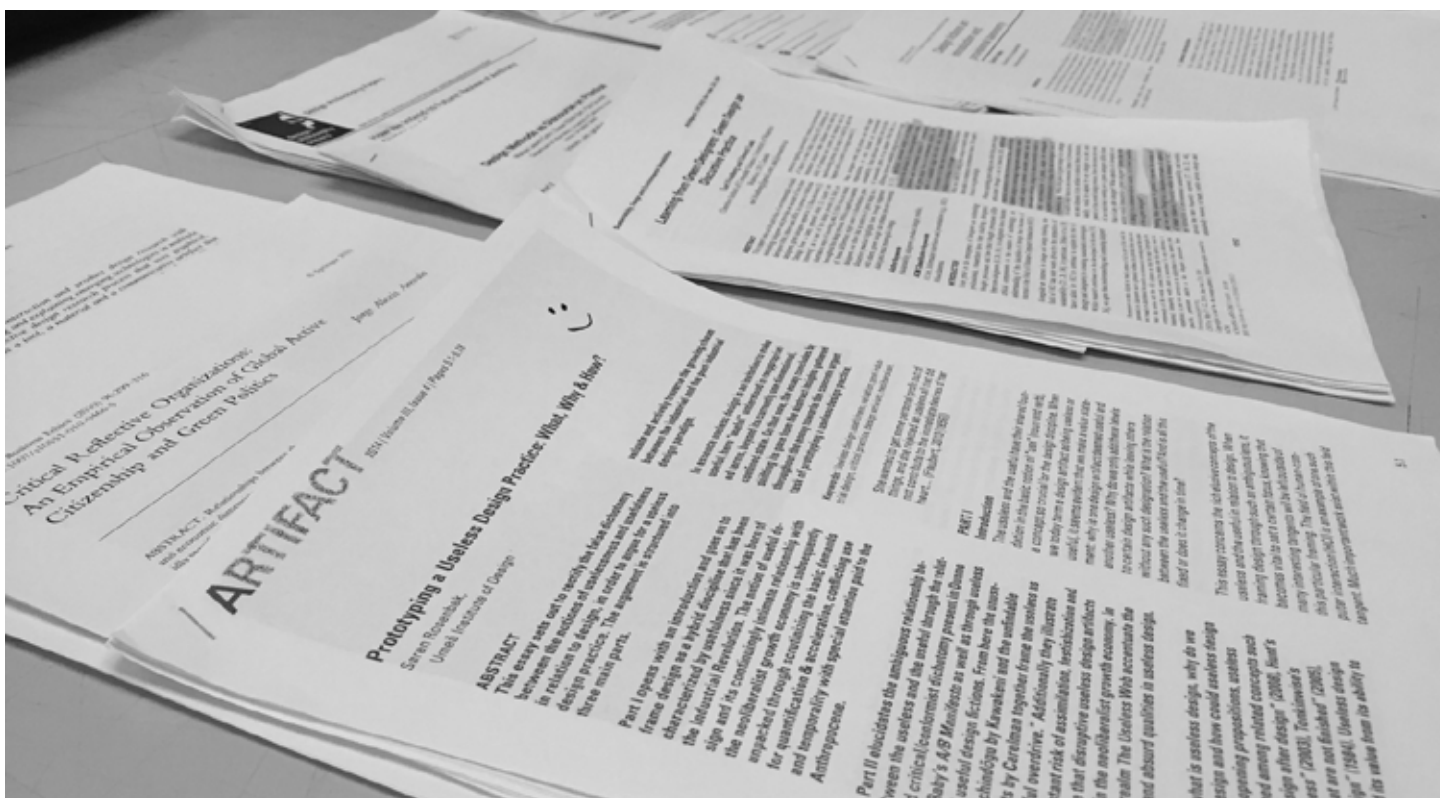
# Local environmental aspects

In addition to global effects of oil exploration and opening up the Arctic for such exploitation, the north of Norway is a delicate ecosystem full of extraordinary life. The red-listed Atlantic puffin has one of its biggest breeding locations along the coast of northern Norway, the Atlantic cod spawn there and the largest known deep water coral reef is located in Northern Norway. Moreover, whale watching is a major tourist attraction in Northern Norway. The risk of pollution and oil spill accidents in connection with oil recovery is always present.



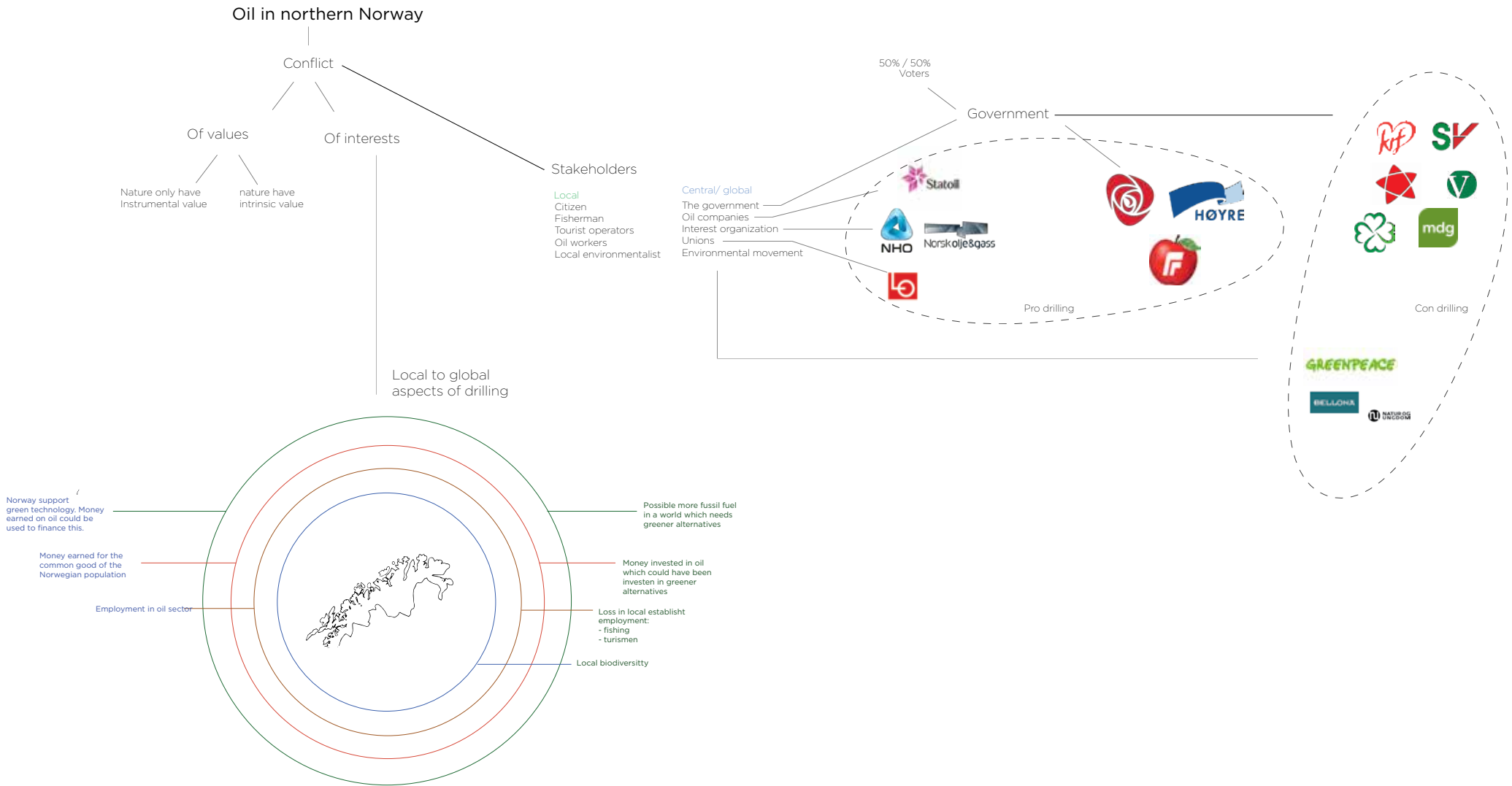
original elephant picture: eniscoula.net  
original oil drill picture: Shutterstock.com  
original oil drill 2 picture: snyer.net

The BP Mexican Gulf catastrophe in 2010 proved how helpless we actually are in the event of a huge blow out, and even today 7. Years later, we can still see the negative effects on the wildlife (Kalaugher.2017) (Krupnick.2014). Some compare opening this part of Norway to oil exploitation, as opening other great nature sites to oil drilling, like the Serengeti for instance.

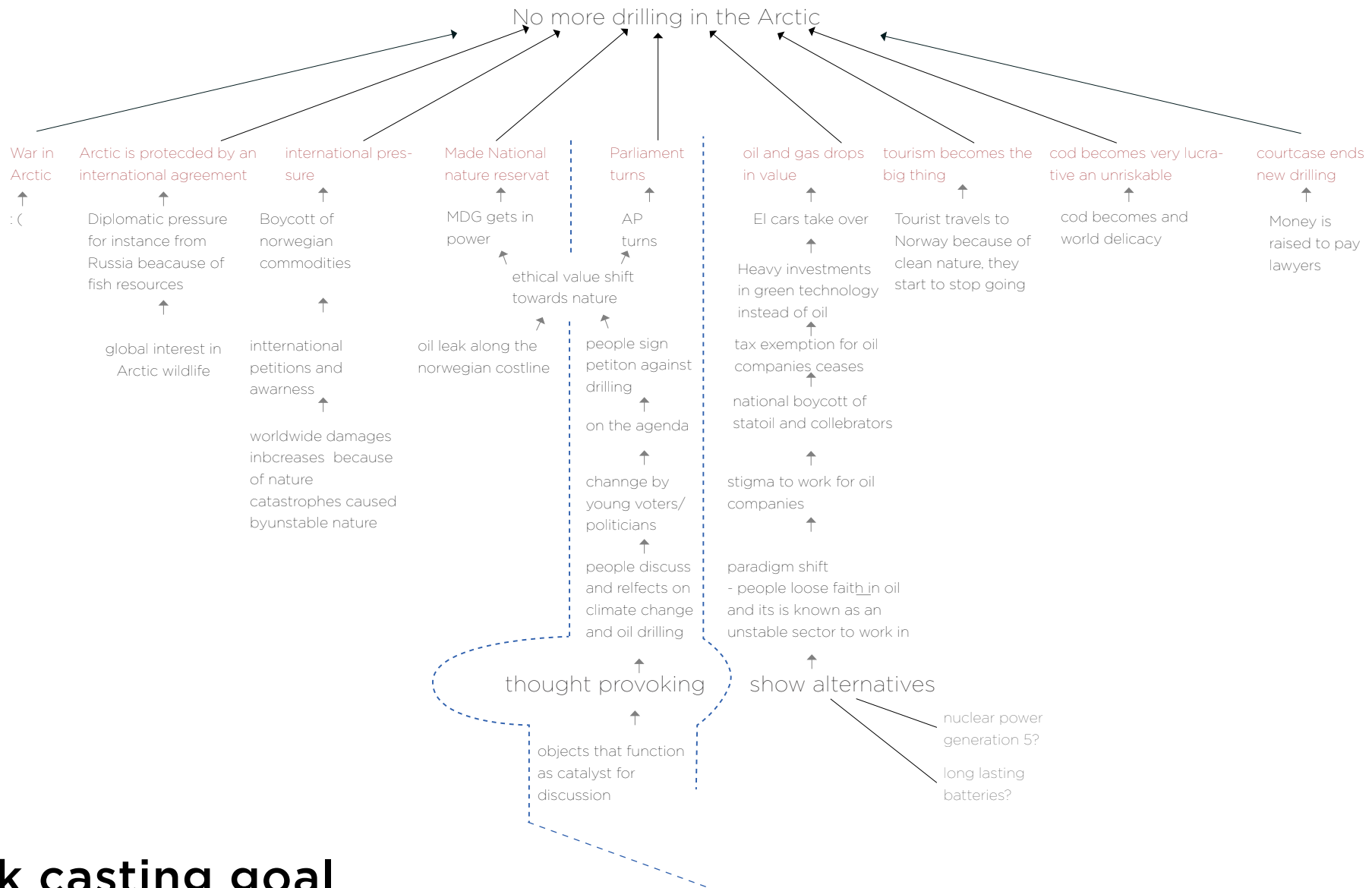


## Gaining Insights

# Overview of conflict







## Back casting goal

Since I have a clear goal, I used the method “Back Casting” to figure out where I could have an impact. “Back casting” is the opposite of the method “Forecasting”, and it works by tracing

the paths backwards from your hypothetical future situation that makes out your goal.

### My impact:

My project alone will not be sufficient to reach the goal, but this is how I may be able to push over a domino and lead

to a chain reaction towards the end goal. If I can raise debate and awareness on this topic, it could start a chain reaction leading to major political parties changing there views on this.



Mads Greaker, Senior Researcher on climate agreements, climate policy and induced technological change. SSB



Aud Hegli Nordø,  
Communication Director Greenpeace Norway



Karl Eirik Schjøtt-Pedersen Ntb Scanpix  
Director Norwegian Oil and Gas Association



Marcus Tøstie,  
Art Director Schibsted Media Group



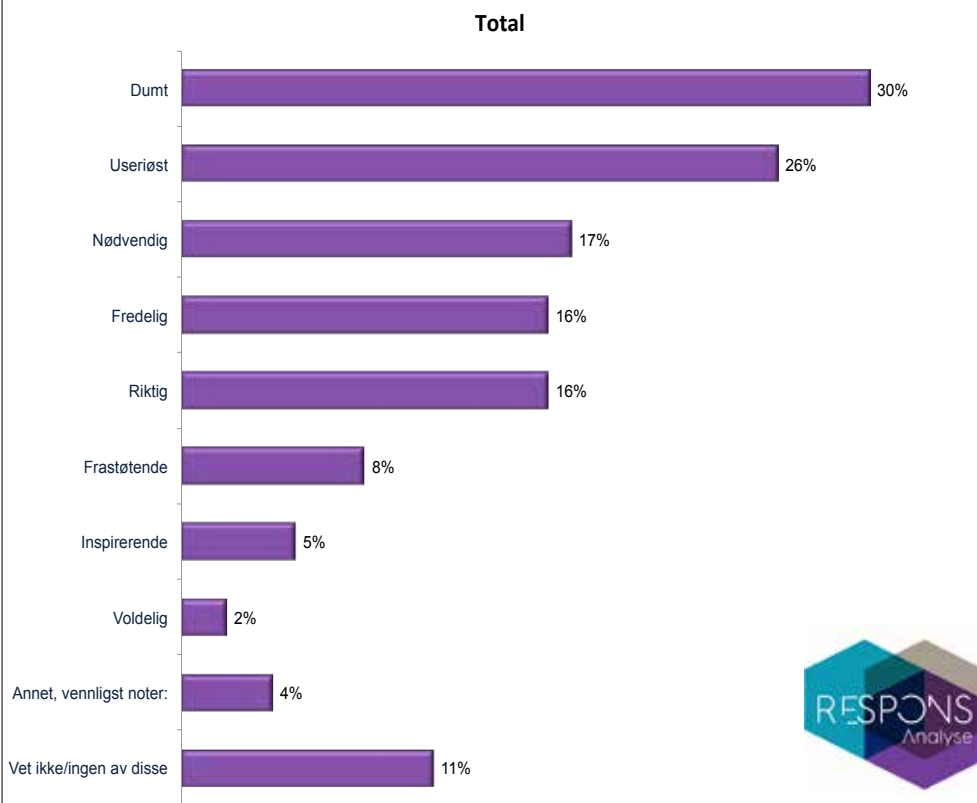
Hege Hisdal  
Researcher Norwegian Water Resources and Energy Directorate



Christine Ludvigsen  
Behavioral Psychologist  
Unicare

## Expert interviews

Spm. 6 - I en tidligere aksjon brukte Greenpeace sitt skip til å okkupere stedet der Statoils oljerigg skulle bore etter olje utenfor Bjørnøya, slik at boringen ble utsatt i to døgn. Hva tenker du om det?



source: response analyse survey

## Quantitative survey

The Communication Director, Aud Heglil Nordø, told me that Greenpeace and environmental organizations in general, had trouble reaching young men. In June 2017 Greenpeace hired “Response Analyze” to conduct a survey for them on how the drilling in northern Norway was conceived by the Norwegian population. They asked several questions on the climate cause, and also more specific about their attitude towards Greenpeace. The survey

had over thousand online participants, and showed some clear tendencies.

Based on this I chose my target group to be young men between 25-35 years. They are far more pro drilling than the generation 16-24 years, and I think targeting this generation could have an impact, without being completely impossible “you can’t teach an old dog new tricks” .

### Arguments against drilling:

- Females are by far more opposed to drilling than men
- The respondents answer that the best argument against drilling in the Barents sea is concerns about the local climate and oil spill. 30% of the men back this, while 50 % of women think this is the best argument
- 42% of the men do not think there are any good arguments against drilling. This opinion is significantly stronger in the western, oil dominant, parts of Norway, and interestingly strongest in the rural farmlands of Oppland and Hedemark. This opinion is lowest in the northern part of Norway. In comparison, only 18% of the women do not think there are any good arguments against drilling.

- Young people (16-24) are far more against drilling than older generations.

### Means:

- Pictures of previous direct Greenpeace actions were shown to the respondents. The results show that men are far harsher in their judgments than women, and responses such as “stupid” and “unserious” top the list of descriptions.



## Target group interviews



## Target group analyse

Whom: Males 25-35, which are undecided. "Sitting on the fence". I am not preaching for the choir, but also not for the hard-core oil supporters. I think there are many out there that have not taken a position in this question, and easily could be convinced to be against new drilling in Northern Norway.

How: Through making climate change tangible, the project will make the user reflect up on if this future is really desired: the project will hence be thought provoking and engaging against oil drilling in Northern Norway. Visualization of the future by making it concrete and tangible.



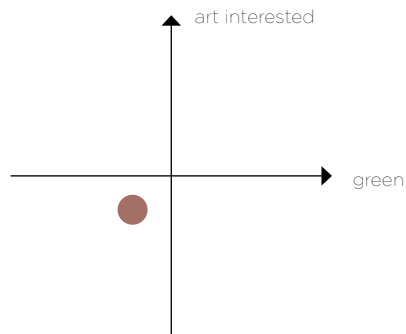
# Personas



**Magnus, 30**

Occupation: Business consultant

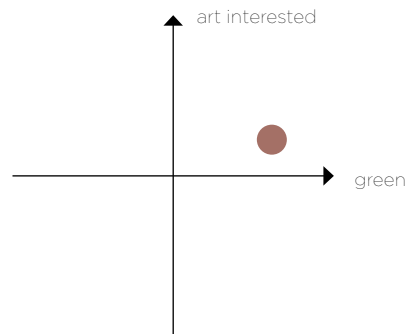
Magnus work a lot during weekdays, and in the weekends he usually goes out with friends - sometimes both Friday and Saturday. On Sundays he often watches sports or action movies. Sometimes he goes alpine skiing. He cares about politics, and feel that “lefties” are a bit naïve.



**Sakharias , 26**

Occupation: Media Student

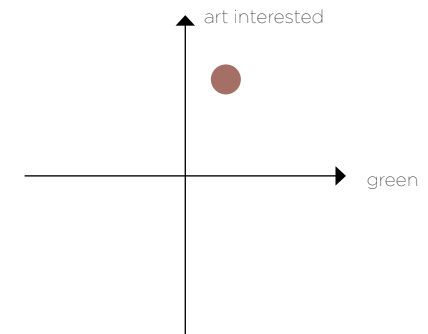
Sakharias is into music. He likes to go out to concerts and plays basketball. He does not care a lot about politics, but do not like the blue-blue government.



**Jan Henrik, 34**

Occupation: Architect

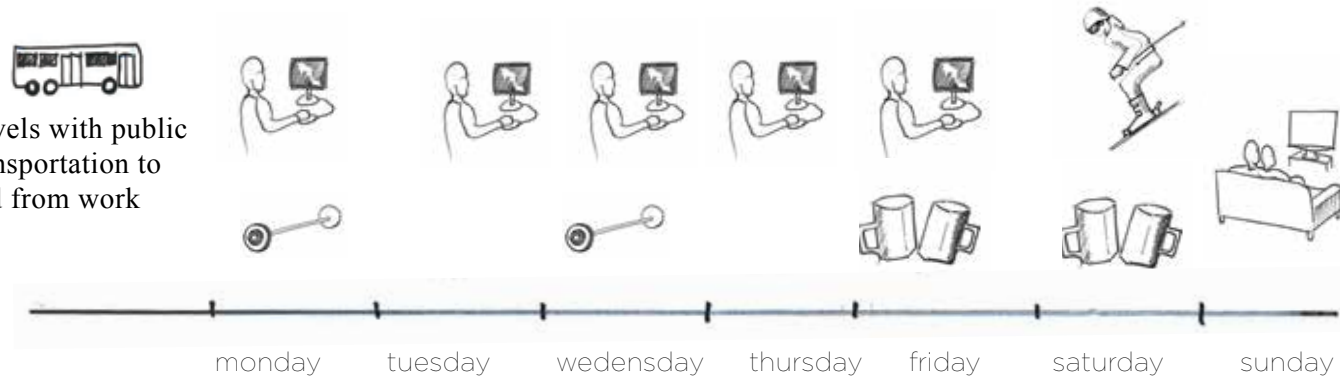
Jan Henrik is into sports. I does randonné and cross country skiing, bicycling, sailing and climbing. In weekends he usual does something social one day, like go to an art gallery and a pub, and something in nature the other. He talks about politics some times, but does not really get personally involved.



# Regular week personas



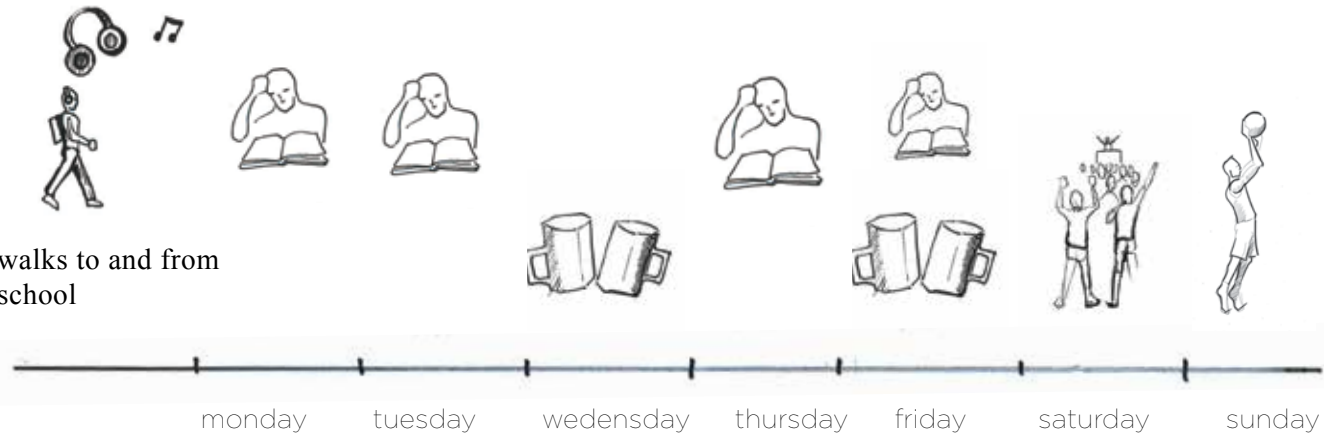
travels with public transportation to and from work



Weekdays mostly goes to work and sometimes to a gym, weekends go to partying, skiing and relaxing



walks to and from school



The student life is not that routinely as work life, some days go to drinking and some to studying.



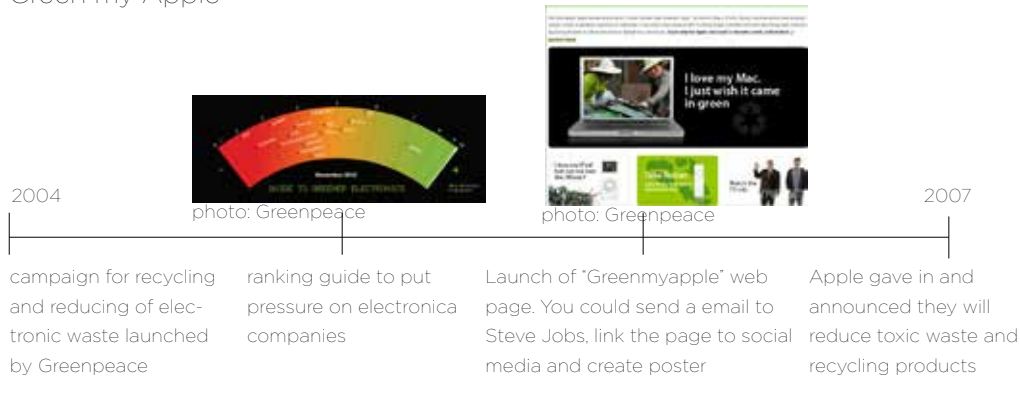
bicycle to and from work



After work and in his spare-time, Jan Henrik is into sport and culture.



## Green my Apple

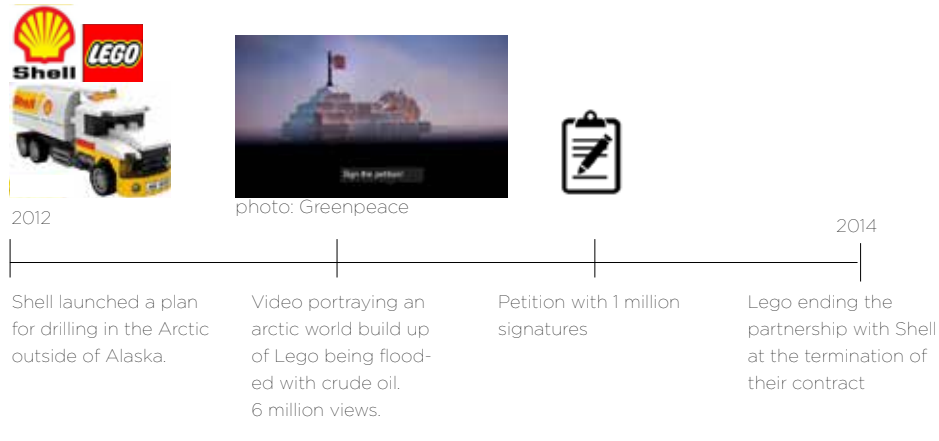


# Analyse of Greenpeace actions

Design key factor:

- Uses a humoristic satire as instrument.

## Greenpeace campaign against Lego Shell marketing partnership



Design key factors:

- The video contains an emotional message enforced by a visually appealing language together with a melancholic background song.
- It plays on emotions as many of us have played with Lego as young.
- It uses a form of dark satire

## Greenpeace campaign against Korp fjell oilrig summer 2017



Design Key factor:

- The use of ecotage is a bit attention seeking, without really creating much attention any more. The story of ecotage has already been told, without causing much impact.

# Discursive design method

This project wants to use design as a medium to engage an audience to debate. To make the narrative accessible and compelling this approach use storytelling through object and interaction. The grounded tactic is that humans understand the world through material form and through interaction with objects. The understanding and expectation of use is leveraged through commutative objects. This enables us to consider matter more immediately than abstract theories.

*"Operating this way, critical design can be described as an affective, rather than explanatory, practice in so much as it opens lines of inquiry as opposed to providing answers or solutions to questions or design problems"*

- Matt Malpass (Malpass, 2017.p 42)



Virtue water glass series by Diller + Scofidio .1997.

## Techniques:

Often used techniques are exaggeration, distortion, understatement, innuendo and allegory. Ambiguity is used as a clear accusation to provoke questions. These techniques can contain both with and humor. When objects are made unusual and ambiguous, what was invisible and lost in the familiarity of the everyday is made visible.

*"Distortion effectively changes the perspective of a condition or event by isolation... the separation from its ordinary surroundings, or by stressing some aspects and deemphasizing others"* (Matt Malpass, 2017. p115)

## Satire:

Humor is a powerful tool of engagement and there is no satire without critique. This critique is contingent on reading the objects as objects of design, and they are therefore always contextualized with a narrative of use.

In classical terms, two major forms of satire are employed in discursive design practice: juvenalian and horatian.

Juvenalian satire: is often political, savage, and pointed; it works through narrative techniques of antithesis, obscenity and violence.

Horatian satire: is less savages, it identifies folly and works through paradoxical techniques of burlesque, colloquialism, exaggeration, and anticlimax (Malpass. 2017).



# Analyze of reference projects

## Polluted Popsicles

by Hung I-chen, Guo Yi-hui and Cheng Yu-ti



Polluted Popsicles: Hung I-chen, Guo Yi-hui and Cheng Yu-ti

### Why?

To put focus on polluted water in Taiwan

### How?

Popsicles made from collected water. The Popsicles have different colors due to industrial dye, cigarettes, plastic, oil, bugs and so on.

### Mean:

Use Juvenalian satire. Antithesis. Popsicles are supposed to be tasteful, and they actually look good, but they are literary just garbage.

### Impact:

The project managed to communicate the problem in a visualized strong manner. The strength in the project is the visual expression and the fact that they actually went out and collected local water. As an illustration of big data, it functions as a catalyst for talk. The project lived beyond the gallery because of the internet. It gained broad attention since this problem stretches further out than the waters of Taiwan. But it would still be cool with some user interaction.

## Meet Graham

by Patricia Piccinini

### Why?

To make car drivers drive more safely. It was commissioned by The Transport Accident Commission in Australia

### How?

The project made a lifelike sculpture of a “man” called Graham, designed to withstand a car collision. By showing how a human body would look like if it was evolved to tackle car collisions, the viewer reflects on how our fragile human bodies are, that they are not “designed” to handle a collision.

### Mean:

Humor, Horatian satire. Uses exaggeration.

### Impact:

This project has gained a lot of international attention and it was nominated for this year’s Designs of the Year awards. Audience feedback showed that the vulnerability message was important and made viewers reflect on their own fragility.



Meet Graham: Patricia Piccinini



The Republic of Salvation: Michael Burton and Michiko Nitta

## The Republic of Salvation:

by Michael Burton and Michiko Nitta

### Why?

To increase attention around overpopulation

### How?

Through an installation that portrays a society plagued by overpopulation and food scarcity. It is hence reliant on heavily modified, government-provided, nutrient blocks.

### Mean:

Juvenalian satire: horror and violence.

### Impact:

The project was commissioned by MoMa, NY. It was criticized for presenting a scenario that might be dystopian to some, but in other parts of the world had been the reality for decades. (Prado. 2014).

It is not a very sophisticated way of illustrating the problem, and while some design tools may have been used to create the output, it is quite banal and looks more like a montage of usual hospital equipment. The project kind of ends in the gallery. I could be interesting with a higher degree of user interaction; maybe the guest could try to be force fed for instance?



## 5 insight points





-“what the fuck can I do about it?”

Male, 26

## Why do not climate actions speak to young men?

### 1

Norwegian young males do not see or feel the effects of climate change.

They find it difficult to relate to climate change. Economically and geographically we are protected. It is an element of cognitive dissonance in peoples actions compared to knowledge.

### 2

Personal change of action seems futile in the big picture.

Even though many agreeing on the notion that “something probably should be done” to prevent climate change, it is hard to grasp were.

-“Isn’t’ direct action a bit 70s?”

Male, 32.

### 3

Greenpeace’s actions are viewed as a bit naive.

Greenpeace direct actions are seen as more symbolic, than to have any real impact.



### 4

Greenpeace comes in a package with a set of values..

Greenpeace is viewed as fronting a set of “extreme” green views on a diverse spectrum of topics from veganism to nuclear power. Few feel that they agree with the whole moral code.

- “the world is fucked anyway!”

Male, 30

### 5

Young men are blunted to normal communication channels.

The media load of bad news, not only concerning environmental issues, but also war in the Middle East, North Korea, injustice, hunger in Sudan, mass rape in Myanmar, Donald Trump and so on. It is so overwhelming, that you cannot simply take everything in.

# exploration

## **Ideation and testing 1.0**

Method "How might we": 34

Concept 1.0-1.15: 35

## **Ideation and testing 2.0**

Concept 2.0-2.6 40

Findings 47

## **Ideation and testing 3.0**

Concept 3.1 49

Concept 3.2 53

Findings 54

# Ideation and testing 1.0

Norwegian young males do not see or feel the effects of climate change.

How might I make environmental risks visible?

concept.1

concept.2

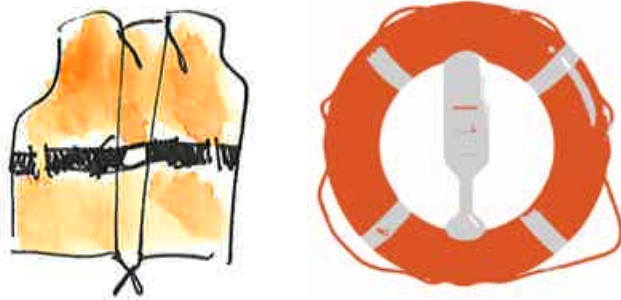
concept.3

## Method: How might we?

Based on the presented knowledge I used different methods to create concepts. I used the method “how might we” on the insight-points to create concepts answering to them.

# 1

## How might I make environmental risks visible?

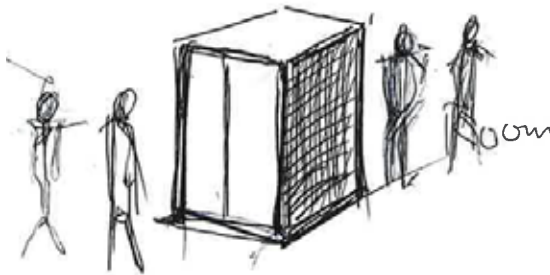


### Concept 1.1: Rising waters

The idea was to put up lifejackets and rescue rings to the point where the water would rise by 2100 if we did not stop global warming. This concept uses the elements of Horatian satire, anti-climax and dissertation.

👍 Would visualise something we are unable to see before it is too late

👎 The Norwegian land mass still rises because of the last ice age, zeroing out the rising of the ocean



### Concept 1.2: Air of the future

The concept proposed to put up a box containing polluted air. This will represent the future city air, if we do not reduce emissions. The box will be put up on a public space, like Oslo S, and the passing audience could try to breathe this air. The concept will need some users to seduce people to try this future air.

👍 Could give the target group an idea of living in a polluted reality

👎 This is already a reality in several places in on earth. And what should seduce young men to try to enter the box, if they were passing by on their way to something else?



### Concept 1.3: Melting ice

The concept proposes to put up a big ice block with black colour in a public location frequented by young males. The ice block would eventually melt and point to the fact that ice is melting all over the world. In the Arctic, at the Antarctica and the glaciers in the Norwegian mountains. This concept uses a form of Juvenile satire.

👍 Could show the melting in sort of a poetic way, but still strong way. Placed in an out of context location, like a train station, it could lead the target groups reflection onto climate change and oil exploration.

👎 Placed in a public space, means that people within the target group may be walking past it, without reflecting over what and why.

# 2

## How might I make environmental issues tangible?



### Concept 1.4: Change winter skies into rain coats

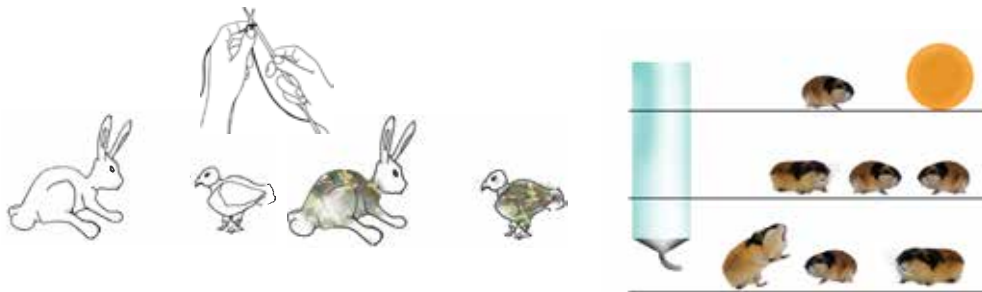
Young men like sports, for instance, cross-country skiing, but in the future, with less snow, the possibilities for skiing will be sparse. Maybe illustrating this with giving a recipe or a machine that turns skies into useable future gear, like rain-coats. It uses a form of satire and antithesis as mean.



Would highlight one of the effects of global warming which directly affects the target group.



There are already inventions like roller skies, or indoor ski halls visualising the problem. Humans, especially rich ones, are very adaptable. In stead of fighting the causes to climate change, we make solutions to cope with it.



### Concept 1.5: Unadoptable animals

Several animals change coats during winter as camouflage, if there is no snow, they will be exposed to carnivores. Could it be a campaign making camouflage to animals, and by this visualise the problem? Some key species in Norwegian fauna, like the lemming, are also dependent on snow to breed. Maybe the concept could be a domestic lemming breeding farm.



Tackling the issue in new humorous way. Uses satire and an element of distortion.



It does not connect directly to the user group, and it is quite hard to decode.



### Concept 1.6: Oil spill clean up

Danger for oils spills is always a risk when drilling. We have witnessed several huge catastrophes leading to large environmental damage. This concept uses Horation satire in a naive way to remind of this danger and to bring back memories of previous oil catastrophes.



Gives a reminder to risks with oil drilling in a sort of constructive way



Do not tackle the question of Global warming, but the local factors of oil spills



# 3

## How can concepts be formed as rational arguments?



### Concept 1.7: Oil in food larder

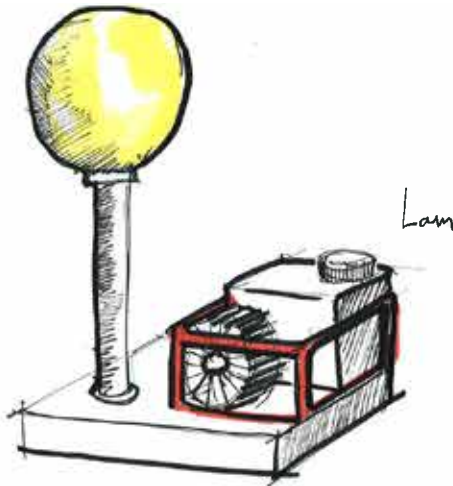
This concept reflects upon the risk when drilling amongst Norway's most important fishing resources. Fish resources are renewable and if handled right, could last infinitely. Oil is non renewable and toxic. This concept us juvenile satire and antithesis.



Could create a surprising shock effects that makes an impact.



Destroying food with oil spill is kind of deconstructive.



### Concept 1.8: Gasoline driven night lamp

To illustrate that oil driven objects is not something you would have around you at your domestic sphere, this concept propose to make small household objects driven by small gasoline driven electrical generators in stead of electricity from the grid.



Tackles the issue in a humorous manner, and use the method of exaggeration



We already have electric cars in the street, and generators already create light, so it is not that shocking, and maybe not that though provoking.



Investment oil



Investment green energy

### Concept 1.9: Visualize differences in word and action

This concept propose to visualise the difference in what politicians say we want to do and what we actually are doing. The indifference in supporting electric cars with tax money, and at the same time giving huge tax reductions for oil companies.



Could help understanding big data and give a new perspective



It is already a bespoken theme

# 4

## How can I make anti political correct concepts?



### Concept 1.10: Oil addiction

We are in a way addicted to fossil fuels, and it is harming us like any other addiction. Could the method of allegory be useful?



Could cast new light on the subject using allegory as a critical tool.



It does not assert any specific aspect of climate change or oil exploration.



### Concept 1.11: Gifts for oil loving men

Christmas is soon arriving, could I make a set of gifts for oil loving men, and a webpage “selling” them, and in this way gain attention to the cause. This concept use a Horatian satire playing with similarities to real products.



Could turn out quite funny



But also quite superficial and unsophisticated



### Concept 1.12: New Norwegian Identity

This concept proposes to make a new national identity, with new flag, new national clothes and so on. This new identity will show the Norwegian oil identity in stead of the “clean nature” identity. This concept uses a form of juvenile political satire, and antithesis.



This concept could shine light on the Norwegian paradox in a satirical way.



National clothes and flag derives from other cultural aspects that still, in a way, are relevant. The concept could hence turn out a bit superficial.

# 5

## How can I sneak in environmental issues in a smart way?



### Concept 1.13: Acid rain - coat

This raincoat will change color when being exposed to acid rain. Acid rain is a huge problem making every lake and even the whole ocean acidified. In Norway 8500 trout stocks have died out because of acidified rain, and every lake in southern Norway are chalked regular to cope with this problem (Miljødirektoratet.2011).

👍 Could turn an environmental statement into a fashion statement.

👎 Since almost every raindrop in Norway consist of more or less acidified rain, the raincoat could very fast turn out as just a color changing rain jacket without the link to acid rain.



### Concept 1.14: Future beer

This concept proposes to make beer with different resources than now, predicting what could happen if climate change leads to decertification's and food scarcity. Beer would then maybe be brewed on different biological material than our food sources. Like bark, weed or even insects.

👍 Hits a spot were young men have there attention

👎 Could turn into a brewing beer project.



### Concept 1.15 : Money indicating the oil identity

The concept propose to make "fake" money which symbolize the Norwegian fossil identity, compared to today's new money symbolizing ocean, cod industry and Vikings. It could also visualize that we risk losing money on the Arctic oil exploration.

👍 Could be handed out and spread out to a lot of people

👎 The link between oil production and money could also give people "wrong" association, in that we earn a lot of money on oil production, and hence should be favoured.

# Ideation and testing 2.0



## Concept 2.1: Black Ice

Together with my expert panel and supervisors I discussed and then choose to visualize some concepts further, made models and tried them out among my target group.

This is a visualization of a public ice installation that could be inserted with color to give hints to crude oil.



## Concept 2.2: Oil addiction

This concept uses the Juvenalian satire and the allegory of drug addiction to highlight that oil addiction is dangerous for us.



## Concept 2.3: Fishy Oil Spill

This proposal use Horation satire to highlight the point that we are risking to pollute our fishing resources.





Greenpeace Norge

September 11 at 12:17pm · €

Norge kan tape penger på oljeboring i Arktis.

Naturen taper uansett.

Stem på et parti som er imot oljeboring i Arktis!



Like Comment Share

You and 75 others

Chronological



Elise Glise Skaarstad ✓

Like · Reply · 1 · September 11 at 11:17pm



Write a comment...



## Concept 2.4: Social media test

To test out the social media approach I did some concepts on Greenpeace's Instagram and Facebook account. The concepts used oil spill over Norwegian 200 kr bill to communicate that we could lose money on drilling, as well as inflict damaged on valuable cod spawn locations. The other concept was to hint to the endangered polar bear.



## Concept 2.5: Future air

The concept propose to let young men test the hypothetical polluted air of the future if we do not control our emissions. In this way the future will become more real and hence a talking object. I propose to make this as an installation you could walk into, but it could also be a smaller device.



## Concept 2.6: Oil leak tools

This concept use Horation satire to highlight risks of oil drilling by making tools to clean animals in the event of an oil spill. This could also possibly bring back memory pictures of previous oil catastrophe, and in this way initiate a discussion.







## Findings

Showing these concepts to people within the target group gave me some interesting feedback.

### Ice as a medium spoke to young men.

- The melting of ice was something which young men could relate to in Norway. It is one of the effects of global warming which is most relevant for our local climate, and it affects the hobbies of young guys, since many goes skiing and mountaineering.

### Ice in public is easy to bypass.

-The concept of an installation is nothing new, and many draw the link to Olafur Eliasson exhibited ice on public locations during the climate talks in Paris. I will not copy that, but maybe try to twist the direction a bit.

### Distortion and misplacement worked.

- The “Fishy Oil spill” got people surprised, and the “Oil addiction” concept got attention. Distortion and misplacement was something that spoke to the target group.

- But the concepts of “Fishy oil” and “oil Addiction” was a bit straightforward, and did not really leave the target group any room to decode them. Hence they were easy dismissible.

### The message drowns in the media feed.

- Through social media, I wanted to test out the same message on the Facebook and Instagram profile of Greenpeace. The message reached out to more people than an object could, but the message fell through. Social media do not provide tangibility as an object, and it is not the way I want to move on.

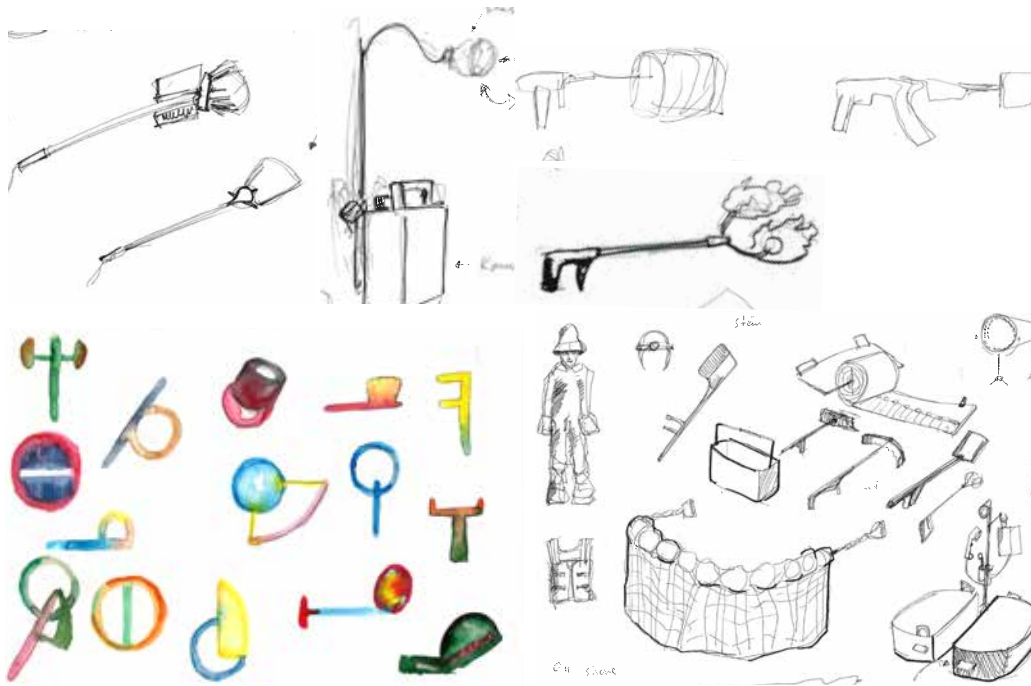
### Curiosity is good to get attention.

- The “Oil Leak Tools” got attention, but they were a bit too easy to decode. I think in order to make them interesting, the concept needs to be weirder, and more humorous

Based on the findings I moved on with two concepts, the “Oil Leak Tools”, and the “Black Ice” concept. The latter one speaks about climate change, and the other about local risk of oil drilling.



# Ideation and testing 3.0



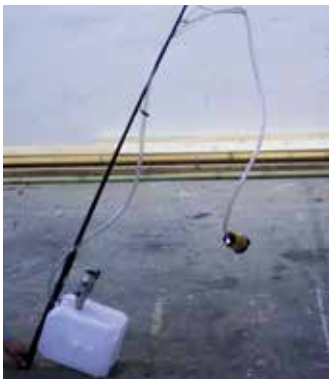
## Concept 3.1: Home-made tools

The concept visualize the risk of oil spill by proposing a fictive solution with home made tools. This is in a way a paradox, because the purpose for these objects is not to be good tools for cleaning animals from oil spill, but to make people imagine they are cleaning oil, and hence will be opposed oil drilling in the north. Everything lies in the effect.

In a humoristic way, using Horation satire, this concept will illustrate how helpless we are in the event of an oil catastrophe. The concept propose to create some sort of volunteer group mobilizing in the events of oil spill. In this concept I would also include girls, even though guys are the target group. It could be manifested further in an installation were you could try to wash substitute animals, and try to use more “macho” oil washing tools.

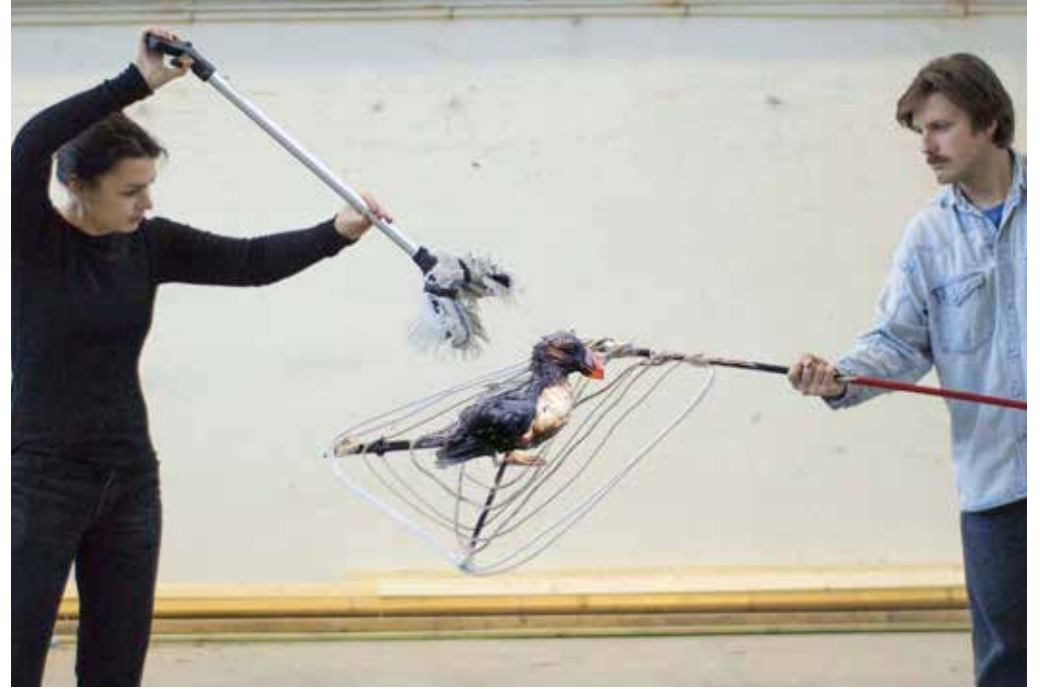






## Home-made tools cont.

Organic material like hay or sawdust, and even hair is actually really good in absorbing crude oil. The picture a near future were people use what they find at home to make tools for washing oil spilled animals.



Original picture of Lunde bird: [Naturvernforbundet.no](http://Naturvernforbundet.no)



Original picture of seal: [Gettyimages](https://www.gettyimages.com), [Darling Kindersley](https://www.darlingkindersley.com)





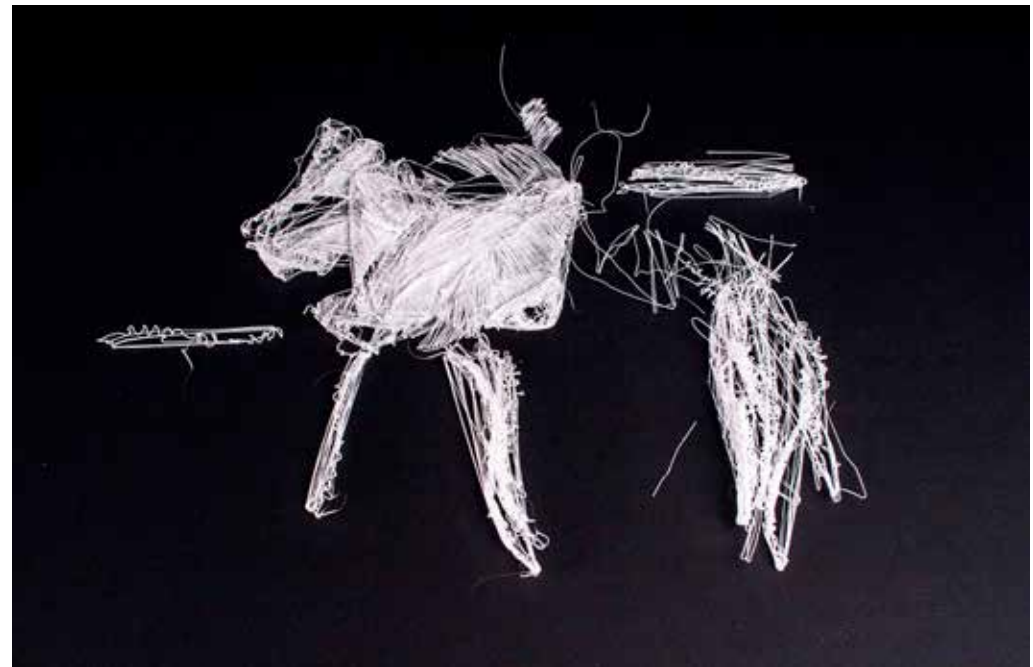
Original picture of Orca: Seaworld.com

## Concept 3.2: Melting Ice Domestic

From my previous concept I had found out that melting ice worked as a means to connect the target group with climate change. To make the visualization of melting ice, and oil spill more domestic, I collected ice from a glacier, and mixed it with black color, and then let it melt over paper. This could be a way of illustrating the problem in a poetic way, and in the same way link it to a specific location.



experiment with 3d printed "Ice" melting







## Test of concepts

### Home-made tools:

After testing the concept out with several people among the target group, I realized it did not really speak to the people I wanted to reach, sadly I had to kill the concept.

I still found out that the oil spill visualization had a strong message to anchor the project locally, the products for cleaning the oil spill of animals was just not the right approach to bring up discussion amongst the target group

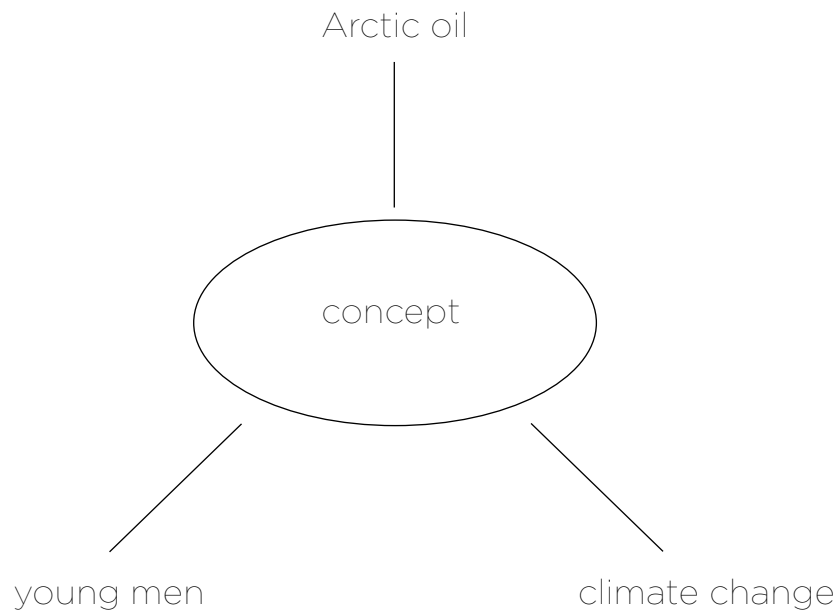
### Melting ice Domestic:

The general response was that the picture of melted ice was beautiful and poetic, however, the message needed some explanation to come through. Because of that it was viewed more as a graphical art piece, the decoding was too hard.



# synthesizing

Synthesizing	56
3 principals	57
Context	58
Re brief	59



## Synthesizing

The climate change problem is huge and overwhelming, which makes it difficult to fully grasp. It is challenging to get young men to discuss it, even though they do have quite many meanings on the subject. At the same time as I was creating this project, Greenpeace's court case against the government became a reality. That led to increased media attention. At the same time, the Oil and Energy minister got negative publicity for trying to hide the bad financial performance of the Goliat platform in the Barents sea. For my project it seems more important to tell the story in the right manner as a reminder, than to scream after

attention. All the information is already out there, and everyone knows that they could look it up. The information from the internet, social media and television is just a bit overwhelming. It seems more important to induce young men to discuss it in a friendly manner, among each other's.

The knowledge gathered from the exploration phase have led me down to three principles. These principles can serve as guidelines for environmental organizations on how they could reach young men.



# 3 principles



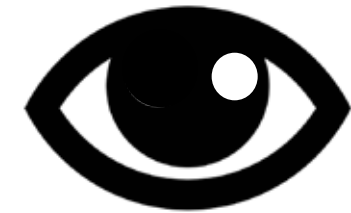
## **Make environmental issues tangible**

- Climate change and other environmental hazards are remote from our every day life. We are blessed by geographical and economical features here in Norway, and to remind us of the possible danger, environmental issues have to become tactile and physical for us in a smaller scale.



## **Open up for dialogue and discussion amongst young men**

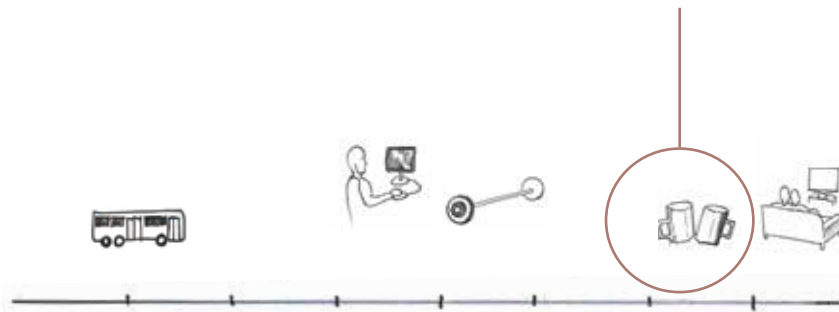
- Alone we fell powerless but in the unity of others thoughts grow and action sparks.



## **Make environmental issues visible in a sophisticated, humorous or weird way. Not to easy to decode, but also not to hard.**

- We are confronted with a lot of horror stories. The tabloid press sells on big headers of distant suffering and near terror treats. To protect our selves we become blunted. To sneak in below the guard, the message has to be told in a different way. Not to easy to decode, but also not to hard.

The bar and beer is somewhat one thing most young men have in common



Workers at Tavern - Edvard Munch, 1890

## Context

To illustrate my guidelines with a materialized concept I choose a specific location for where the concept would meet the target group. For finding this location I put up some criteria's.

- A place where young guys meet voluntarily
- A place where it is customary to discuss
- A place where young men are open for external influence

I went back to my personas. When they are going to work, studies, or back home again, their guards are up. I do not think these places are the best way to reach them. When my interview objects met a street seller, it made no difference to them, whether the seller was offering a gym or a Red Cross membership, the answer was always no. On the street young men do not take the time to learn a new lesson,

even if it is an important message. At home, through the Internet or television it is already information overflow. Our feed works as a massive echo chamber of previous likes. I think, if you want to “catch” them with their “guards down”, you have to go a bit out of the everyday work routine.

It sounds a bit banal perhaps, but I found that most young men drink beer. One place where you could potentially meet a large and diverse part of the target group, is the bar scene. It is a long culture for discussing stuff over a beer in Norway. In the bar they are already talking and discussing all kinds of matters, like ladies, music, art, but also politics. Hence I chose the location of a bar to be the frame for my end concept exploration.



Peasants Enjoying Beer - François Jaques, 1923

## Re brief

The base of the concept is that environmental organizations opens up a pop up bar or collaborate with a fitting bar. In this context they curate the drinking scene with products that guide the talk into climate change and oil exploration without being too pushy with an announced event.

*"Should we have snow in Norway? We must think about what matters to people. How are winters without snow? The fact that the snow melts has a repercussion on society as a whole."*

- Karen O'Brien, climate scientist University of Oslo (Morgenbladet, 2017)

**How can discursive objects at a bar spike conversation about climate change and oil drilling in the arctic?**

# Final concept

## Bar journey

### Ideation 4.0

Concepts 4.1-4.4: 63

Mock - Ups: 65

Test & findings: 66

### Ideation 5.0

Concepts 5.1-5.3: 68

Mock - Ups: 70

Test & findings: 71

### Ideation 6.0

Process 73

Mock-ups 74

Test & findings 75

### Ideation 7.0

Glass process 77

Table process 80

Test & findings 84



## Bar journey

I started with sketching a bar journey. You come in, find a table, buy a drink, and sit down at the table and talk. After a while you go to the toilet, buy a new drink, and talk some more. So what type of intervention, and where, can guide the talk in to climate change?

A discussion is most likely to happen around the table, where people know each other. Maybe the object could be something on the table, or perhaps the table itself? Or what about something in the interaction between the bartender and the customer? Or perhaps at the toilet?



When people are to drink, it is no use to enter in.

# Ideation 4



# Concepts 4.0

First I wanted to try and disrupt or twist the bar sequence. I also wanted to find out if it was best adding an object, or play with an already existing object at the bar. Since the table is the main arena for the discussion I decided to make something small to put on top of it. Here I wanted to test out the effect of adding an object. I had most belief in reshaping already existing objects at a bar, and therefore went on with three concepts in this fashion.

Everybody at the bar is probably at the toilet at least once, so I also wanted to try out a concept there. The same goes for the buying sequence, so I wanted to test out something in the interaction between the bartender and the customer. And last, I wanted to try out a hint in the beer, since this is the “main attraction” when going out for drinks.



## Bar concept 4.1: Oil Snow Crystal.

This is a classical snow crystal, with the landscape of Northern Norway inside. When you shake it black snow will appear. The intention is to place it on the table of the bar. This is obviously adding an unusual object to the bar scene.

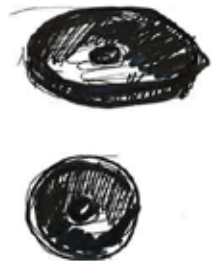
## Bar concept 4.2: Oily Mirror

This concept wants to put hints in the bathroom scene. By copying the effect on oil in water on top of the mirror, so you see yourself through a layer of oil spill, it reflects that we all have a personal reasonability. This transforms a normal product at a bar toilet.



### **Bar concept 4.3: Black beer**

This concept proposes to color the beer slightly with frozen black food color, so that “oil” will leak around in the beer.



*Can black*



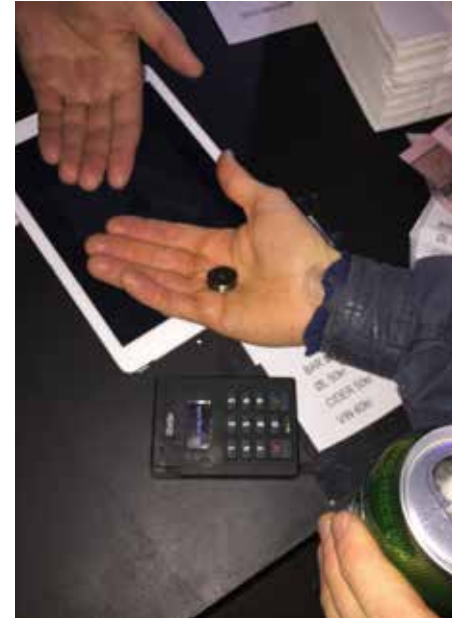
### **Bar concept 4.4: Black Money**

This concept proposes to color money black, hence the customers can be given black exchange money from the bar. This is a link to the oil money, but there is a certain risk that people only will see it as “dirty money”.



Through some fast mockups I wanted to test out these objects.

# Findings



## **The table situation is a good place to intervene but adding an object feels forced.**

- The "Oily Snow ball" made people talk about oil and the Arctic. The decoding was quite easy, and maybe too easy. The object got uninteresting in a short time. The object is neither naturally in a bar, nor at any other place except a children room perhaps. The concept was easy dismissible. However, I found that the table was a good place to put hints. Here they were already talking, and the talk was easier to guide. Small things you put on the table has the possibility to reach out to more people, because hypothetical you can produce more of it. But the impact

is perhaps not that great when you are forcing something there.

I could tackle this by making a glass with a double layer, so the "oily snow" ball effect is within the beer glass. But I do still fear that this is to strait forward, and easily decodable.



## **Working with bar objects worked.**

- The concept of working with the beer and distortion, led to some interesting questions. I think that working with objects that naturally occur in a bar is a good way to move on. It got people curios in a more natural way. The food color did melt too fast though, so the beer got black way to fast. At last it turned totally black, and not in the intended leak manner. It was over the top.

## **Money is a dead end.**

-- Most people paid with cards, and did not receive any change. The bartender does not have time to talk with anyone.

The people who actually paid with cash and received the "black" money did not notice, or thought the money was dirty by an accident. When confronted with why they thought this money was black, most people answered that it had something to do with black money, as in dirty criminal money.

## **The bathroom is not the right place to intervene.**

- Young men do take a good look in the mirror, but they do not speak much at the bathroom, and when they are out of the bathroom again, an oily mirror is not enough to guide the conversation back at the table.

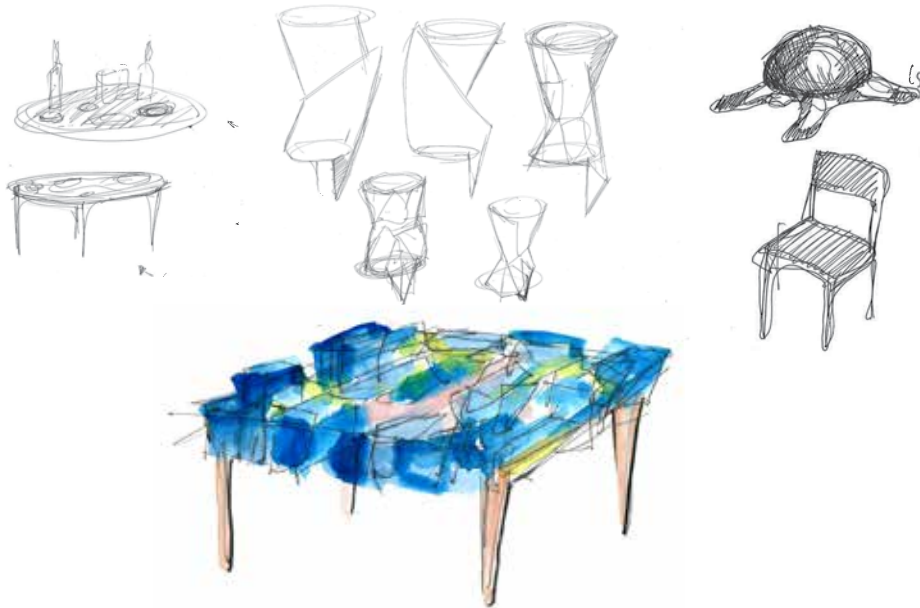
# Ideation 5



# Concepts 5.0

Based on my findings I moved on with sketching on objects that naturally are around the arena for discussion, the table. In the last iteration, I found it best to transform objects that naturally are in a bar, and I now focused on products that are essential for bar situation.; the beer, the glass and the chair. I decided to move on with the melting ice theme, since this allegory proved successful in the exploration phase. This time I wanted to show that the melting ice of the world also means a risk for us in Norway. We do not see the dangers of warmer climate, melting ice caps and so on, before it is too late. Maybe showing this in a smaller scale, with smaller disadvantages, could be a possibility to tell the story

I believe products can be great containers for stories. This was the style for centuries before modernisms strong entry in the beginning of the 1900s. The modern reproduction of old storytelling objects is often kind of kitschy. I would like to stay out of the tacky scene.



**Old drinking mug**



[steincatalog.com](http://steincatalog.com)

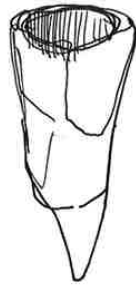
**New drinking mug**



[steinsenter.com](http://steinsenter.com)



# Concepts 5.0



## Concept 5.1: On-Edge Beer glass

This concept proposes a beer glass formed as an iceberg, with a tip on it, so that you have to put it at the edge of the table. This will be a stressing element, and hint to the fact that the world's ice caps are “on the edge”.



## Concept 5.2: Melting table

Here a structure made of ice will be placed on top of the table. It will slowly melt and make the table and the users wet. The ice is an unusual element on the table, and it will disrupt the table. Hopefully this will be a provocation to lead to reflections.



## Concept 5.3: Crooked chair

In the same way, the chair has one leg made out of ice, so that the users will have a worse sitting position as the ice melts.



Mock-ups and test



## Findings

### **Ice on table was successful.**

- The users of the table found it interesting with ice melting on the table. It was also kind of annoying, but it pushed the conversation into decoding why it was there. Some asked the question of if it was supposed to be there. Adding a place for it in the table could maybe solve this.

The link to oil drilling is quite vague. And it needed some curating to lead the discussion into climate change. A possible flaw could be that people may think this is just a normal tourist attraction made of ice. Obviously it made quite a mess on the table, and also the floor. The floor was not problematic, but the water spill on the table was too risky. People tend to lay their expensive phones on the table, and damaging an iPhone is too much provocation.

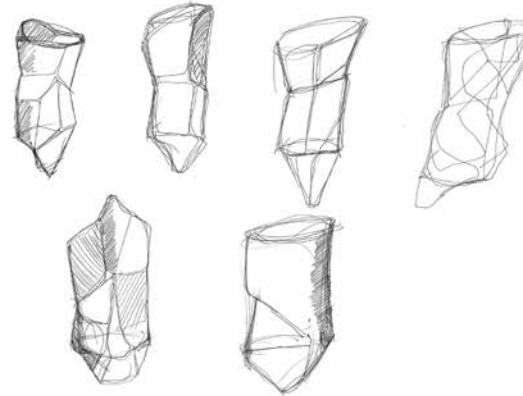
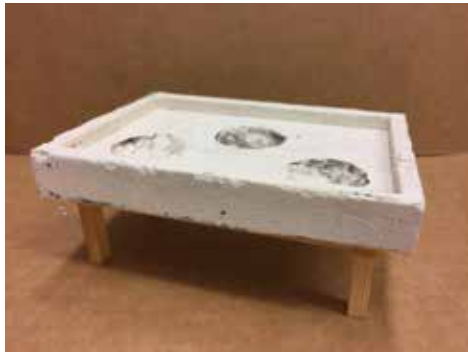
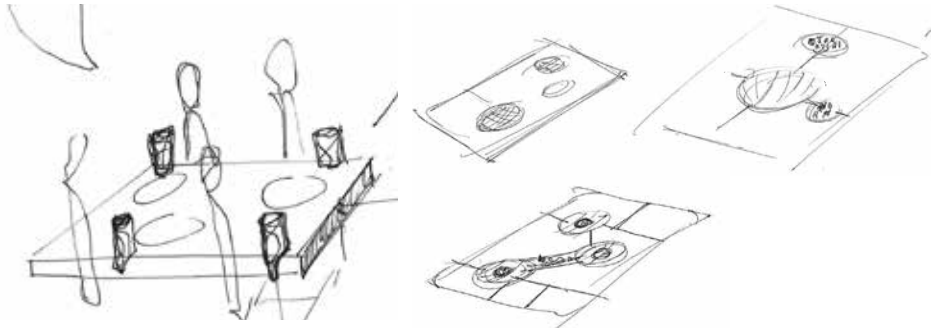
### **Chair did not work that well.**

- At the beginning, when the ice was melting, it was noticeable, but then people just used it as a normal chair even though it was crooked. In addition people tends to put their jacket on the chair, making it even less noticeable.

### **On Edge Beer Cups.**

- This concept worked quite well. It led to a stress factor always having the cup on the edge but the mock-ups did not really do the trick of real glass. The cup by itself may also be difficult to decode

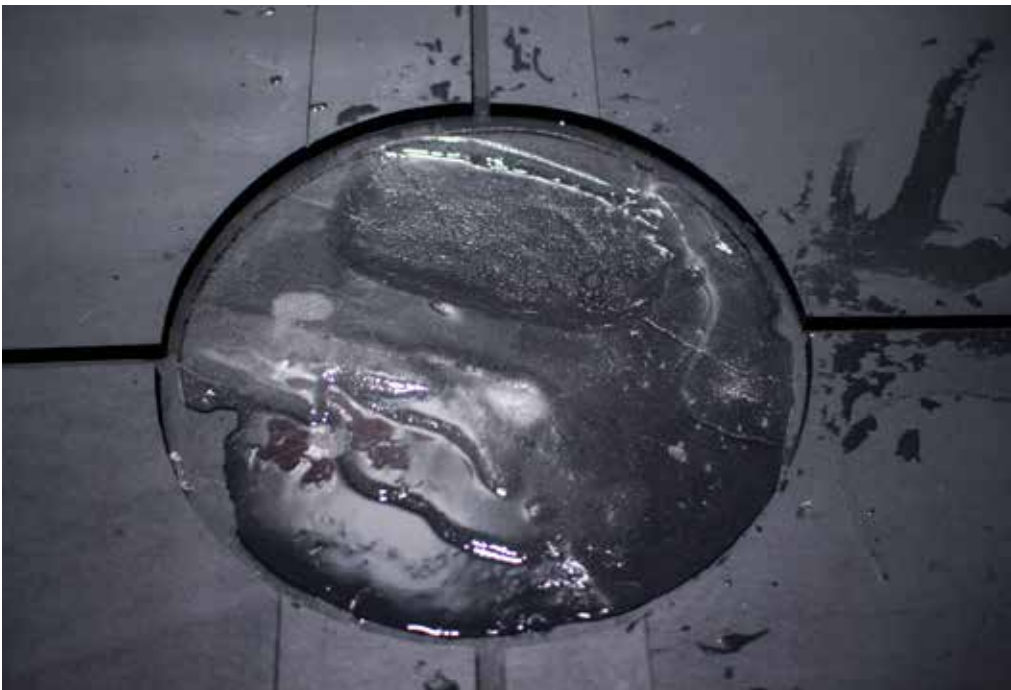
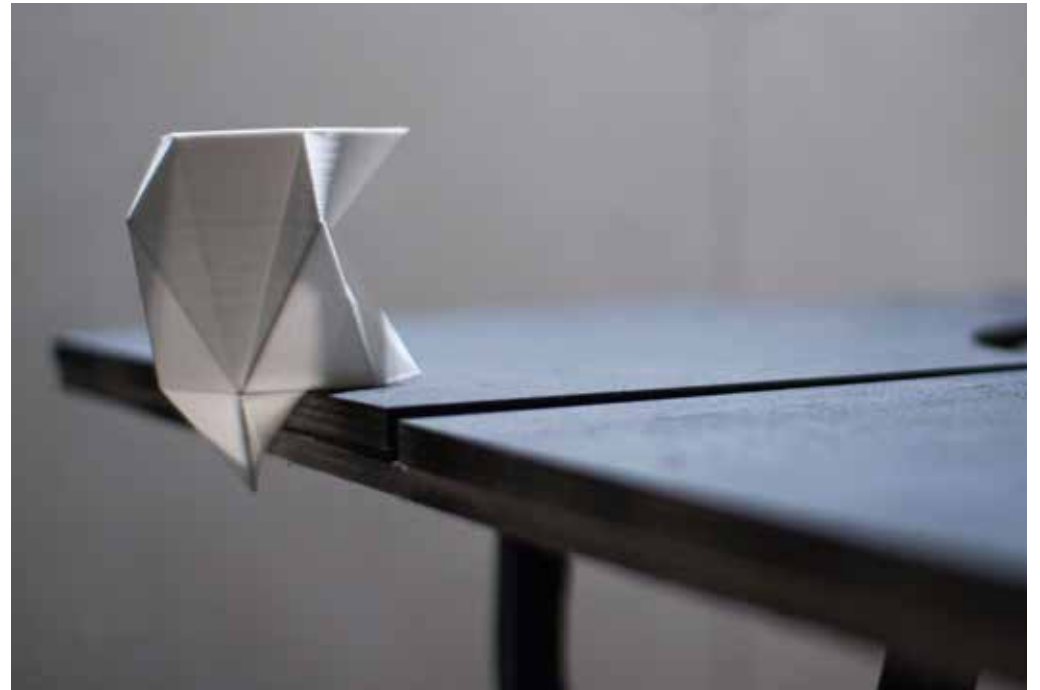
# Ideation 6



## Model process

I moved on with the glass resembling ice and the table with build in channels for the melting ice. I used sketching and fast small-scale mock-ups to refine the shapes. With the cups I then used a 3D print extruder to produce more accurate mock-ups. Ideally the beer glass would be in glass, but it proves quite difficult to make, and I will have to use the tools I have.





## Mock-ups

To leave no doubt whether the ice was meant to be on the table I designed a negative space for the ice and molded ice in the right proportions. I made channels for the melting water, so the table top would not get wet, but the users of the table would.





## Test & findings

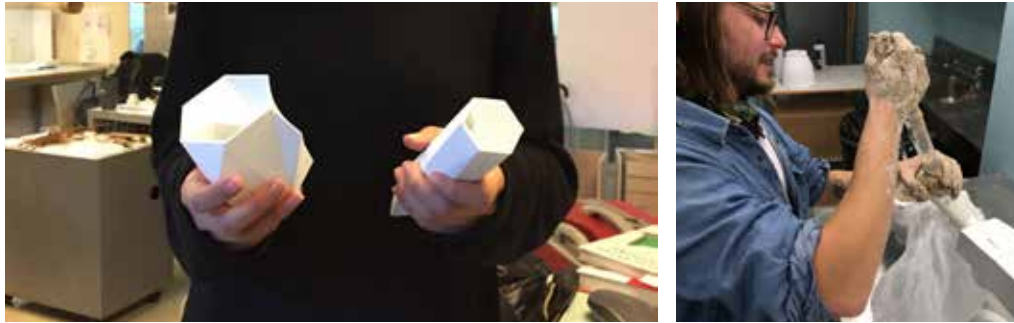
The table made for the purpose of containing ice proved more successful. It gave the user a knowledge that this was supposed to be there, and then they started asking and wondering way. They touched it, and used it for there beers. The glass also proved quite successful.

However, the link to oil exploitation and climate change is still a bit unclear. Now I used coasters to overcome this. A threat to the concept, is if the users thinks the table is an ice installation without any further meaning, like a “Ice Bar” tourist thing. In an ice bar though, the ice would not melt. The situation will obviously be different

when this is more of a curated scene; now I am only able to test one table in a random bar. It still proves that the products with the aim of storytelling have potential.



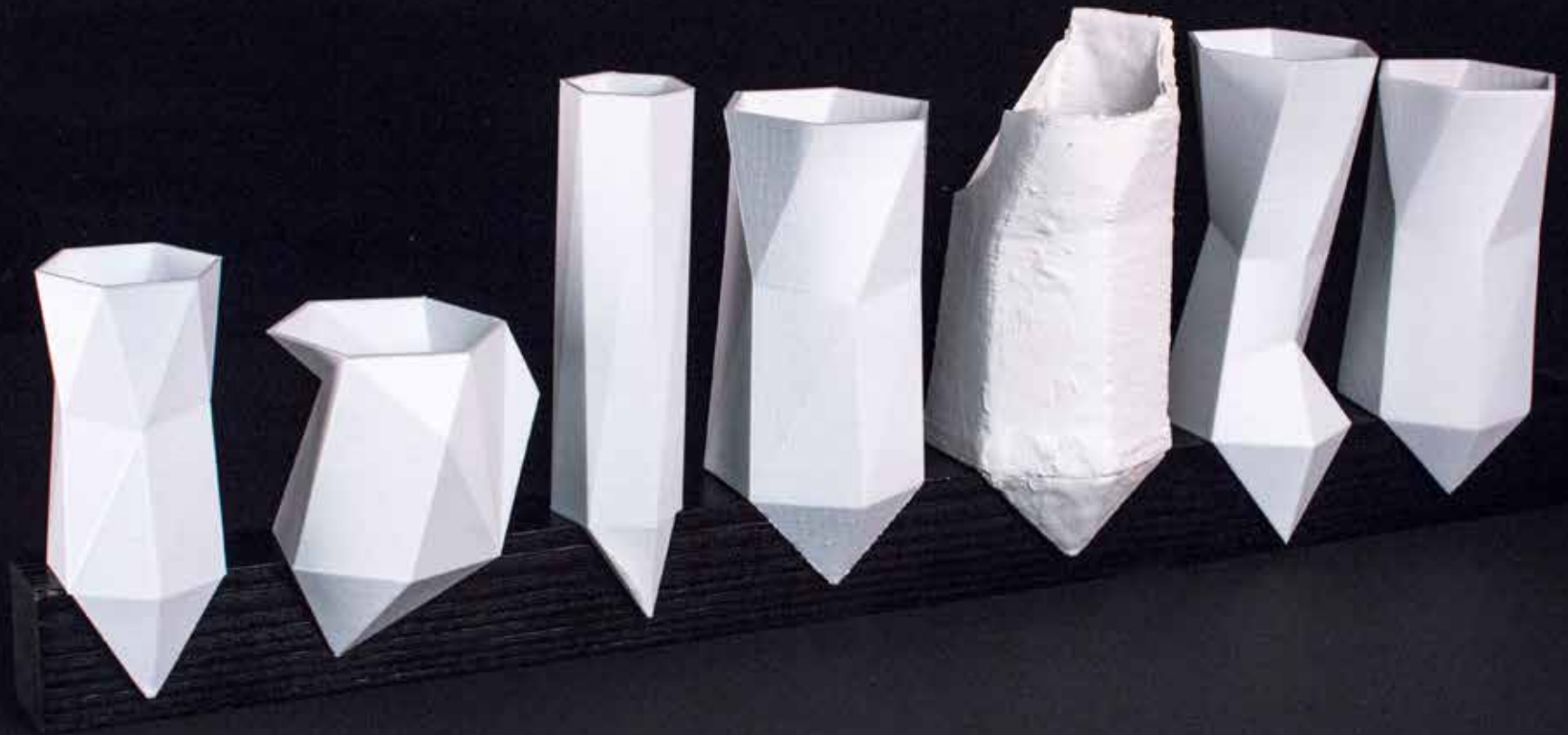
# Ideation 7



## Glass process

I moved on with iterating the glass with 3D printed mockups in plastic, and then on to 3D printing in ceramic to get a more “real” finish. It proved quite difficult to get a satisfactory finish on the cups- as told, ideally they should have been glass, but the next best thing is ceramic.

Back in the old days, they used stone wear. But, then again, a big part of the drinking experience is kind of locking at the color of the beer, especially if you drink a more special and expensive beer. But I still moved on with the concept to test it properly.



Mockups in plastic and ceramics



Final model



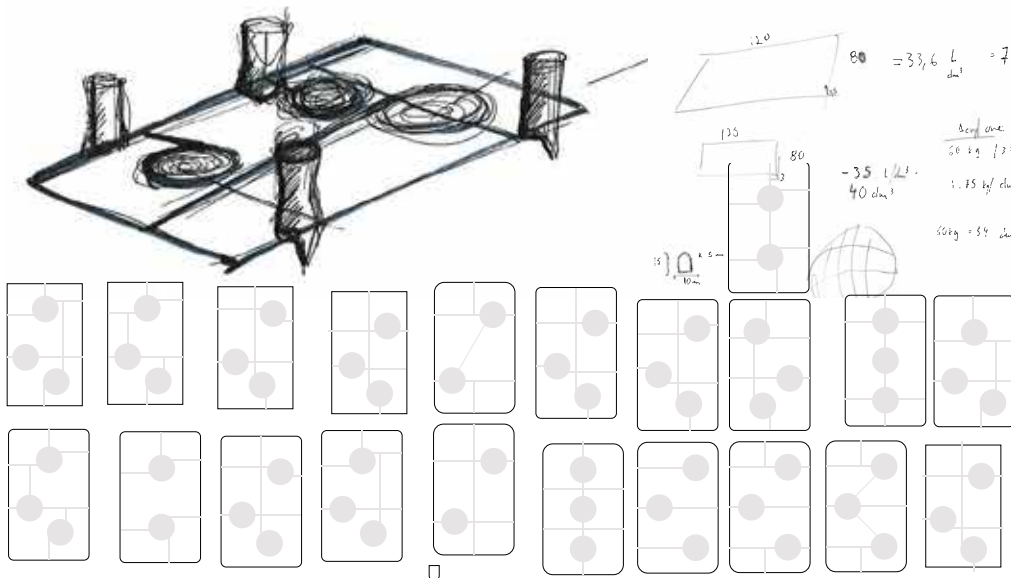
Render of concept





## Table process

To give hints towards the melting ice, arctic and oil exploration, I wanted to imitate the colors from this map were the actual ice would resemble the melting ice. To give hints to oil exploration and the danger of oil leaks into the ocean I added the blackness of crude oil, where the mixed colors will have a marble like texture. This would also give the table an unusual, and a “high end” appearance. I think this will create curiosity around the table, since this will be a sort of “stone” they haven’t seen before. I used the material Acrylic One to cast the table.





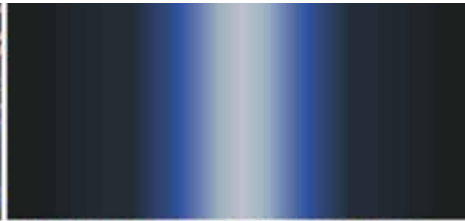
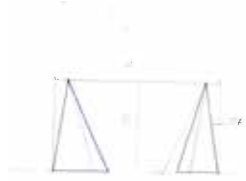
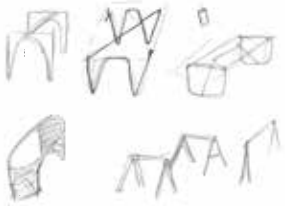


## Casting table

To find the right size and numbers of concave volumes in the table I made several mock-ups. These would be retainers for the ice and dominate much of the table's appearance. Because of the material, which would have a chaotic texture, I wanted a more tidy structure of channels and volumes. I decided to have 3 similar volumes, in a size where the ice would take several hours to melt in room temperature.

I choose three volumes because of the visually outlook of the table, and also to serve as hints for the three largest ice reservoirs we have, the Arctic, the Antarctic and Greenland.

I also made some quick mockups for deciding on the size of the table. I chose to move on with a quite small table, with the aim of creating an intimate atmosphere, making it more likely to induce a discussion. The table size is best for 4 people, but could take 6 users.



## Building Legs

Simultaneously I sketched on the legs. I wanted a light expression and chose metal as material for the legs. The thin legs match the channels on the table and are a visual continuation of them. The structure of three legs on each side makes the table less user friendly on the short edges, but it is still fully possible to sit there. Given that it is a table for drinking and not eating, I do think this will work fine. The table is primarily intended for four people, so I chose to make that sacrifice to get the thin legs. After making the legs, I found that they were too weak. The table swayed along the line of the short sides. It would be easy to overcome this by adding a stiffer structure.

I tried this with securing beams with screw clamps. It did ruin the expression a bit though, and in stead I welded new ones in a higher dimension. This was perhaps a bit overkill material vise. Another possibility would be to try out steel tubes instead of steel rods. But since this is a prototype, and not a final product, I did not focus on this.

To find the right color for the legs I made some color samples on paper. I wanted to try one contrasting color, but it was way too much, and separated the legs from the table visually. I chose to make the legs blue so they would match the "ocean" of the table.





## Ice casting

After building the legs, I made molds for ice to fit the negative spaces in the table. I wanted the ice shape to be easily removable from the molds, but also solid, hence I used silicon to make them.





## Test & findings

I took the table to Kulturhuset in Oslo to test it out further. The table and glasses got attention, and it was able to lead the conversation into climate change and oil drilling for a time. The table does not lead directly to the Arctic, but more to oil in general. The user needs some guidance to really understand what this is about. I still think it is possible to overcome this in a more curated bar concept.

The glasses and the table presented together kind of blurred each other. I think the glasses could function as a concept by themselves, but if they are to guide the direction of oil drilling in the arctic, they had no significant effect. Also, placing them with the table actually reduced their effect. The table worked better as a piece of its own. I hence chose to go on with table as a concept



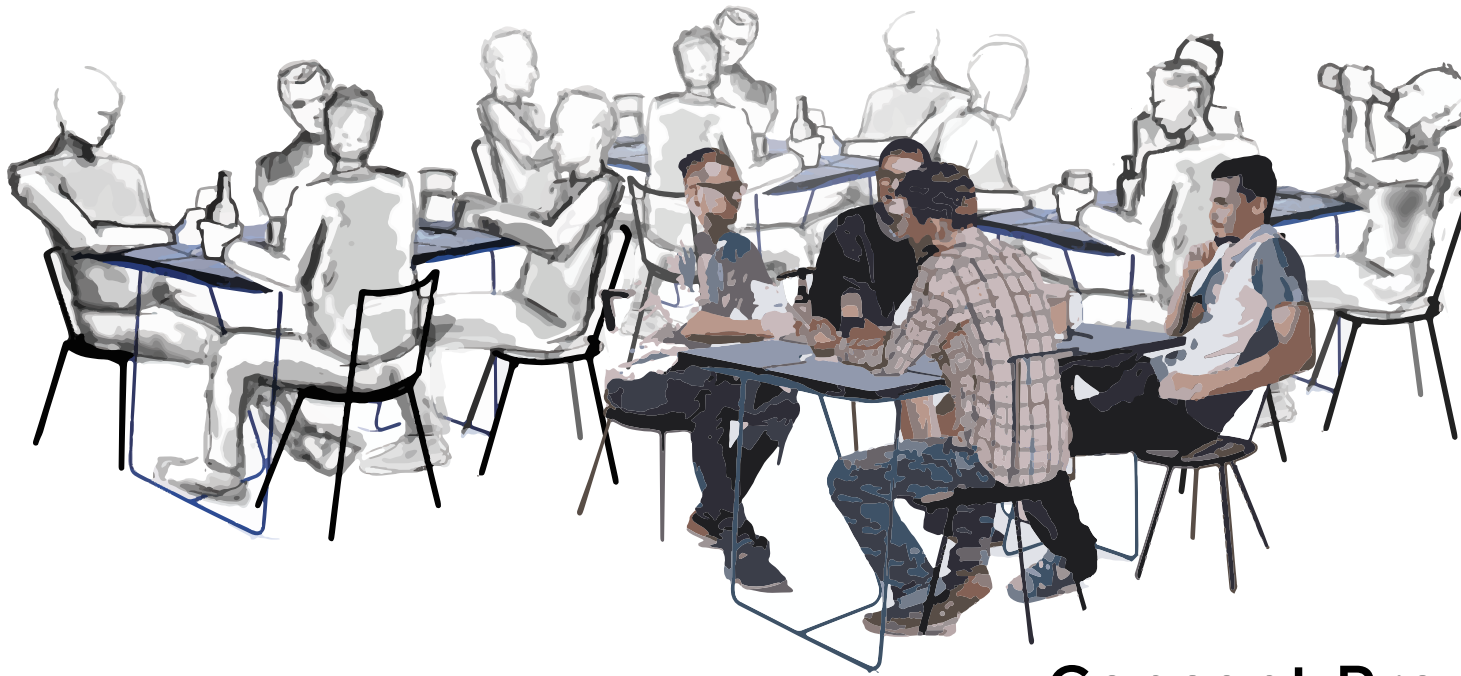
## Possibilities with concept

This framework of a table gives possibilities to highlight different aspects of the debate. To show the possibilities I made molds of different ice shapes. This concept of a table could also be used in other debates and causes than the Arctic oil case. Then it would obviously need to be a different table, and with some other aspect than ice. But in general I think young men can be reached through products existing in a bar

# Proposal

Concept:	87
Model:	89
Design reflections:	90
Final test:	94
Feedback:	95
Self reflections:	96



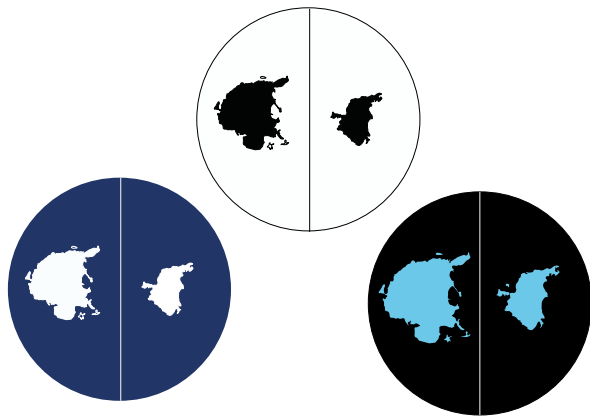


## Concept Proposal

This is a proposal for how environmental organizations can reach young men in a new way. It is in the context of a bar, where environmental organizations either start their own pop up bar for a limited time period, or they facilitate this in fitting areas at already existing bars. In this area all the tables are like this, and the people from the environmental organization will be there to curate the situation without being too pushy. The message and sender will be revealed through several touch points, the table, a poster on the toilette and so on. It will not be a flagged event proclaiming the topic or the organization behind. I see this as a mobile event, traveling across the country.

Environmental organizations, like Greenpeace, do already have events at bars. They do lectures, talks and curated discussions. These events are good initiatives, but I do not think they attract the people which not already have an interest in the topic. This concept is more of an undercover operation.

Other touch points could be coasters, or a map, hanging at the toilet. You may ask if this does not erase the purpose of having a table in the first place. In my opinion the tactility of a table and melting ice is something different than being showed an image. I think the table opens up the possibility that the target group actually will consider information like this.



1.step



2.step



3.step



## What's next?

This projects is about raising the discussion, and the next step of the chain should be devolved further by another service designer. But after the table has created a momentum by a discussion, this should be followed up somehow. The users of the table should get some additional information, either by searching it up themself, or handed out at the bar scene.

They could also receive information about what they can do to support the cause. They could perhaps get a visual explanation of political parties which are pro and con drilling, thus so they could have it in mind by next election. They could get a list of products to boycott or something. I think that young men fast would react negatively to suddenly being lured into a membership in an organization, but maybe it would be possible to raise money for a specific cause by a VIPPs number.



Model



## Design reflections

The table consists of a cast plate illustrating oil in a blue ocean, with 3 integrated concave volumes containing ice. The ice will slowly melt, which then leads to water dripping down several canals and on the users of the table. As stated earlier, my success criteria's was an item telling the story of climate change and a piece which were to spike discussion. The water dripping will be a disrupting element and hence a provocation to initiate debate. A design made for discomfoting the user I satirical in an antithesis way. Through allegory the table also works as a storytelling object, to tell the story of discomfort caused by climate change in a small scale. The ice of the world is melting, our snow and glaciers too, and in exchange the rain increases, the floods come more frequent and the storms are greater.

This concept does not offer a solution to end Arctic drilling, it offers a solution to raise awareness on the topic, but leave it to the users of the table to find out what to do about it. I believe in a public shift in mood against oil, and with time people will demand greener investments from the government. This is also following Matt Malpass view on discursive design "This practice is problem finding rather than problem solving" (Malpass, 2017. p. 86-7).

### Weaknesses:

I started out this task with the bold vision of helping to stop oil exploitation in the Arctic, and I ended up with a table for a bar scene. It is quite a gap. The concept has its weaknesses. Placed as a solo table in a dark bar, the table may be misinterpreted as a normal table. The ice may be seen as a way to cool your beer, or just as an "ice bar" tourist thing. The weakness of the table is that some highlights or other hints are needed. The table in itself does not lead directly to the Arctic, and some may not even think about climate change or oil drilling. The table must be placed in a bigger system to make sense.

You could obviously argue that the piece in itself should be sufficient to point out drilling in the arctic as the problem. However, I think it is a danger of becoming too straightforward in the design, and hence make it dull, or unsophisticated.

In some way I come around these weaknesses by proposing a location facilitated by an environmental organization, were more than one table will give the interpretation that something is different







### **Strengths:**

The table is a framework for sneaking in a message to young men in a smart way. It could also be other things in a bar context, or in other contexts, I have no doubt that there is many other solutions to this problem. The table is just one out of many possible solutions. And I do think the table has potential as an object that lead to discussion and reflections.

The table functions as an unusual element, witch is fascinating and irritating at the same time. The matter of concern is creativity and statement, not solutions to actual needs. It is story telling through an object, telling the story of climate change, the melting of the Arctic, and proposing oil as a cause to this.

*"In critical design, the act of designing - including the subjective interpretations and processes that inform the design- is established as a mode of discourse through which a proposition is made an a position take." - Matt Malpass, 2016.*

It will probably not be sufficient to control the theme for the talk the whole evening, but when I tried it out, it got the target groups attention- the people were playing with the ice, they wondered, and they talked about it for some time. The memory of the table and hence the cause, will be in the back of their heads.



### **Aesthetics:**

I chose to make the table small and intimate, so the users of it would sit closer, and hence making it easier to discuss. This also allows more tables in a limited space, like a bar. The table-top is quite heavy and massive, so to give the structure a lighter expression, I wanted the table top to be directly attached with the legs without a frame around it. I also chose to make the legs thin, because of the light expression. The channels on the table and the legs talk the same language, and visually they are a continuation of each other. The blue color reflects the color of the table and unites them into one piece.

The legs, which consist of a structure of three legs on each side, makes the table less user friendly on the short side of the table. Given that this is a drinking, and not an eating table, I do not think that this will be a problem.

This is still just a visualization of a possible concept; the table is to be seen as a prototype and not a finished product. It could be slightly larger, or the legs could be different, I do however not think this would change the main message.





## Possible variations

To highlight specific aspects, or lead the discussion even more to the arctic, different shapes could make out the ice. It is of course a danger, that it becomes too much of an “ice bar”. But together with the system around I found out that it worked.





## Final test

The table worked as a distorted object, which created some discussion around it. People played with the ice, and found the table interesting.

*"it puts things in perspective"*  
– male 30

*"it is pretty interesting top feel it this way"*  
– male 27

*"Oil end one day, but do we have to think about that now? When its 100 years into the future"*  
– male 25

*"I'm wet, fuck this!"*  
– male 28

# Feedback

To get some feedback from relevant professionals I contacted Marcus Tøstie and Mari Stoknes. Marcus I have spoke to before, he is an Art Director and I think a concept like this falls under the marketing umbrella. Mari works as a coordinator at the Climate Festival in Oslo, and I asked her because an event like this could be a possible location for the concept.



Futurbuilt

Stein Stoknes

Academic Director Futurebuilt and  
board member Norsk klimanettverk

*"This could be a nice concept for the Climate Festival! I do also notice that women tend to be more committed to fight climate change than men. Maybe they think it is macho to be carefree? I think this sort of provocation with the melting ice could shake them up a bit. It has a very strong expression. Reminds me of the ones who sat and drank champagne after Titanic collided with the iceberg, safe in the belief that it was unsinkable."*



Marcus Tøstie,

Art Director Schibsted  
Media Group

*"The concept has great potential. The bar location works good for your target group! I like that the message and sender are sort of subtle, and is revealed through several touch-points at the location, making it kind of a rebus. I see this as a big mobile campaign, where bars apply to join to, as a gimmick and to get a good green reputation."*



# Self Reflections

I think there is a lot of potential in storytelling through discursive designed user objects. My take on discursive design differs quite a lot from the teachings of Fiona Raby. At the school of Applied arts in Vienna, we did not use the methods of design for a target group, or tested out how our concepts were conceived. It was more about designing for a gallery or a video for the Internet. The goal was still to stimulate the user imagination through interaction, but in Vienna the interactions were more through strategies of rhetorical use, like video and directed images, and not afforded by actual use. This makes discursive design more of a "top down" practice, where the user is seen as a reactive rather than active participant. This is what Malpass describes as "design at" users. He puts discursive design as an authority form of practice where the designer performs as author and critic. (Malpass. 2017. p. 86-7)

This is in contrast to AHO. Here is "user centered" design the norm. In user-centered design it is active user participation throughout the design process. I have used a lot of testing in my project to see what actually can stimulate the target group. It is somewhat different to design for an actual use with a target group, than it is to design for a gallery.

I have learned a lot by doing this project. Especially I will emphasize the act of iteration of concepts and testing it with the target group, thus gaining insights in what is more appealing to young men. As stated this project had an explorative approach, and I started out broad. First I gathered knowledge about oil drilling in northern Norway and effects of climate change from scientists to ground my concepts scientifically. I then got information on how to reach young men from a psychiatrist and a Art director. I also interviewed several young men. Then the project explored by doing concept iterations in a very broad manner; testing out different means, touch-points and different topic within the environmental sphere. Then the project altered into a more specific frame of the "bar" location. Also here I tested out different approaches by concept iterations, and it boiled down into a table for discussion. As an explorative project I think this approach was meaningful, but this broad approach also exclude the possibility of really testing out one specific mean or argument. This project could of course have had a tighter frame from the beginning, thus I would have been able to refine my end proposal even more. If I had stated that I was going to make a table for discussion in the beginning of the semester, I would surely made a better model of a table. But then it would indeed have been another project.



This project was never about refining a specific product, but investigating what made young men talk about a specific, but quite broad topic.

However if anyone were to do a similar diploma project, I would advice him or her to add more constrictions earlier. Constrictions in a way spike creativity, and it could be interesting to move on a similar project with a narrowed down approach. Jus chose one very specific subject, and then chose one method as an approach, and a specific context from the beginning.

I did not know then, what really made young men discuss something. If I would begin a new project, knowing what I know now, I could definitely

develop the end proposal even further. Large models and experimenting with new materials also limits the possibility for 1.1 iteration some, because of time and financial resources.

Trying to induce young men into talking about a specific cause is not easy, and this is not a perfect project. However I do consider this as a concept with great potential. And hopefully, environmental organizations could benefit from my findings in this project, and build up on those to improve the concept



## Thanks to

Everyone one of my interview objects, within the target group and expert panel.

Thank to everyone who wanted to try my concepts. And tanks to supervisors and the teachers at AHO. Thanks to the workshop officers for guidance and goodwill.

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