**STAY IN THE LOOP**

**B A 1**
- Project 1: Strategic Design
- Data Project 1
- Design Process 1
- Degree Project

**B A 2**
- Project 2: Service Design
- Data Project 2
- Degree Project

**I D 1**
- Storytelling in Design
- Kitchen Cleaning Design Communication

**I D 2**
- Workshop Cleaning Degree Project

---

**O P P O R T U N I T I E S**

**TEST & DEVELP**
UMINova eXpression / SUMMER 2015

ARE YOU A STUDENT AT UMEÅ UNIVERSITY AND HAVE AN IDEA? WOULD YOU LIKE TO TEST AND DEVELOP IT?

During 2-3 weeks we will offer:
- Advisor / guidance
- Working space in a creative environment
- A possibility to create a prototype/ visualisation
- Network
- Financial support for activities in order to push the idea further
- Salary (SEK 190/h based on 40 hours working week)

Welcome with your registration to “Test & Develop”. You can do an individual or group application.

HTTP://WWW.UMINOVAEXPRESSION.SE/TEST-DEVELOP/?LANG=EN

---

**C R E D I T S**

Thanks for your contributions.
Future articles & photos can be sent to WOZZ0P@GMAIL.COM by Friday evenings.
WE LOVE HEARING FROM YOU!

©2015 UID

---

**T H E W E E K T H A T W A S / #LIFEATUID**

---

**ARE YOU A STUDENT AT UMEÅ UNIVERSITY AND HAVE AN IDEA? WOULD YOU LIKE TO TEST AND DEVELOP IT?**

During 2-3 weeks we will offer:
- Advisor / guidance
- Working space in a creative environment
- A possibility to create a prototype/ visualisation
- Network
- Financial support for activities in order to push the idea further
- Salary (SEK 190/h based on 40 hours working week)

Welcome with your registration to “Test & Develop”. You can do an individual or group application.

HTTP://WWW.UMINOVAEXPRESSION.SE/TEST-DEVELOP/?LANG=EN

---

**THESIS COMPETITION ON THE THEME OF INNOVATION, COMMERCIALIZATION AND UTILIZATION**

The authors of the three best theses will receive travel grants 30.000, 20.000 and 15.000 SEK!

DEADLINE: JUNE 26

HTTP://WWW.INNOVATIONSUPPSATS.SE/

---

**CREDITS**

Thanks for your contributions.
Future articles & photos can be sent to WOZZ0P@GMAIL.COM by Friday evenings.
WE LOVE HEARING FROM YOU!

©2015 UID

---

**THE WEEK THAT WAS / #LIFEATUID**

---

**TEST & DEVELOP**
UMINova eXpression / SUMMER 2015

---

**THESIS COMPETITION ON THE THEME OF INNOVATION, COMMERCIALIZATION AND UTILIZATION**

The authors of the three best theses will receive travel grants 30.000, 20.000 and 15.000 SEK!

DEADLINE: JUNE 26

HTTP://WWW.INNOVATIONSUPPSATS.SE/

---

**CREDITS**

Thanks for your contributions.
Future articles & photos can be sent to WOZZ0P@GMAIL.COM by Friday evenings.
WE LOVE HEARING FROM YOU!

©2015 UID
Lunar, a design firm that has spent 30 years creating everything from game controllers to genetic sequencers to ice cream scoops, has been acquired by McKinsey & Company, the mammoth business consultancy that did $58 billion in revenue in 2014. It’s McKinsey’s first acquisition of a design firm.

“They’re hoping to bring design forward to strategy, because it’s such an essential tool to create competitive advantage these days,” says Lunar president John Edson.

The acquisition comes at a time of major change for both independent design agencies and large corporations. Traditional, spreadsheet-driven business services are increasingly investing in design. Last year, IBM budgeted $100 million to hire designers and build out its design fluency, all to be able to offer design services as part of its business consultation. At the same time, independent design agencies are being snapped up left and right by companies that recognize the business value of design. Recently, the Chinese communication group BlueFocus acquired Yves Behar’s Fuseproject, and the banking giant Capital One bought Adaptive Path. As more businesses understand the role design can play shaping their strategy, acquisitions, such as McKinsey’s of Lunar, will only become more common.

McKinsey approached Lunar, a mid-sized firm with 75 people, in 2013. Over the course of the following year, the two companies discussed what a partnership might look like, while testing their compatibility through a few test projects. Ultimately, they decided on an acquisition for an undisclosed sum, and an arrangement where Lunar’s four offices in San Francisco, Chicago, Munich, and Hong Kong will continue to operate as usual and serve existing clients. The main difference now is that Lunar will take on McKinsey’s client projects, and also sit in on McKinsey’s consultation practices—even helping clients build out their own internal design practices.

In return, Lunar gets access to what Edson calls “a nice potential pipeline” of traditional design consultation work. Lunar has enjoyed a steady stream of work over the years and won prominent accolades—in 2014, it received the National Design Award for product design—but the business of independent design has shifted. Many large companies that once patronized, or would patronize, design agencies have started bringing design talent in-house, which means fewer projects for those agencies. Smart Design, one of Lunar’s peers, closed its San Francisco office recently due to lack of work. “Running a medium-sized design firm isn’t for the weak of heart. It’s an ongoing challenge,” Edson says. “From the business angle, we think a lot about where the next project is going to come from.” McKinsey will give Lunar stability and client leads—in essence, a way to grow the Lunar brand—and Lunar, in turn, will give McKinsey more in-house design expertise.

The question, of course, becomes whether or not Lunar can retain its creative freedom working under a big organization. “Maintaining that heritage is an important part of keeping the culture of the firm intact,” McKinsey partner Derrick Kiker says, “and we don’t see any reason it needs to change.”

READ ARTICLE ONLINE: HTTP://GOO.GL/GPHWN0

Mark Wilson
Started Philanthroper.com, a simple way to give back every day.

**DESIGN**

**MCKINSEY & COMPANY ACQUIRES LUNAR, ONE OF SILICON VALLEY’S OLDEST DESIGN FIRMS**

THE AWARD-WINNING DESIGN CONSULTANCY IS THE LATEST INDEPENDENT AGENCY TO JUMP INTO THE CORPORATE MAW.

**ENTERTAINMENT**

**HOW “KUNG FURY” WENT FROM A CAREER HAIL MARY TO KICKSTARTER HIT, CANNES ENTRY, AND HOLLYWOOD FEATURE**

Unlike other Kickstarter success stories like Zach Braff and YouTube star Freddie Wong, Sandberg was a complete unknown when he posted the Kung Fury trailer—his pseudonym was Laser Unicorns. But his playfully ironic style (he prefers the word “cheesy”) struck a chord, and within 24 hours he’d raised $200,000. A month later, that number jumped to over $600,000.

To date, the Kung Fury trailer has been viewed nearly 10 million times.

It’s no secret that the Internet and social apps have become discovery vehicles for up-and-coming artists, whether via YouTube or Vimeo or Vine. But with such a plethora of digital platforms and a dizzying amount of content, the question becomes: how does talent stand out from the crowd and make an impression?

According to Simon Faber, the WME agent who signed Sandberg after he watched his trailer, the director’s brilliance was making such an elaborate—and original—teaser that basically served as an advertisement for the film. The trailer showcased not only Sandberg’s talent, but proved that there were enough story elements and characters in Kung Fury for a film.

Unlike other Kickstarter success stories like Zach Braff and YouTube star Freddie Wong, Sandberg was a complete unknown when he posted the Kung Fury trailer—his pseudonym was Laser Unicorns. But his playfully ironic style (he prefers the word “cheesy”) struck a chord, and within 24 hours he’d raised $200,000. A month later, that number jumped to over $600,000.

To date, the Kung Fury trailer has been viewed nearly 10 million times.

It’s no secret that the Internet and social apps have become discovery vehicles for up-and-coming artists, whether via YouTube or Vimeo or Vine. But with such a plethora of digital platforms and a dizzying amount of content, the question becomes: how does talent stand out from the crowd and make an impression?

According to Simon Faber, the WME agent who signed Sandberg after he watched his trailer, the director’s brilliance was making such an elaborate—and original—teaser that basically served as an advertisement for the film. The trailer showcased not only Sandberg’s talent, but proved that there were enough story elements and characters in Kung Fury for a film.

“Without another viral video under his belt, now Sandberg is just waiting until Cannes—and taking care of the rest of his Kickstarter supporters.”

HTTP://GOO.GL/UOZXJN

CONTINUE READING ONLINE: HTTP://GOO.GL/OUXXIN

Nicole Laporte
Nicole LaPorte is a For Fast Company who writes about where technology and entertainment intersect.
WEEKLY TED VIDEO

MAGICAL HOUSES, MADE OF BAMBOO  ELORA HARDY

You’ve never seen buildings like this. The stunning bamboo homes built by Elora Hardy and her team in Bali twist, curve and surprise at every turn. They defy convention because the bamboo itself is so enigmatic. No two poles of bamboo are alike, so every home, bridge and bathroom is exquisitely unique. In this beautiful, immersive talk, she shares the potential of bamboo, as both a sustainable resource and a spark for the imagination. “We have had to invent our own rules,” she says.

Elora Hardy
Sustainable designer

Cultivating the power of sustainable materials, Elora Hardy leads Ibuku, creating bespoke bamboo homes in her native Bali.

“With creativity and commitment, you can create beauty and comfort and safety and even luxury out of a material that will grow back.”

EVENTS

CULTURES OF DISTRACTION
HUMLAB / MAY 21 / 5-7 PM

FASCINATION OF PLANTS DAY
BILDMUSEET / MAY 23 / 12-4 PM

CULTURE ON CAMPUS
CAMPUS POND / MAY 21 / 12:10-12:50

DISTRACTION can play tricks on us. Self-proclaimed preservationists of cultural heritage like to call distraction dangerous. However, modern life sciences does not anymore consider distraction a disability in sharp contrast to the mental faculty of attention, rather they define it as a necessary distribution of attention. As the philosopher Immanuel Kant already claimed at the end of the 18th century, distraction has become a necessity of modern life, even an art of living, balancing work and leisure, stress and relaxation. In my talk I want to discuss discourses and practices of distraction that have emerged since that time. Furthermore, I will analyze what role popular entertainment sites such as the panorama or the cinema have played in a media history of distraction.

Petra Löffler is a media theorist currently teaching at Humboldt-University in Berlin. She has held positions at the University of Vienna and the Bauhaus-University in Weimar. Her research interests range from media archaeology to digital culture and media ecology.

It is Fascination of Plants Day at the Arts Campus on Saturday, May 23. Parts of the extensive program take place at Bildmuseet. Short lectures will be presented in the flexhall and in honour of this day, the theme in the workshop area are plants. Take a picture of a spring flowers with your camera or mobile phone. In the workshop we will print it to create a joint photo exhibition of spring flowers.

On the platform outside Bildmuseet’s main entrance, you’re invited to make paint from scratch, using pigments and ingredients from the realm of plants. Together we create plant-inspired paintings. Drop in between 12:00-16:00.

There is lots more on the program this day: Fascination of Plants Day is also underway in Sliperiet and outdoors on the Arts Campus where you are invited to meet up with plant scientists and other plant experts, conduct experiments and field trips, listen to short presentations and discover the beautiful plants in small temporary exhibitions. Welcome to spend the day in the fascinating world of plants!

Sara Parkman is a folk musician, radio journalist and activist. She loves old ladies, Polish women, words, trains, folk songs and radio. She does not only play the violin, she does it well. So well, in fact, that she has completed a degree from the Royal College of Music in Stockholm.

As Parkman performs live she weaves a figurative web of music, text and thoughts focusing on folk songs, antiracism and feminism. She connects singing, popular folk song hits, solo violin, stories and war cries. A one-woman show in all possible ways.

Parkman can be heard on the radio, in the super duo “Sara and Samantha” and can be seen at the Royal Dramatic Theatre in Stockholm as well as in villages around Sweden.

A true believer in the revolutionary power of kitchen table politics and in that of using folk music to spread antinationalism and feminism.

Over the course of the last year, Parkman has performed for Riksteatern, Tempo Documentary Festival, Umeå Open and has toured the world, visiting Zimbabwe, Serbia and France amongst many.

Sara Parkman is a folk musician, radio journalist and activist. She loves old ladies, Polish women, words, trains, folk songs and radio. She does not only play the violin, she does it well. So well, in fact, that she has completed a degree from the Royal College of Music in Stockholm.

As Parkman performs live she weaves a figurative web of music, text and thoughts focusing on folk songs, antiracism and feminism. She connects singing, popular folk song hits, solo violin, stories and war cries. A one-woman show in all possible ways.

Parkman can be heard on the radio, in the super duo “Sara and Samantha” and can be seen at the Royal Dramatic Theatre in Stockholm as well as in villages around Sweden.

A true believer in the revolutionary power of kitchen table politics and in that of using folk music to spread antinationalism and feminism.

Over the course of the last year, Parkman has performed for Riksteatern, Tempo Documentary Festival, Umeå Open and has toured the world, visiting Zimbabwe, Serbia and France amongst many.

EVENTS

FASCINATION OF PLANTS DAY
BILDMUSEET / MAY 23 / 12-4 PM

CULTURE ON CAMPUS
CAMPUS POND / MAY 21 / 12:10-12:50

VINTAGE T-SHIRT PACKAGING
STRAWER & STRANGER

After the success of last year’s playing cards we thought we’d branch out a little more and announce the imminent arrival of our babies – the Stranger spirits range – with a box set of Egyptian cotton brand shirts. For stylish bacchanalians everywhere.

It is Fascination of Plants Day at the Arts Campus on Saturday, May 23. Parts of the extensive program take place at Bildmuseet. Short lectures will be presented in the flexhall and in honour of this day, the theme in the workshop area are plants. Take a picture of a spring flowers with your camera or mobile phone. In the workshop we will print it to create a joint photo exhibition of spring flowers.

On the platform outside Bildmuseet’s main entrance, you’re invited to make paint from scratch, using pigments and ingredients from the realm of plants. Together we create plant-inspired paintings. Drop in between 12:00-16:00.

There is lots more on the program this day: Fascination of Plants Day is also underway in Sliperiet and outdoors on the Arts Campus where you are invited to meet up with plant scientists and other plant experts, conduct experiments and field trips, listen to short presentations and discover the beautiful plants in small temporary exhibitions. Welcome to spend the day in the fascinating world of plants!

Sara Parkman is a folk musician, radio journalist and activist. She loves old ladies, Polish women, words, trains, folk songs and radio. She does not only play the violin, she does it well. So well, in fact, that she has completed a degree from the Royal College of Music in Stockholm.

As Parkman performs live she weaves a figurative web of music, text and thoughts focusing on folk songs, antiracism and feminism. She connects singing, popular folk song hits, solo violin, stories and war cries. A one-woman show in all possible ways.

Parkman can be heard on the radio, in the super duo “Sara and Samantha” and can be seen at the Royal Dramatic Theatre in Stockholm as well as in villages around Sweden.

A true believer in the revolutionary power of kitchen table politics and in that of using folk music to spread antinationalism and feminism.

Over the course of the last year, Parkman has performed for Riksteatern, Tempo Documentary Festival, Umeå Open and has toured the world, visiting Zimbabwe, Serbia and France amongst many.

FASCINATION OF PLANTS DAY
BILDMUSEET / MAY 23 / 12-4 PM

CULTURE ON CAMPUS
CAMPUS POND / MAY 21 / 12:10-12:50

VINTAGE T-SHIRT PACKAGING
STRAWER & STRANGER

After the success of last year’s playing cards we thought we’d branch out a little more and announce the imminent arrival of our babies – the Stranger spirits range – with a box set of Egyptian cotton brand shirts. For stylish bacchanalians everywhere.

It is Fascination of Plants Day at the Arts Campus on Saturday, May 23. Parts of the extensive program take place at Bildmuseet. Short lectures will be presented in the flexhall and in honour of this day, the theme in the workshop area are plants. Take a picture of a spring flowers with your camera or mobile phone. In the workshop we will print it to create a joint photo exhibition of spring flowers.

On the platform outside Bildmuseet’s main entrance, you’re invited to make paint from scratch, using pigments and ingredients from the realm of plants. Together we create plant-inspired paintings. Drop in between 12:00-16:00.

There is lots more on the program this day: Fascination of Plants Day is also underway in Sliperiet and outdoors on the Arts Campus where you are invited to meet up with plant scientists and other plant experts, conduct experiments and field trips, listen to short presentations and discover the beautiful plants in small temporary exhibitions. Welcome to spend the day in the fascinating world of plants!

Sara Parkman is a folk musician, radio journalist and activist. She loves old ladies, Polish women, words, trains, folk songs and radio. She does not only play the violin, she does it well. So well, in fact, that she has completed a degree from the Royal College of Music in Stockholm.

As Parkman performs live she weaves a figurative web of music, text and thoughts focusing on folk songs, antiracism and feminism. She connects singing, popular folk song hits, solo violin, stories and war cries. A one-woman show in all possible ways.

Parkman can be heard on the radio, in the super duo “Sara and Samantha” and can be seen at the Royal Dramatic Theatre in Stockholm as well as in villages around Sweden.

A true believer in the revolutionary power of kitchen table politics and in that of using folk music to spread antinationalism and feminism.

Over the course of the last year, Parkman has performed for Riksteatern, Tempo Documentary Festival, Umeå Open and has toured the world, visiting Zimbabwe, Serbia and France amongst many.

EVENTS

FASCINATION OF PLANTS DAY
BILDMUSEET / MAY 23 / 12-4 PM

CULTURE ON CAMPUS
CAMPUS POND / MAY 21 / 12:10-12:50

VINTAGE T-SHIRT PACKAGING
STRAWER & STRANGER

After the success of last year’s playing cards we thought we’d branch out a little more and announce the imminent arrival of our babies – the Stranger spirits range – with a box set of Egyptian cotton brand shirts. For stylish bacchanalians everywhere.
10 WORDS OR LESS ABOUT YOURSELF

“Jack of all trades, master of none” fits me perfectly.

SOMETHING MOST PEOPLE DON’T KNOW ABOUT YOU

I’m really good at boules and flipping pancakes! And my last name, Uggla, means Owl in English.

AN INTERESTING FACT FROM YOUR COUNTRY

North Korea owes Sweden €300m for 1,000 Volvo 144s Kim Il-sung bought in 1974. Most of them are still being used today as taxis.

THE NEW BLACK IN TV/MOVIES

The upcoming documentary “American Dreaming” about car design in Detroit in the 50’s and 60’s. Some funky-looking cars and cool renderings.

http://to.pbs.org/1aY8Gla

THE NEW BLACK IN BOOKS/MAGAZINES

Tired of noodles? The magazine Gourmet has a great mix of inspiring recipes and beautiful food photography.

THE NEW BLACK IN RANDOMNESS

Visit the old timber flume outside of Umeå if you get the chance. The 1,2 km of halfpipe is used for skateboarding or biking and there’s also a lake with a jetty and BBQ spot. It’s located 20 minutes away by car at Klabböle Power Plant.

Do you have any interesting websites, movies, or good reads that you’d like to share with the rest of the school? Send them to: wozzop@gmail.com