

GOOD vs. BAD

11.2012

TUCKER VIEMEISTER

PLAN:

- 
1. me
 2. ergonomics/ psychonomics
 3. play
 4. good/bad
 5. conclusion

UGLY:



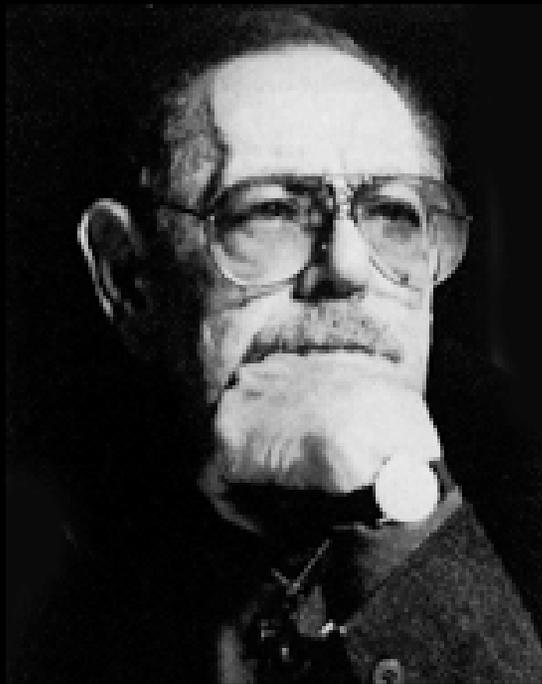


GOOD



REALLY GOOD





“there are few professions more harmful
than industrial design.”

Victor Papanek, author of *Design for the Real World*,



design obsolescence:

waste:

BAD



GOOD

The OXO logo consists of the letters "OXO" in white, bold, sans-serif font, centered within a red, horizontally-oriented oval.

GOOD GRIPS

FUNCTION

many ergonomic iterations:





UX









- [Books](#)
- [CDs](#)
- [Juices](#)
- [Miscellaneous](#)
- [Products](#)
- [Stores](#)
- [Virginia Restaurants](#)

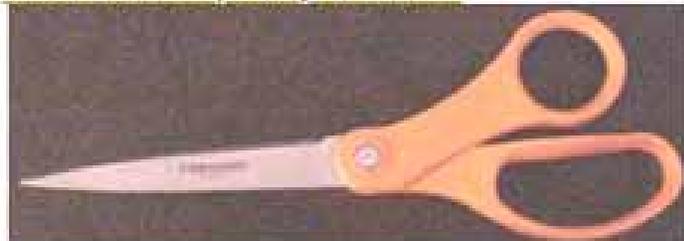
Jesus Endorses Products

Egyptian Cotton Towels



For just a little more money than plain cotton towels, Egyptian cotton provides a softer, more absorbent, and longer lasting material. While Egyptian cotton is a good choice for all of your cotton needs, it is especially recommended for bath towels.

Fiskars scissors, saws, and blades



If you've ever had miserable experiences with useless scissors or saws that didn't work properly, buy products from Fiskars and never again suffer from shoddy products.

OXO Kitchen Products



These ergonomically thoughtful tools have a focus on design to ensure that they function effectively instead of being merely another useless democratically compromised piece of junk.

Simple Green Cleaner



Fewer chemicals in your life means reduced exposure to toxins that are harmful for your health. This general purpose cleaner is non-toxic and biodegradable so you can limit your intake of chemicals.

Three unsolved murders leaves Madison, WI uneasy



Video

Madison, a town that usually ranks high on lists of best places to live and low when it comes to crime, was rattled by last Wednesday's news.

Sometime in the late morning or early afternoon, Brittany Zimmermann was murdered. The University of Wisconsin junior died of what police called a "complexity of traumatic injuries."

Ben Heisen, who lives near the murder scene, called it "scary."

Noble Wray, Madison's police chief, said there were reasons to be concerned.

"I would not be telling the truth if I didn't express some cause for concern here," Wray said, "but not alarm."

Part of what's concerning: Police say Zimmermann's murder is similar to another case that's still not solved.

Joel Marino, 31, was found dead outside his home near the U.W. campus in January - also in the middle of the day.

Police say he was stabbed to death, most likely with [an "OXO" brand paring knife](#). They released photos of what they believe to be the killer's [stocking cap](#), his [jacket](#), and a [backpack](#) they say he purchased on State Street the same day Marino was killed.

They also released a [sketch](#) of the suspect.

After Zimmerman was murdered, Madison's mayor Dave Cieslewicz said "This is a tremendous tragedy for our city."

The police began testing evidence from the Zimmermann crime scene to see if the two cases are linked by a common killer.

Police also are looking into reports of an intruder walking into another home occupied by students the same day Zimmerman was killed.

And against this backdrop, there is a third case still open in Madison.

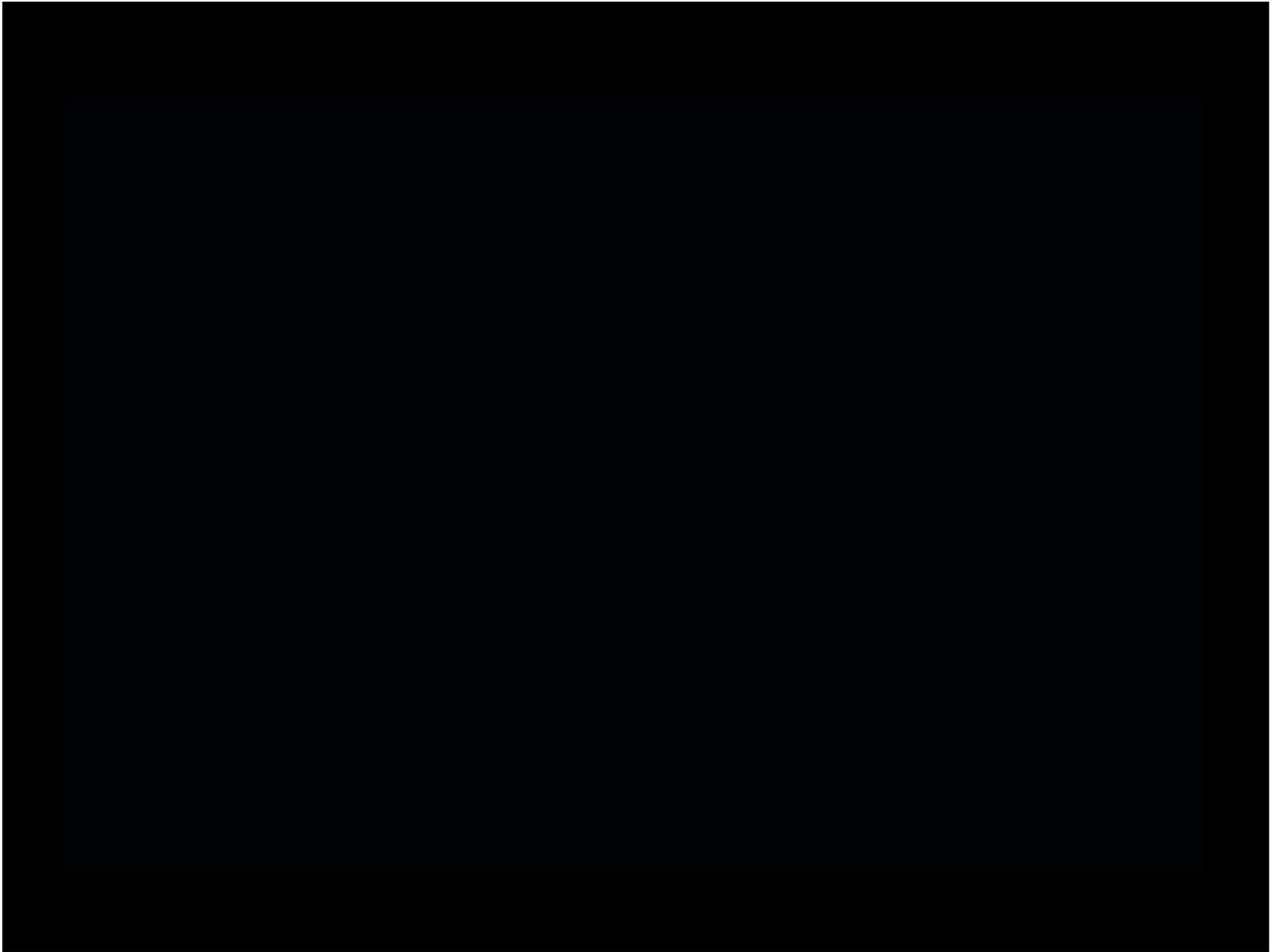
Last June, another student, Kelly Nolan, disappeared. Her body was found a few days later.

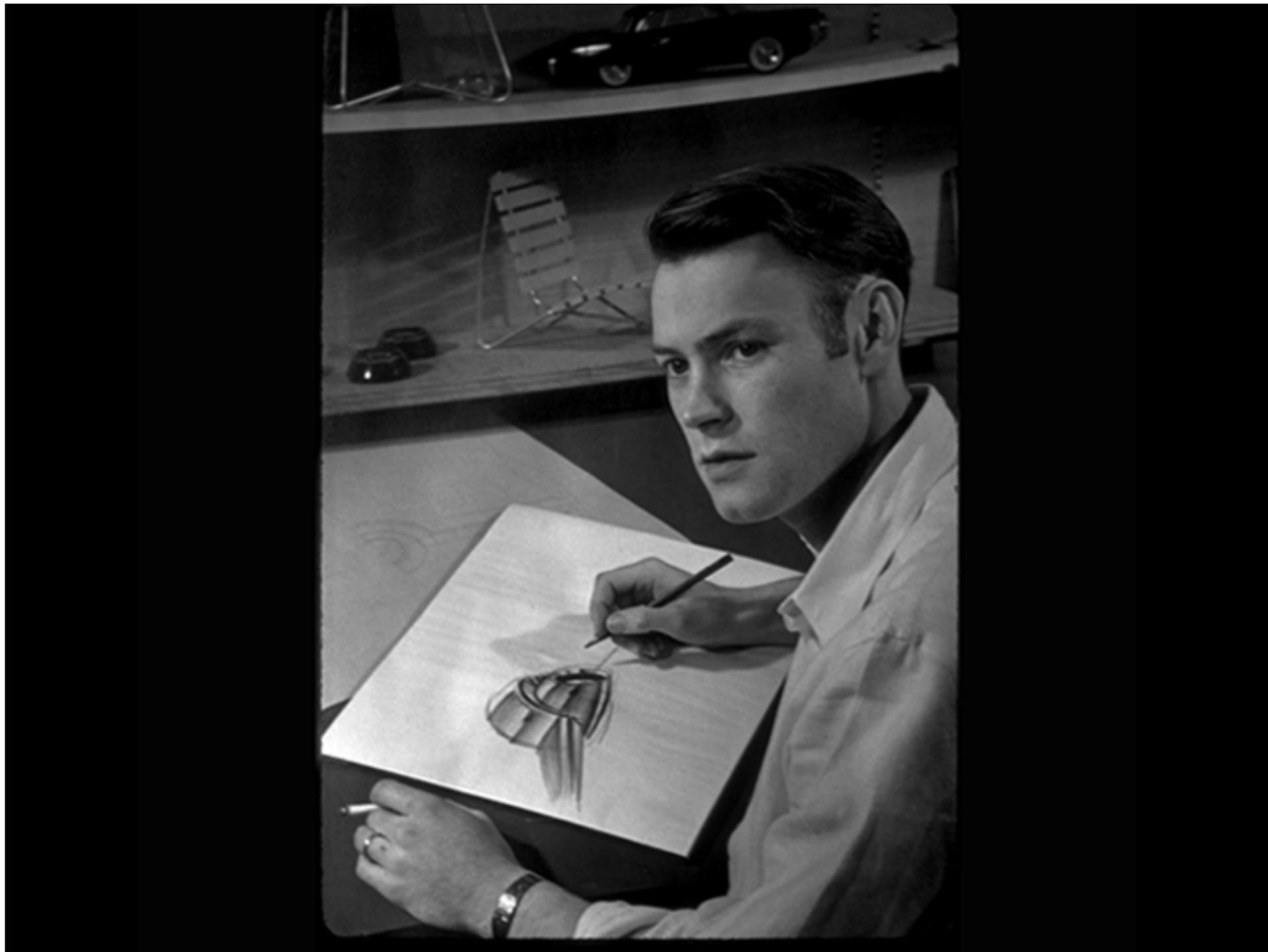
Her killer has not been captured.

But Madison police say the Nolan case does not appear to have connections to the other two.

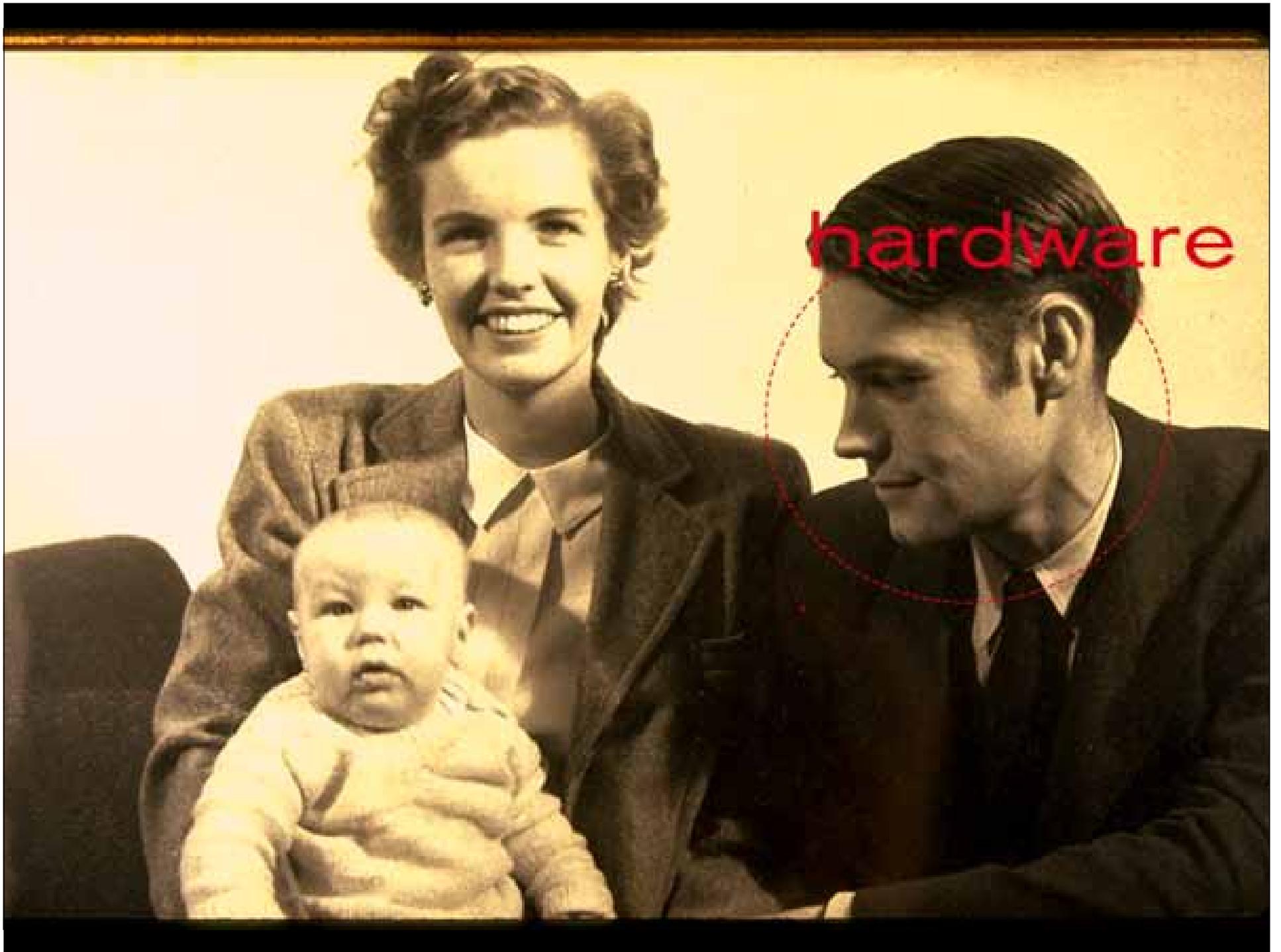


ME



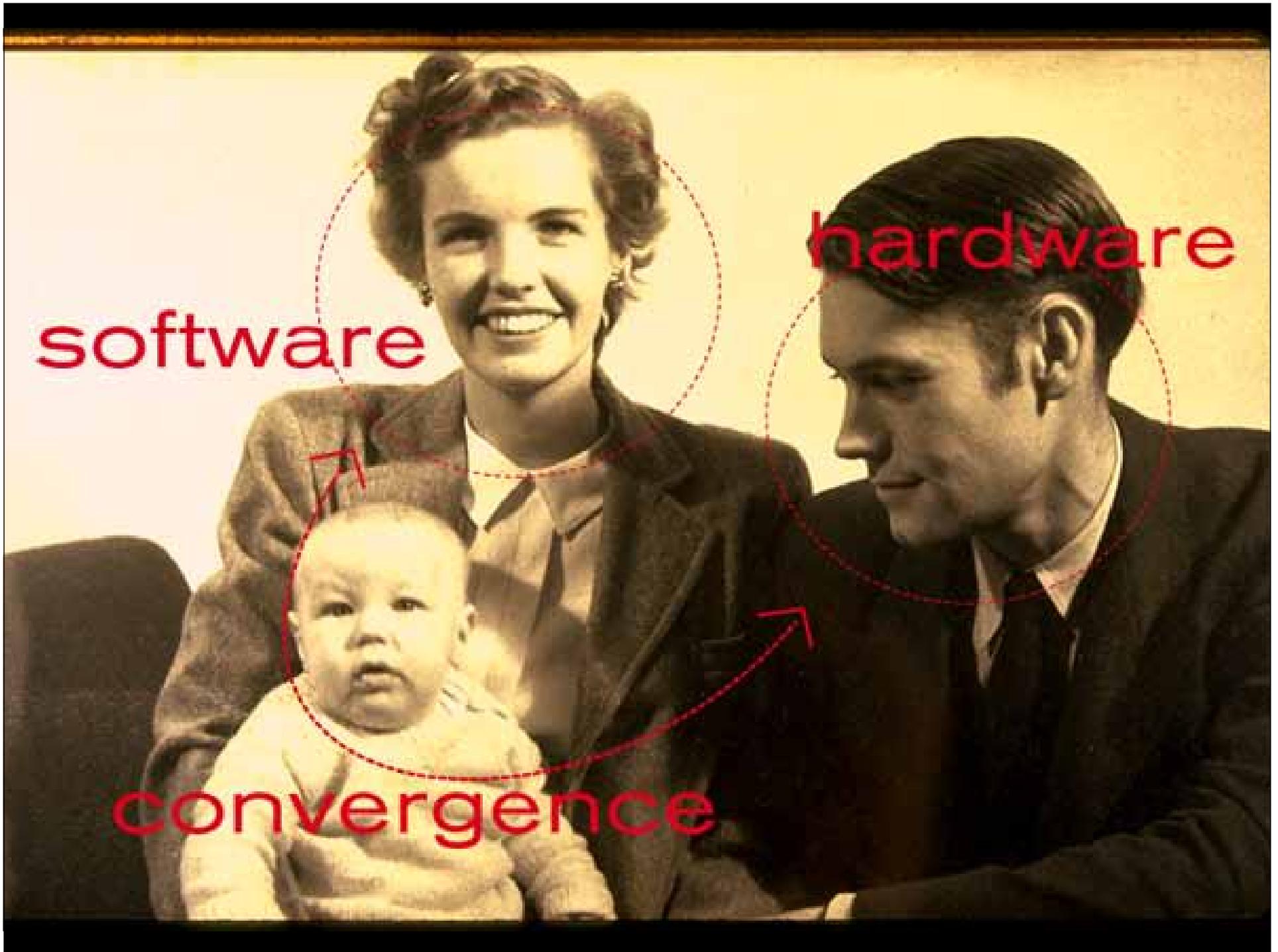






software





software

hardware

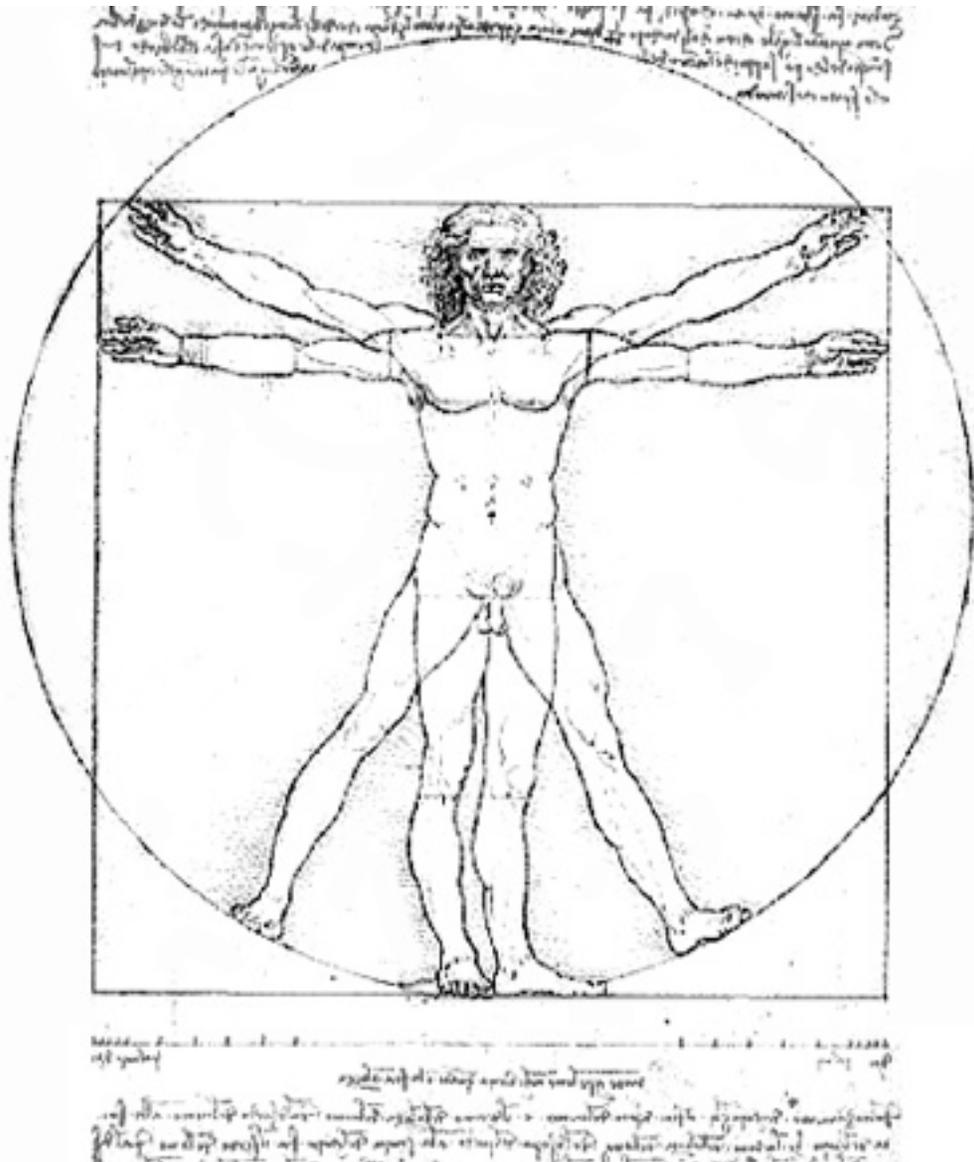
convergence

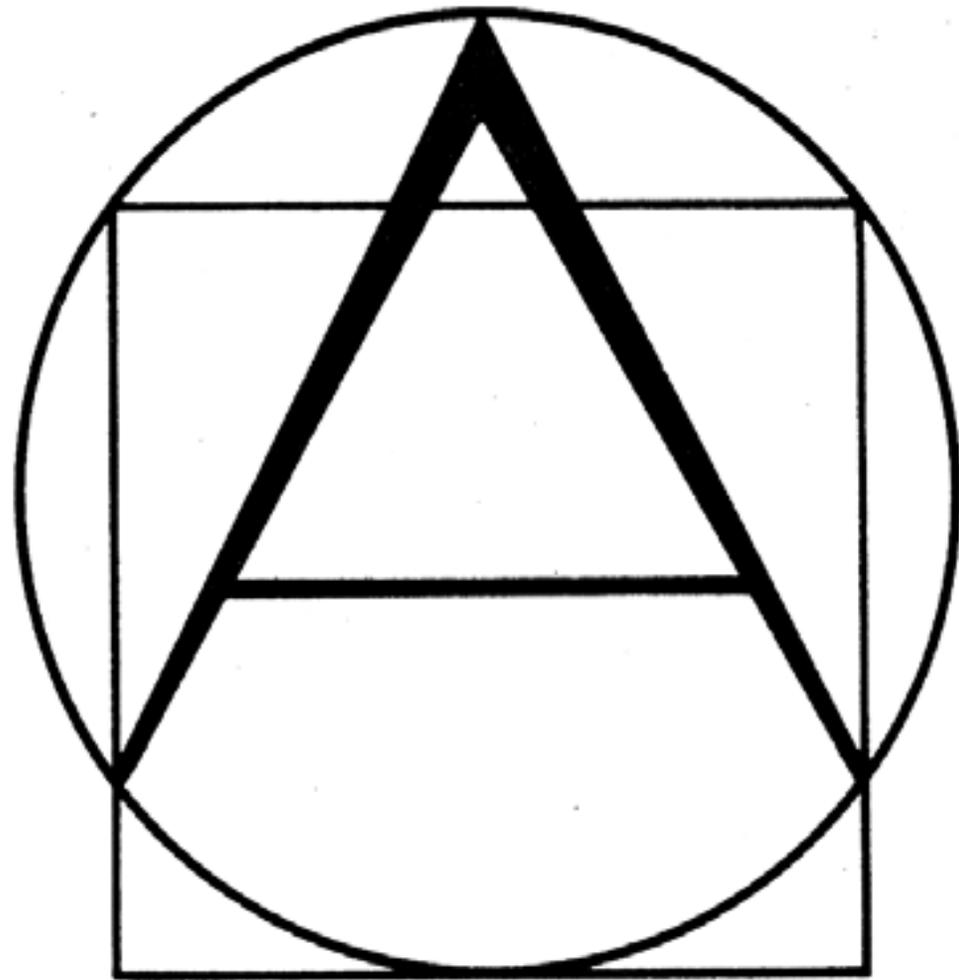


“Be ashamed to die until you
have won some victory for
humanity.”

Horace Mann

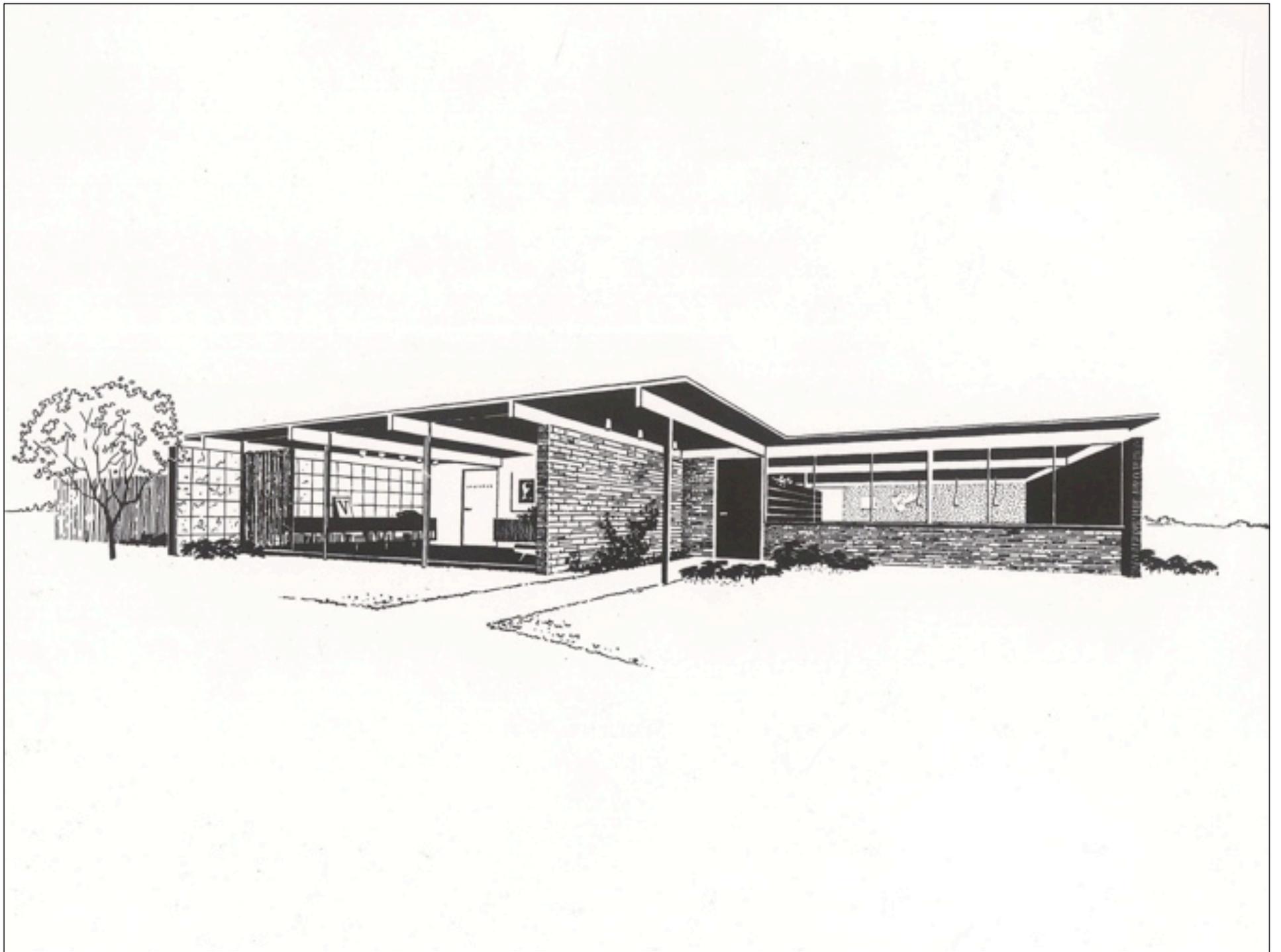


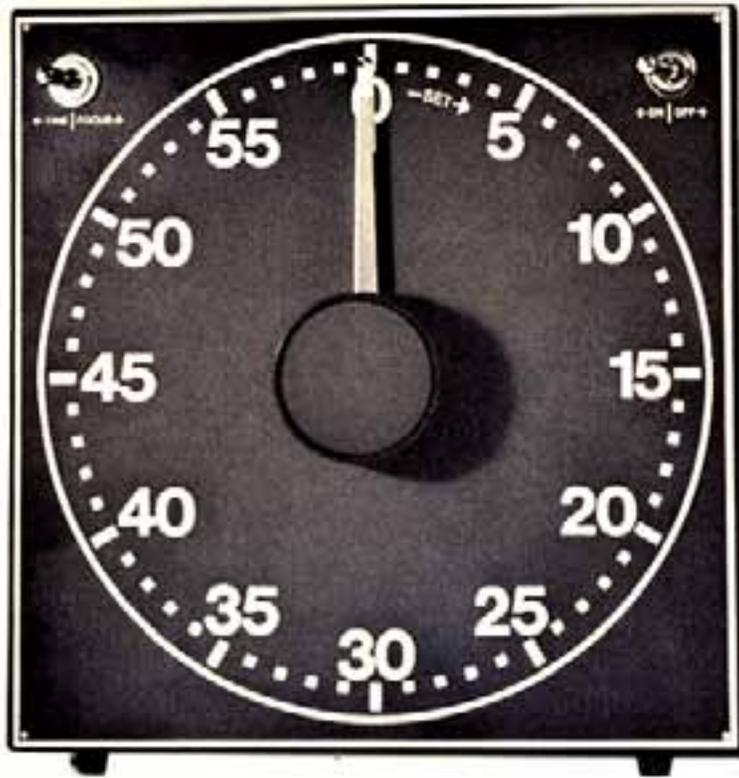






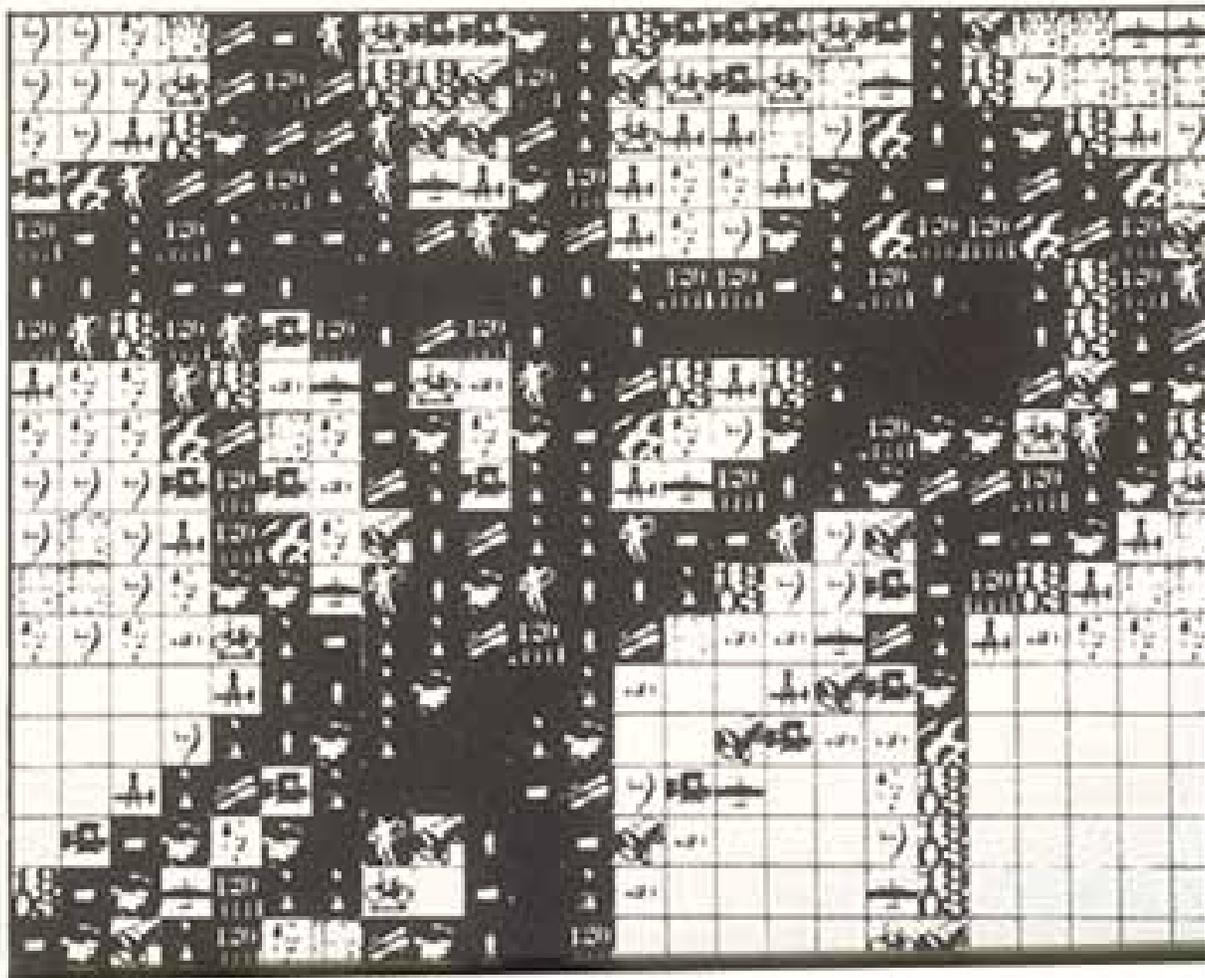


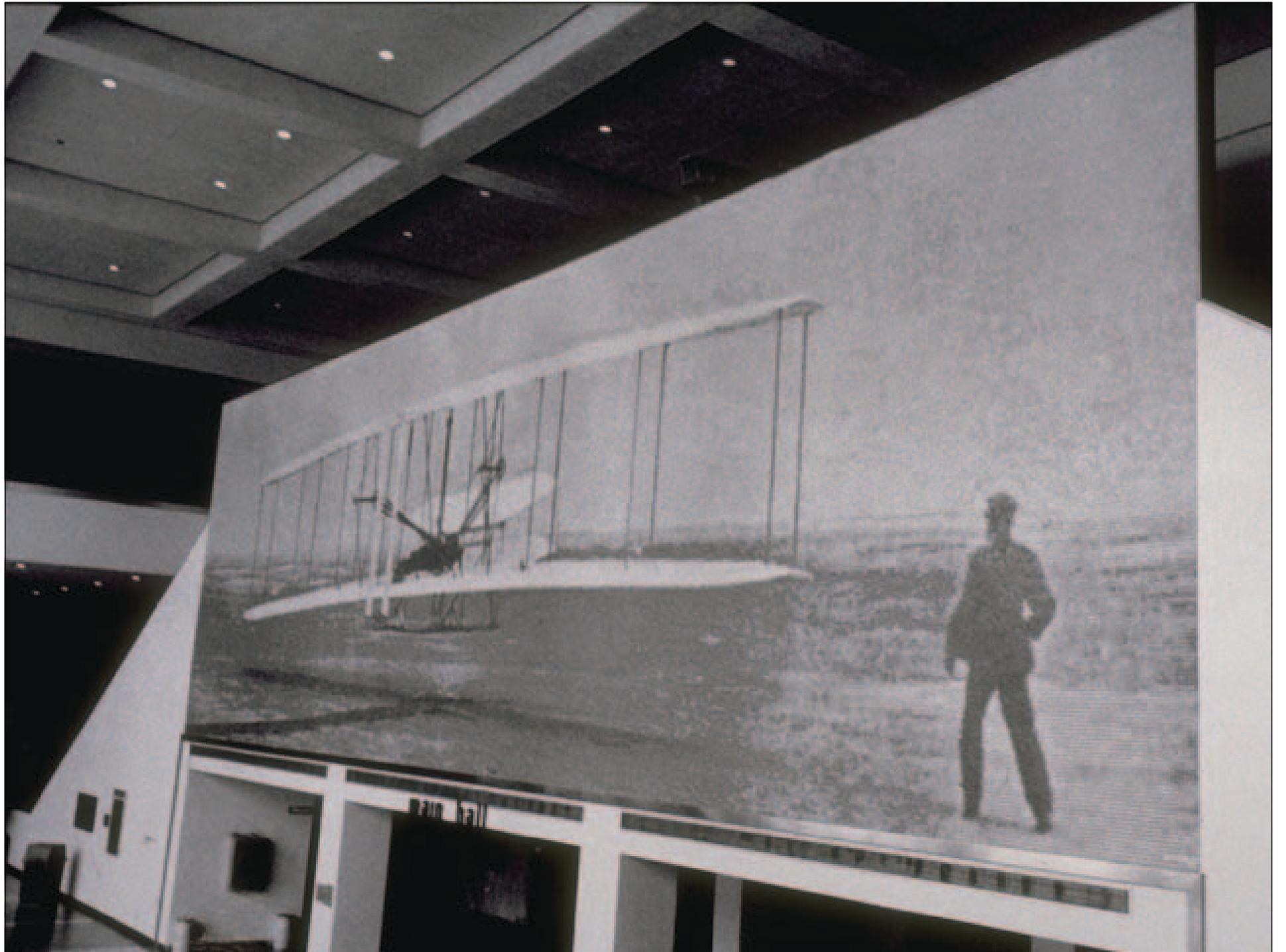


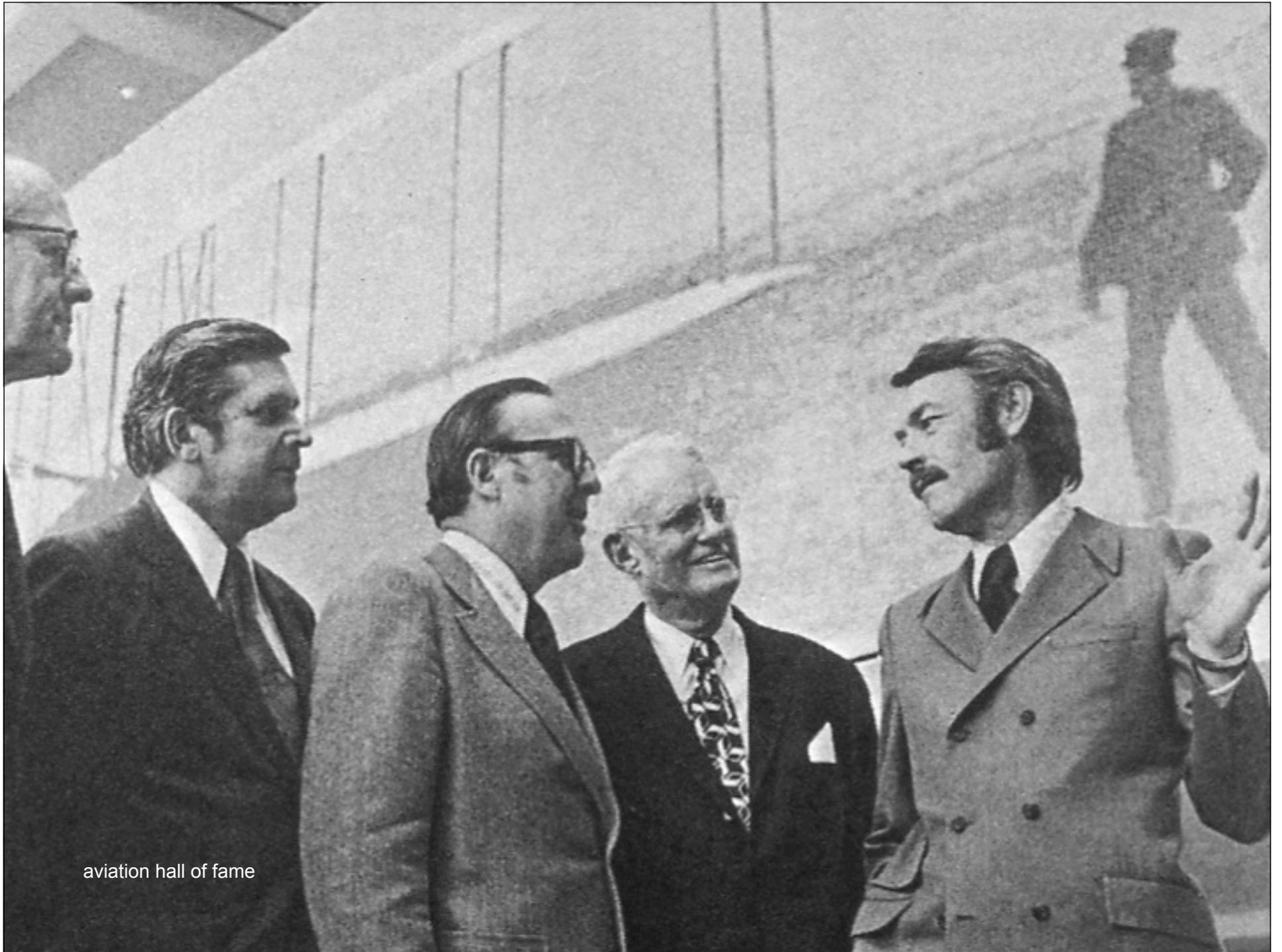












aviation hall of fame









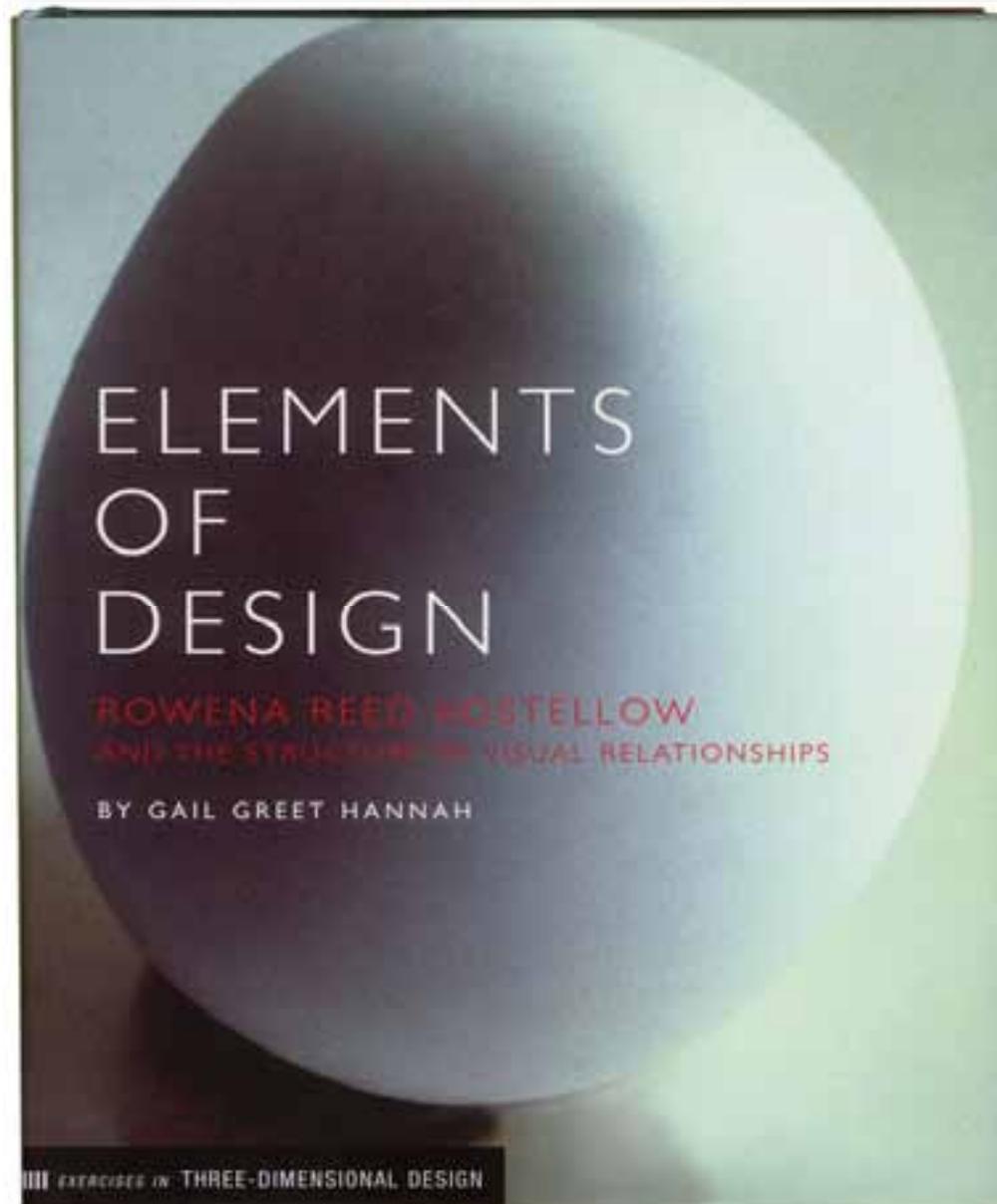


richard bettini
sal bianco
john callow
ed cohen
david demarest
dennis denaxas
sue gleiberman
patricia kane
alan pecca
anette jacobson

**“If you can’t make it
more beautiful,
what’s the point?”**

Rowena Reed Kostellow





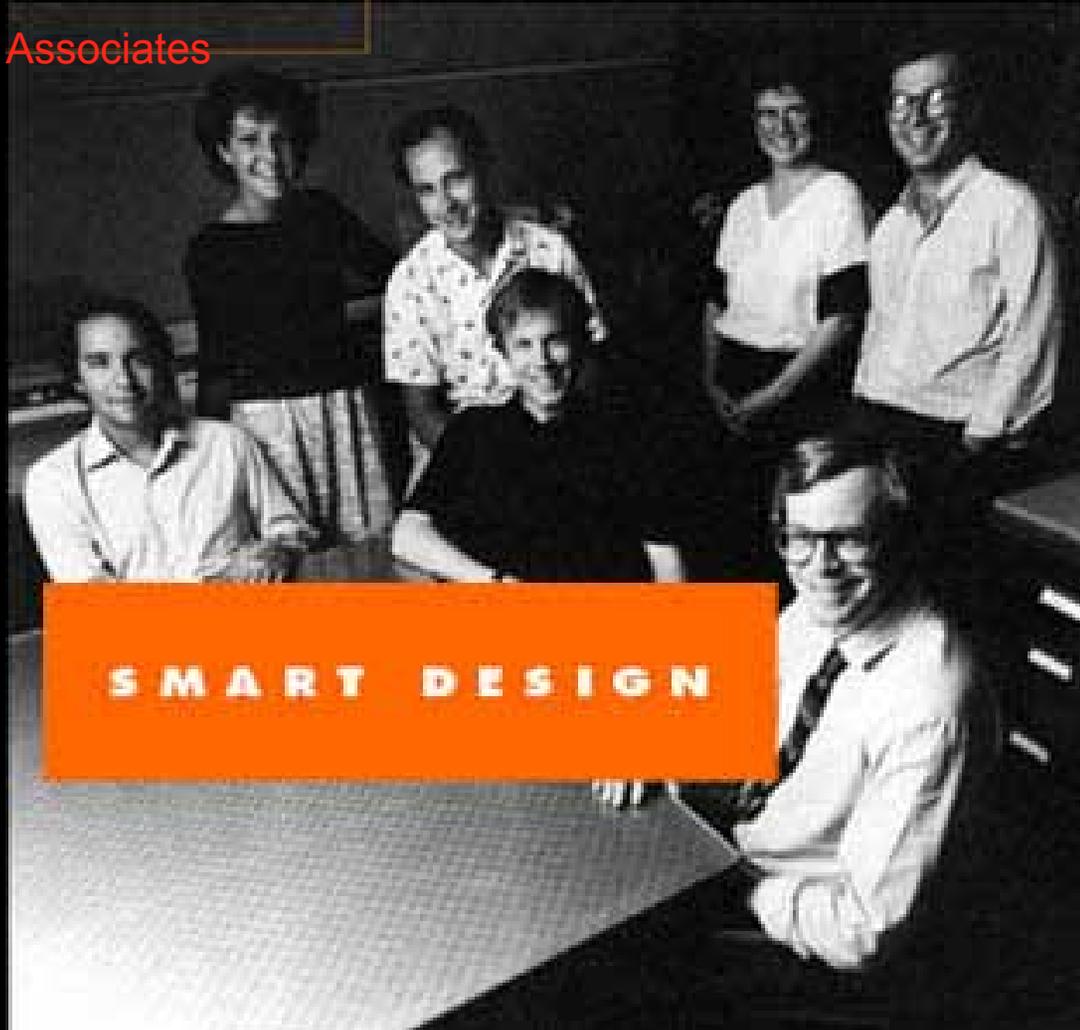
confidential TUCKER VIEMEISTER



1975:

Wyman & Cannan

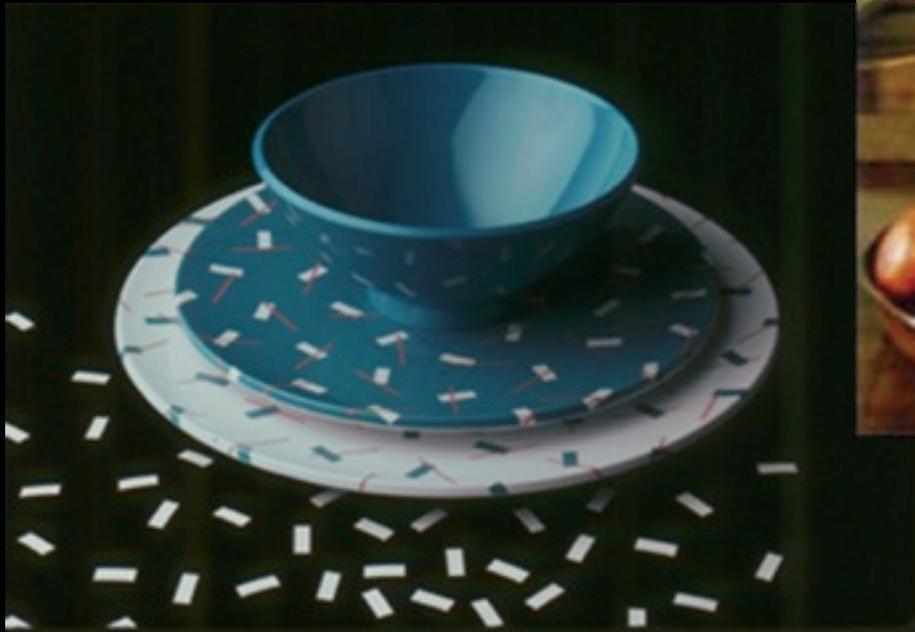
Davin Stowell Associates



Patricia Moore:



Sam Farber:



by TUCKER VIEMEISTER







1 old metal version



2 old wood version



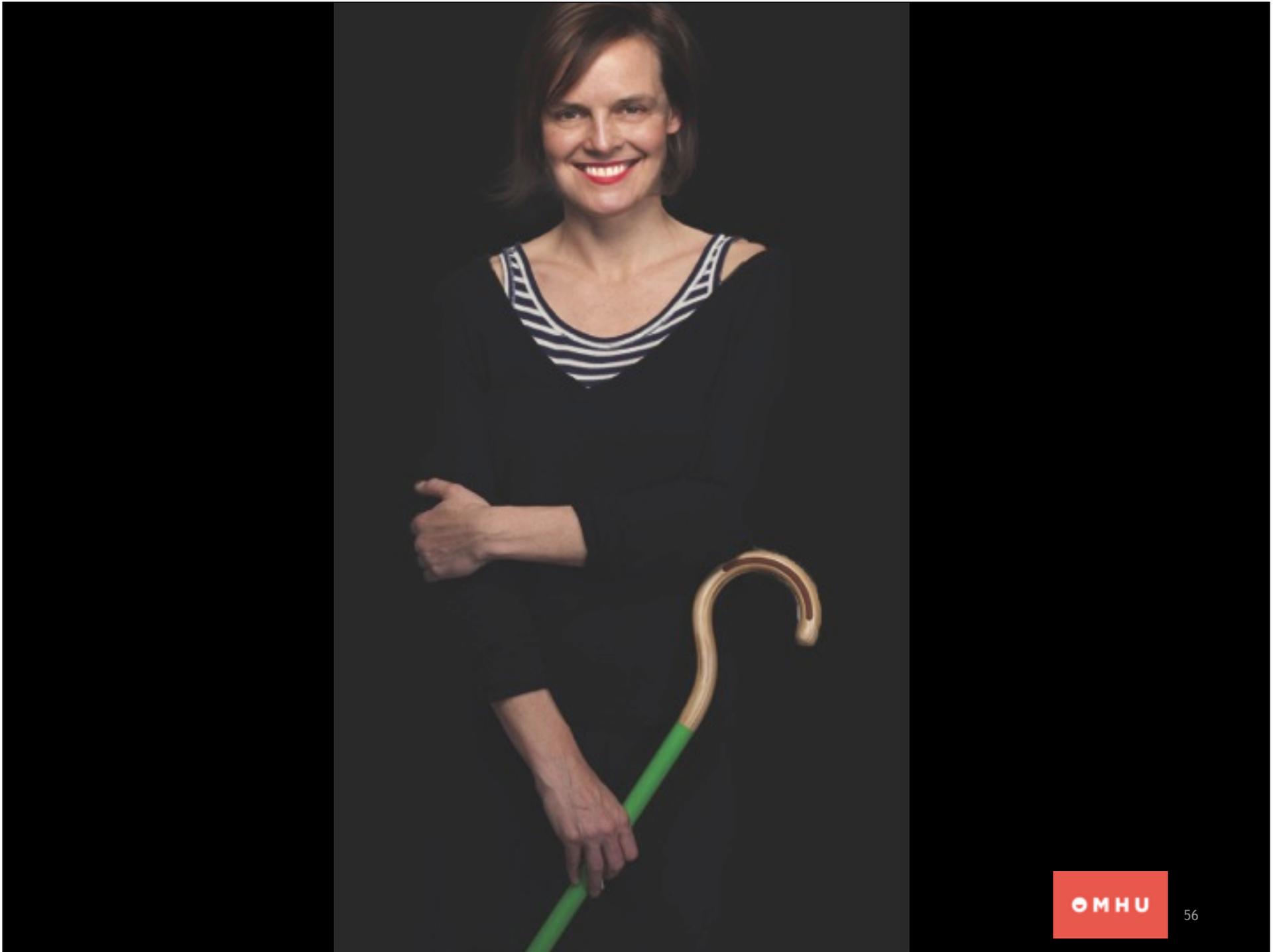
first OXO Good Grips (all rubber handle)



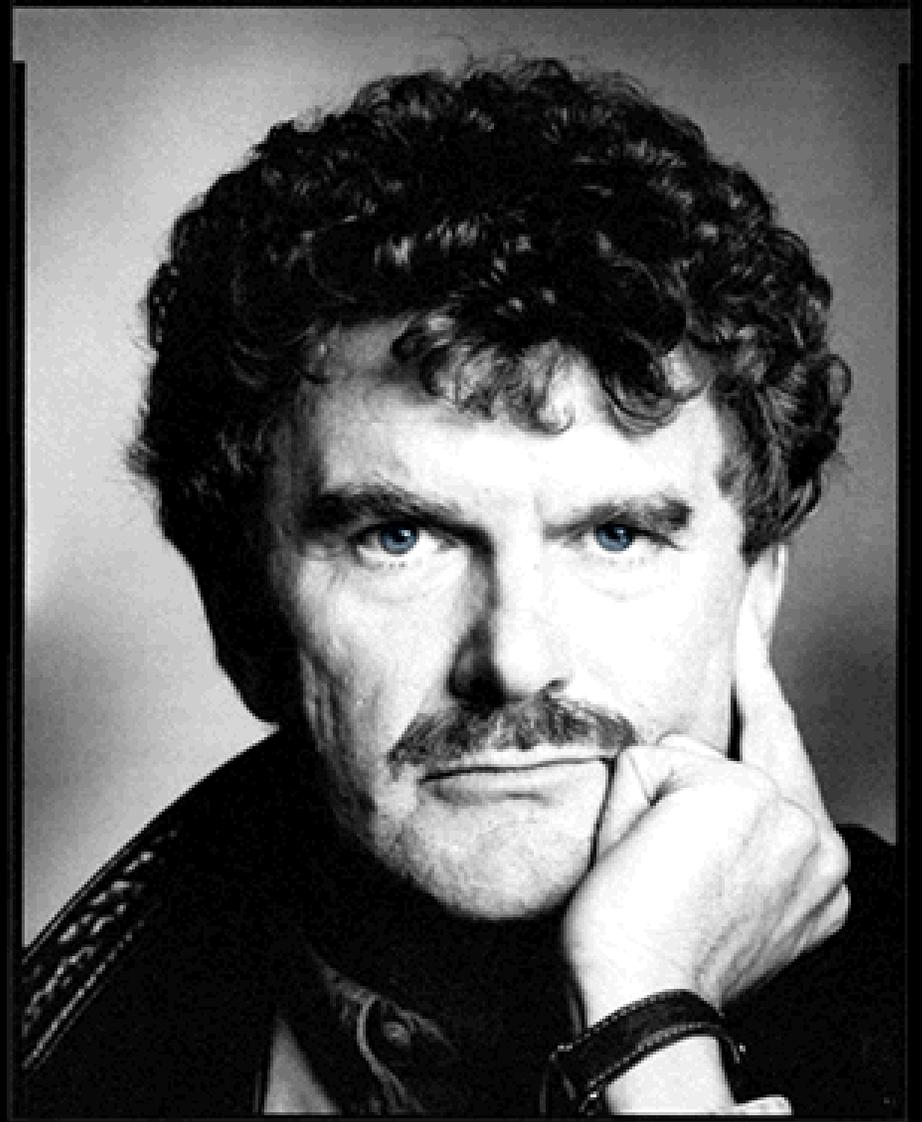
OXO Good Grips (all rubber handle)



ergonomical OXO Good Grips (no rubber)



FORM FOLLOWS EMOTION

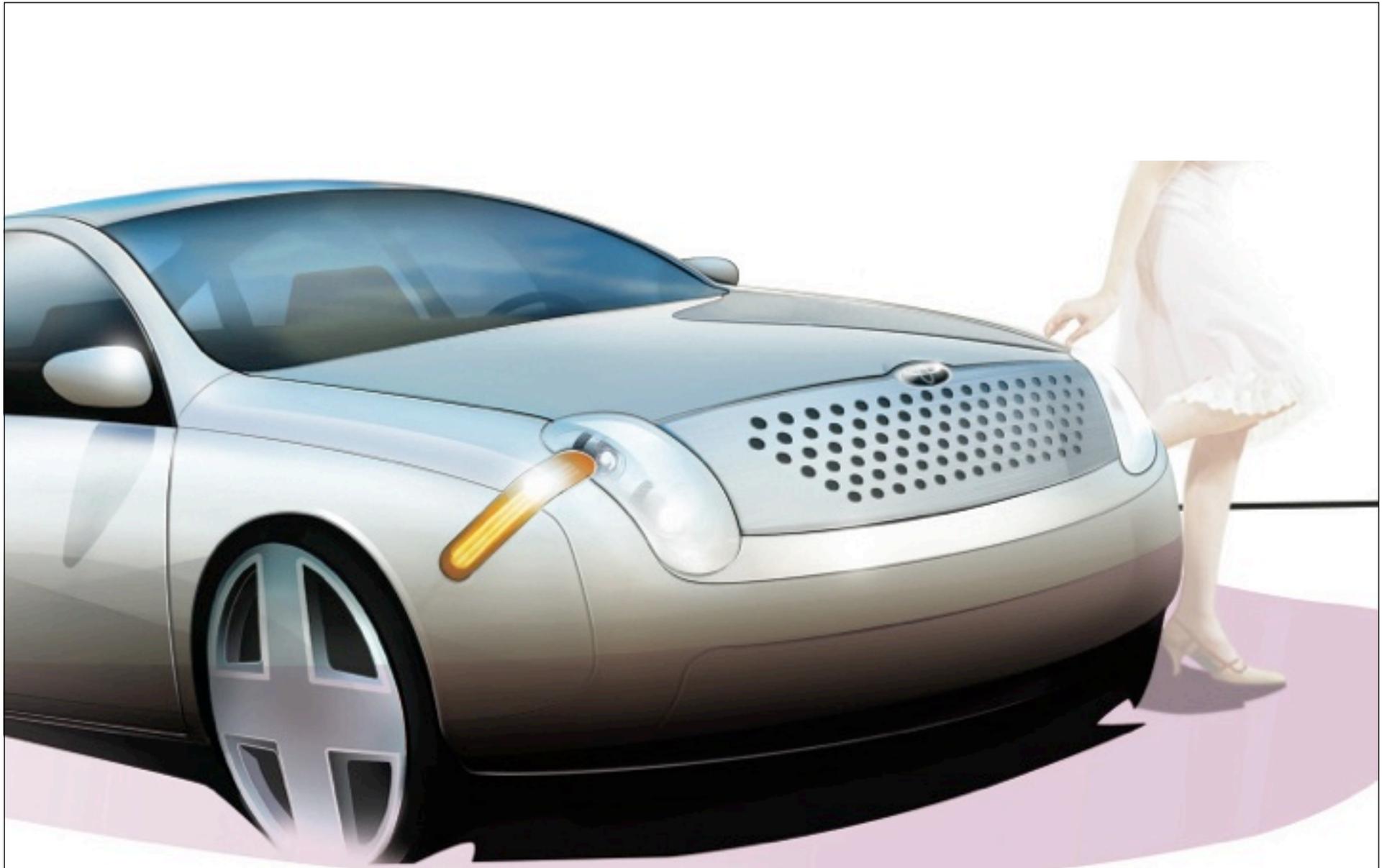


r a z o r f i s h









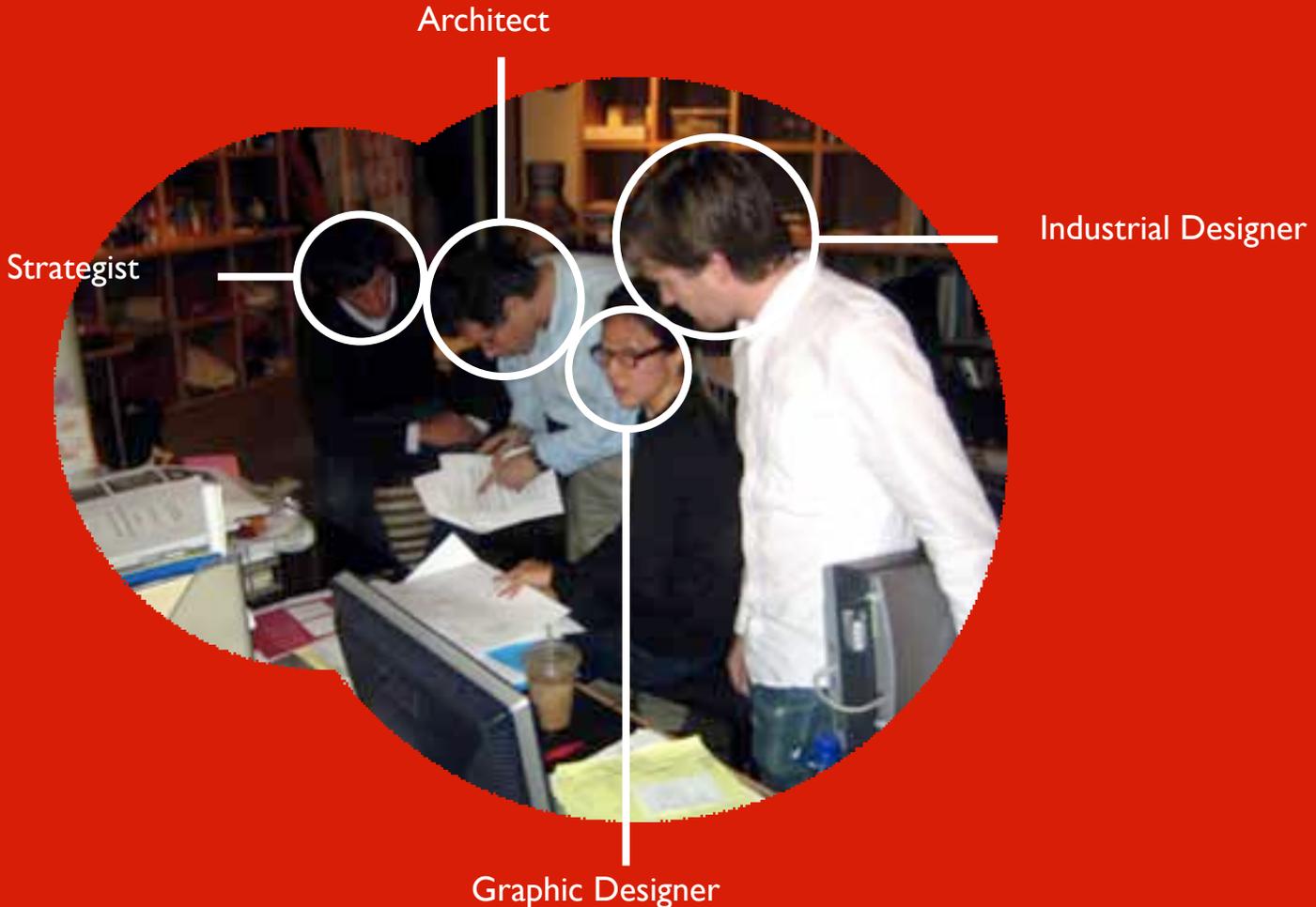
car concept: Springtime

confidential TUCKER VIEMEISTER



STUDIO RED

RESOURCEFUL.





2002

Cruiser



Packaging Summit



Fanta



Red Lounge



Subway



The Ramp
Club Med

Coca-Cola innovation: Rockwell Group

China Bund



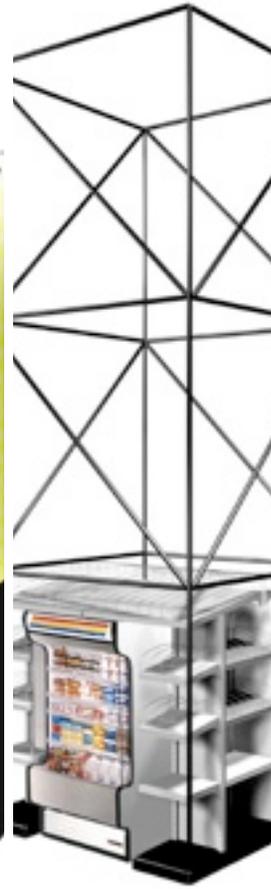
Japan Vending



Lite Merchandizer



Waffle House



Wegmans



C2

Target



BlaK



McDonald's
BCS
Kid's Spot



Insights to
Action



Flavor Shot



coffee

Africa Roadside cart



Delta

KO Lab



KO Lab



CIES



Wellness



48 Hours

A GROWING WORLD
OF REFRESHMENT

2020VISION

The Coca-Cola Company

investors meeting



at rockwellgroup



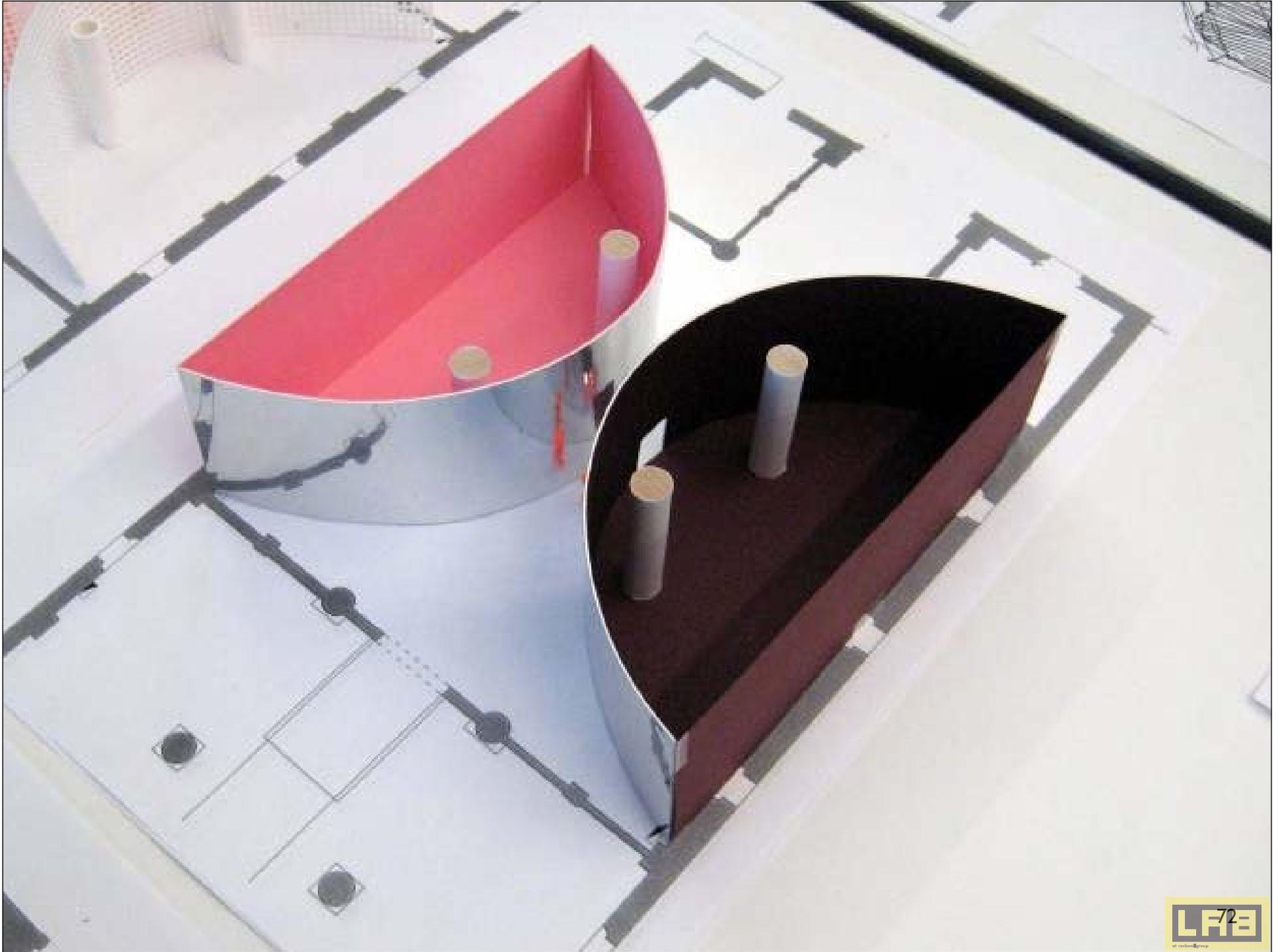
la Biennale di Venezia

Arte
Architettura
Cinema
Danza
Musica
Teatro
Archivio Storico



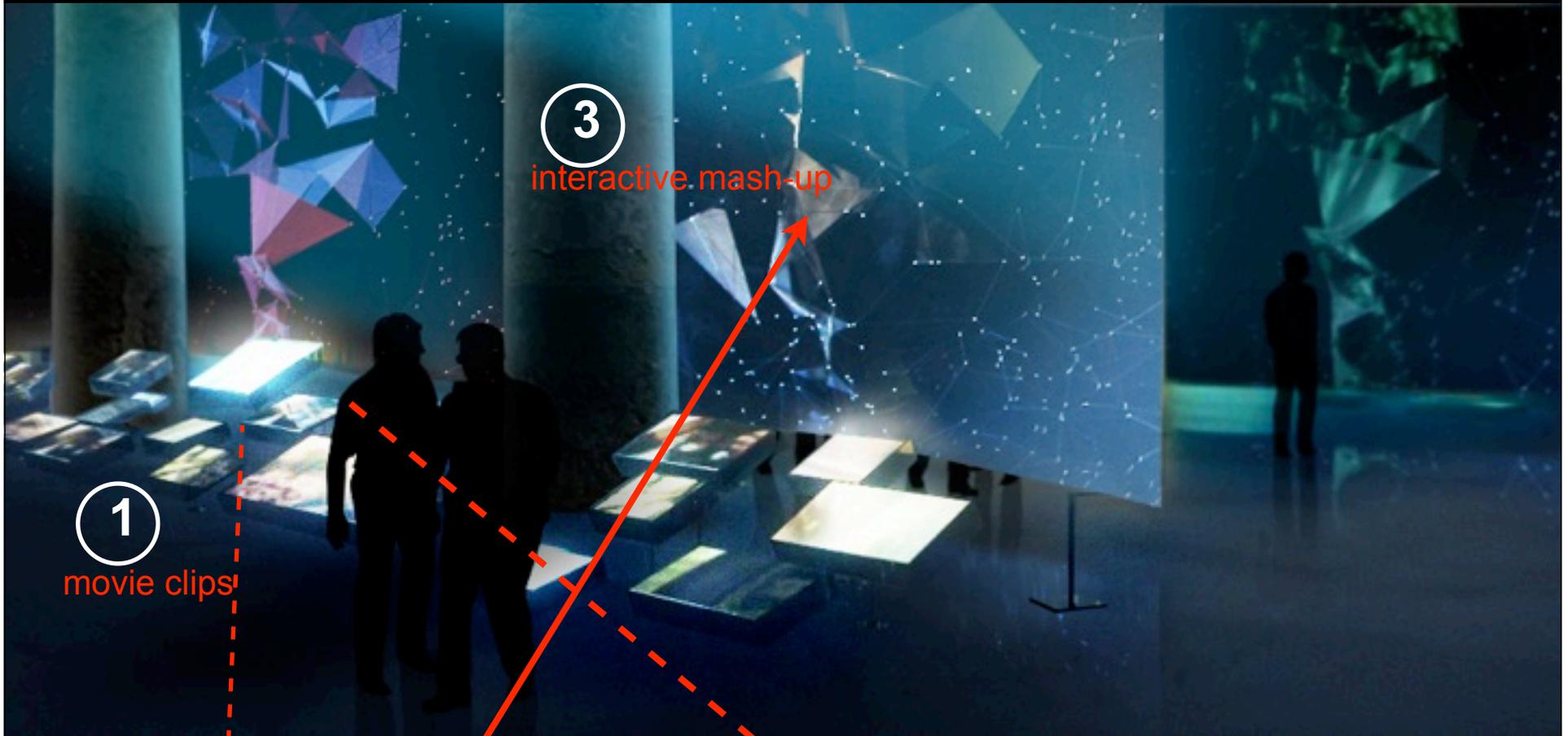
La Biennale di Venezia: 11th International Architecture Exhibition

September 11th to November 23rd, 2008.



backstage:

iconic movies play on pool of monitors



1

movie clips

3

interactive mash-up

2

dynamic sample

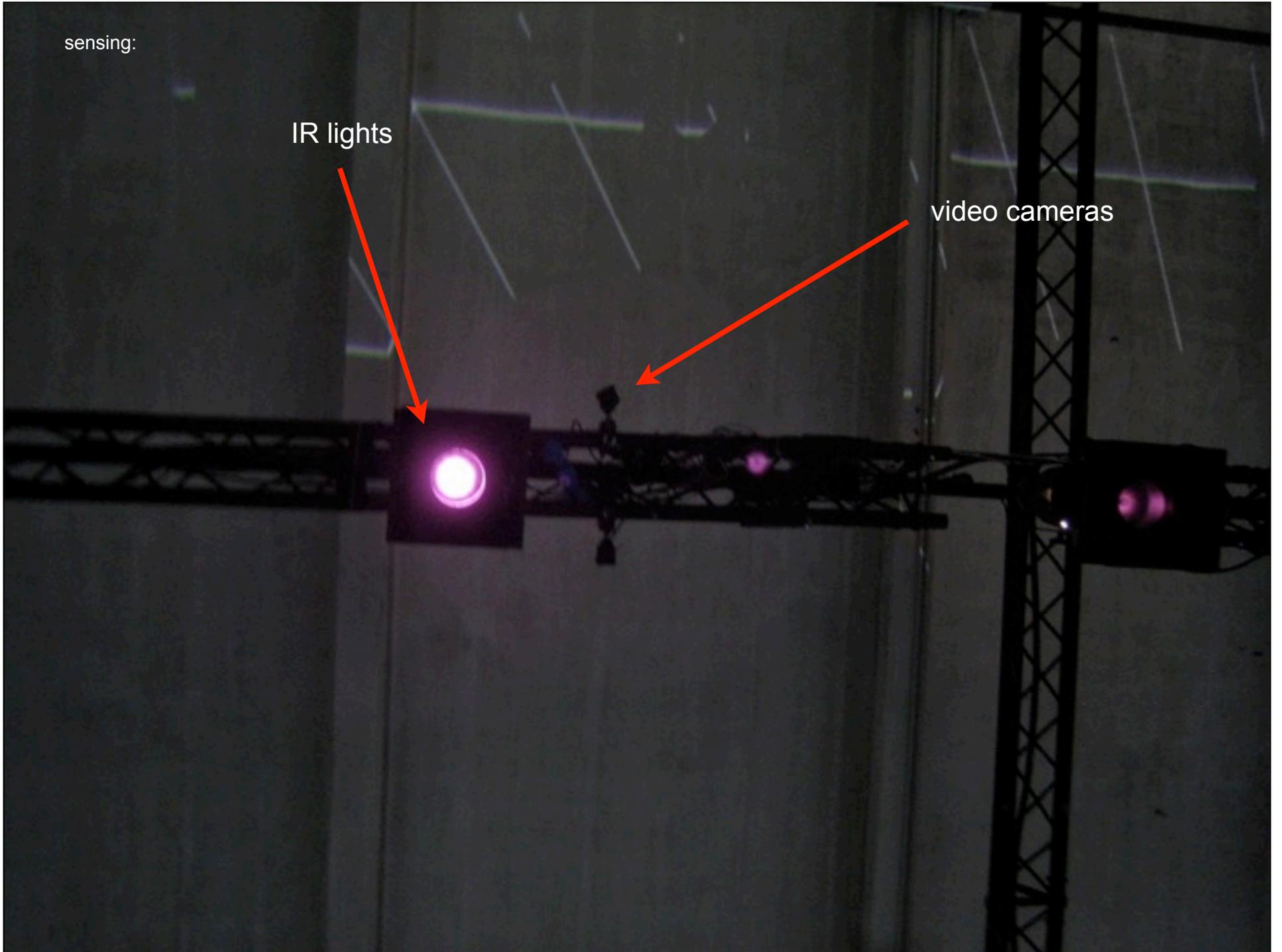


In Larchmont

sensing:

IR lights

video cameras



program:

Blob tracking software



[space] to learn background

Master Preferences

Threshold: 10
[Slider]

Gravity Range: 200
[Slider]

Gravity Ammount: 10
[Slider]

Save Preferences

Flip X Cam

Flip Y Cam

Mesh Preferences

Draw Points

Draw Lines

Match Threshold: 50
[Slider]

Edit Points

Start Z Pos: 0
[Slider]

End Z Pos: 0
[Slider]

Mesh Generator Preferences

Number of Points: 2551
[Slider]

Wander: 15
[Slider]

Tree Preferences

Min-Zoom Max: 0.30
[Slider]

Max-Zoom Min: 0.75
[Slider]

Zoom Switch: 0.50
[Slider]

Solidify Time: 250
[Slider]

Alpha Start: 20
[Slider]

Fall Speed: 0.10
[Slider]

Erode Speed Multiplier: 1
[Slider]

Bonus Width Additive: 100
[Slider]

Color Frequency: 0
[Slider]

Full-Movie-Shape mod val: 15
[Slider]

Tree Preferences 2

FullMovie Start: 400
[Slider]

Variable Height

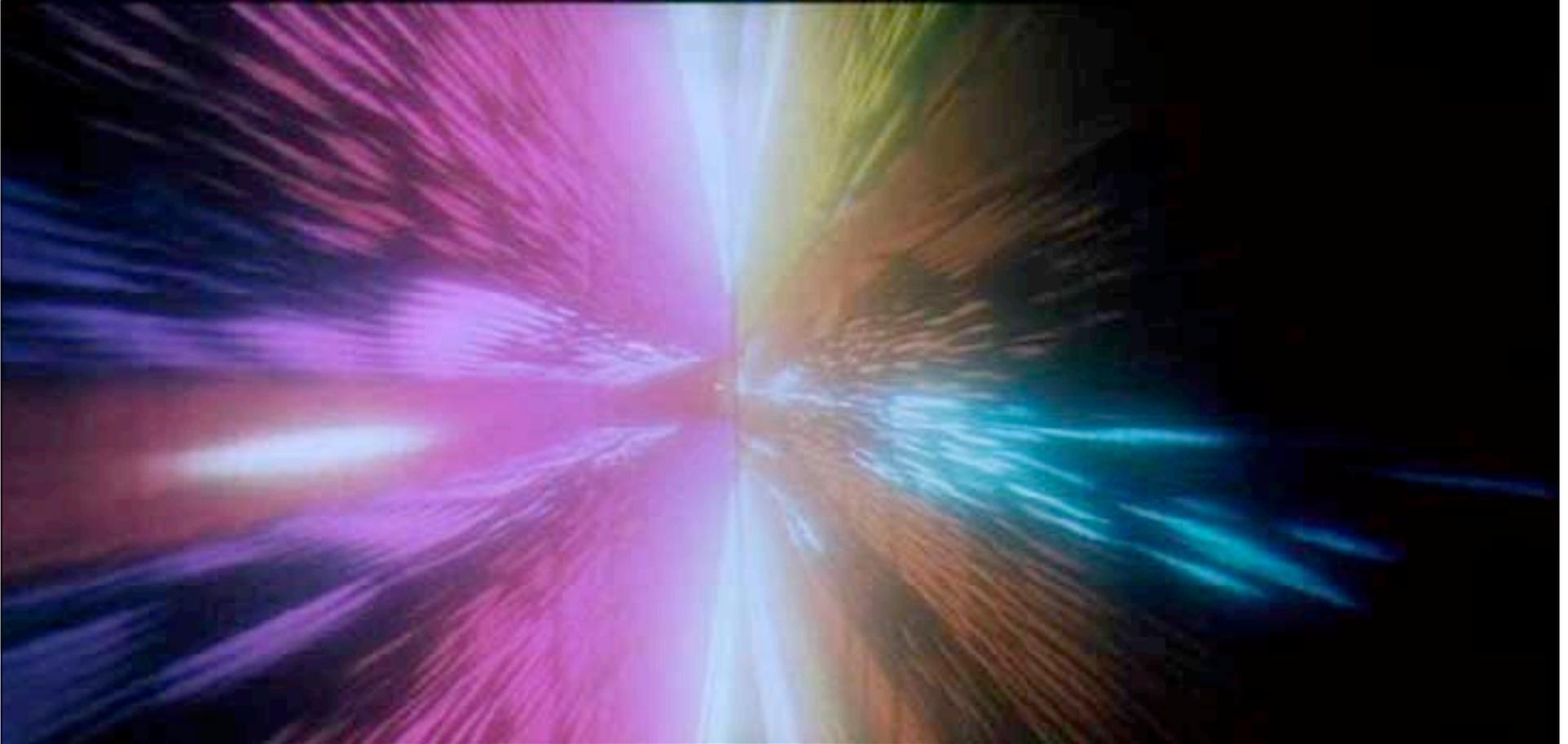
Variable Textures



rockwellgroup



Corridor: 2001: Space Odyssey



hardware:

6 projectors

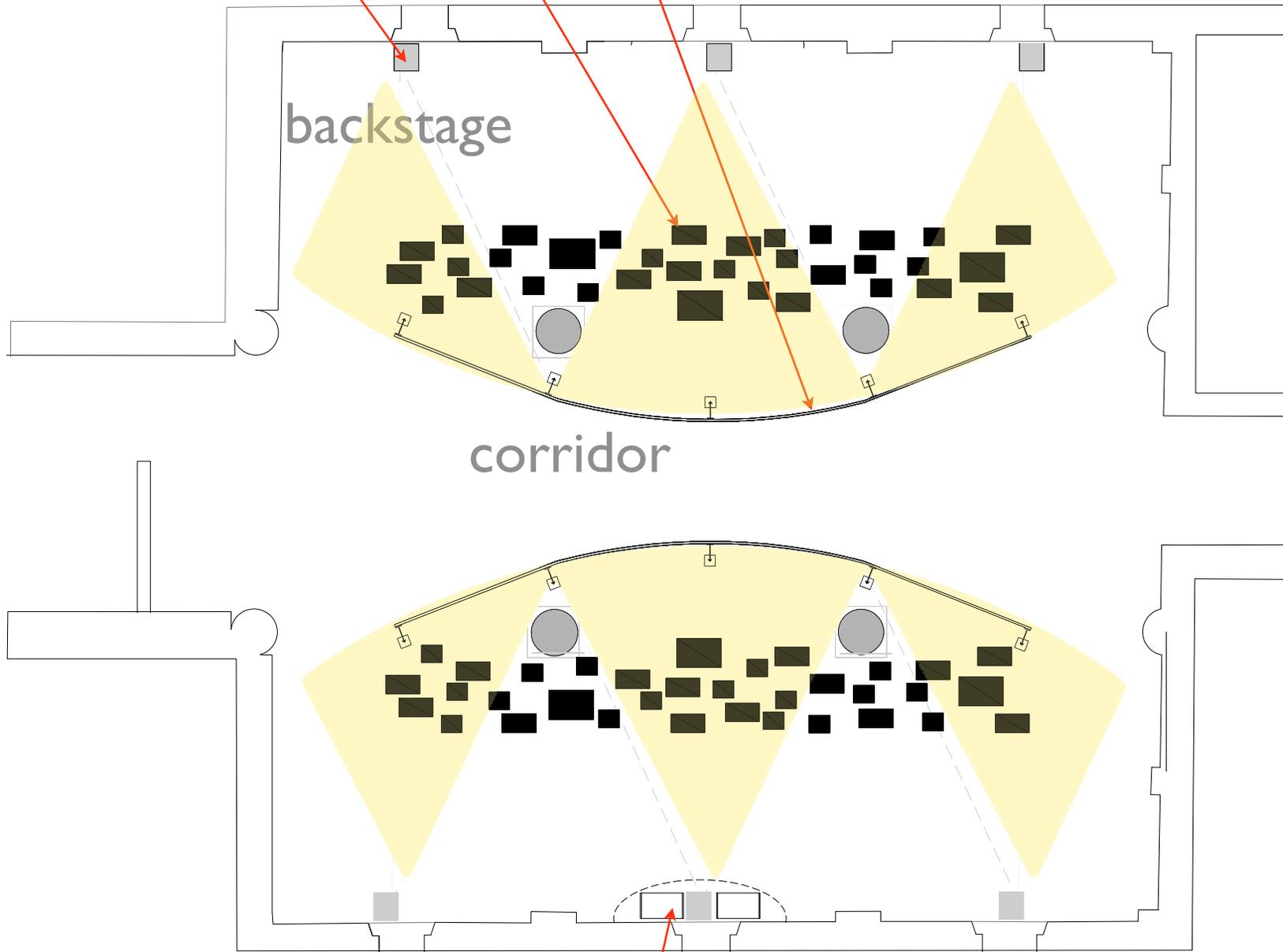
68 monitors

2 screens 49' x 13'

backstage

corridor

rack: 9 computers and 10 DVD players





rockwellgroup



Behind the curtains: Wizard of Oz



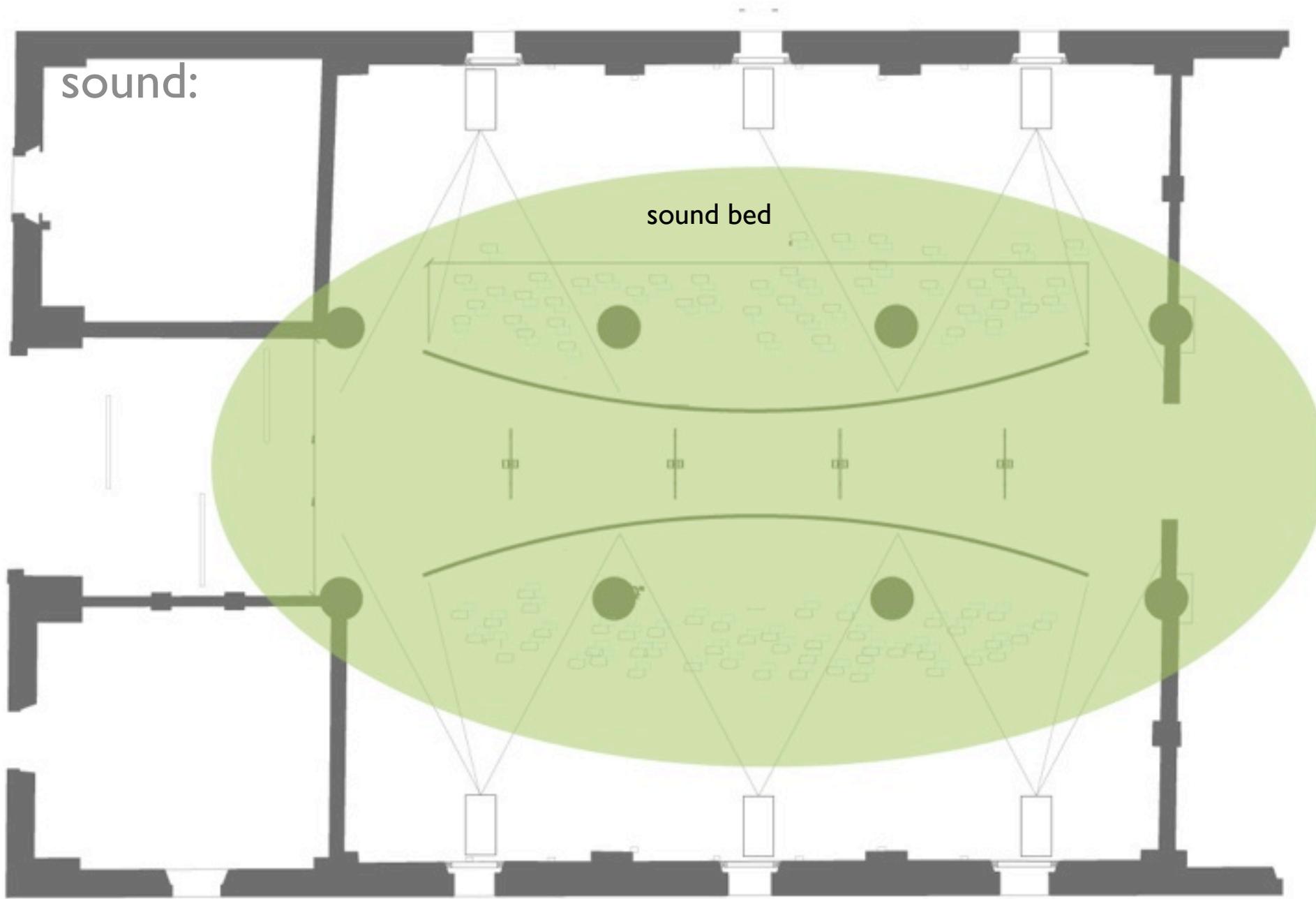


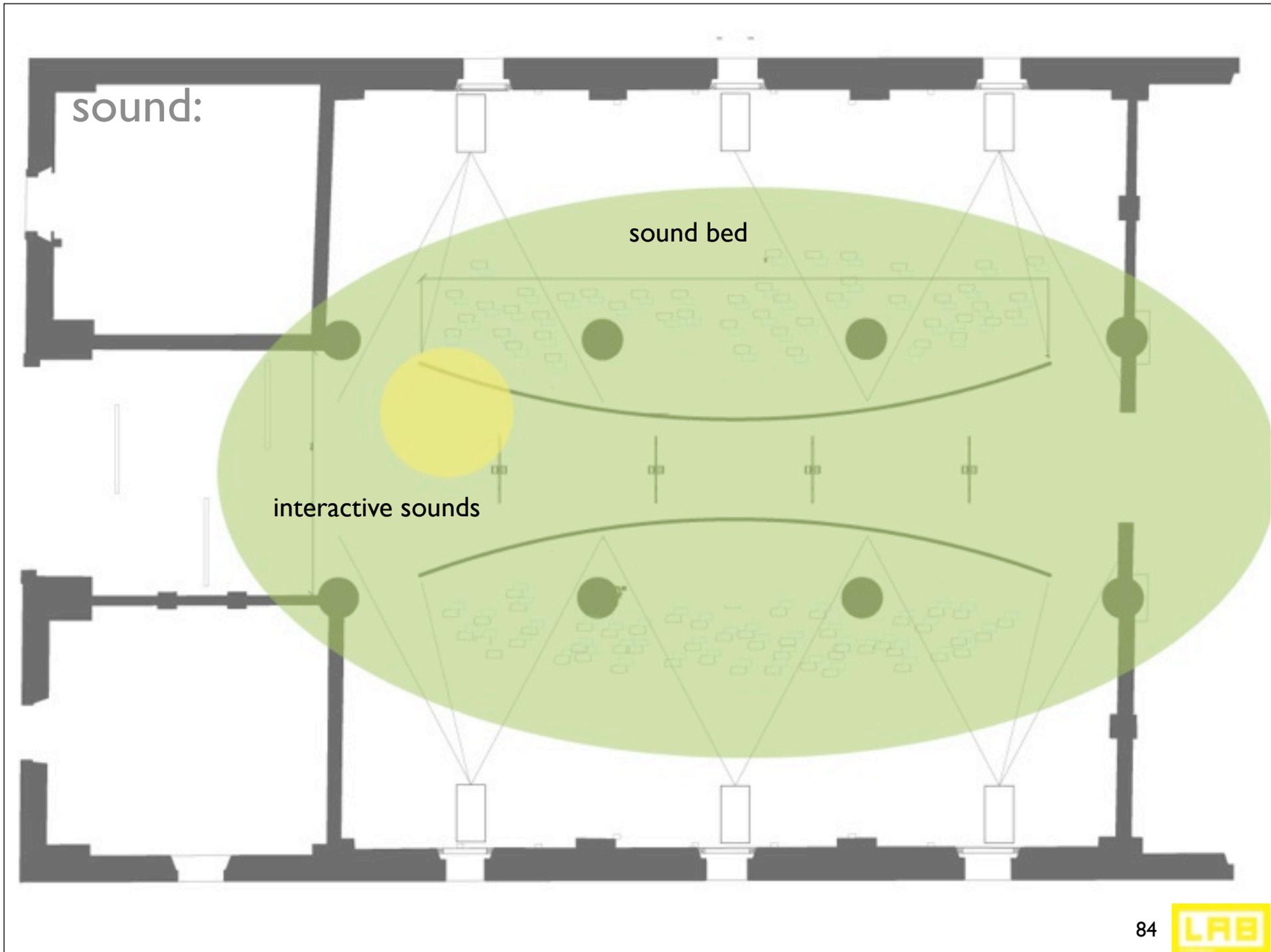
rockwellgroup

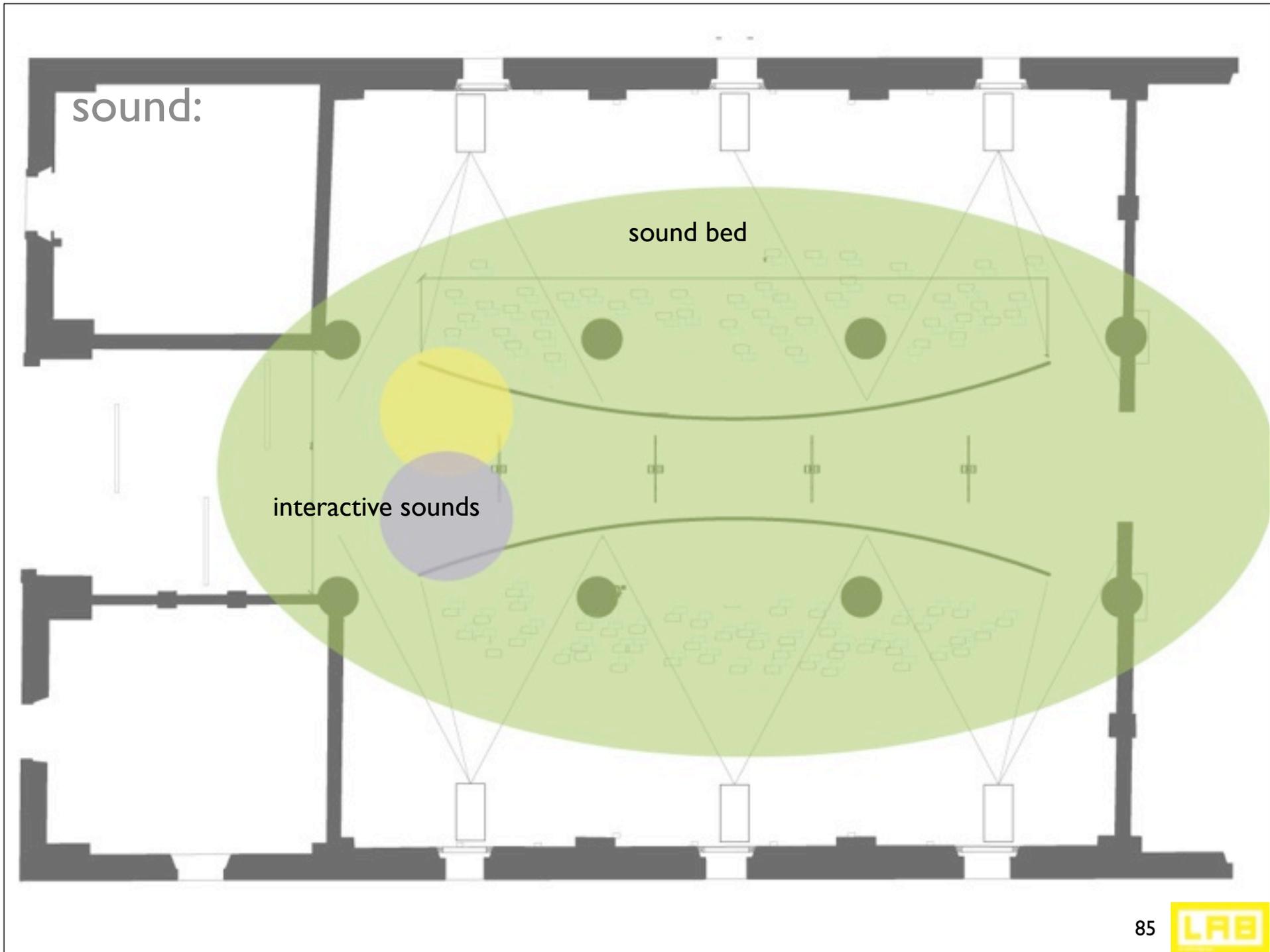


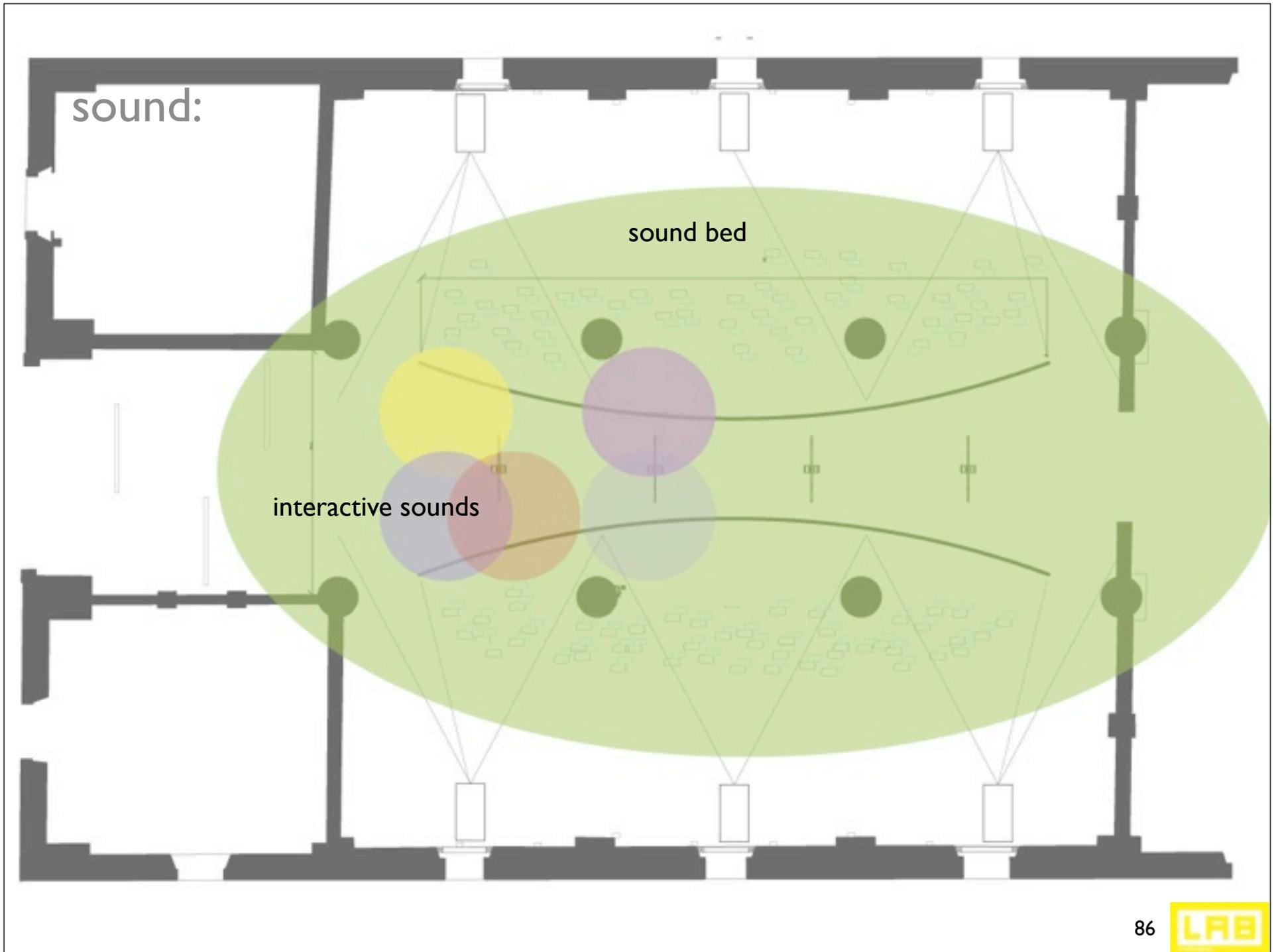
sound:

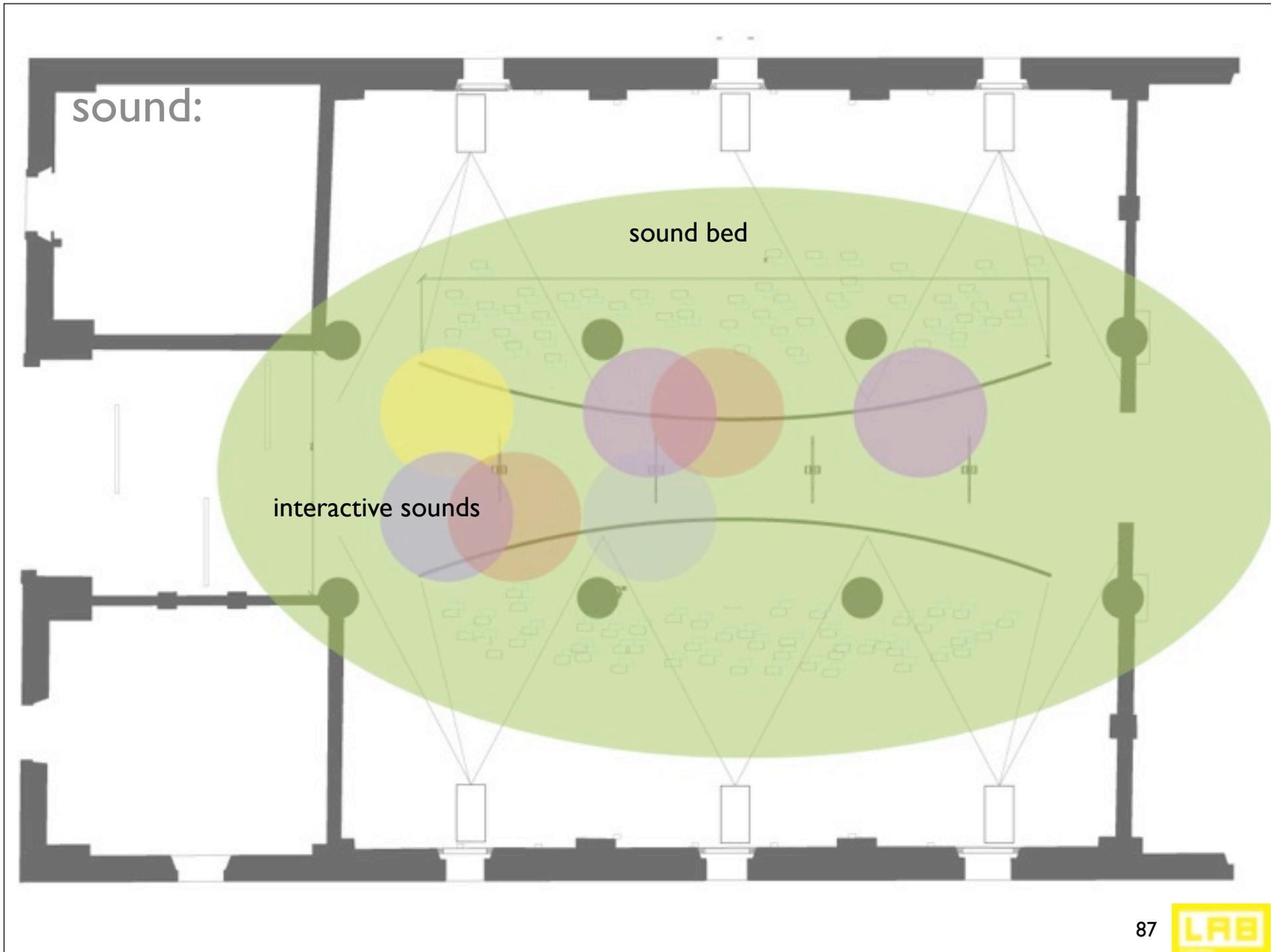
sound bed

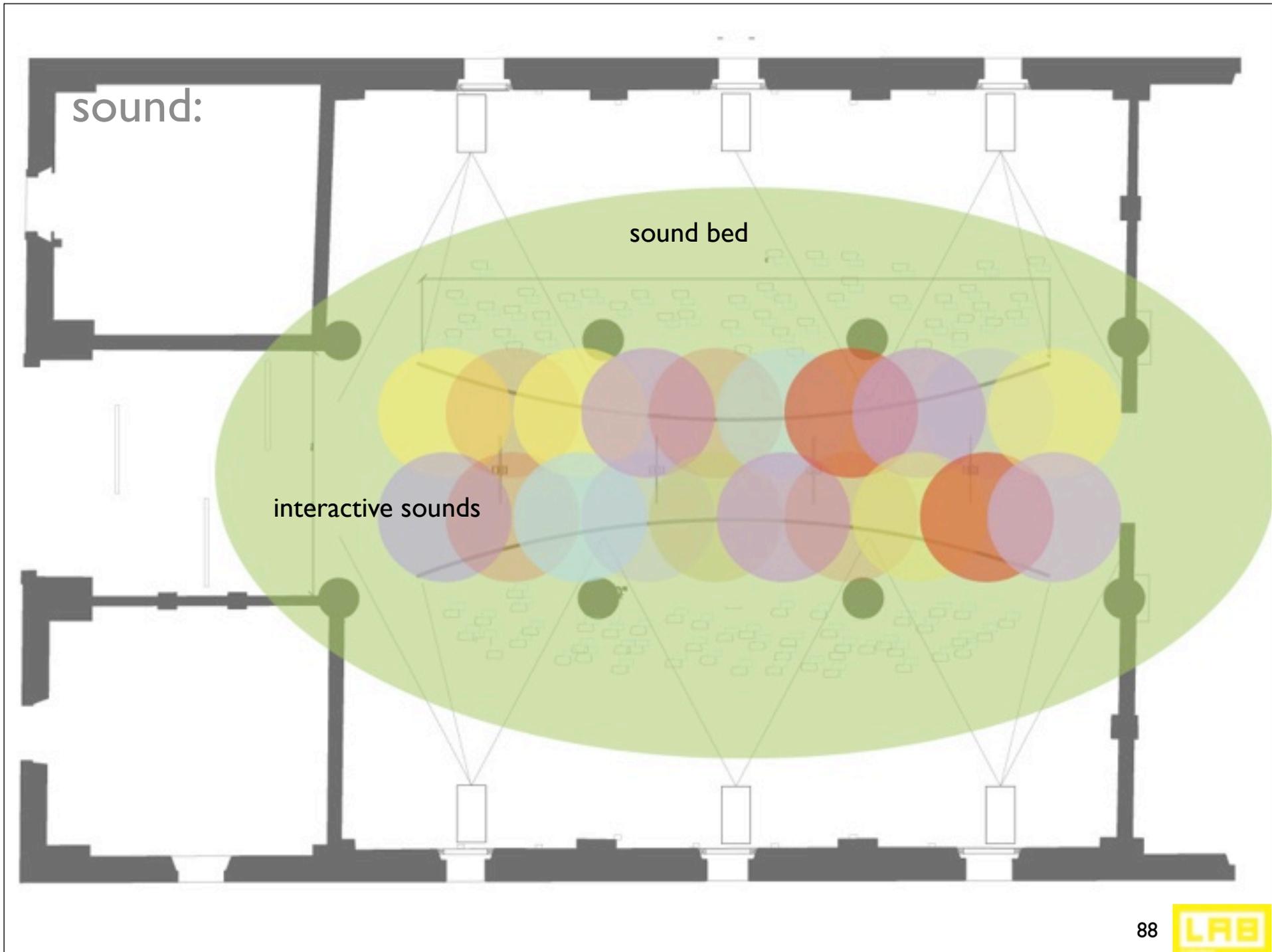








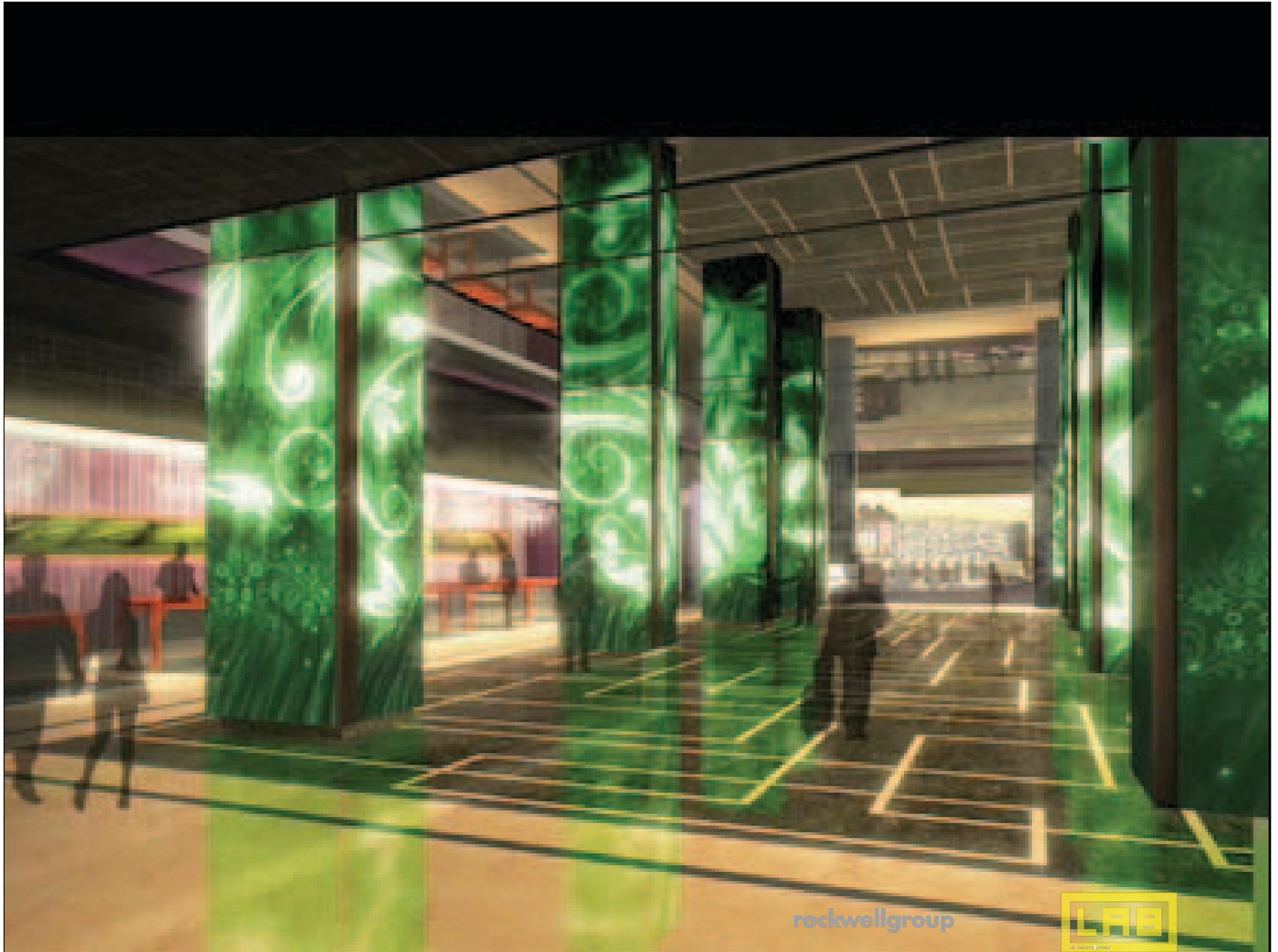




rockwellgroup







rockwellgroup



© 2008 Rockwell



time: 29.09
currentframe: 20
press 'n' to toggle mesh draw
press 'w' to toggle wireframe





rockwellgroup



RAA

PLANNING & *Design*

INTERPRETIVE

RAA

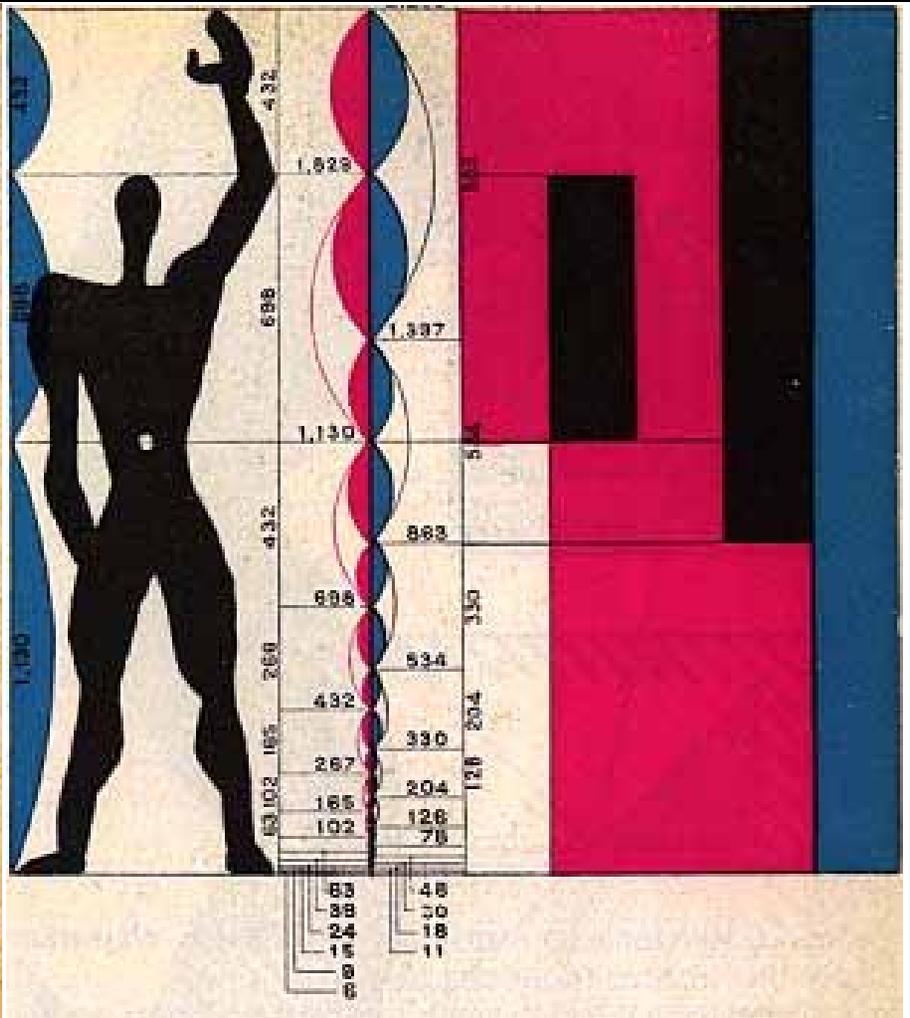
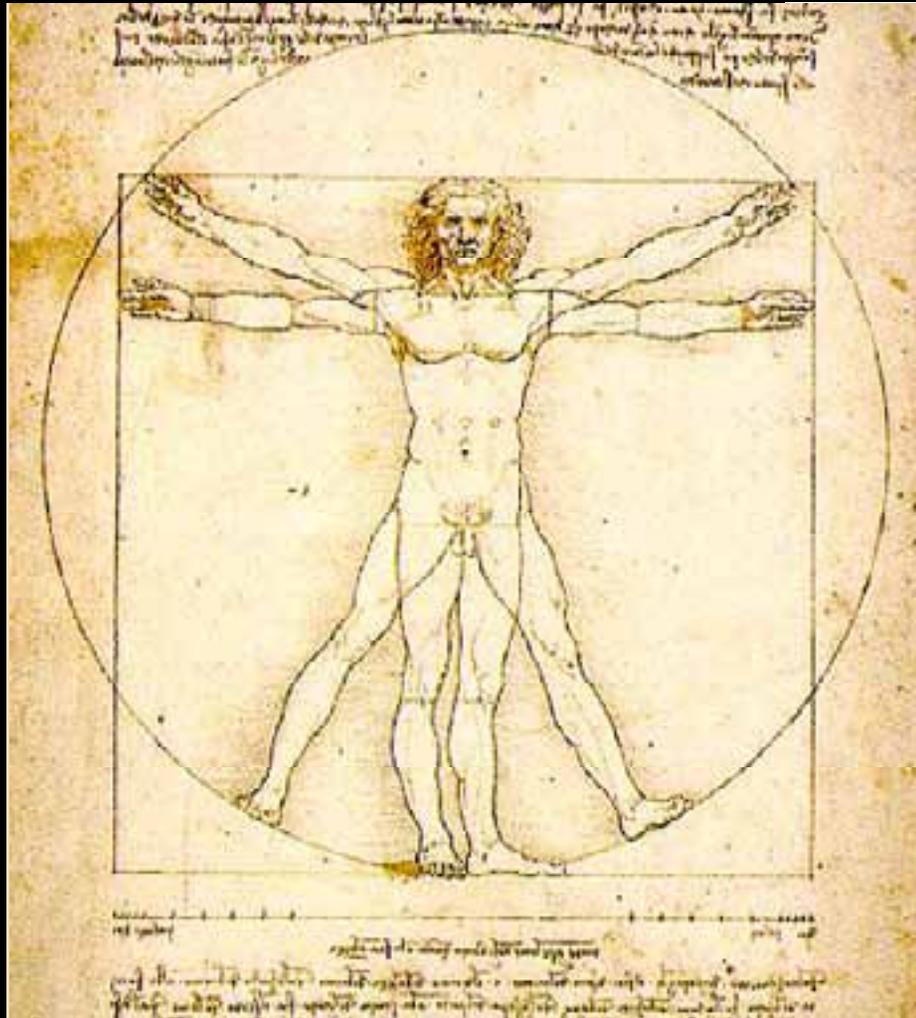
PLANNING & *Design*

ENVIRONMENTS



- 
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FIT



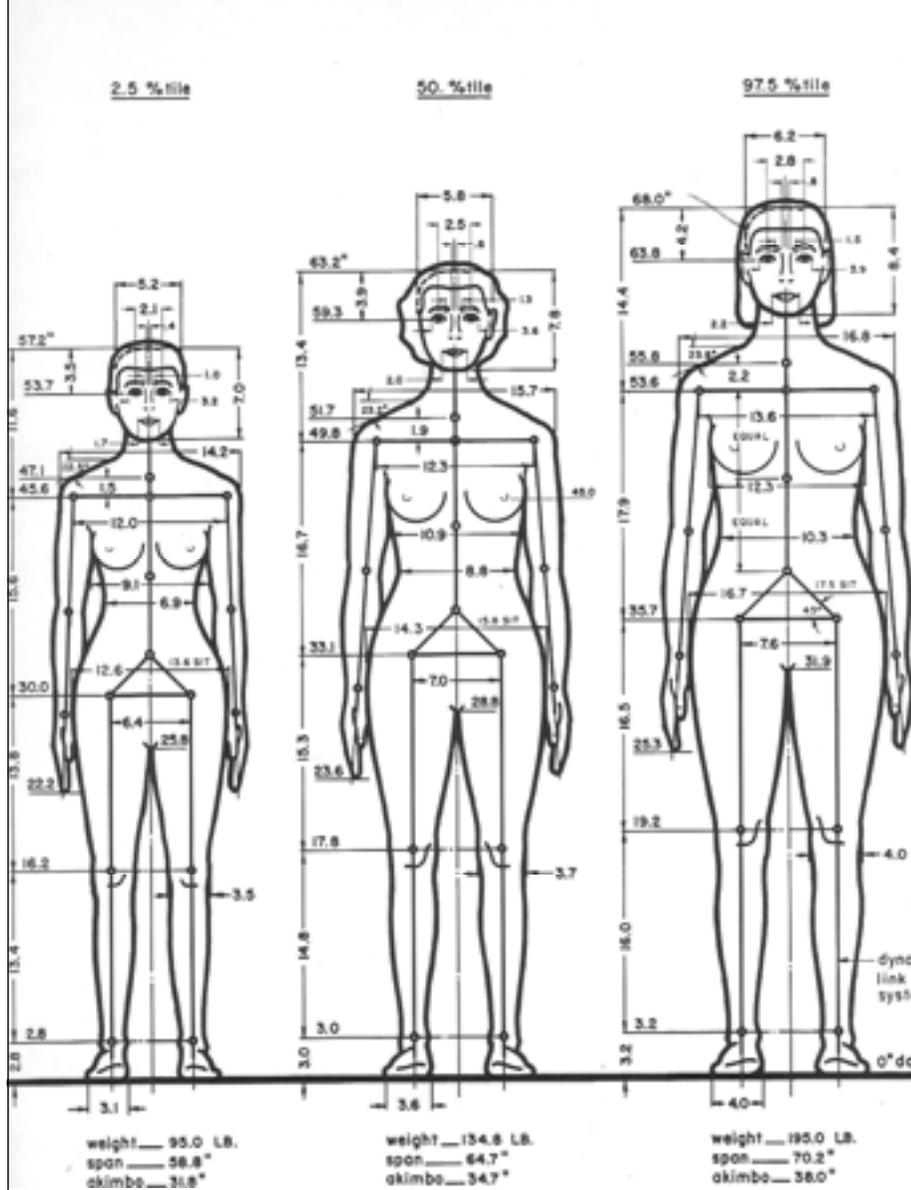


ERGONOMICS

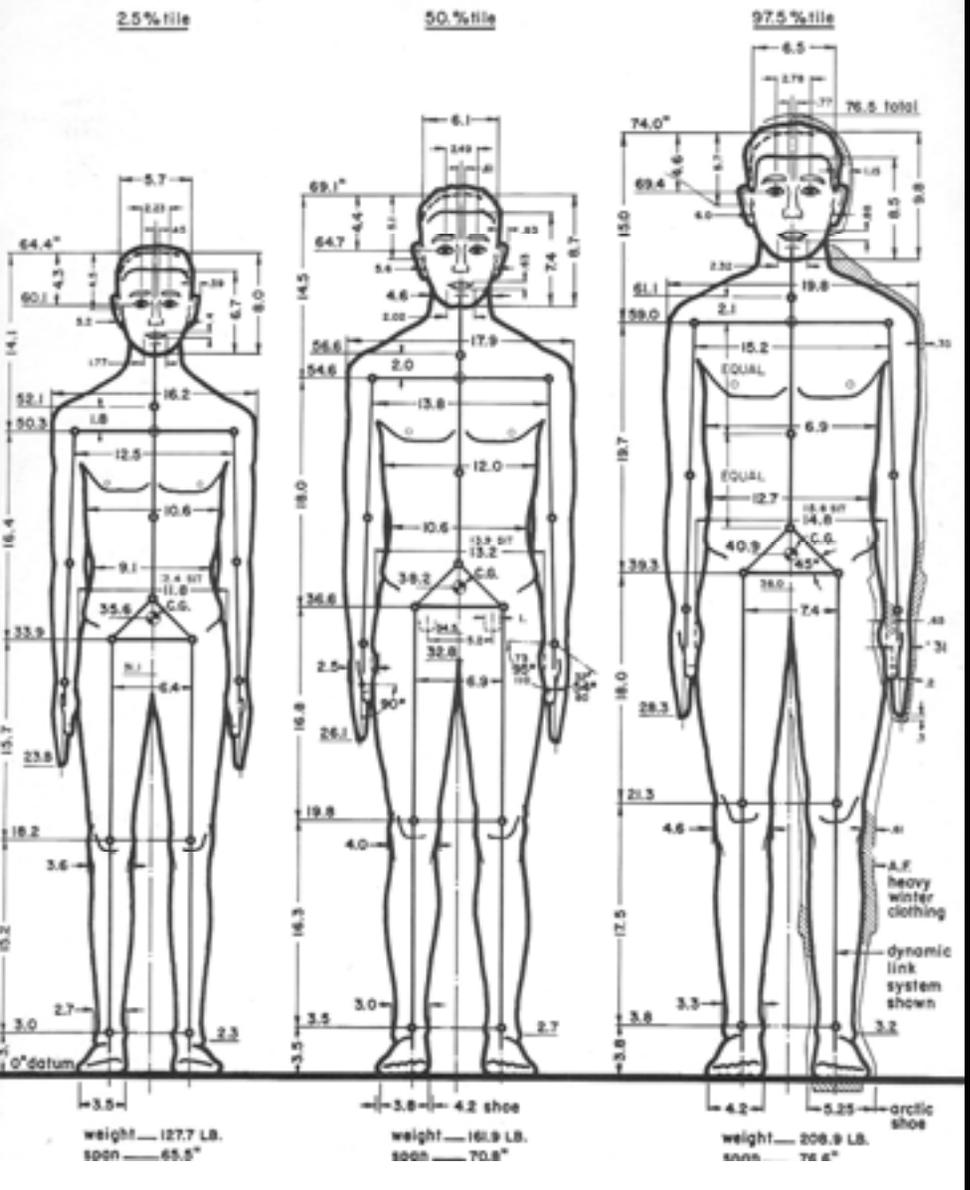




ANTHROPOMETRIC DATA — STANDING ADULT FEMALE
 ACCOMMODATING 95% OF U.S. ADULT FEMALE POPULATION



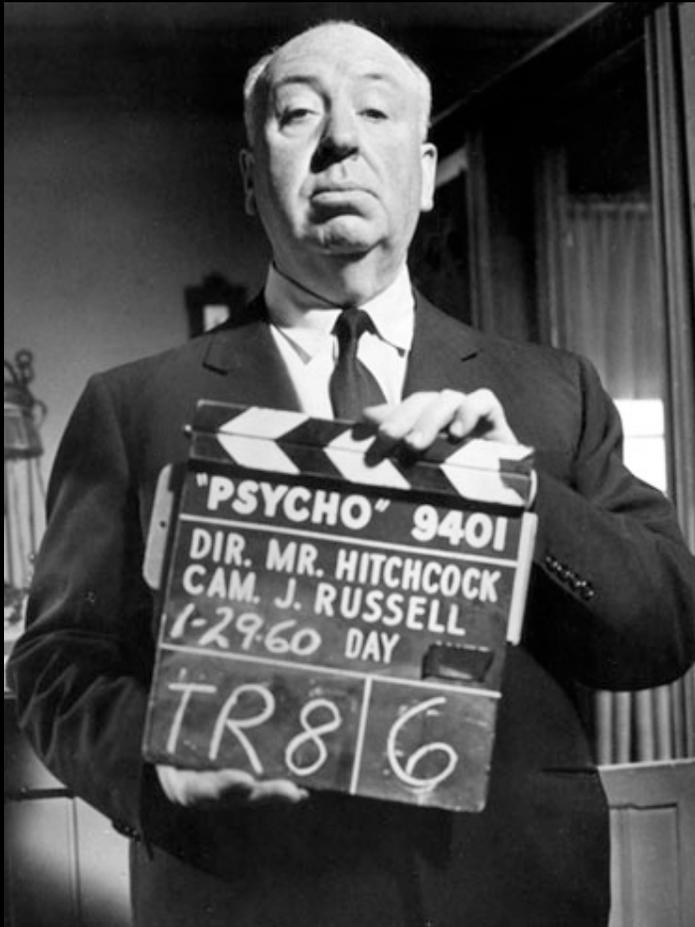
ANTHROPOMETRIC DATA — STANDING ADULT MALE
 ACCOMMODATING 95% OF U.S. ADULT MALE POPULATION



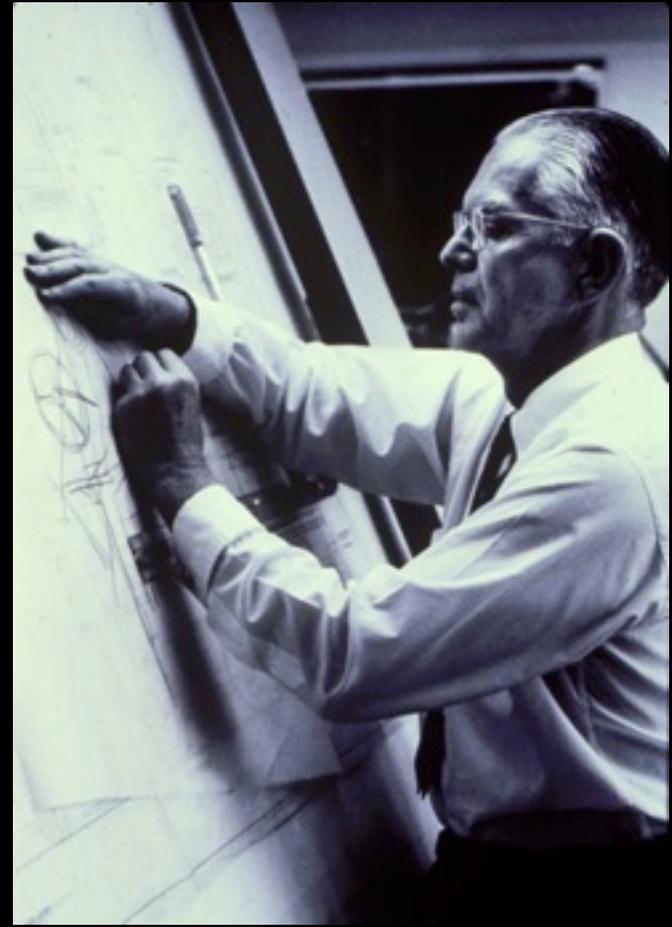




PSYCHONOMICS



+



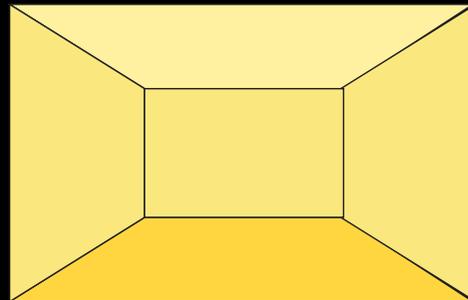
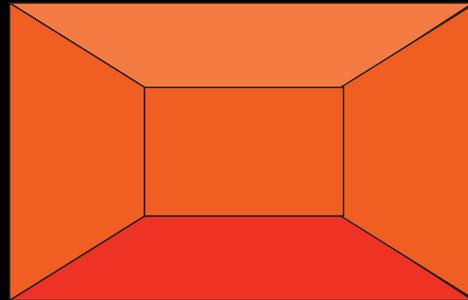




gerrit rietvelt

color effects behavior

“... people reported feeling more hungry and thirsty in the red room, food and beverage consumption was twice as high in the yellow room”



Architectural Digest, 2006

color effects behavior



Yellow pills make the most effective antidepressants, like little doses of pharmaceutical sunshine.



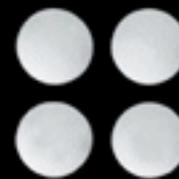
Red pills can give you a more stimulating kick. Wake up, Neo.



The color green reduces anxiety, adding more chill to the pill.



White tablets—particularly those labeled "antacid"—are superior for soothing ulcers, even when they contain nothing but lactose.



More is better, scientists say. Placebos taken four times a day deliver greater relief than those taken twice daily.



Branding matters. Placebos stamped or packaged with widely recognized trademarks are more effective than "generic" placebos.



Clever names can add a placebo boost to the physiological punch in real drugs. *Viagra* implies both vitality and an unstoppable Niagara of sexy.

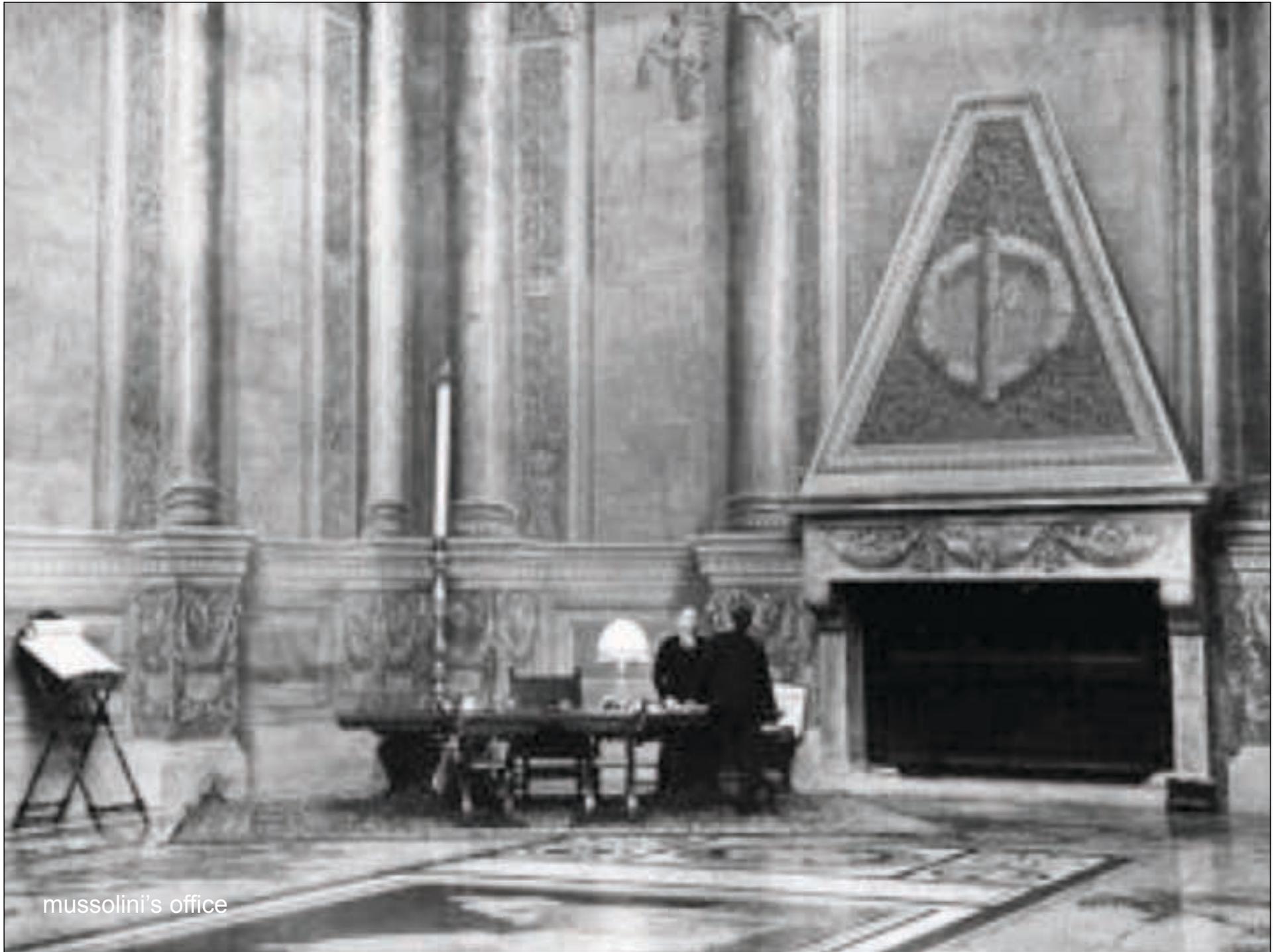
Placebos Are Getting More Effective, Wired 8.24.09



Le Corbusier's Chapel for Notre Dame du Haut, Ronchamp, France



mormon temple



mussolini's office



centre george pompidou

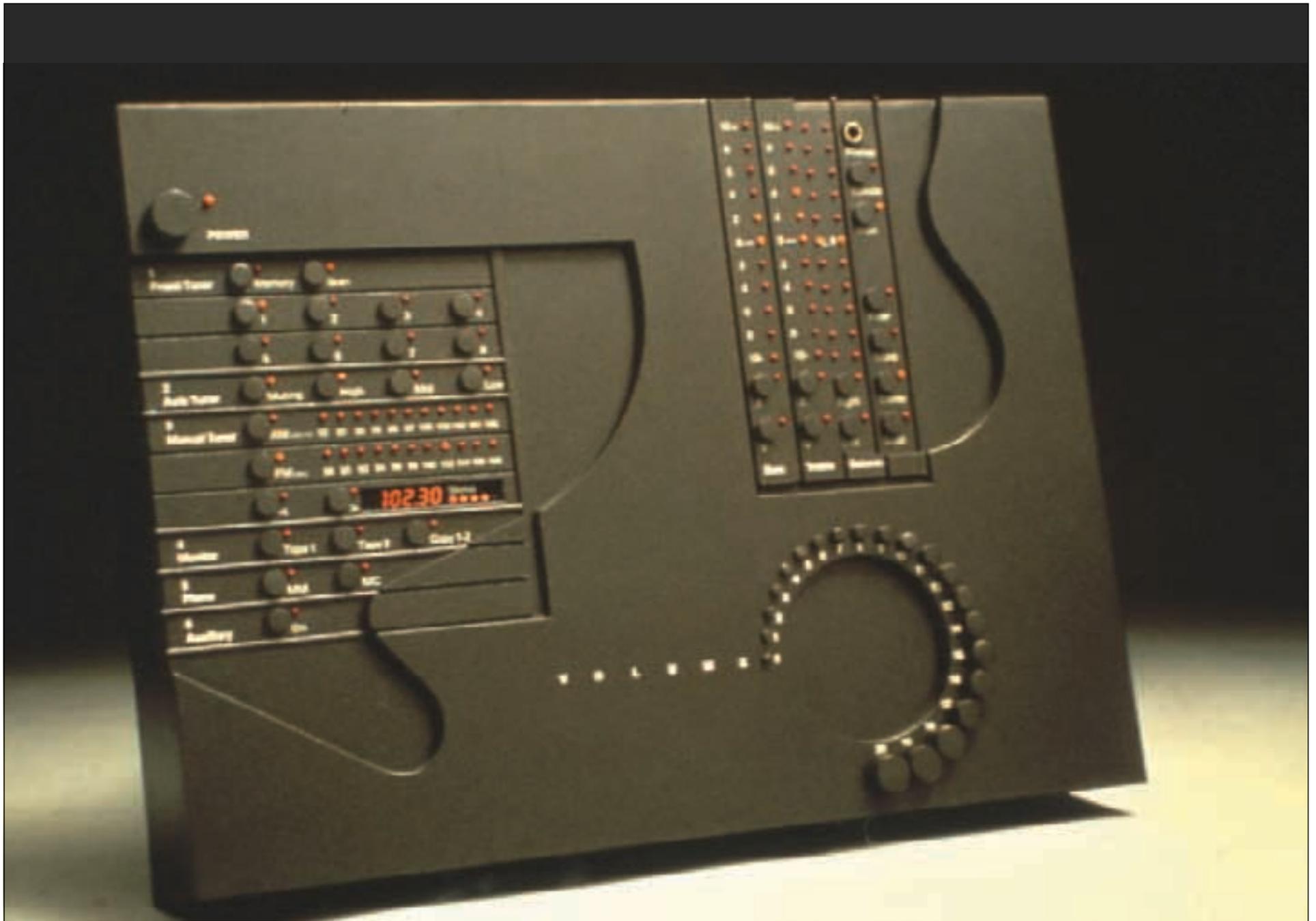


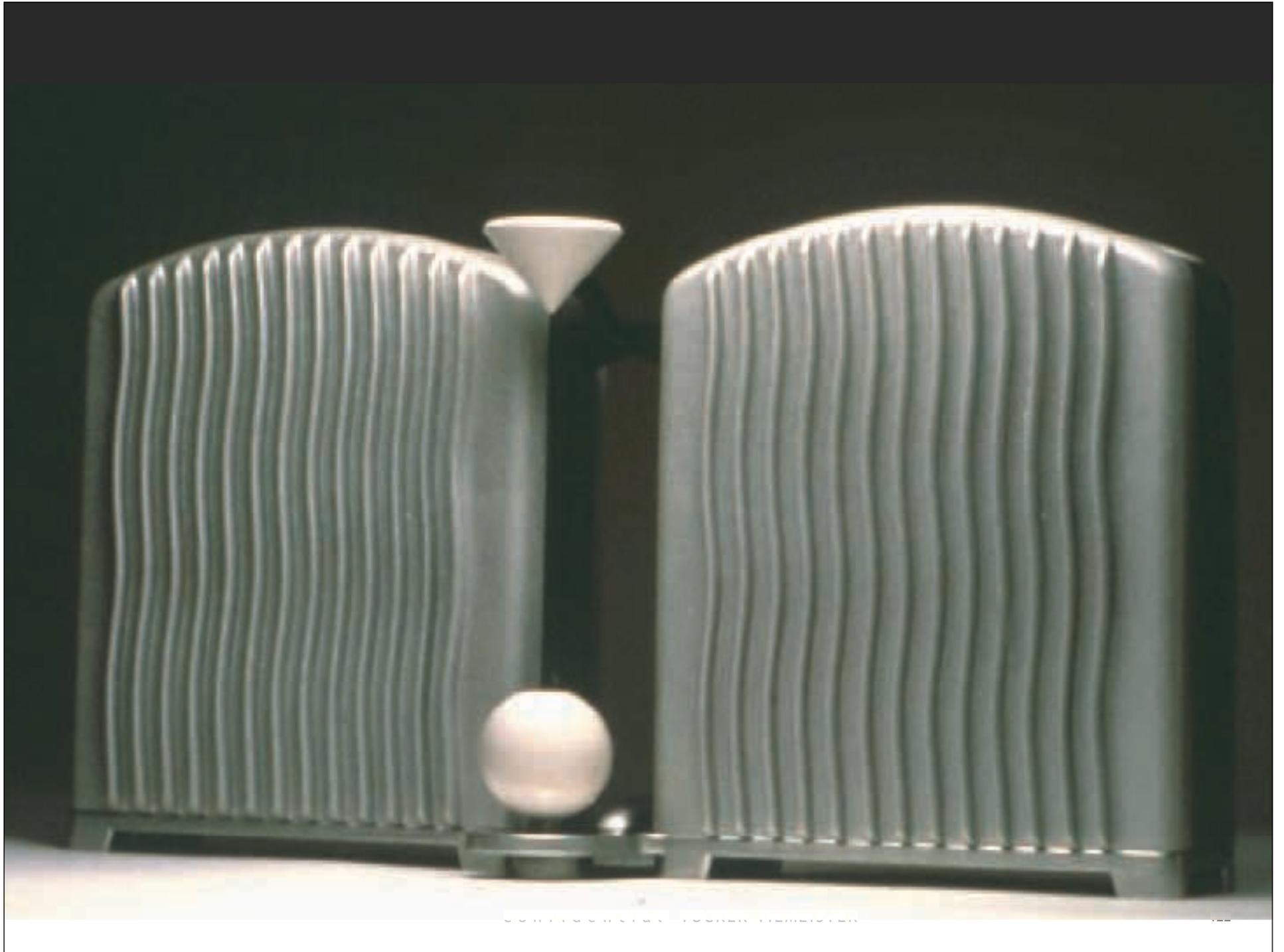


phonebook with Lisa Krohn



with Lisa Krohn



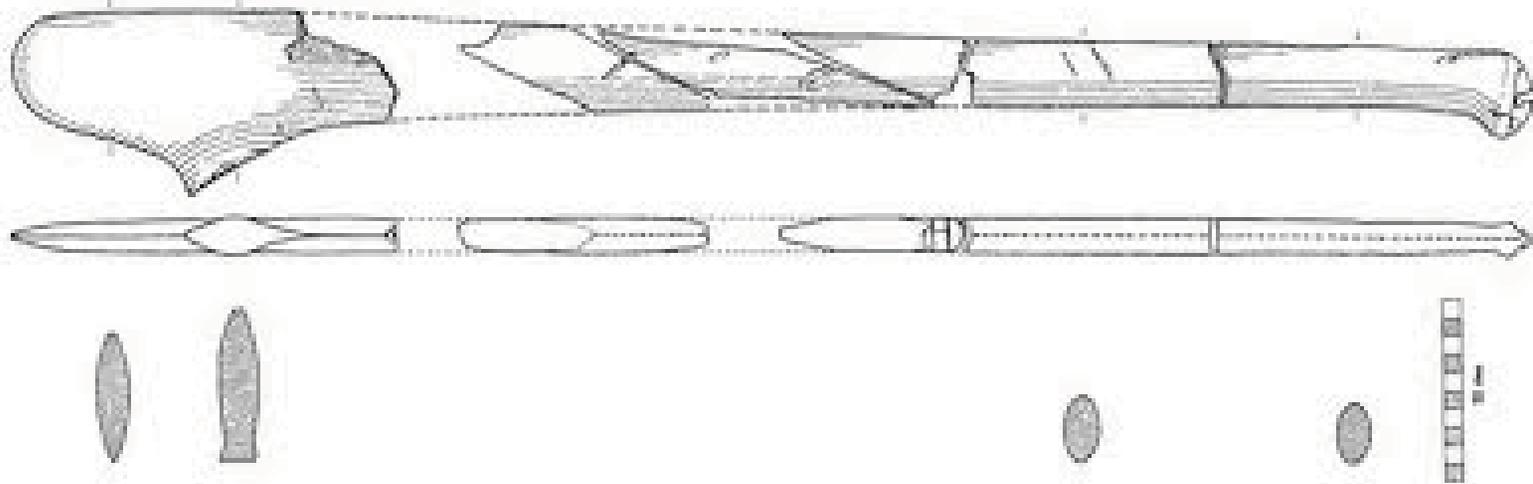


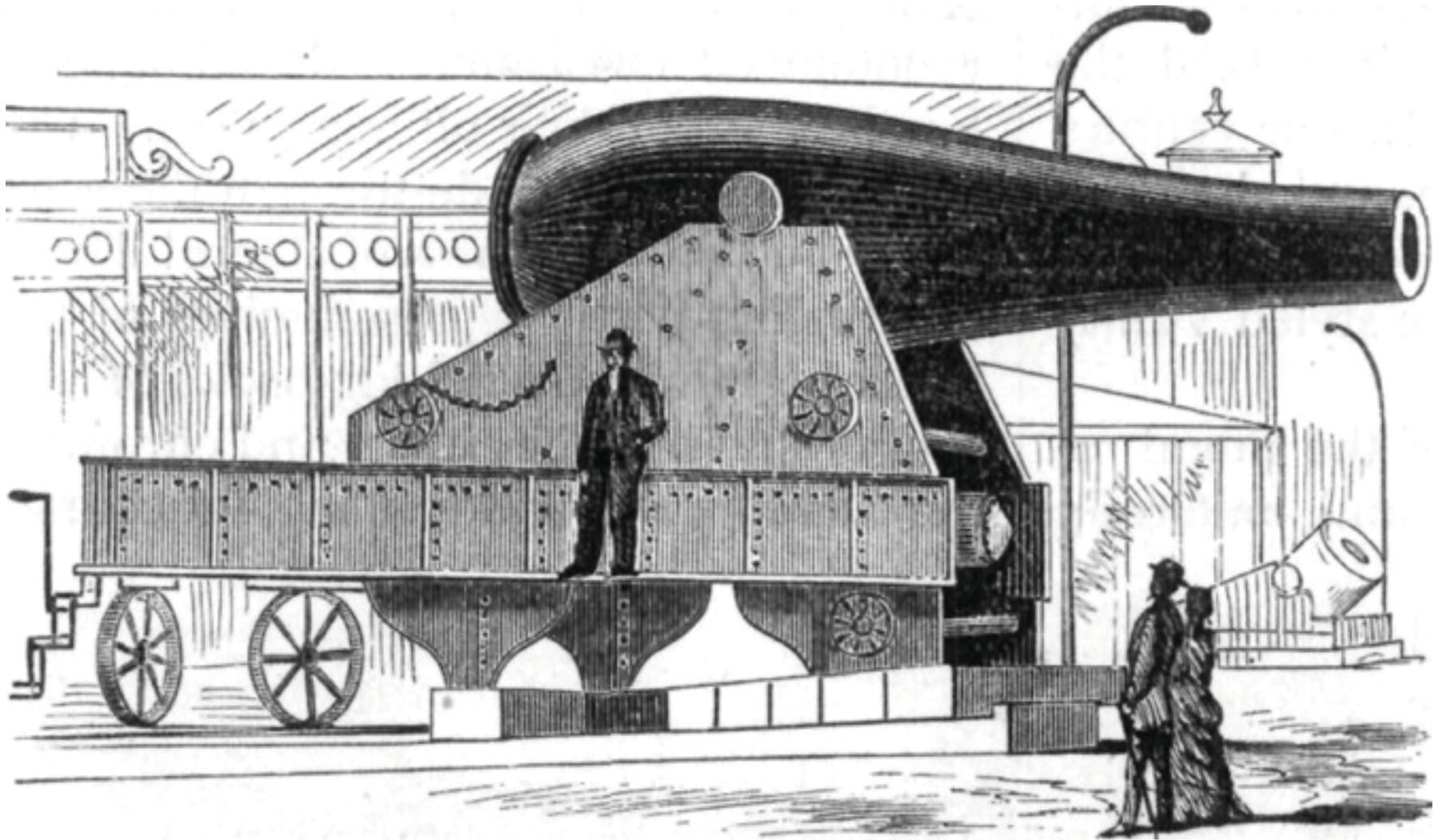
© 2011 The Design Council, London. All rights reserved.

A black and white photograph of Marshall McLuhan. He is seated at a desk, looking directly at the camera. He is holding a pencil to his ear as if listening. On the wall behind him are several telephones mounted in a row. In front of him are two open books on the desk. The book on the right has a large, intricate, circular diagram on its page, which appears to be a map or a complex network diagram. The lighting is dramatic, with strong shadows.

Marshall McLuhan: the medium is the message

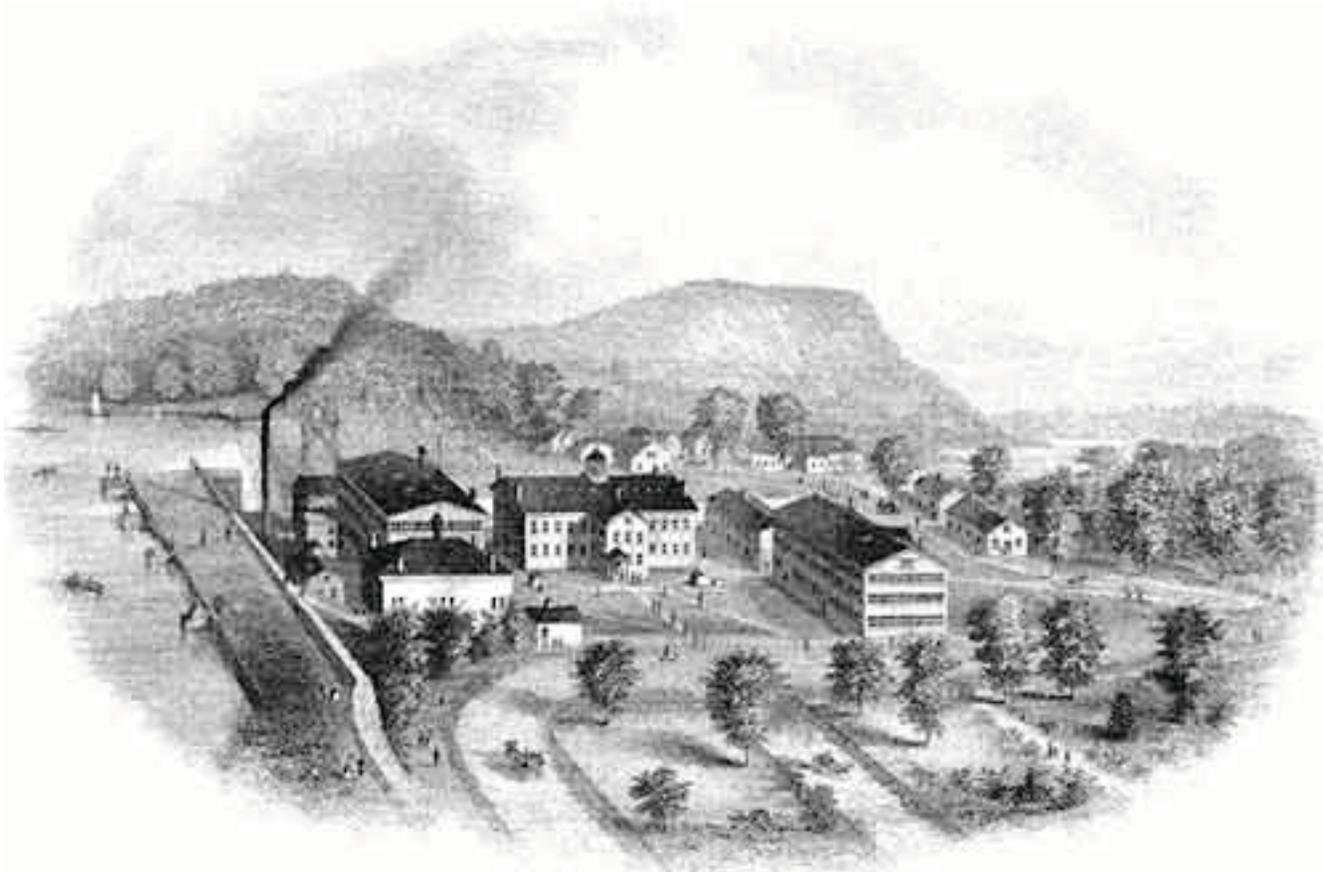




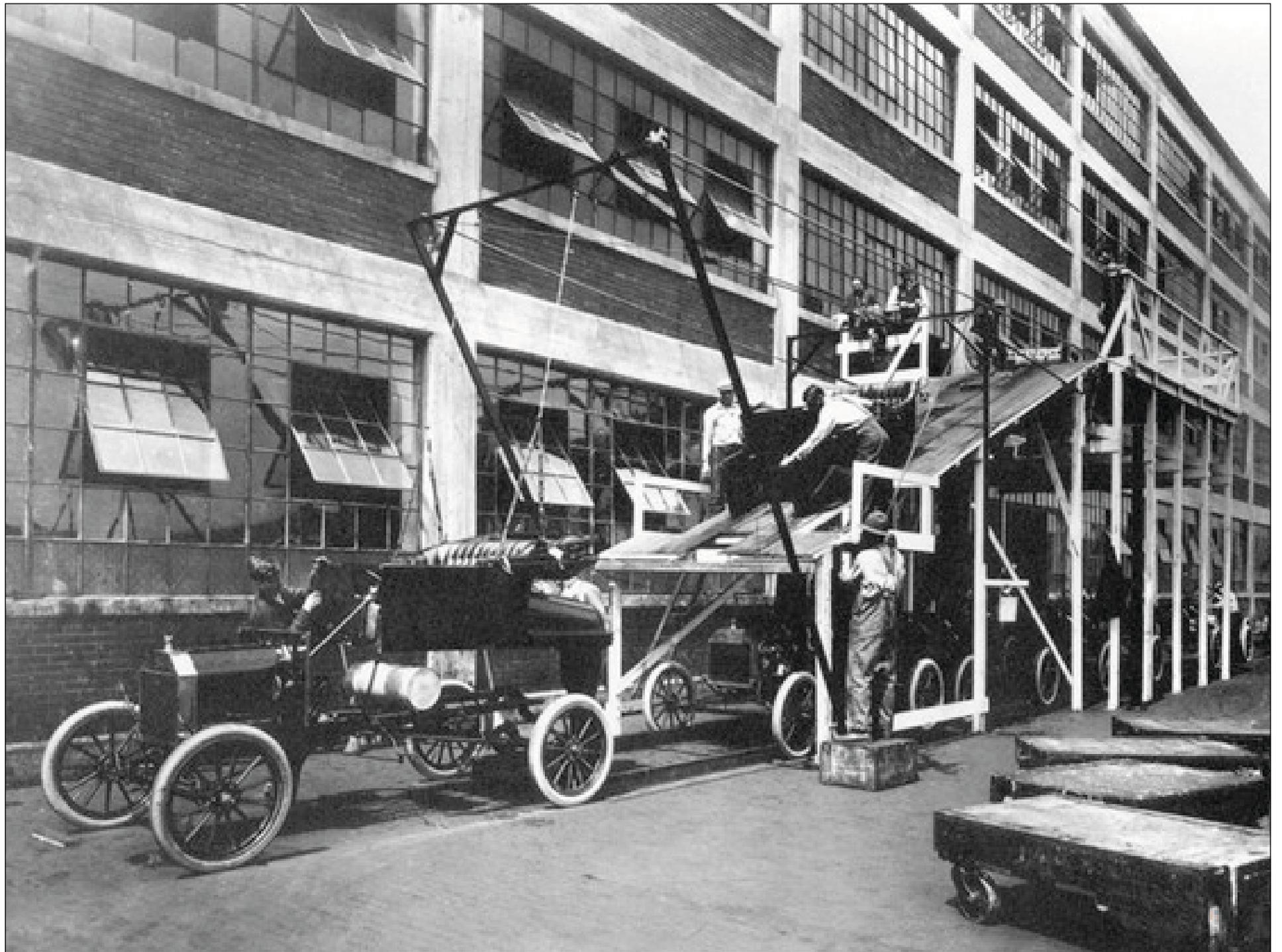








eli whitney's factory





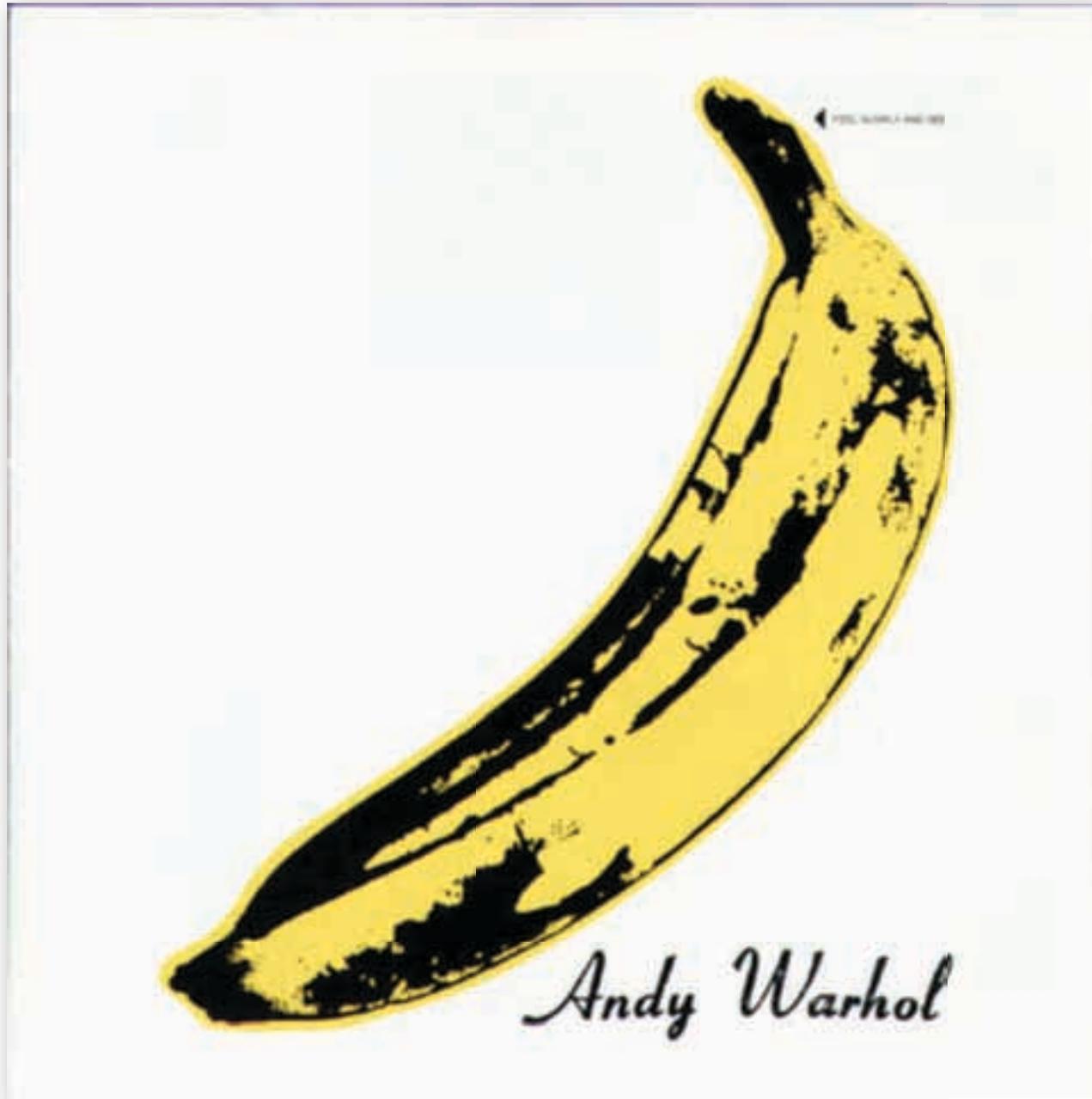








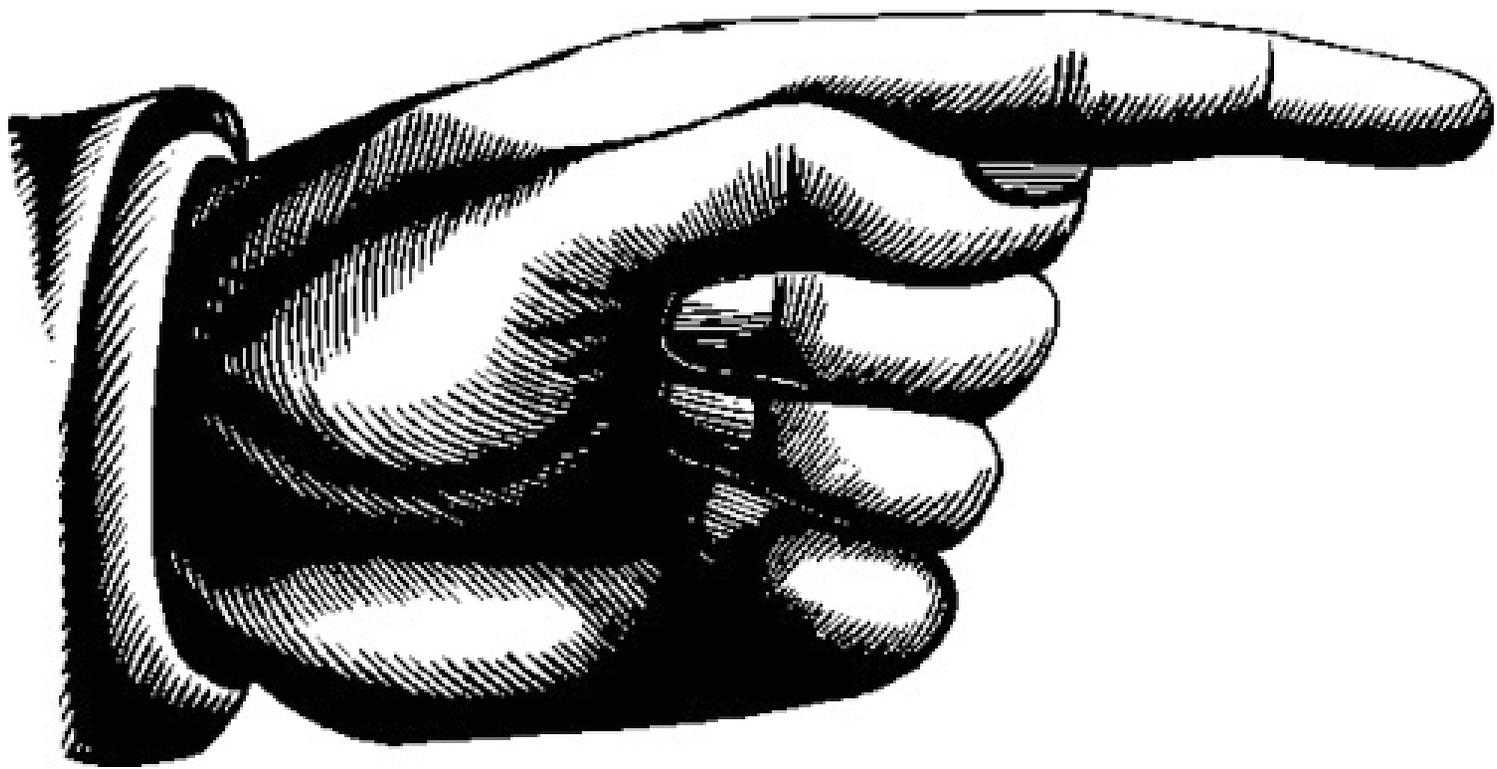




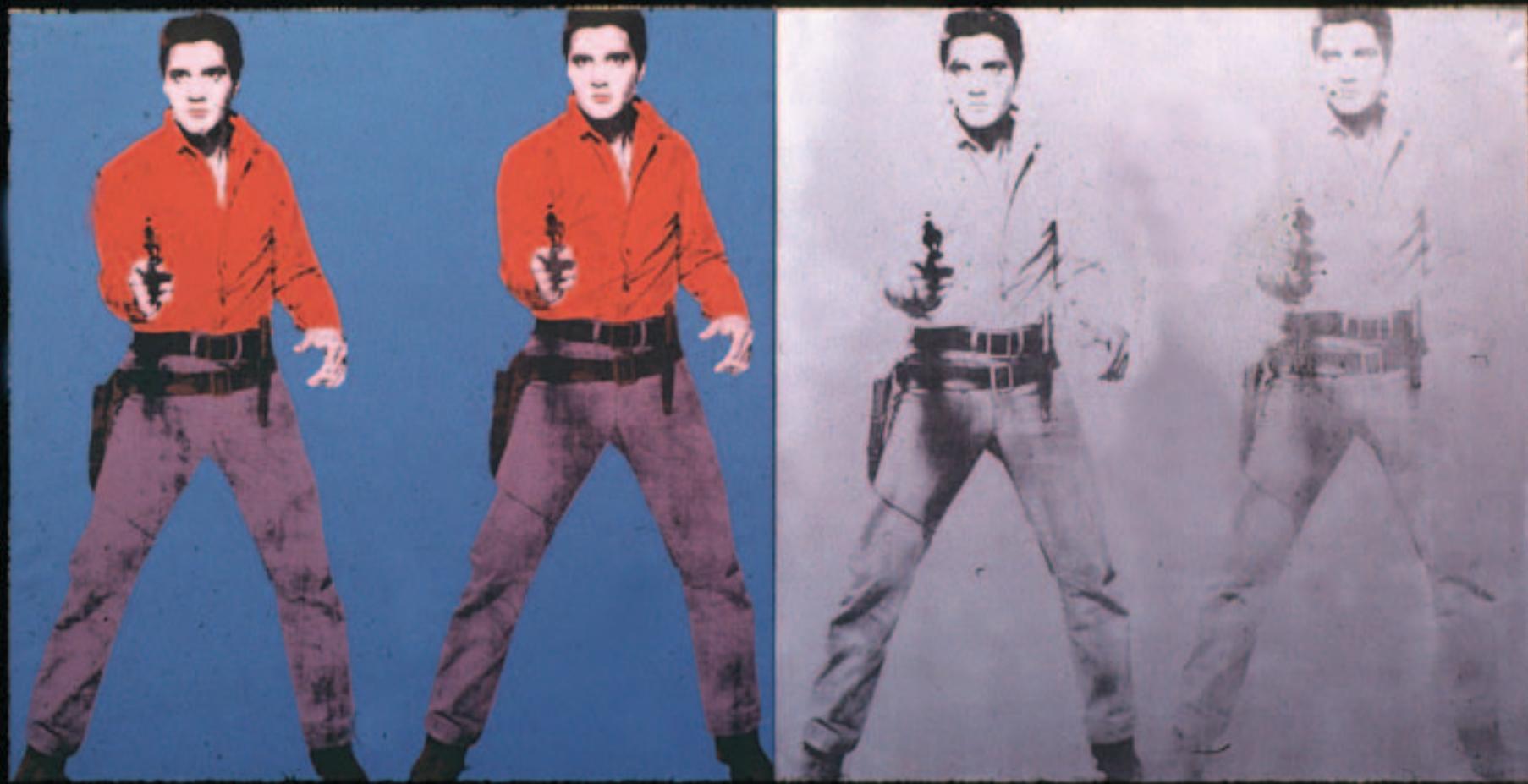






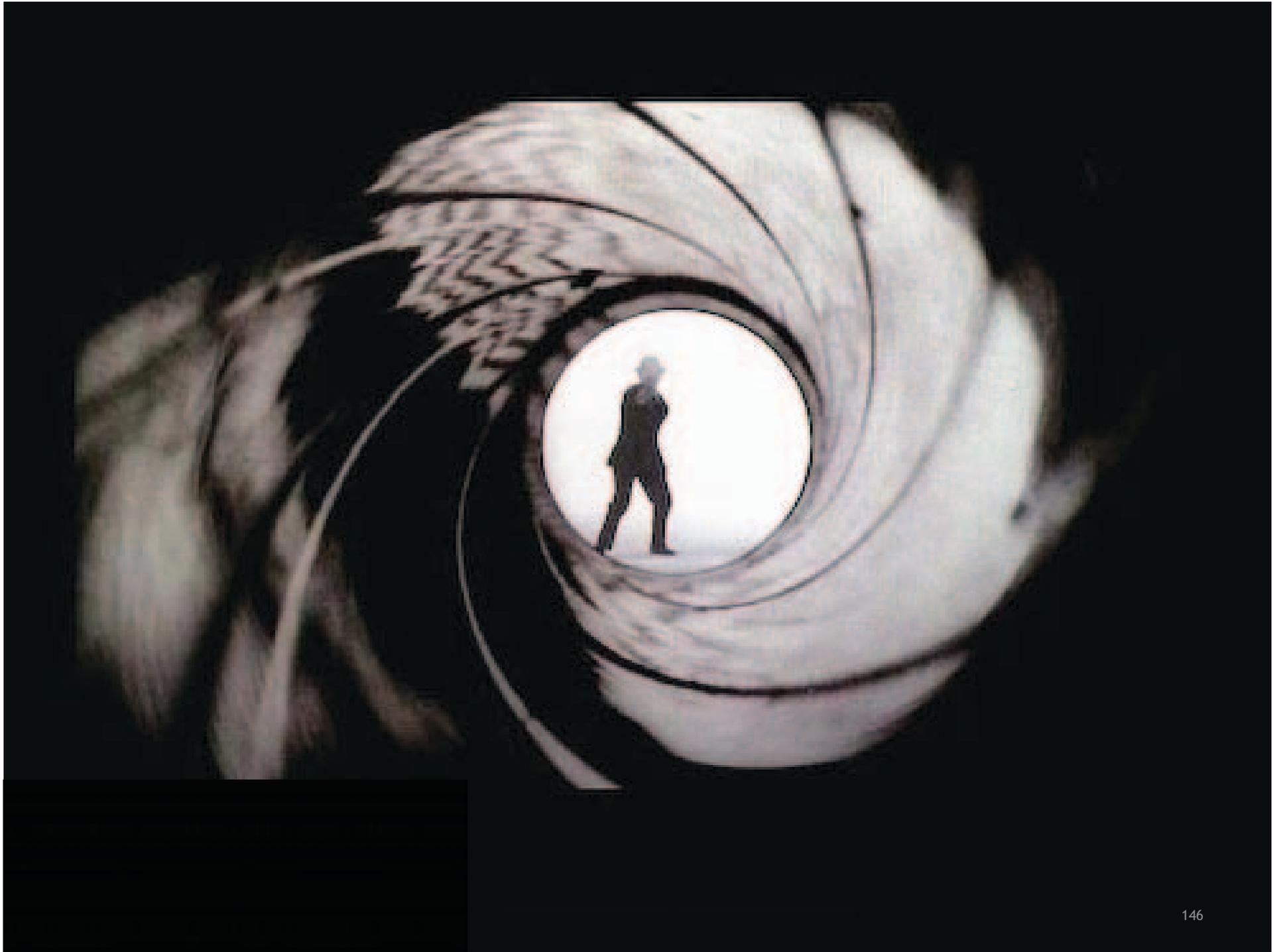


















German Lugar



Israeli Uzi



Austrian Glock



Soviet PM Makarov



“Saturday Night Special”



particle randomizer *Men in Black*



atomic disintegrator *Buck Rogers*



nurf gun



paint gun



paint gun



screw gun

stable gun





spray gun

spray bottle





squirt gun





BAD



GOOD

1. me
2. ergonomics/ psychonomics
3. play
4. good/bad
5. conclusion



small adults:



long ago, children considered small adults

toys: 1662



played small versions of adult things

toys:



toys small versions

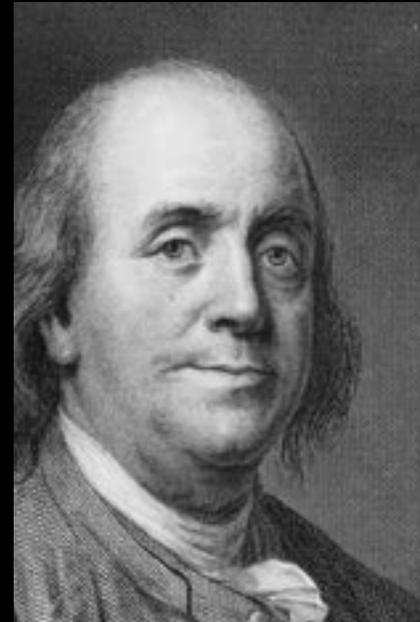
Enlightenment: the Age of Reason



rené descartes
(1595-1650)



isaac newton
(1643-1727)



ben franklin
(1706-1790)



immanuel kant
(1724-1804)

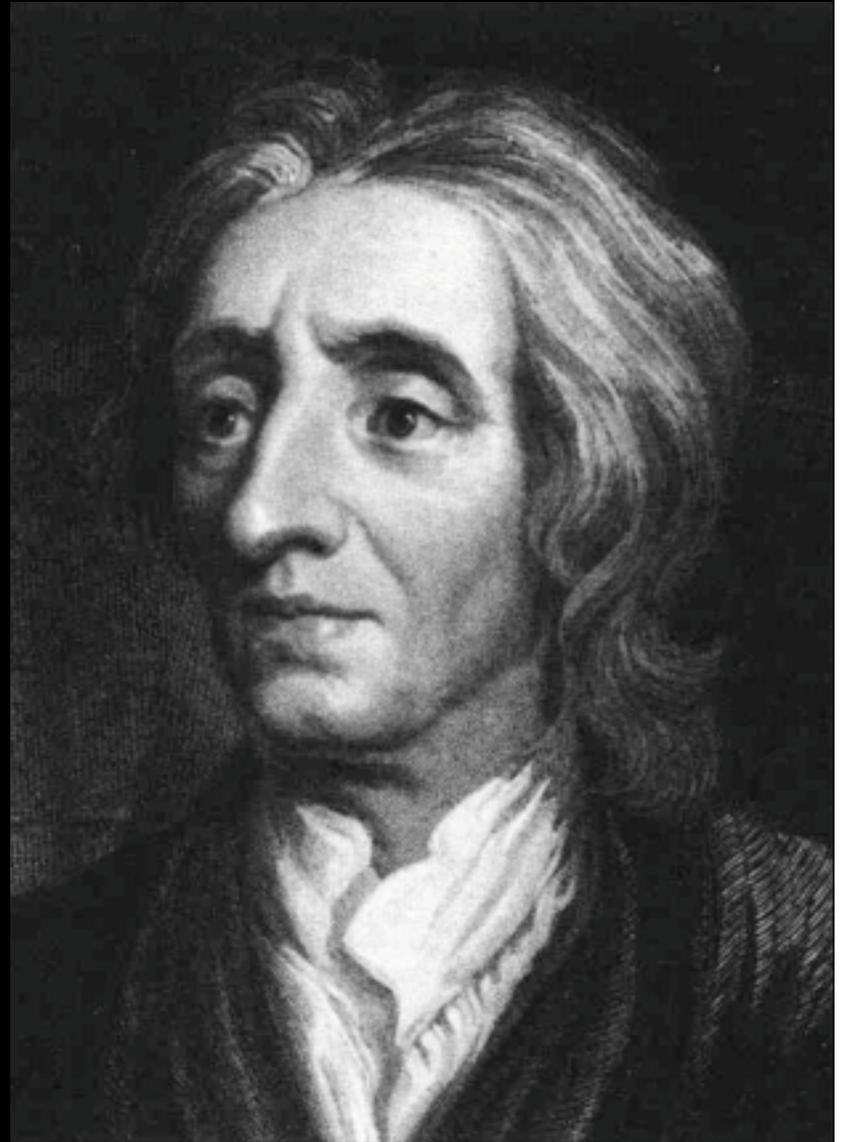
progress: reason and observable experience (1637 – 1815ish)

tucker viemeister 12.2011

John Locke

(1633 – 1704)

1693: *Some Thoughts Concerning Education* references "dice and playthings, with letters on them to teach children the alphabet by playing."



people were born with a blank slate "tabula rasa" needs to be taught

Johann Heinrich Pestalozzi

(1746 – 1827)

1805 Yverdon Switzerland

Instead of dealing with words,
children should learn through activity and
through things.

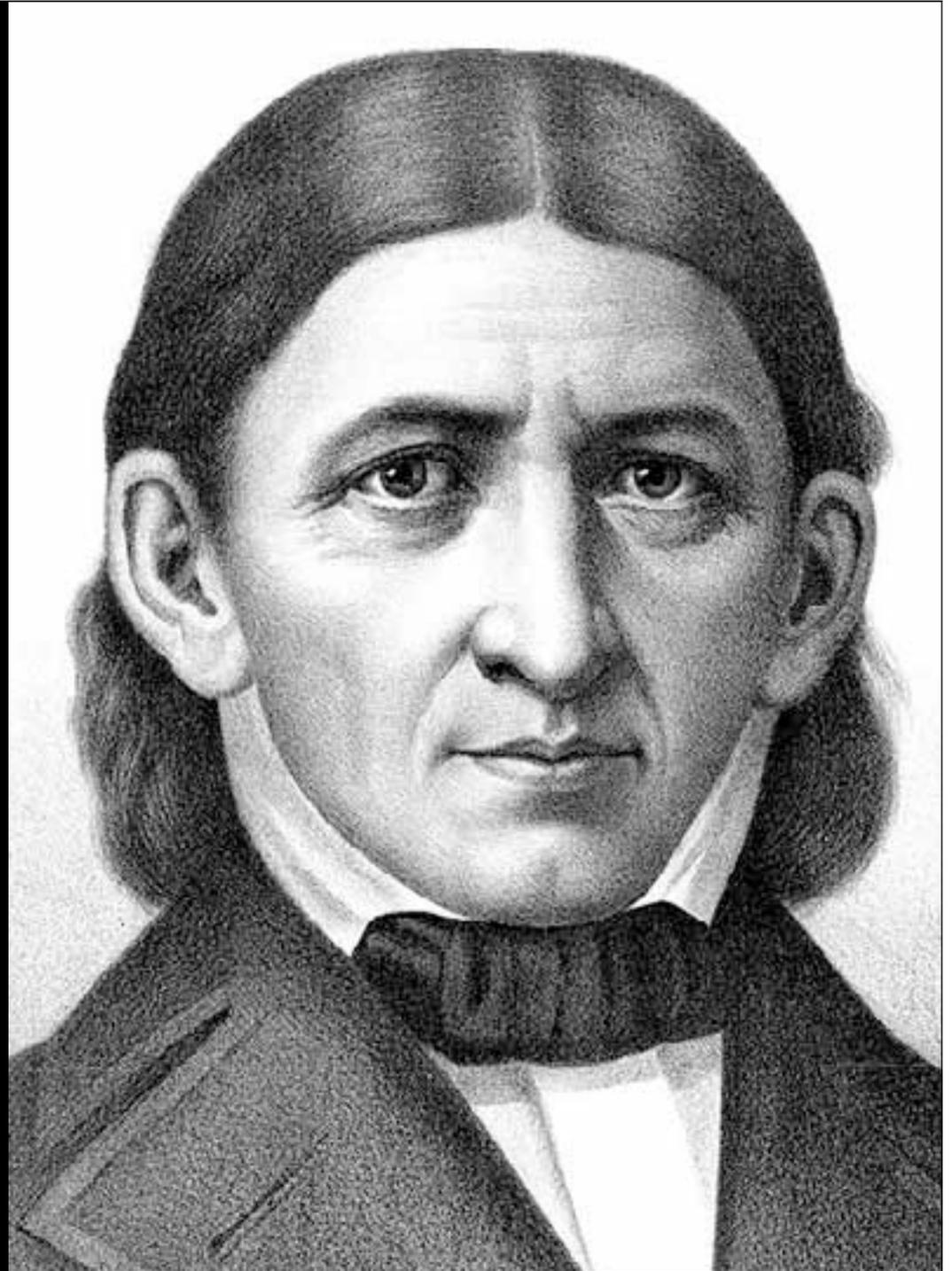
called play “Work”

development process: from easier to more difficult



Friedrich Froebel

(1782 – 1852)



demonstrate the order of world

crystallographer:



crystallin structure underlies everything

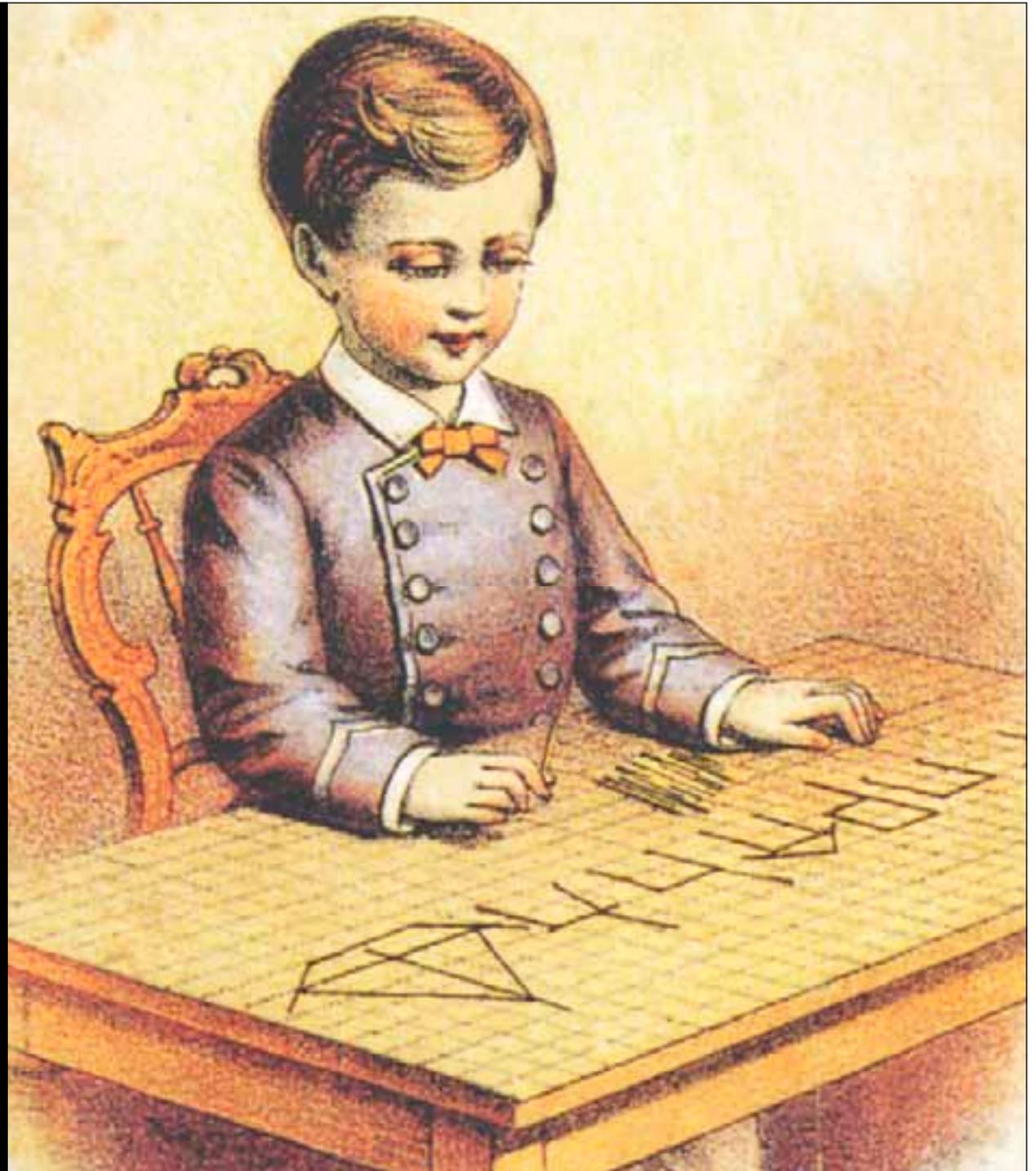
crystallographer:

crystallin structure underlies everything

Play and Activity Institute

1816 Griesheim, Thuringia
1836 Blankenburg,
Kindergarten School

series of exercises



gifts:



DESCRIPTIVE LIST OF Kinder-Garten Gifts

MANUFACTURED BY

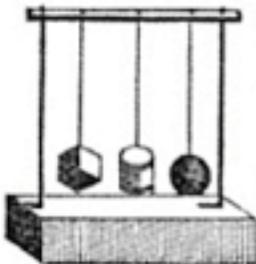
Milton Bradley & Co.

SPRINGFIELD, MASS.

The following is a descriptive list of all the occupation material of the Kinder-Garten, with prices attached. These gifts are constructed in accordance with the German models, with such variations as have been suggested for American use. We have perfected machinery for the manufacture of the several gifts, and shall be pleased to receive from teachers, suggestions regarding any changes that may seem to them advisable.



FIRST GIFT.—For the youngest children, six soft balls of various colors. *Aim to teach color*, right and left, to develop the eye, movements of hands, arms, and feet in various plays. Per set, \$1.50.



SECOND GIFT.—Sphere, cube, and cylinder, made of wood. *Aim to teach form*, to notice similarity and dissimilarity of objects; sides, corners, and edges of cube explained and counted; qualities and actions of sphere, cube, and cylinder different, owing to their difference in shape. Sphere viewed from all sides looks alike; but cube and cylinder present different forms, according to the manner in which we look at them, &c., &c.

The forms are neatly made by machines for the purpose, and provided with the necessary staples and holes for suspending in the air. Price in per

per box per set, 75 cents. The same forms in wood box and gibbet for suspending forms, \$1.25.



THIRD GIFT.—Large cube, consisting of eight small cubes. Put up in a neat wood box with sliding cover. Per box, 37 cts.



FOURTH GIFT.—Large cube, consisting of eight oblong blocks. In wood box with sliding cover. Per box, 37 cts.



FIFTH GIFT.—Large cube, consisting of twenty-one whole six half and twelve quarter cube. In wooden box, slide cover. Per box, \$1.12.



SIXTH GIFT.—Large cube, consisting of eighteen whole, and three lengthwise, and six breadthwise, divided oblong blocks. In wooden box, slide cover. Per box, \$1.12.

These four gifts serve as building blocks, and for this purpose—one of the most perfect, interesting, and developing features of the Kinder-Garten—there are an endless variety of plans to be carried out, one surpassing another in interest and beauty. Lithographed plates in "Paradise of Childhood, a Guide to Kinder-Gartners," published by Milton Bradley & Co., contain samples of all series of forms of life, beauty and knowledge, to be built by these blocks, as well as numerous illustrations of all other gifts.

SEVENTH GIFT.—Quadrangular and triangular tablets of colored paper



board—five different kinds—for laying figures. Each kind in a box. Per set, \$1.25.

The same forms of tablets of wood, each form in a neat wood box with sliding cover. Five kinds as follows:

Box A	8 squares, - - - - -	30 Cents.
" B	64 half squares, - - - - -	75 "
" C	24 equilateral triangles colored, - -	60 "
" D	64 obtuse angled triangles, - - - -	75 "
" E	56 right angled 30°, - - - - -	75 "

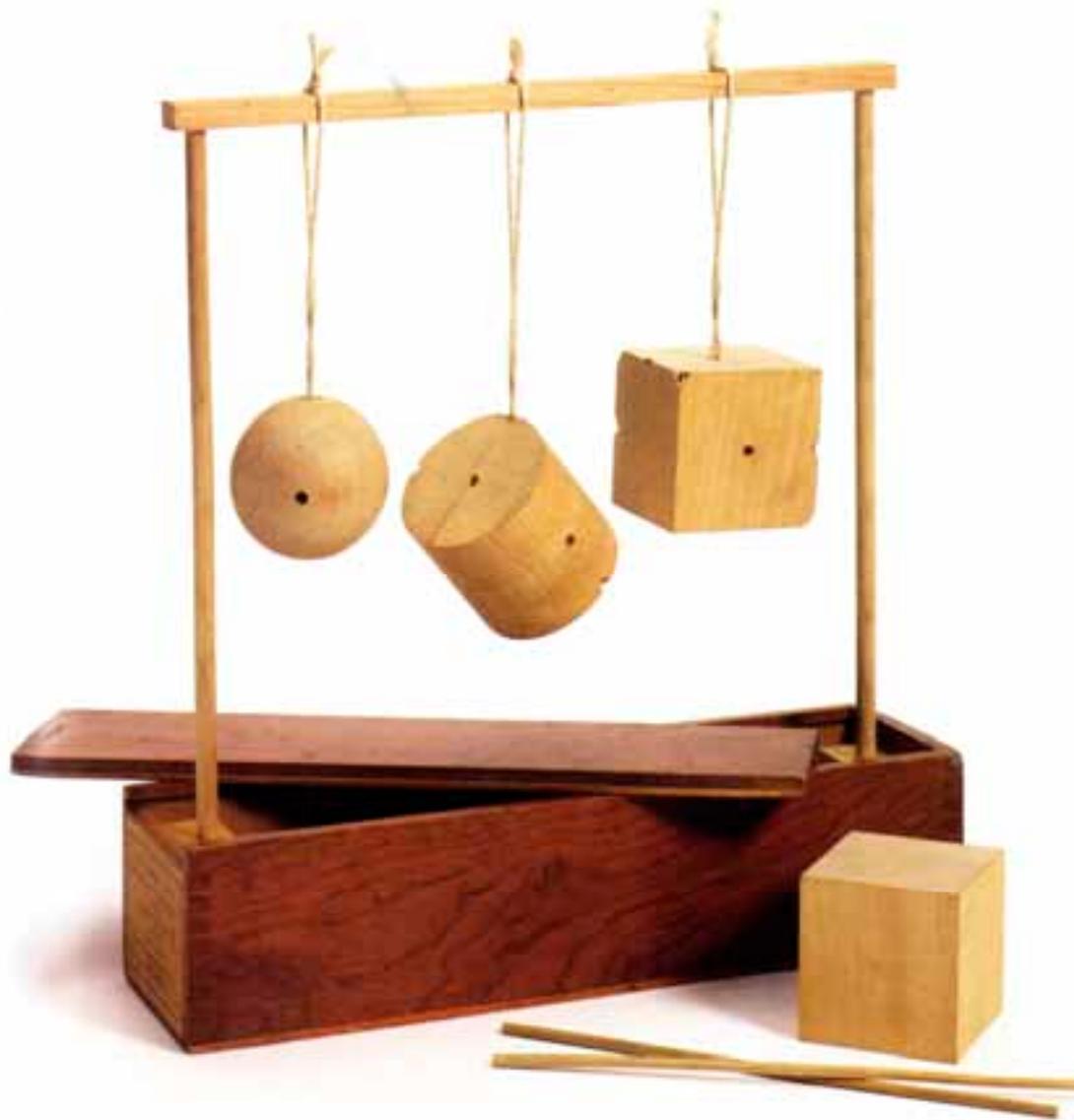
In the occupation with these tablets, as also in that with the material of the previous four gifts, the law of opposites, and their mediation and combination, is constantly followed. In the six previous gifts, the child had to do with solids; by the introduction of the tablets, the planes are introduced, which are followed by the introduction of the embodied straight line in the eighth gift, and the curved line in the ninth gift.

EIGHTH GIFT.—Consists of wooden staffs or wands for laying figures. As offered, these staffs are about 24 inches long, and 30 make a set. In use they are cut to different lengths by the teacher or pupils as occasion requires. Per package, 50 cents.

1st gift:



2nd gift

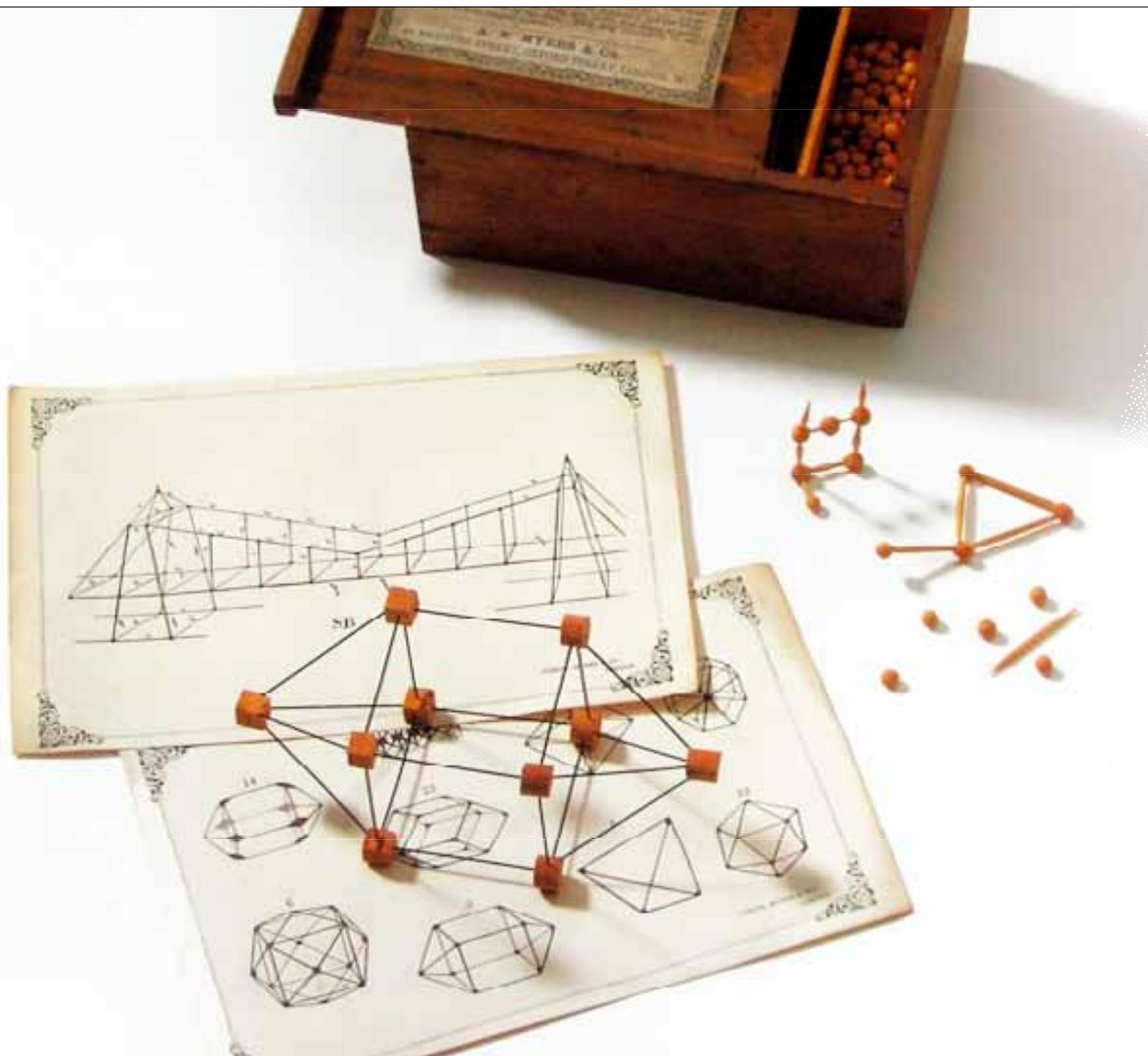


BLOCKS:

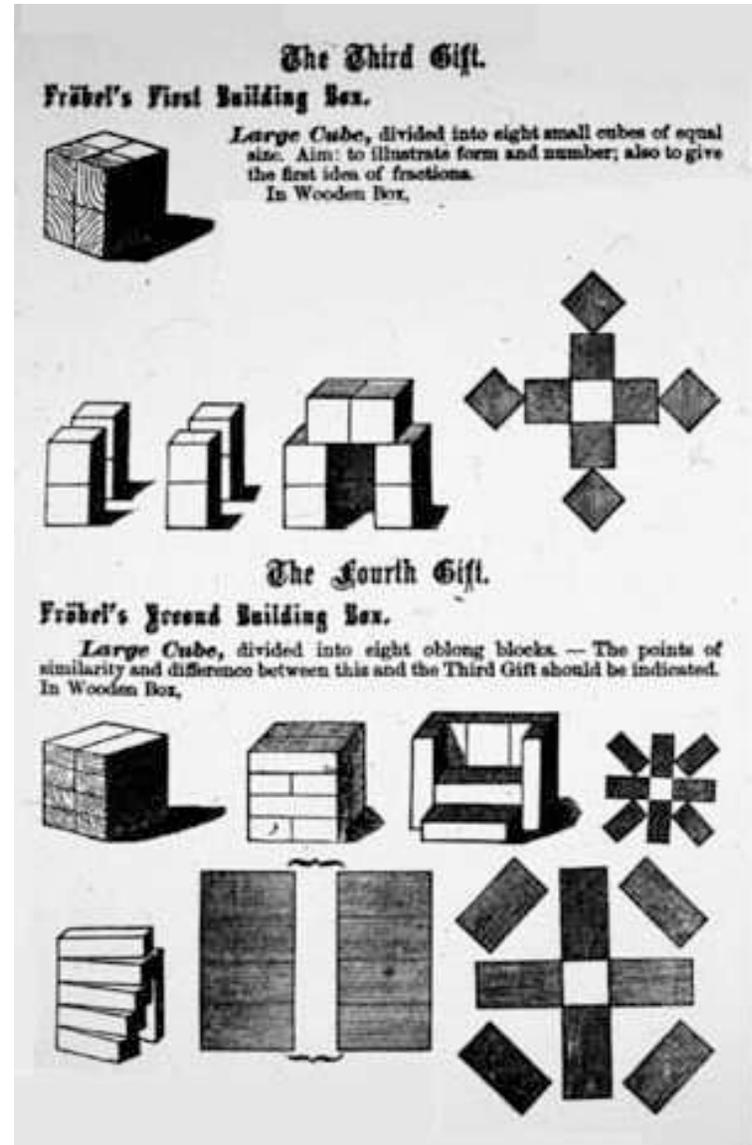
3-6 gifts:

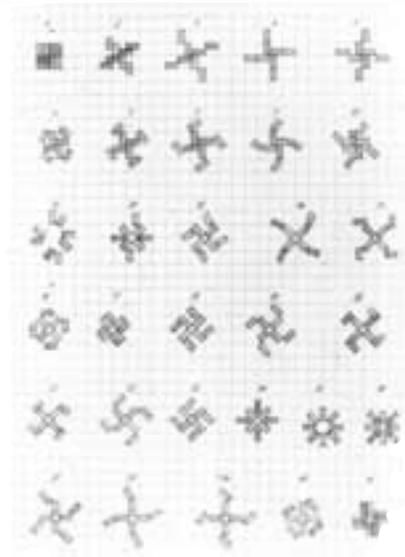
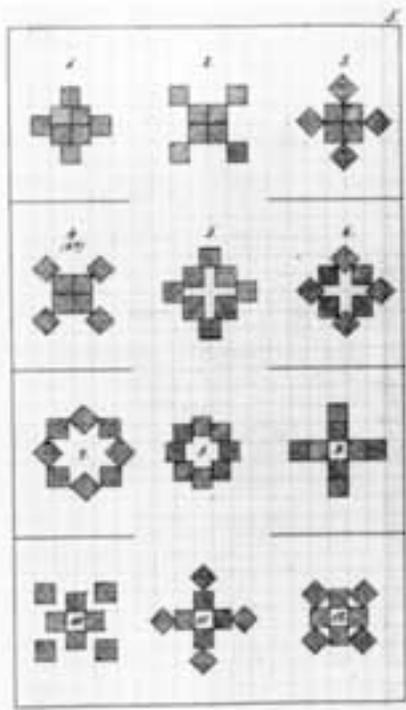


19th gift



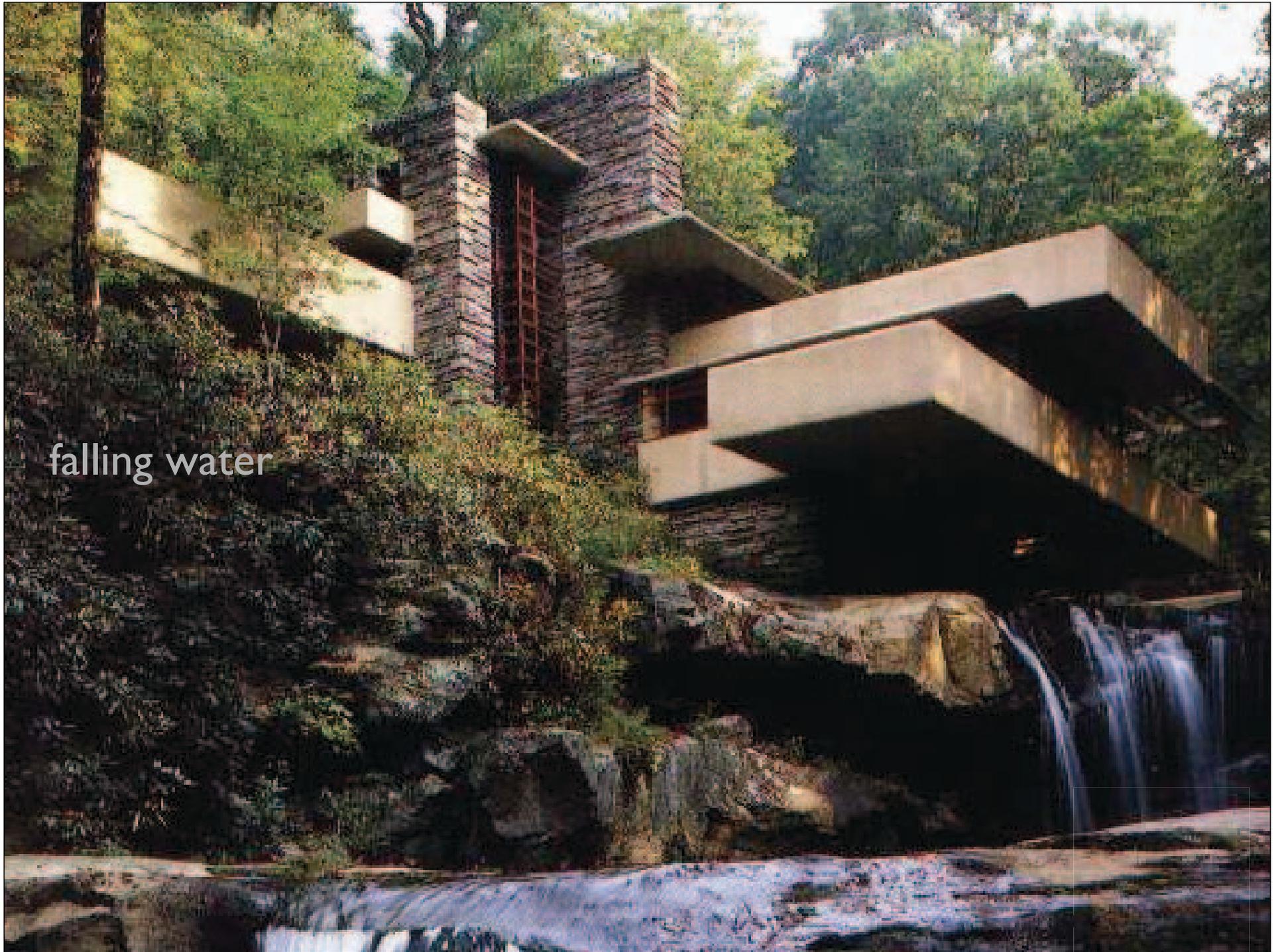






Frank Lloyd Wright





falling water

other kindergardeners:

le Corbusier



Piet Mondrian



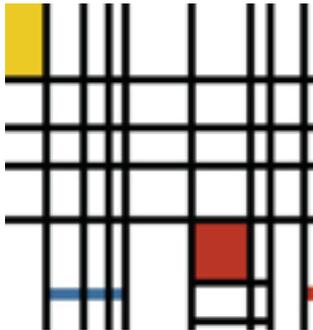
Vasily Kandinsky



Adolf Hitler



Buckminster Fuller



Prussia bans kindergarten 1851



THE KINDERGARTEN MOVEMENT.



Edw. Bacher 97

DRAWN BY OTTO H. BACHER.

MAKING CYLINDERS IN CLAY.

Mary Tyler Peabody Mann (1806-1887)



kindergarten pioneer – married to Horace Mann

tucker viemeister 12.2011

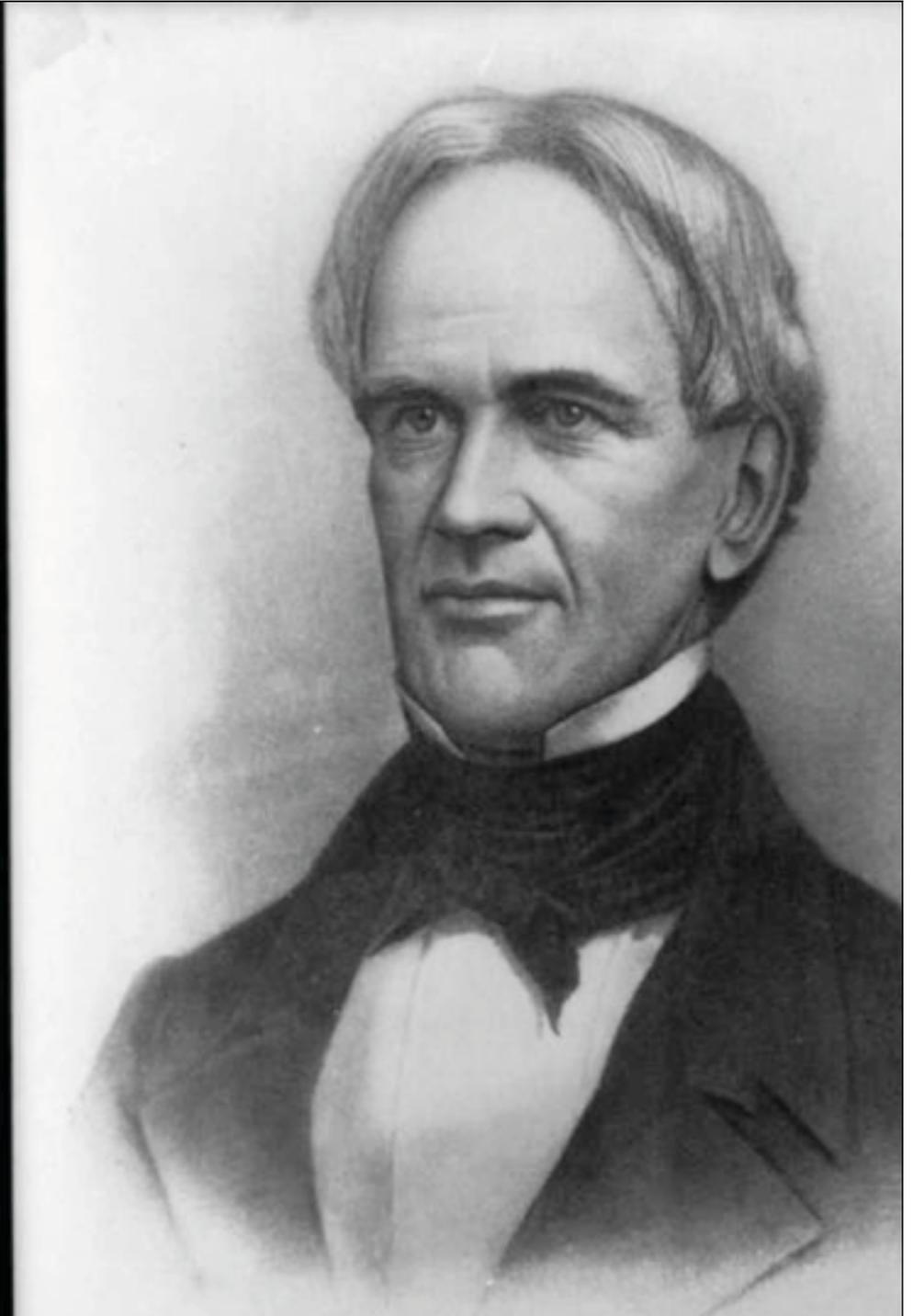
Horace Mann

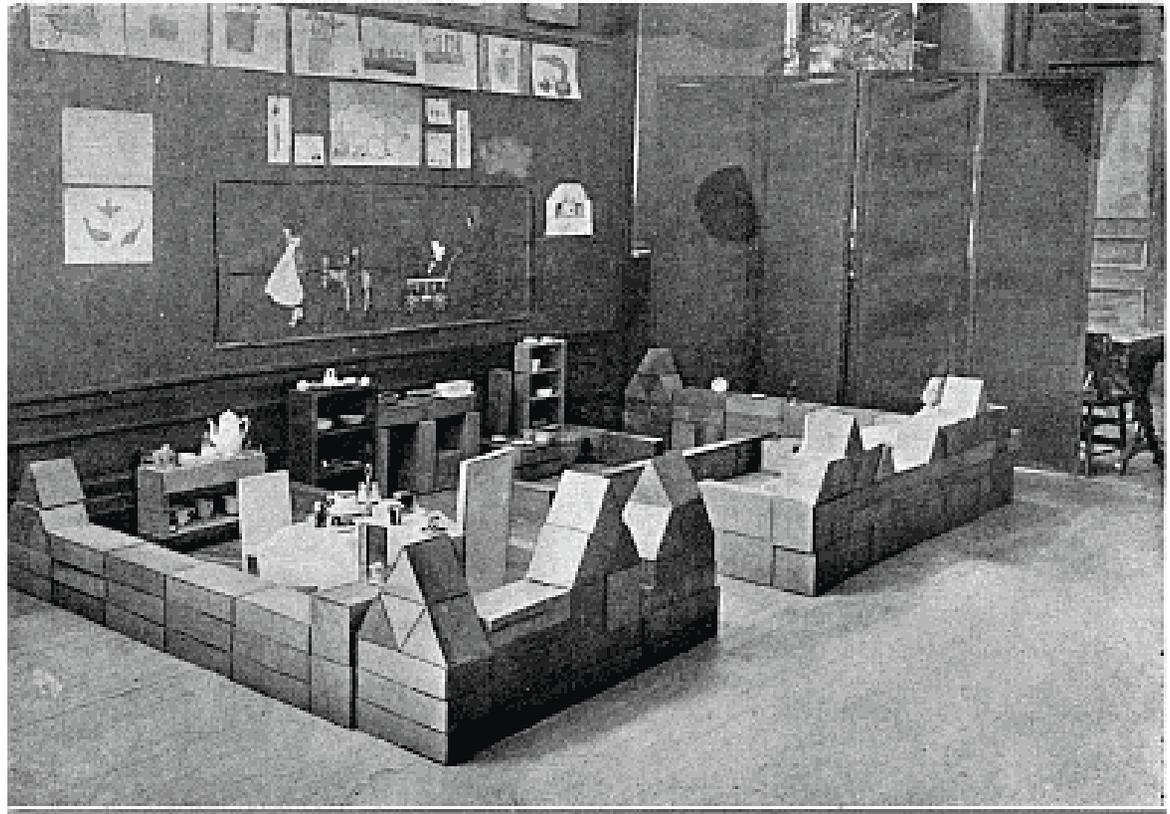
(1796 – 1859)

education "equalize the conditions of men"

- 1) people should not be ignorant;
- 2) public: paid for, controlled, and sustained
- 3) children from a variety of backgrounds;
- 4) non-sectarian
- 5) free society spirit, methods, and discipline
- 6) professional teachers.

universal education reformer





Patty Smith Hill

(1868 — 1946)

freedom to play

1887 Louisville Kindergarten Training School

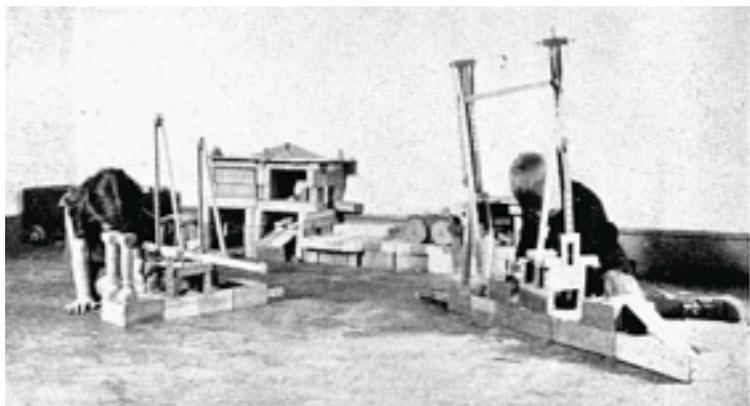
(with her sister)

1905 Columbia University

1924 Institute of Child Welfare Research at Columbia University Teachers College (Horace Mann School)

developed building blocks scaled to size of children

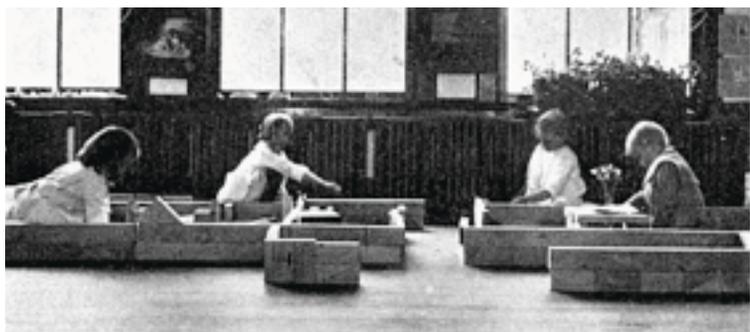
tucker viemeister 12.2011



1918: *catalogue of play equipment*: Bureau of Educational Experiments



1930's: Lincoln School, Teachers C



Hill's blocks



Elisabeth Irwin

(1880-1942)

1912 Little Red School House

(LREI)

Bleecker Street, NYC



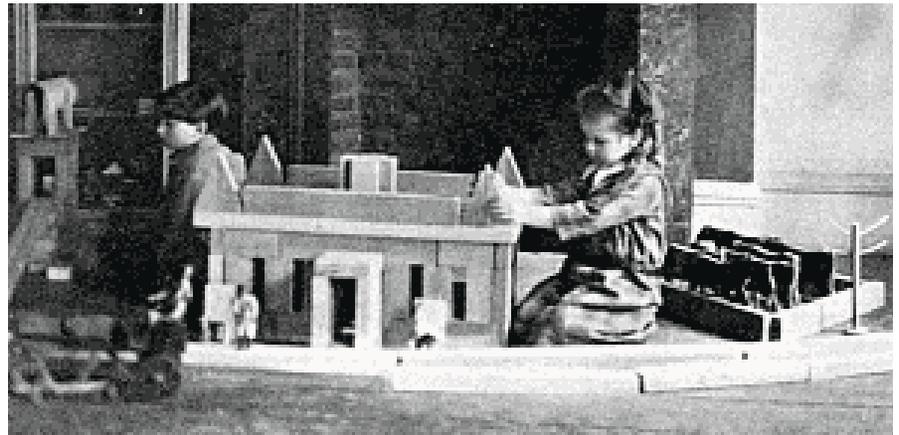


Caroline Pratt

(1867-1954)

1914 City & Country School

13th street, NYC

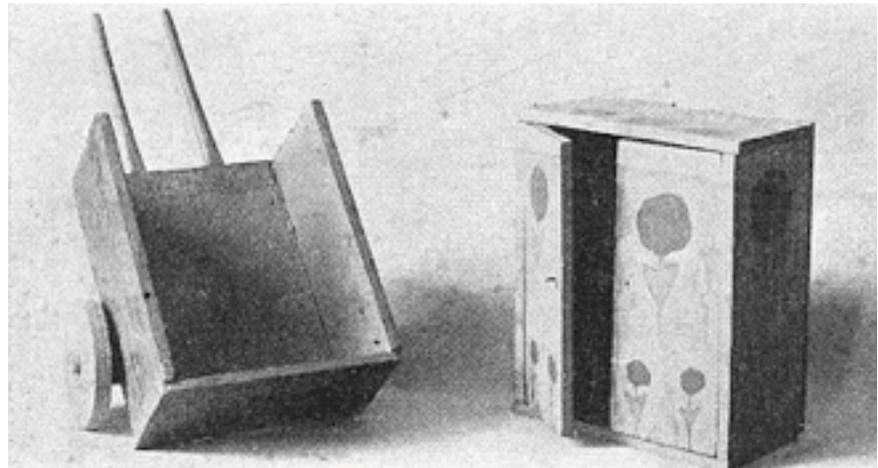
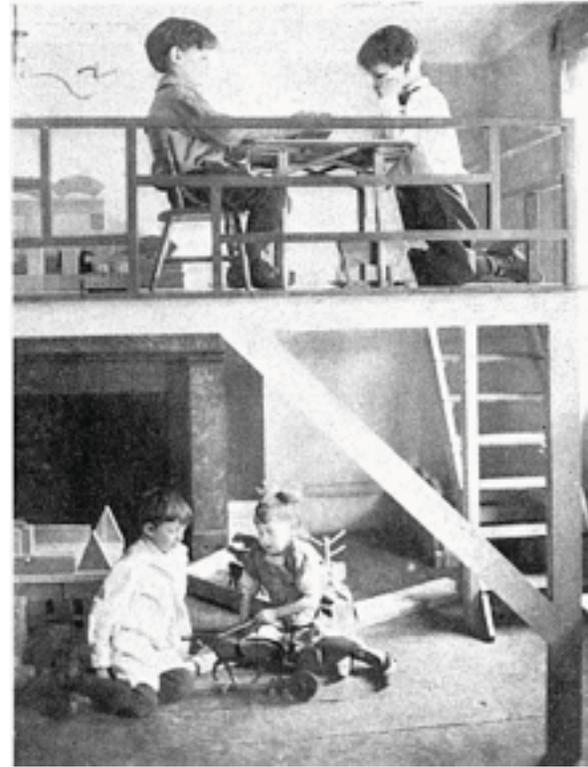




Lucy Sprague Mitchell
(1878-1967)

Bureau of Educational Experiments.

1918 Bank Street
16 West 8th Street



“Education should no longer be mostly imparting of knowledge, but must take a new path, seeking the release of human potentialities.”

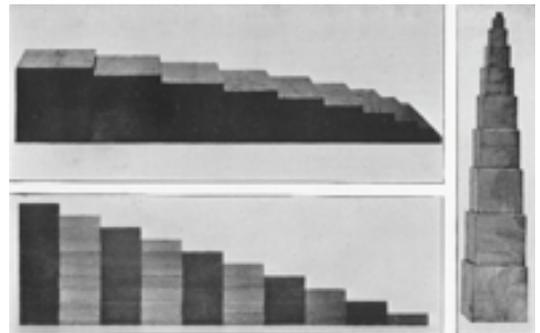
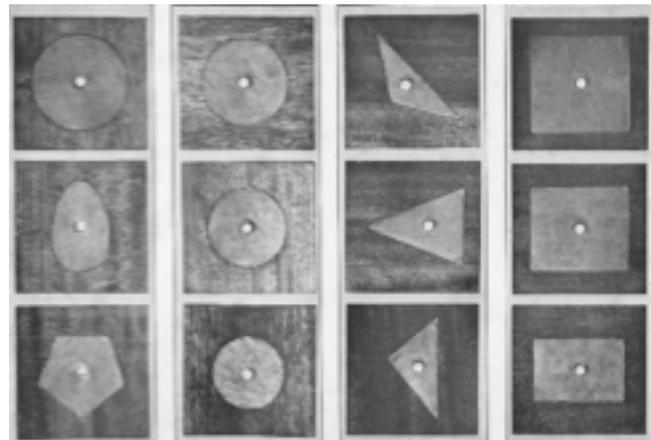
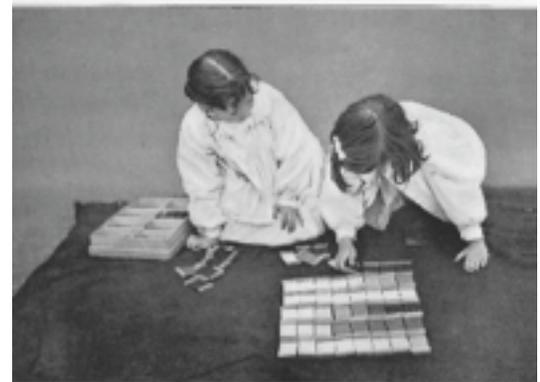
Maria Montessori
(1870 – 1952)

1907 Casa dei Bambini,
Rome

“Scientific observation has established that . . . education is a natural process spontaneously carried out by the human individual, and is acquired not by listening to words but by experiences upon the environment. . . not be a victim of events, but will have the clarity of vision to direct and shape the future of human society.’

encourage natural development



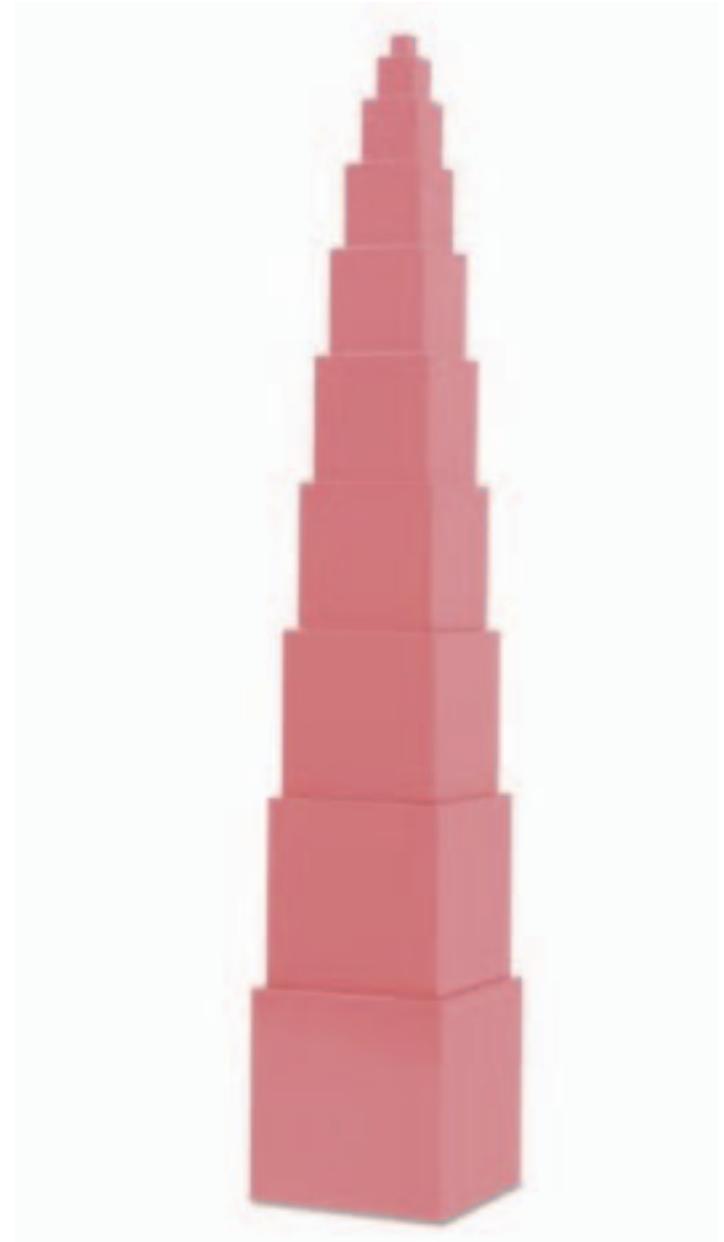


montessori sensorial exercises

Montessori sensorial materials are used to help a child develop and refine their five senses. Materials anticipate levels of difficulty from practical life.

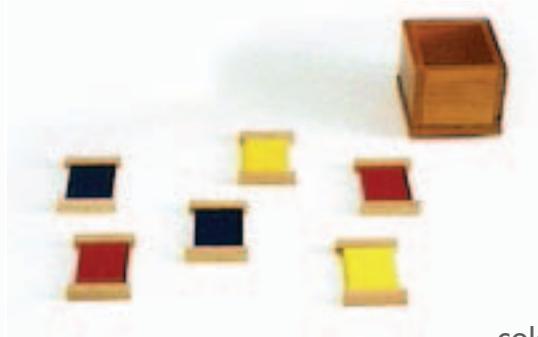
Discipline through liberty

montessori sensorial exercises

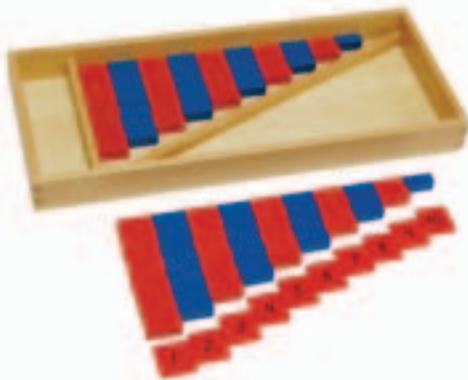


pink tower

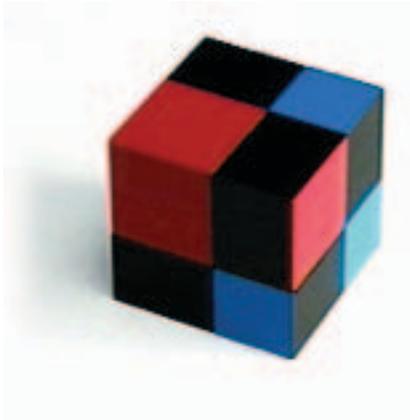
tucker viemeister 12.2011



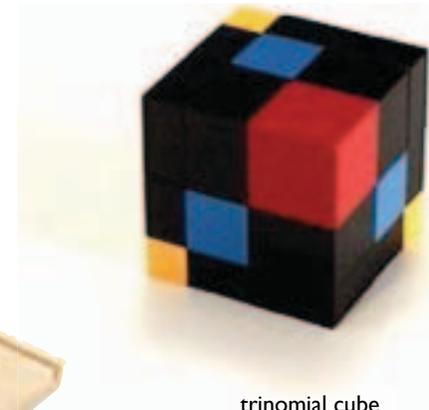
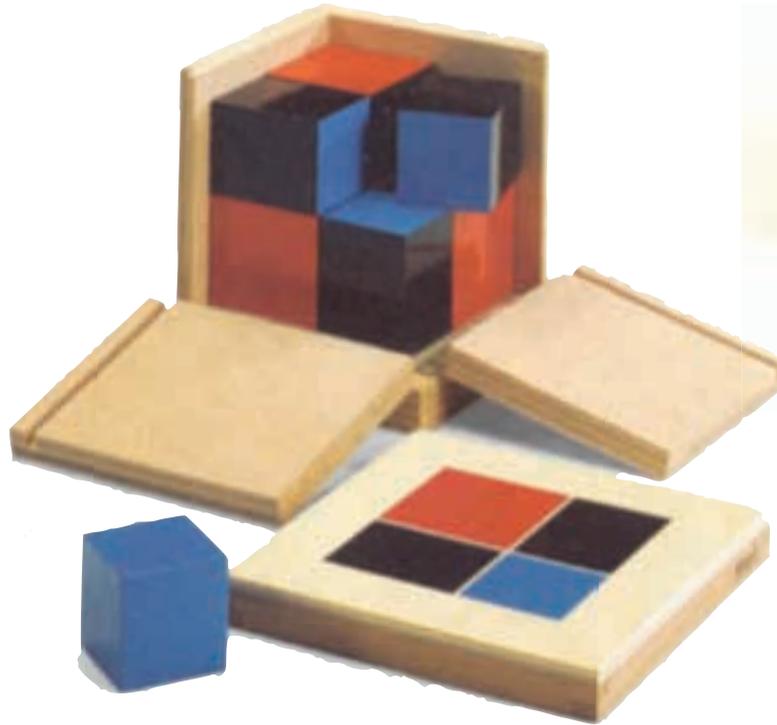
color tablets



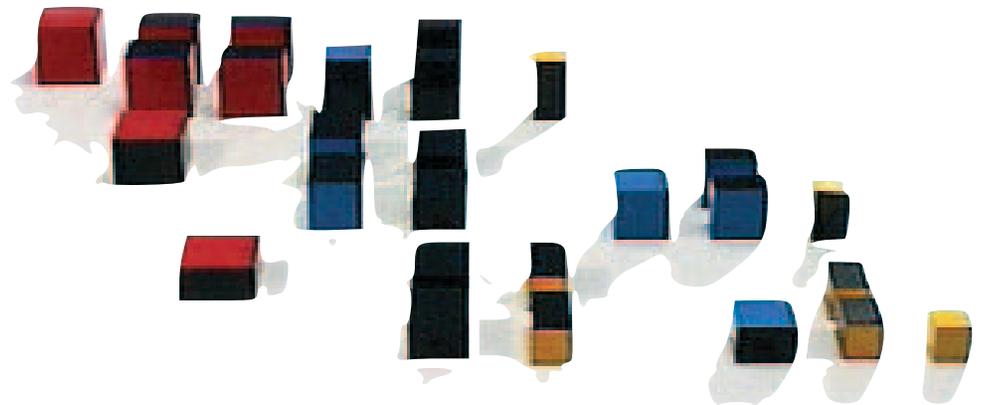
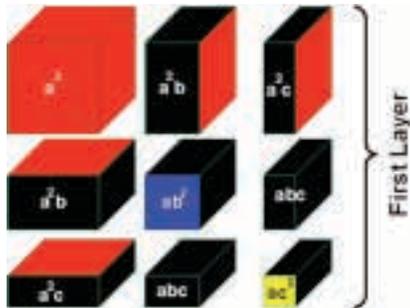
colored cylinders



binomial cube



trinomial cube





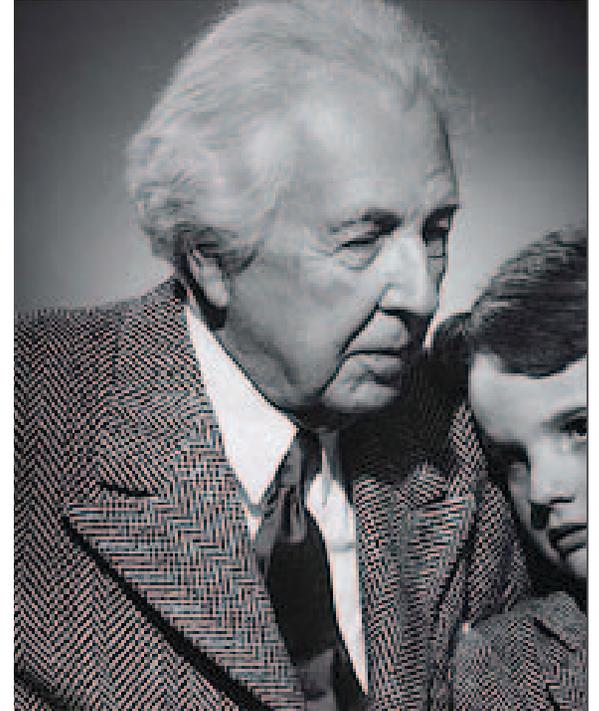
1914: lincoln log:



John Lloyd Wright (1892–1972)

1916 Lincoln Logs





1923 Imperial Hotel, Tokyo (inspiration for Lincoln Logs)
(shown: Wright and grandson, Brandoch Peters)

progressive education:

reaction to classical rote learning system and textbooks

learn through doing

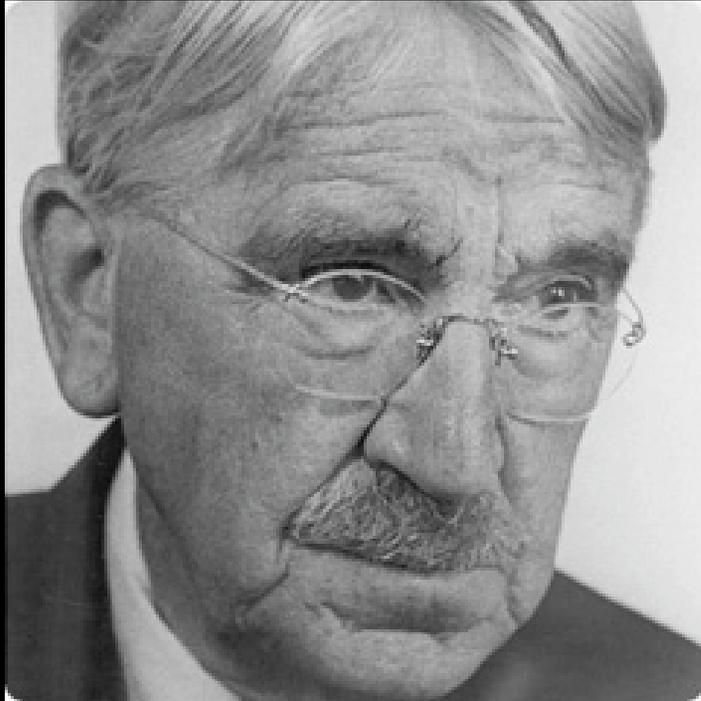
hands-on experience – experimental approach

project based

subjects integrated – problem solving

open-ended

learning is lifetime pursuit – there is no absolute truth



psychologist/educator:

child centered

cultivate diversity

learn through doing

John Dewey (1859-1952)

1896 Laboratory School University of Chicago

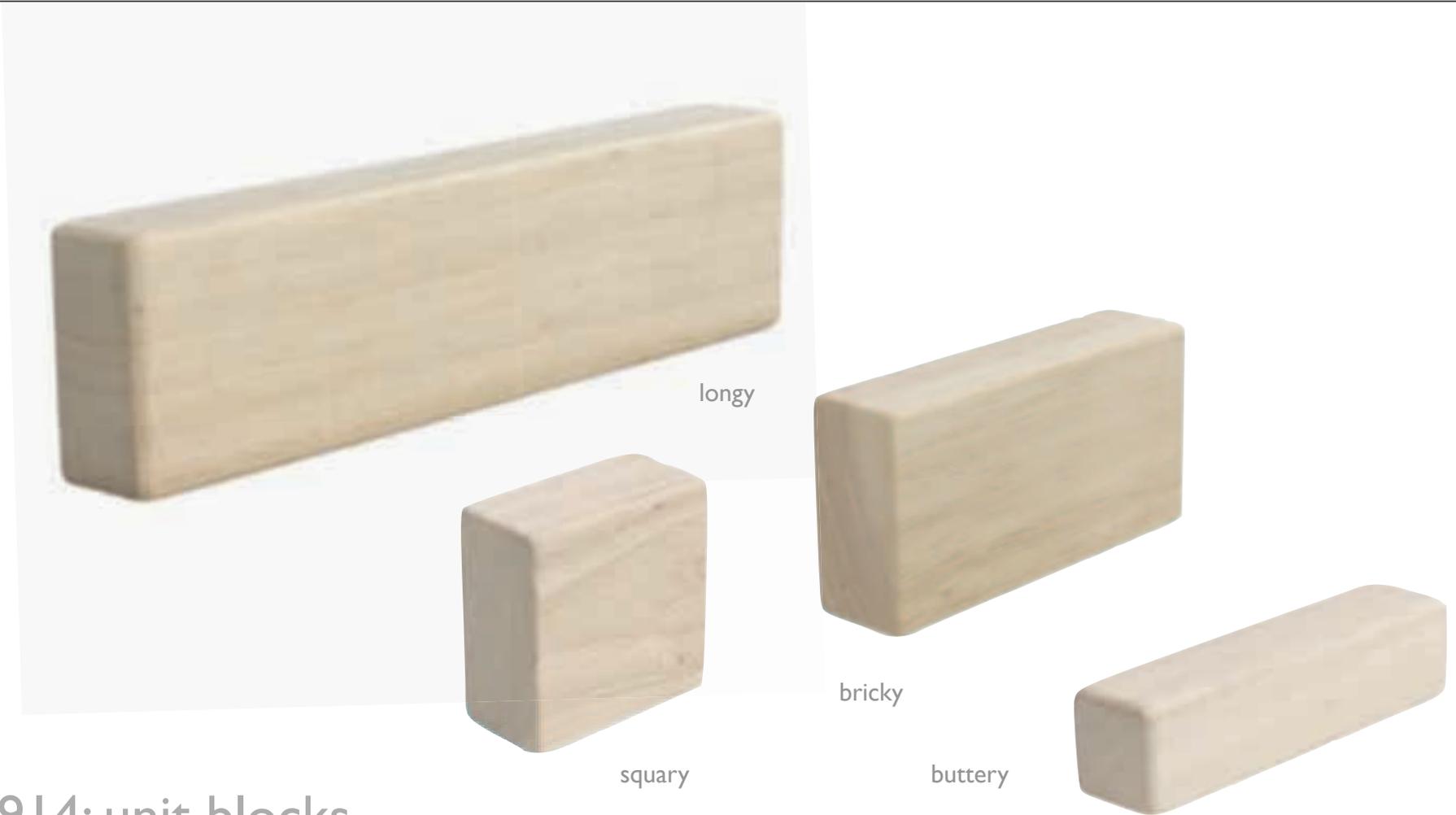
1905 Columbia University

progressive education



brick: oldest building block

tucker viemeiste



1914: unit blocks

City & Country School

modular building blocks

tucker viemeister 12.2011



Manhasset Bay School

c.1932



city & country: Ill's



IV's

a home



V's

3 layer building (basketball court on top)



VI's

model Grand Central Station



VII's

last block project: build Brooklyn Bridge

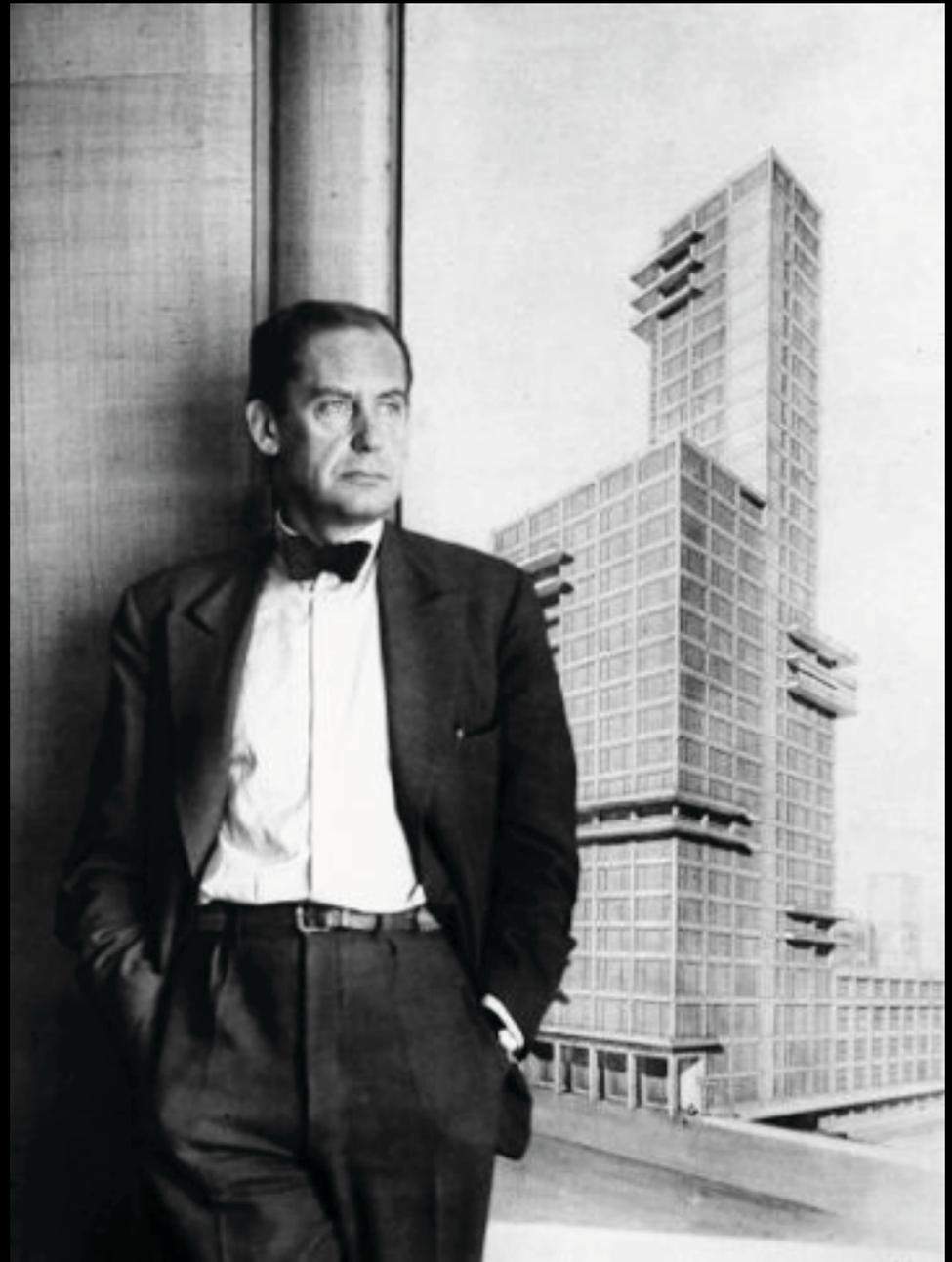


yard blocks

“Our guiding principle was that design is neither an intellectual nor a material affair, but simply an integral part of the stuff of life, necessary for everyone in a civilized society.”

Walter Gropius
(1883 – 1969)

1919-1933
Bauhaus



1. me
2. ergonomics/ psychonomics
3. play
4. good/bad
5. conclusion

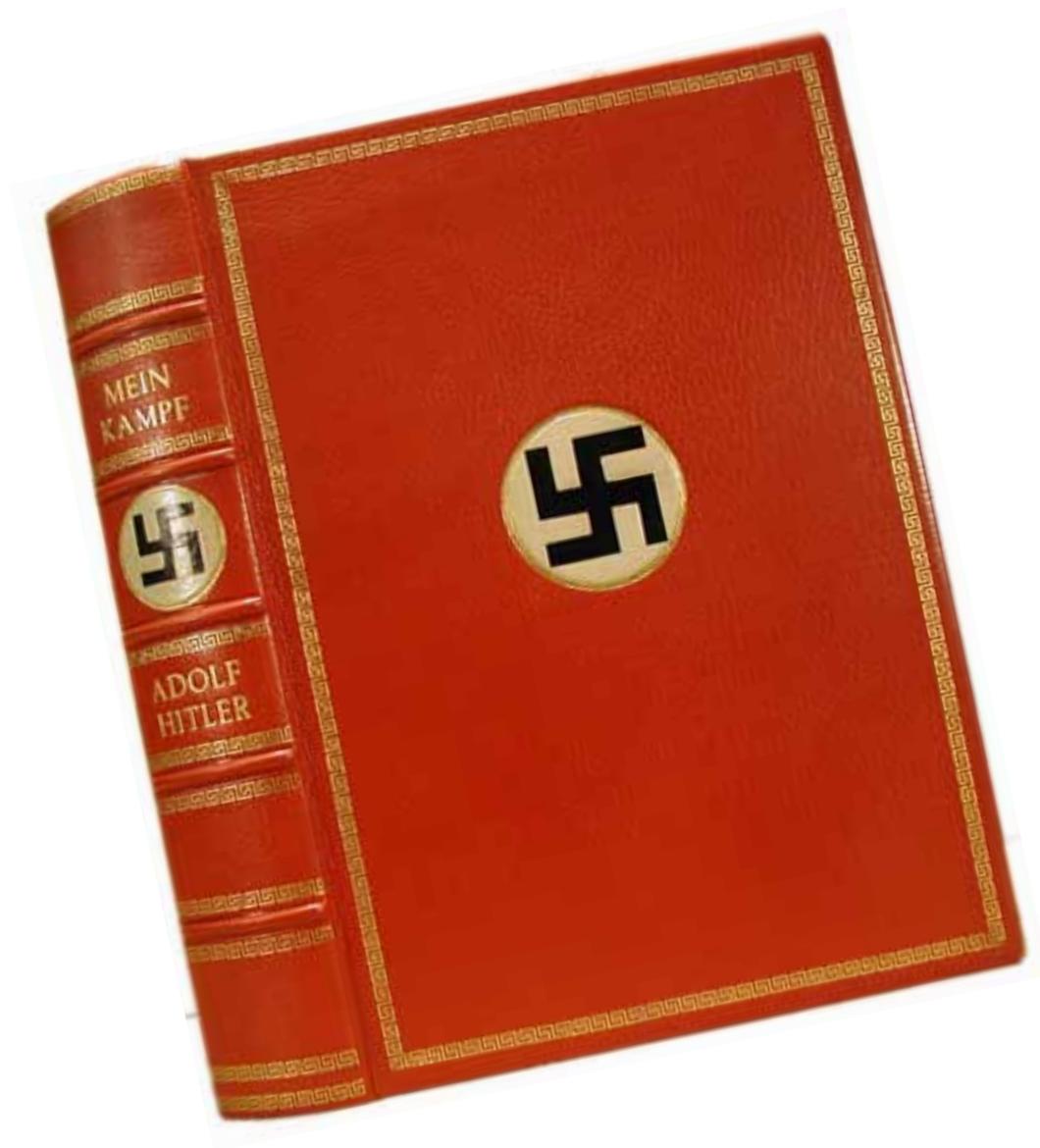


F R E E D O M

OPPRESSION

confidential TUCKER VIEMEISTER













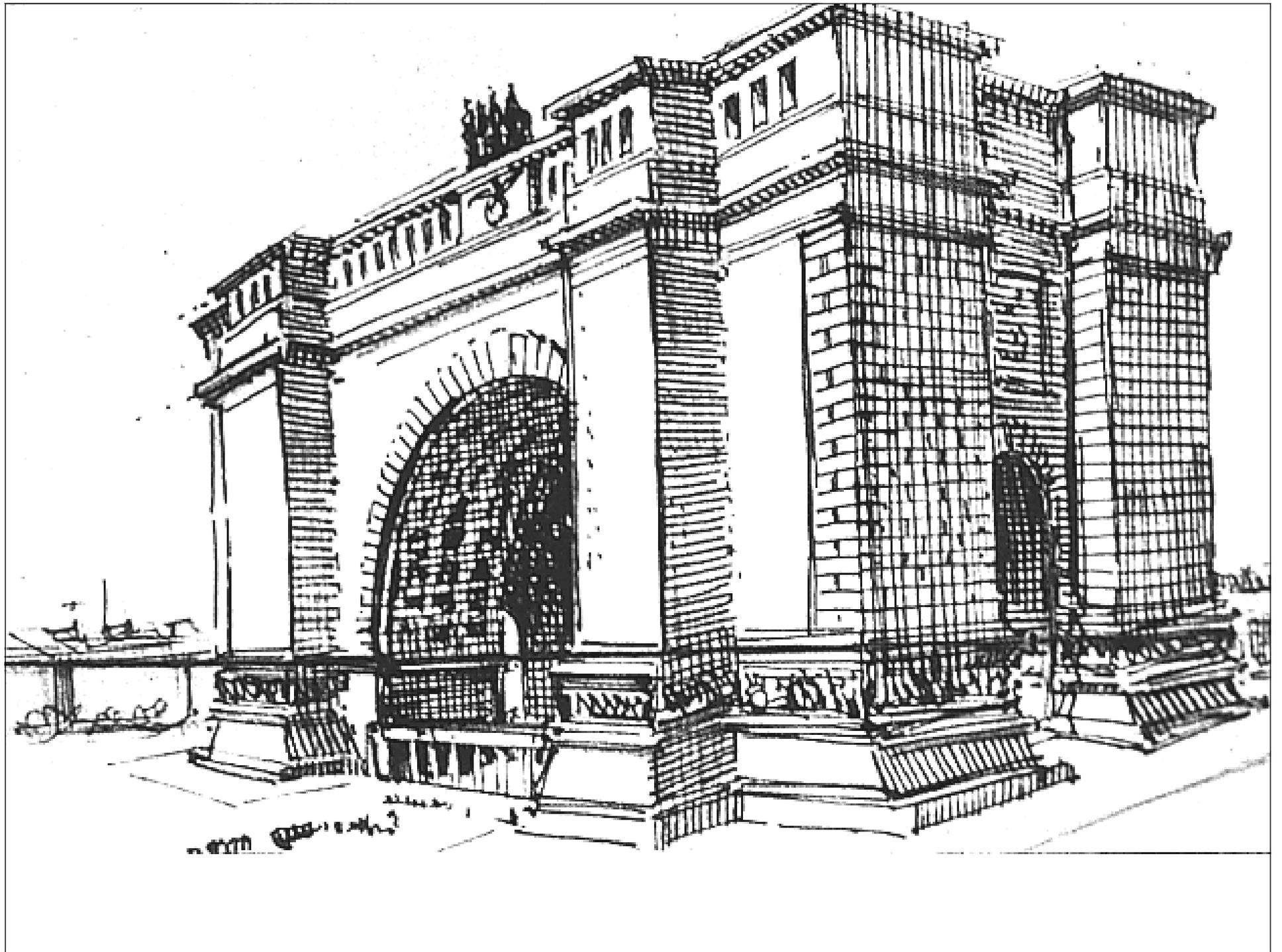






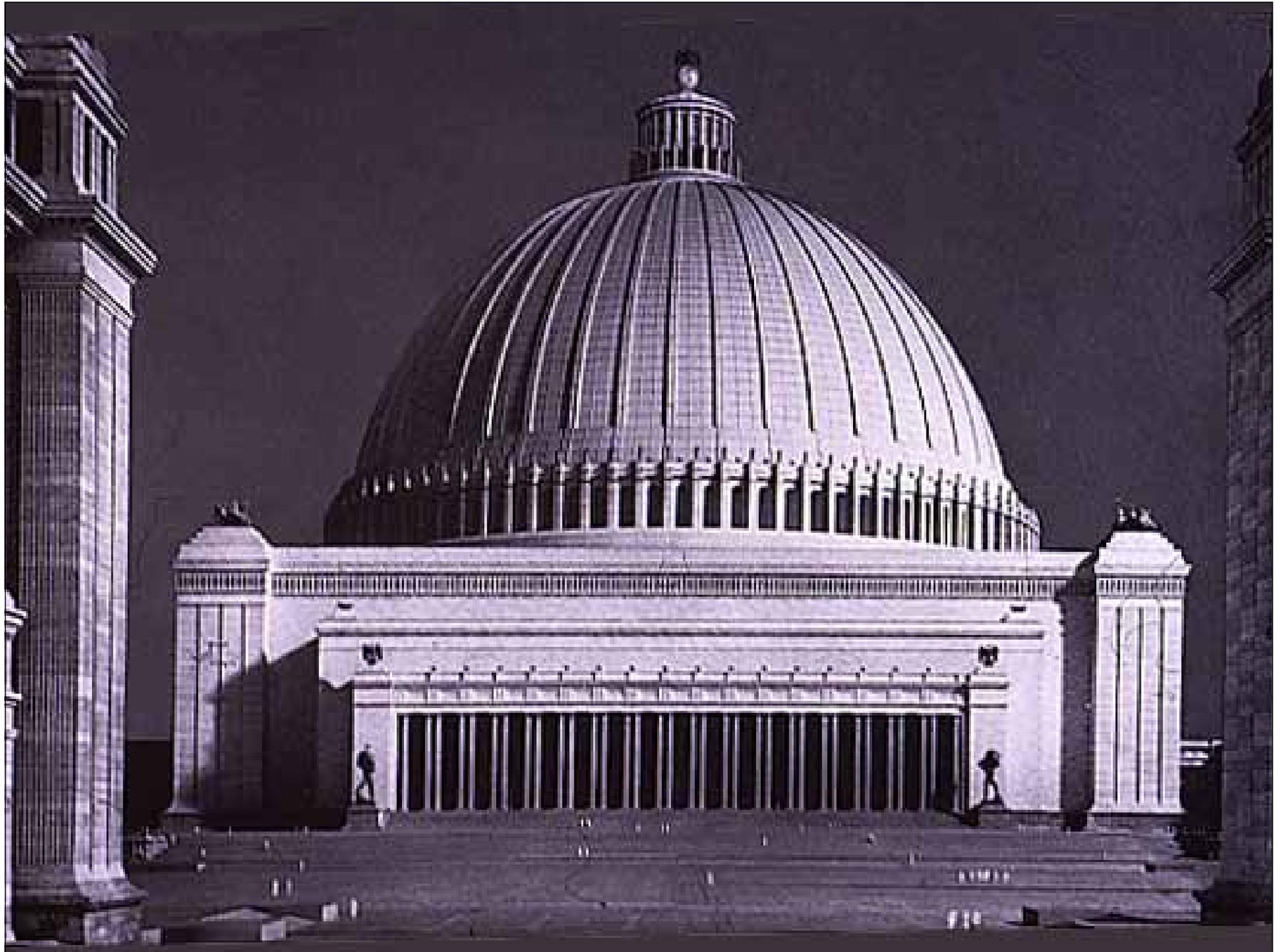
























Die Wehrmacht

HERAUSGEGEBEN VOM REICHSKRIEGSMINISTERIUM

I. JAHRGANG
Nr. 1
BERLIN
SECHS JAHRE
August 1933

Einzelpreis
25 Rpf.
und Bestellgeld
ERSCHEINT
1 mal monatl.



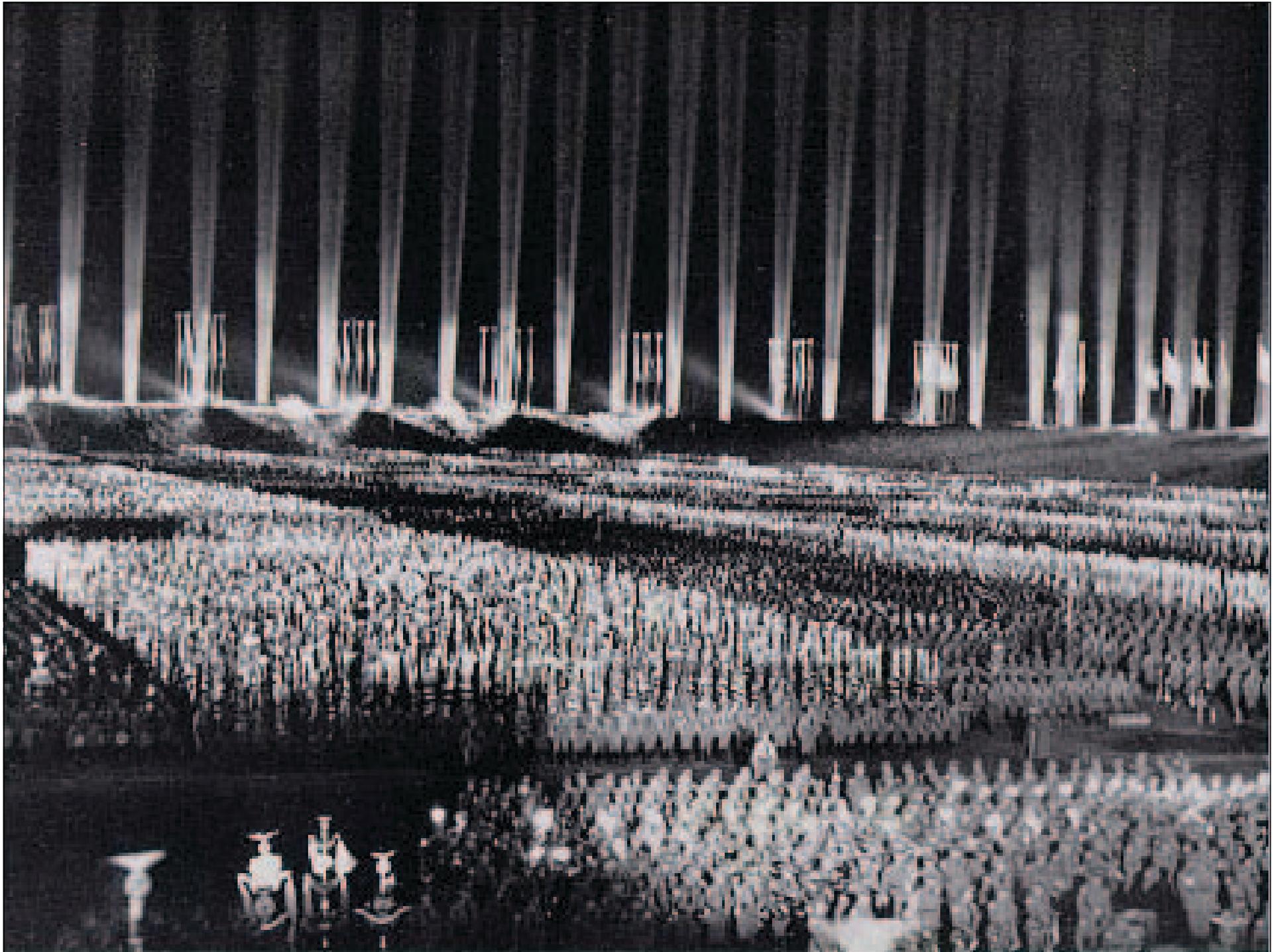


1958 Die Deutsche Arbeiterfront
Araft durch Freude - Gas Berlin

Dem
Strand
1959



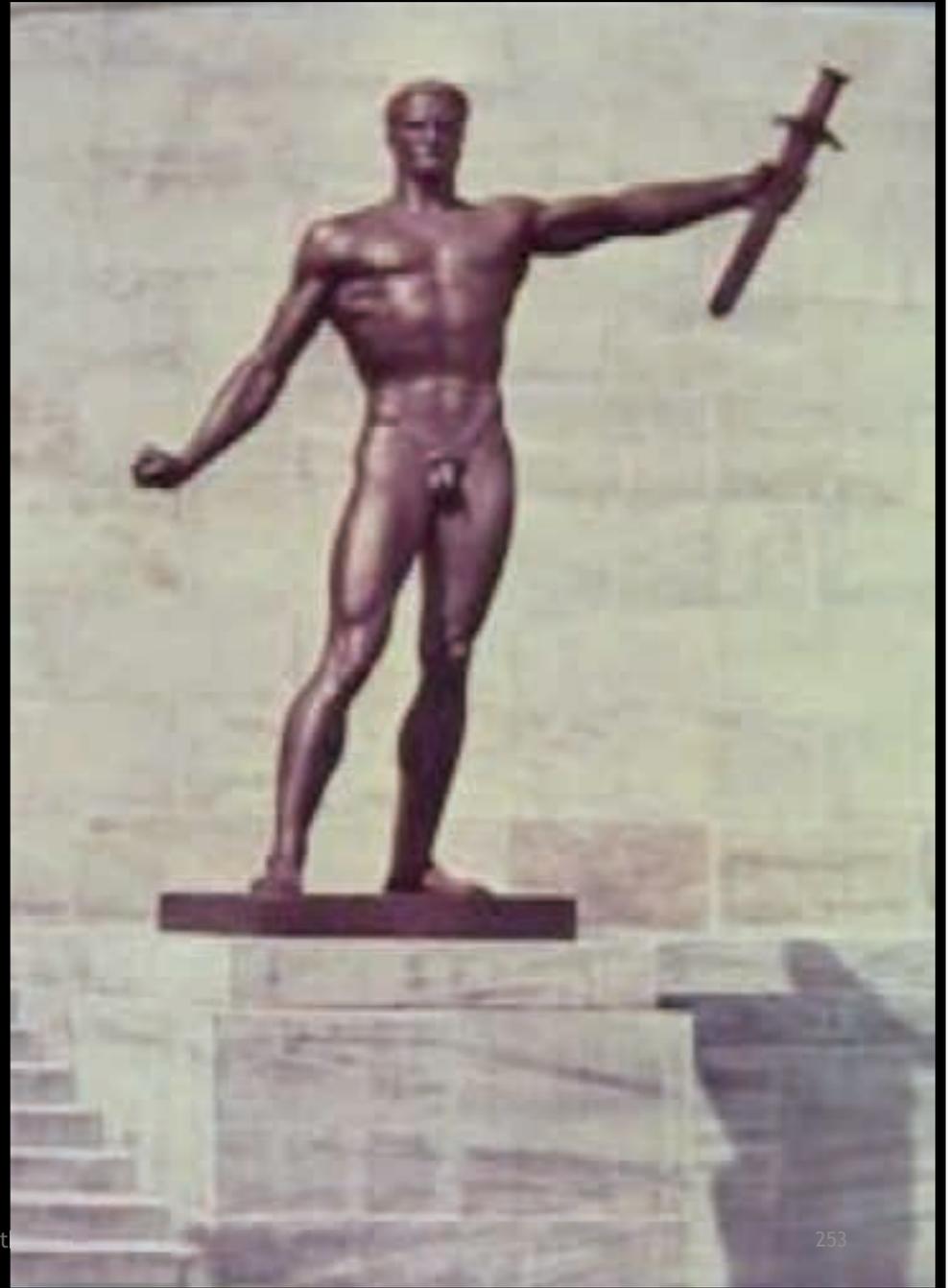








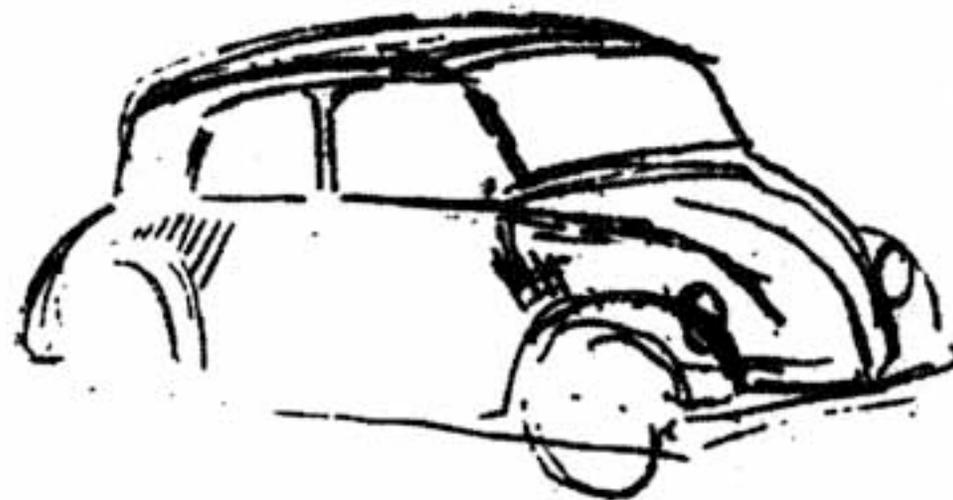












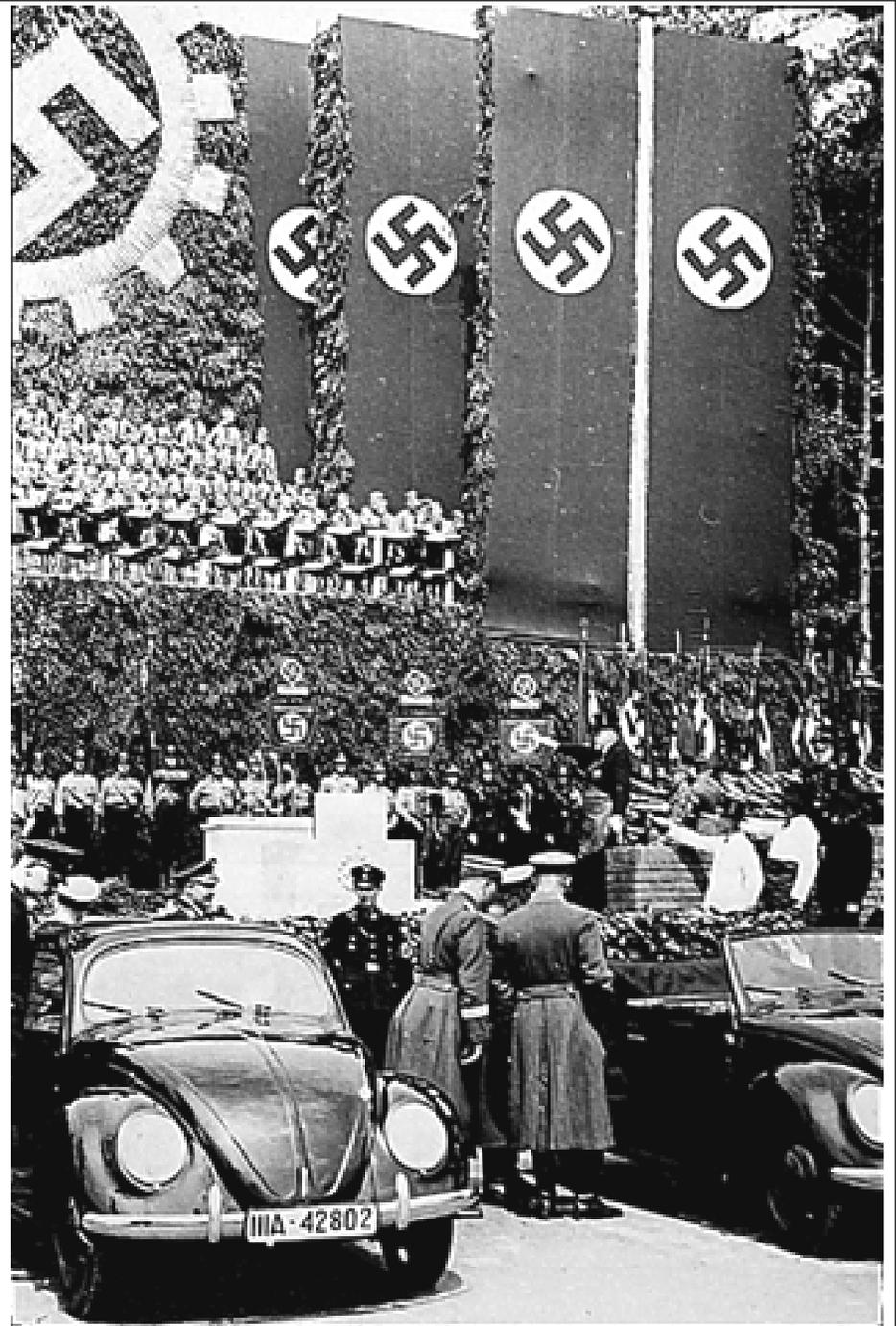
Sketch of Volkswagen by Hitler for Jakob Werlin, director of Mercedes Benz, 1932.

Dein KdF WAGEN

"Strength Through Joy"



AUSKUNFTE¹ BEI ALLEN KdF-DIENSTSTELLEN





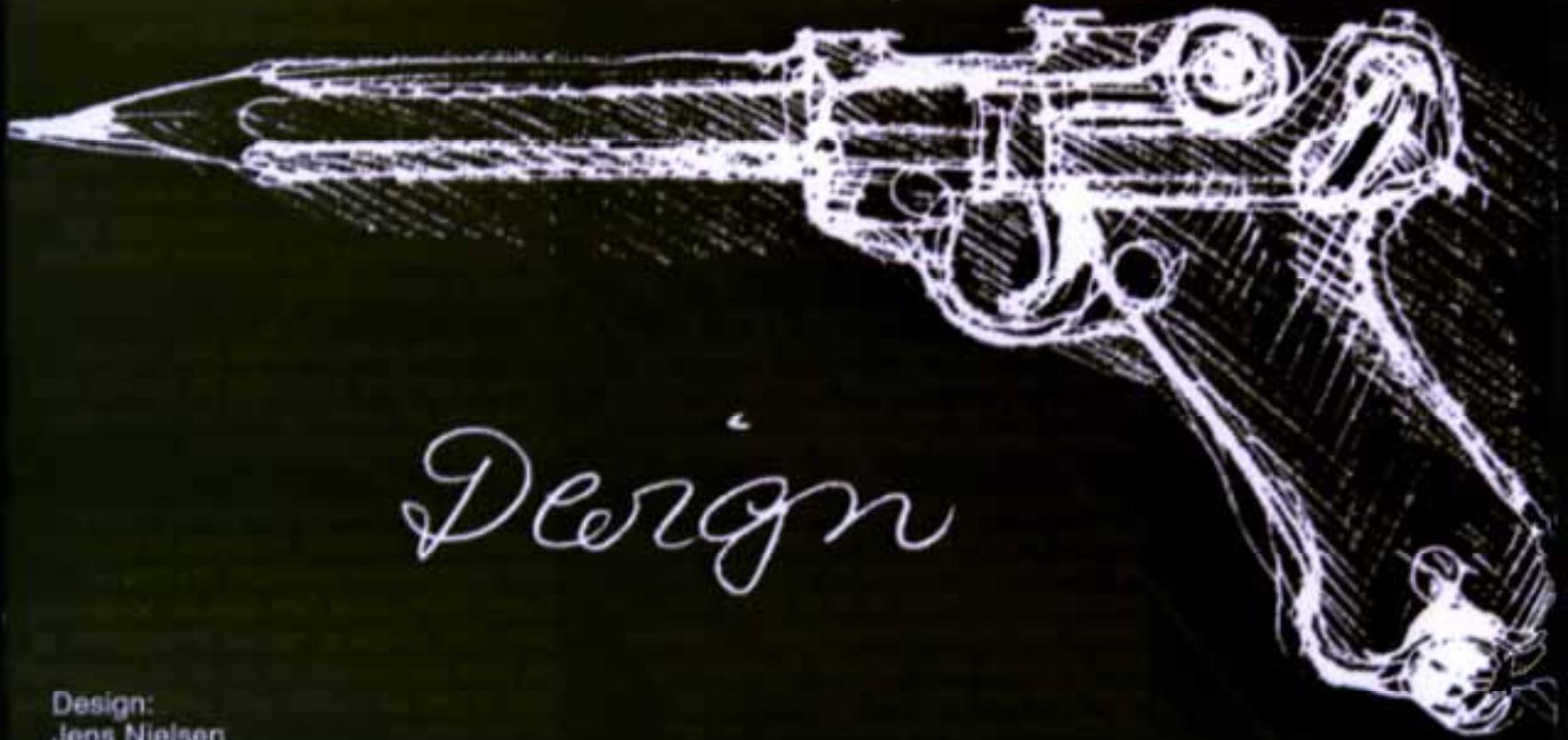








BAD



Design:
Jens Nielsen









flight







measure



HIGHBROW

...the first time
...the first time
...the first time

...but the first time
...but the first time
...but the first time

There's a two
...a two
...a two

ENRO

EXXON



®



Some guy in
...was caught
...buying enema kits at
...CVS, using them,
...returning them,
...and returning them
...to be repurchased.

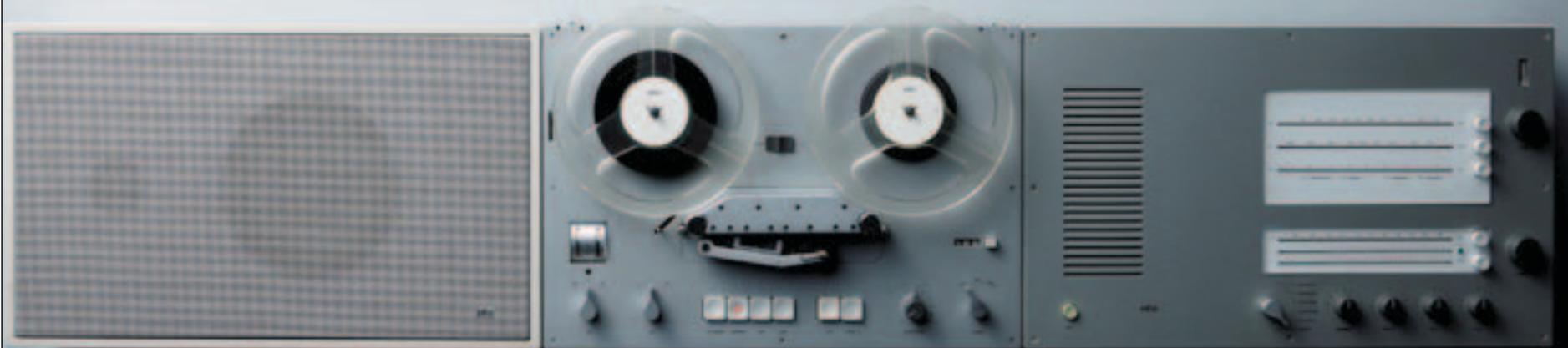
...George Gal and
...actually funny (Blair
...Walderf yells
..."She's not country
...strong!" from
...the back of a limo).

That
...the
...a film
...to
...grape

LOWBROW

1. me
2. ergonomics/ psychonomics
3. play
4. good/bad
- ▶ 5. conclusion

form and function?



A photograph of three women of different ages standing side-by-side against a plain grey background. Each woman is holding a cane. The woman on the left is younger, with dark hair, wearing a black long-sleeved top over a striped shirt. The woman in the middle is middle-aged, with red hair, wearing a black vest over a white top. The woman on the right is older, with white hair and glasses, wearing a dark blue sweater over a white collared shirt. The text "good for the user?" is overlaid in white in the center of the image.

good for the user?



good for the people



good for humanity?

A polar bear is shown in profile, walking across a vast, flat, and textured landscape of snow and ice. The bear's fur is white, and its large, dark claws are visible on the ground. The background is a soft, hazy blue, suggesting a distant horizon or a misty sky. The overall scene is serene and cold.

good for nature?

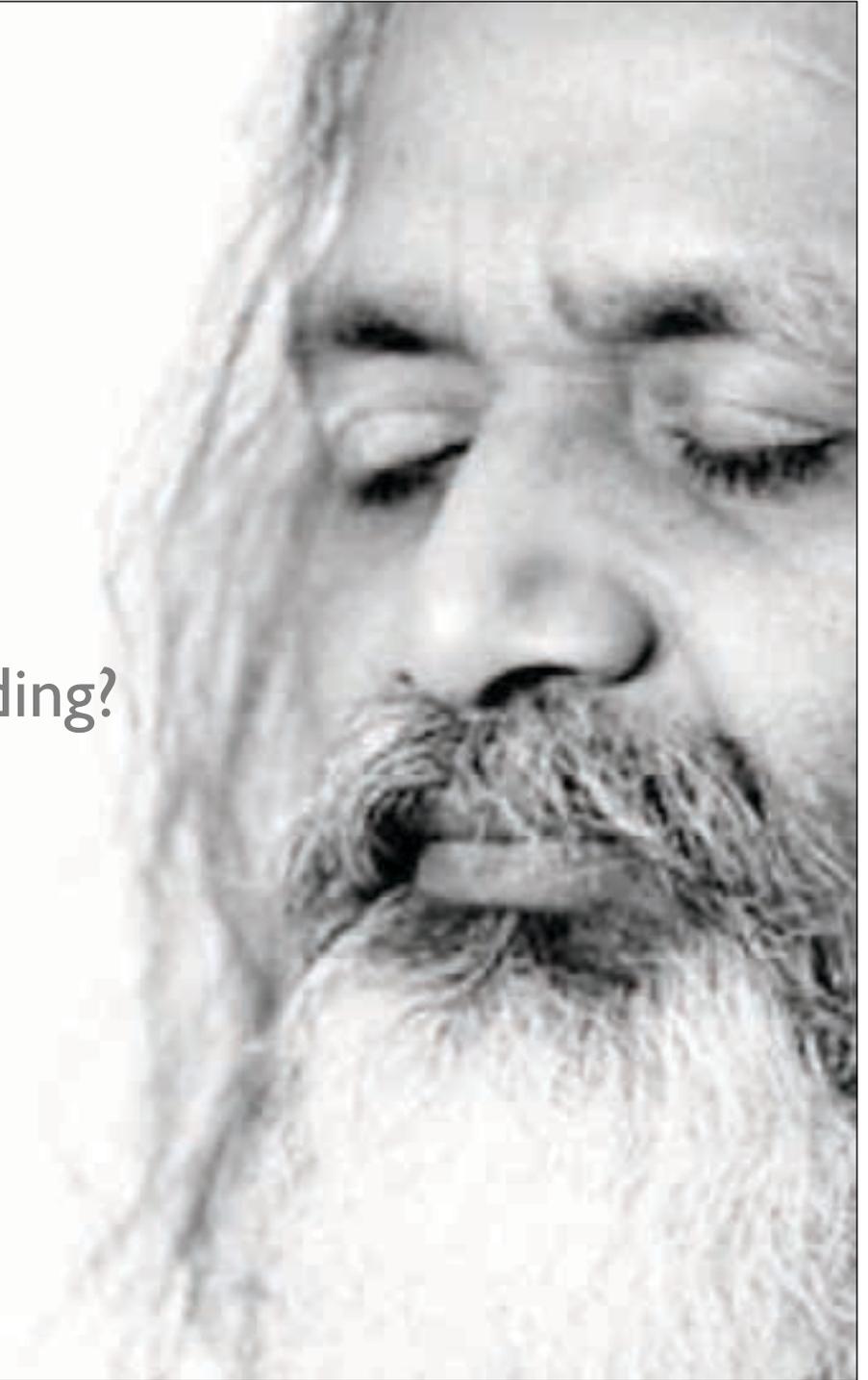


good for planet?



understanding?

confide



SPINACH

TUCKER VIEMEISTER