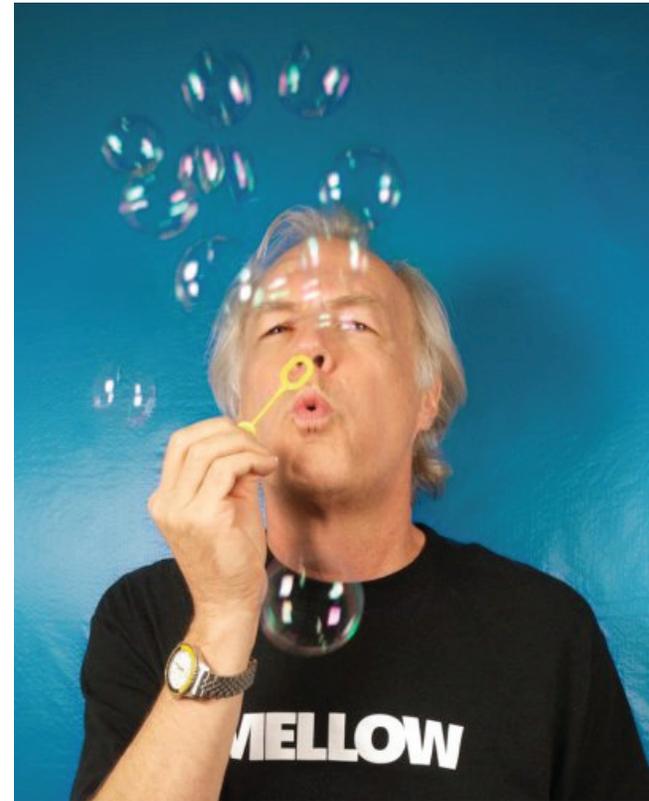
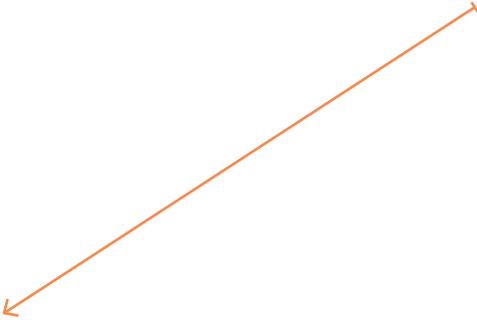


TUCKER VIEMEISTER



Tucker Viemeister is an industrial designer in New York. His father was also an industrial designer and Tucker was named after the Tucker Sedan his father was working on. He help founded and pushed design development at frogdesign NY, Razorfish, Springtime USA, and Smart Design, where he helped design the Oxo “GoodGrips” kitchen tools. He previously led the lab at the Rockwell Group that dealt with interactive digital technology in objects and environments. Tucker is currently the director for Special Projects at Ralph Appelbaum Associates in NY. Tucker is always pushing for design innovations, as well as encouraging people to design for a better world.



Thoughts

I think that Tucker has a very interesting portfolio ranging from practical tools to interactive environments. He said that when you are designing products, you are designing it for the people and for a specific or a wide audience and you should always keep that in mind and test things out. What is its form and function? Is it good for the people? Humanity? Nature? Even though we are both different types of designers, there are principles that apply throughout different design disciplines.

I like how much he considers about the audience and sustainability because then the projects are very considerate and have a long-lasting impact.



Tucker works in many collaborative environments and understands how everyone has their own point of view coming from different disciplines and how to incorporate everyone's ideas and expertise to produce something meaningful.

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I read your “The Role of a Designer? Encourage More People to Become Designers” article that you originally wanted to become a President, but decided that designers could change the world in better ways. How do you think that designers can change the world?



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He answered that designers have a good opportunity to change the world. We are multimedia oriented and can make things. On the other hand, politicians just talk. For designers, it's exciting that we can make things for people and us. However, it is sad because designers are a background profession, like how singers keep getting the fame, but the bass player doesn't.

Q+A

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How do you push innovation in companies who are concerned about their present state – such as creating products that are profitable, but not sustainable?



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He answered that companies only want to get money and designers think about how things are used, recycled, and what happens to it. You can design something so beautiful it never gets thrown away, but a paper bag always gets thrown away, But if there is infrastructure for it, process for it is painless.



In order for a collaboration to work you must respect their expertise and accept criticism in the process, because it is more successful as a team. You practice and get better at it.



Either we try to do better, or it's just random and there's no point. Just go off and get drunk!



Design is a powerful tool. We need watch how we use it and understand the symbols and the forms.



How you think about stuff is as important as how you fit in it.

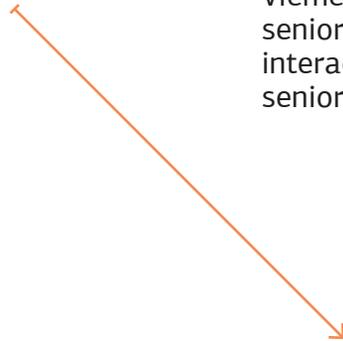
Advice



I asked Tucker that if he could design anything, what would he design. He answered that he would design a senior housing or hospital for people to feel better if they are sick if he could find the developer.



My fantasy project with Tucker Viemeister would be to create a senior housing that incorporates interactive experiences for every senior citizen.



We would have a dedicated memory room that would have panels of monitors that show a compilation of the senior's photos and videos and I will create graphics that fit with those emotions.

There is a identification tracking system that will recognize the senior citizen enters the room and will play those memories for them.

I would also want to design an interactive scrapbook that will display all their memories and when they touch the interactive paper, the video will play. This for them to take with them wherever they want.

Fantasy Project