

## No Ware

### Study For DIY Phone (2013)

Study for the 'DIY Phone' a hand-built, DIY smartphone based on open-source hardware. Build for modularity, not size. Build for use, not crippled by 'ease of use' and built for a new world, defined by us not by them. Slow-computing extravaganza.

### LOFiPhone (2014)

Repurposed iPhone 3gs as radio (wireless) telegraph.

### Jugaad Cinema display (2013)

Highly impractical dual-display setup running fake OSX on open-source linux. complementing the water bottles.

### Apple Cooking (2013)

Despite the terrible waste of resources and damage caused by overconsumption people always seem to try to find a way to put in perspective.

### Jugaad Speakers (2014)

The Harman Kardon Soundsticks (+ iSub 2000) speaker series introduced in 2000 were specifically designed to fit into the Apple product family(1). In contrary to these under-designed waterbottle speakers, the original Soundsticks are extremely well over-designed and offering no audio quality at a steep price. Atleast the design is transparent, literally, allowing one to view the interior components, something quiet unimaginable today(2).

<sup>(1)</sup>[http://en.wikipedia.org/wiki/Harman\\_Kardon](http://en.wikipedia.org/wiki/Harman_Kardon), retrieved 3-1-2014.

<sup>(2)</sup><http://www.vam.ac.uk/whatson/event/3015/design-culture-salon-transparent-design-what-does-it-mean-4400/>, retrieved 3-1-2014.

### Mop (2014)

Chinese style DIY mop, made from recycled Apple Store employee t-shirts.

### Big Business Cards (2013)

Shameless self promotion, makes no secret of its intentions. Take one if you like.

## Dennis de Bel

### Objects of Desire (2014)

Ornamental marble devices

D670,286 references to the U.S. patent owned by Apple, describing "The ornamental design for a portable display device"<sup>(1)</sup>, effectively patenting a rectangle with rounded corners.

Marble is a type of rock formed from minerals like calcite<sup>(2)</sup>. Calcite was used during the Second World war to make gunsights<sup>(3)</sup>. The guns using these 'reflex' type sights<sup>(4,6)</sup> are still being used today, amongst others by the Congolese army (FARDC)<sup>(5)</sup> who are in bloody conflict with the m23 rebels over the control of the coltan mines<sup>(6)</sup>.

<sup>(1)</sup><http://www.google.com/patents/USD690300?dq=D670,286&ei=zgWdUNGqllHo0QGsz4HQDQ>, retrieved 3-1-2014.

<sup>(2)</sup><http://en.wikipedia.org/wiki/Marble>, retrieved 3-1-2014.

<sup>(3)</sup><http://en.wikipedia.org/wiki/Calcite>, retrieved 3-1-2014.

<sup>(4)</sup>[http://dc-database.com/defence/view\\_main.php?weapon=5-60&tab=Design](http://dc-database.com/defence/view_main.php?weapon=5-60&tab=Design), retrieved 3-1-2014.

<sup>(5)</sup>DRC weaponslist: [http://en.wikipedia.org/wiki/Armed\\_Forces\\_of\\_the\\_Republic\\_of\\_the\\_Congo#Anti-Aircraft\\_guns](http://en.wikipedia.org/wiki/Armed_Forces_of_the_Republic_of_the_Congo#Anti-Aircraft_guns), retrieved 3-1-2014.

<sup>(6)</sup><http://www.spiegel.de/international/world/m23-rebel-push-to-liberate-congo-could-destroy-the-country-a-869541.html>, retrieved 3-1-2014.

### 1 Minute Covers (2014)

Design for humans; exploring anthropometric data & ergonomics in a series of smartphone covers made from everyday objects.

### Smart Covers

iPhono (2013): Working phonograph hardware plugin for your smartphone.

Toothbrush (2013): With custom vibration app.

Breadboard (2013): Power your electronic prototypes using your smartphone, everywhere!

Delicase (2011): Ceramic cover, protecting the precious with an even more fragile object.

Newsfeed (2013): iPhone breakfast plate case. A new way to digest your social content in the morning. A true smart-plate that lets you read your email while having a meal.

Hubba-bumpa (2013): This hand-made extra fat bubble gum inspired cover, is a colorful trade-off between protection and usability.

### Concept For a Brick and Mortar Store (2013)

1:72 scale model

Despite the rise of online shopping, many online retailers are now opening up their own physical stores, to reach those who want to do their shopping in person<sup>(1)</sup>.

This is of course not the only motive, come one, there is money to be made and sales by square foot are not going to cut it. Nowadays you need to build deeper connections with customers, by building COMMUNITIES, TELLING STORIES and CURATING an interesting and dynamic inventory of products and services<sup>(2)</sup>.

A recently uncovered training document for Apple employees shows just how deep this connection goes and why having a brick and mortar location can offer you a richer experience.

The methods described in the Apple 'Genius Training Student Workbook' reveal extensive manipulation tactics towards customers as well as indoctrinating the employees themselves<sup>(3)</sup>.

This shows us how brick and mortar stores are actually physical strongholds from which companies can conduct their psychological warfare.

Of course these methods are not limited to Apple, but are common practice in the corporate world. It is alarming however how the 'Geniuses', Apple's technical staff, is trained in social engineering rather than actual engineering.

<sup>(1)</sup><http://www.bbc.co.uk/news/business-24728406>, retrieved 3-1-2014.

<sup>(2)</sup><http://www.forbes.com/sites/sap/2013/11/04/start-up-store-modernizes-brick-and-mortar-retail/>, retrieved 3-1-2014.

<sup>(3)</sup><http://gizmodo.com/5938323/how-to-be-a-genius-this-is-apples-secret-employee-training-manual>, retrieved 3-1-2014.

### Notella (2013)

3d printed pirate copy of the reusable Nutella jar/glass. Literally reused the design of a reusable Nutella jar to create a 3d printed copy of it. China is often associated with faking (western) products. But also the U.S. has a rich history of pirating other nation's proprietary products.

The U.S. congress conveniently refuses to recognise and thus protect foreign trademarks and copyrights<sup>(1)</sup>.

Examples are Champagne, Kobe Beef and Parmigiano-Reggiano cheese. Kobe beef wasn't even allowed to be imported until recently, but yet was widely available as expensive delicacy. The U.S. now allows small amounts of beef being imported, something that makes the situation even worse: previously you knew all kobe beef was fake, now you cannot be sure<sup>(2)</sup>.

<sup>(1)</sup><http://www.forbes.com/sites/larryolmsted/2012/04/19/kobe-and-wagyu-beef-final-thoughts-and-clarifications/>, retrieved 3-1-2014.

<sup>(2)</sup><http://www.forbes.com/sites/larryolmsted/2012/09/28/ko-be-beef-is>