

# InstaFRAME



# Introduction

Provocative Technology was a short term project lead by Dr. Ralph Borland from Capetown and supervised by Prof. Dr. Oliver Baron.

The goal of this short workshop was to design and fabricate a prototype for a 'provocative technology' - an object or tool which has functions for the user but that also challenges the contexts of its use. Preferably it should also provoke questions and debate in wider audiences.

Examples of existing work of this type can be found in interventionist art, critical design, activist practices and homemade DIY technologies.

# Exploration

In the beginning of our reasearch we went out to walk through the city of Cologne. During the strolls we analyzed our surroundings and questioned many public elements. This was done for inspiration and also functioned as a warm up for a suitable mind set.

We came up with many ideas that were not directly taken out of urban space but that surfaced as we talked about certain things during our time downtown.

These are some of them:

- Facebook Friendmaker
- Helm with a screen for facial expression (Smileys, QR-Codes)
- Laptop Sexdoll
- Personal filming service for Concerts you can't attend
- Used Look Kit

We looked at those ideas and noticed that there are two main areas that interested us: social interaction and consume behavior.

# Ideation

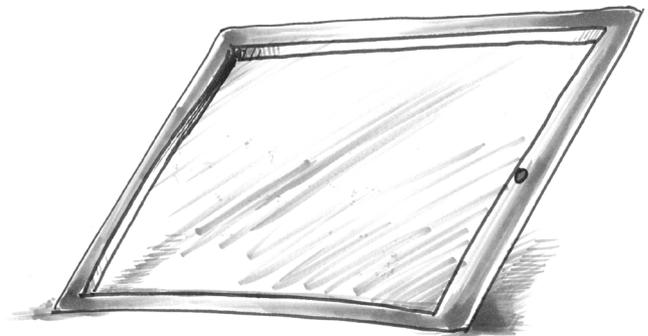
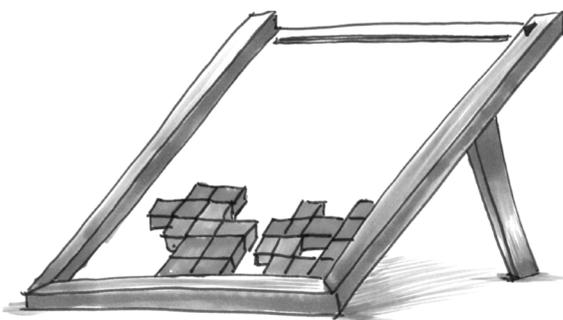
Both of us were at one with making a product that would be touchable. As such we soon got interested in toys which would criticize certain social phenomenons.

We came up with a wooden game of Tetris in which one would randomly receive a piece representing stress causing elements from daily life. The player must place the pieces in a way that would prevent reaching the top of the board, resulting in a “burn out”. As we got in detail with this concept we realized that the game could only work with certain examples of worries in life. Picking those examples however proofed to be extremely difficult because not every person could identify her- or himself with given problems.

During further discussions about possible concepts we came up with a product that combines a critical statement towards strange ways of consumption and social interaction.

The InstaFRAME was born. This device is a combination of a tablet-pc (iPad) and a traditional picture frame with interchangeable effect filters allowing its user to experience her or his surroundings in a much more beautiful way. This concept criticizes the way people perceive all sorts of content through these new portable devices and how images are being altered with software such as Instagram to appear more interesting than they actually are in reality. Additionally many people use those devices to record/archive certain moments in life less for themselves but for sharing purposes ( e.g. filming a concert instead of purely experiencing it). During the recording the need to memorize the event weakens, which makes the actual experience less meaningful.

With InstaFRAME people can once again regain the value within daily moments by framing them.



# Implementation

During the building process of the InstaFRAME we came to the question which form the frame should have and what kind of materials underline the provocative idea behind it.

It was necessary to choose a design which resembles a well known product and at the same time delivers our critical statement. One of the most famous products on the market in that area is the iPad. Because of that we chose its measurements for our product. We began to build the device concentrating on the look of a tablet-pc but accomplishing this through visual characteristics of a traditional picture frame. Thus we decided to use wood as our main material. To decide which finish of the wood would fit most we build a 3D model and rendered out three different wood versions to effectively decide on one setup. We went with a dark wood finish because a brighter finish only resembled a picture frame but not a tablet. Additionally the dark look emphasized the image inside more making the effect filters much more eminent.

We figured that one of the most important features of a tablet-pc are the rounded outer corners and the black border around the screen. We applied these features in our mockup model to quickly test whether our ideas would result in an appearance we had in mind. During that process we found out that the home button was necessary for the look of a table-pc such as the iPad.

As for the filter slides we used transparent foil for overhead projectors. The color effects were made using Photoshop and then printed onto the foils. One side of the tablet incorporated a thin slit for the interchangeable filters.

Lastly we built a suitable stand made of acrylic glass and a sleeve, made of felt, for protection and transport means.



# Implementation

