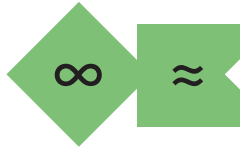




SENSORY DESIGN DICTIONARY

TO EXPLORE THE HAPTIC
POTENTIALS OF MATERIAL

a workshop by
MASAYO AVE
Haptic Interface Design Institute, Berlin



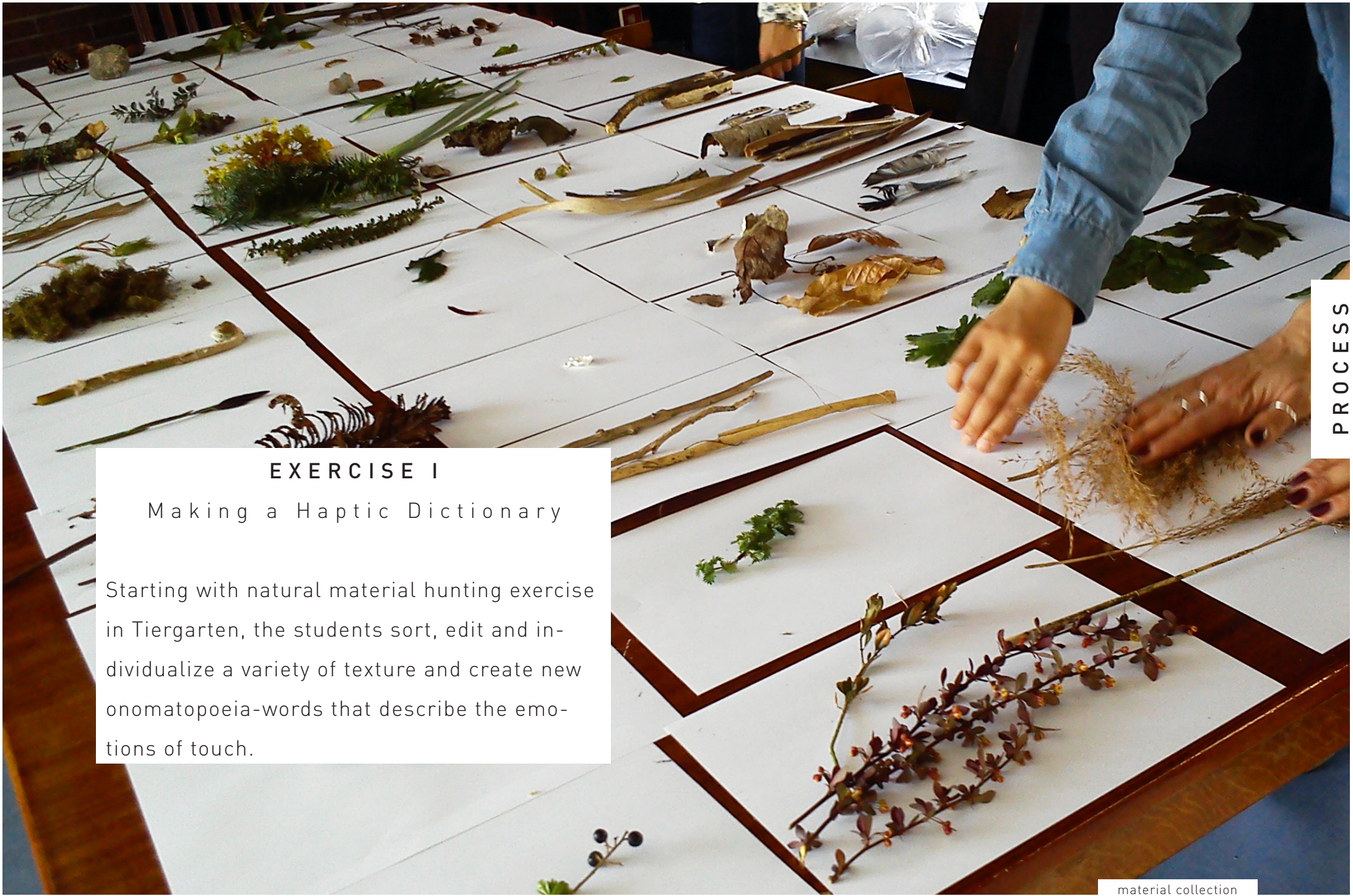
This documentation gathers the process and outcomes of the three days workshop on developing a sensory design dictionary to exploring the haptic potentials of industrial materials.

The workshop was led by Masayo Awe, the founder of »Haptic Interface Design Institute« within the framework of the semester project »Materiality & Sensorial Research« supervised by Prof. Dr. Zane Berzina, taking place at weissensee kunsthochschule berlin, Textile- and Surface Design, in April 2015.

KATSIARYNA FILIST
KATJA MAUKSCH
JIAJIA SONG
DAFNA STOILKOVA
JOHANNA TAUBENREUTHER

WORKSHOP

Introduction of the students to Masayo Ave's sensory design research method to explore potentials of industrial material. Each student carefully passed through the three steps method expanding own sensory experience from natural materials to industrial materials and challenge to formulate them into a single artifact. Their final experiments were concluded as a »sensory design dictionary«, which are composed of sensory artifacts with original and individual given names which express material's sensory character.



PROCESS

EXERCISE I

Making a Haptic Dictionary

Starting with natural material hunting exercise in Tiergarten, the students sort, edit and individualize a variety of texture and create new onomatopoeia-words that describe the emotions of touch.

material collection



exercise 1

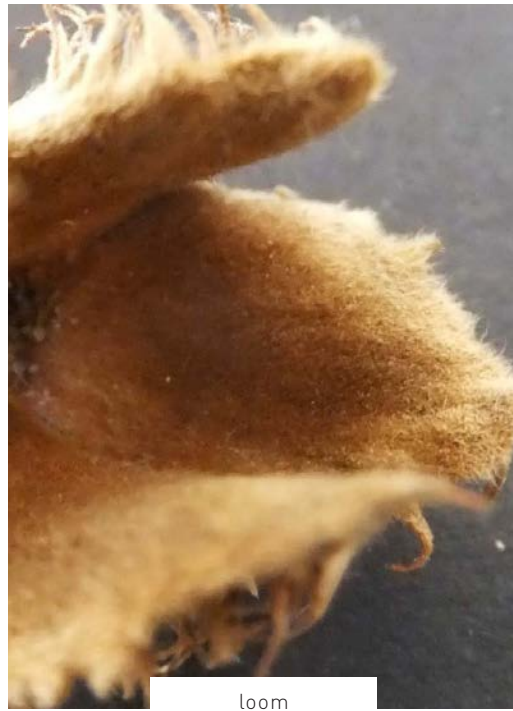
haptic dictionary



pham



fhuii



loom



geem



goom



kriz



krah



shrah

VERSION 150420



moi



krat-krat



kasch



shoi



kraschma



kadt

VERSION 150420

EXERCISE II

Make - Do it HAPTIC

Exploring the potential of materials with a plain sheet of paper: a basic exercise of material engineering.



bouncy



elastic



soft



pointy

A PIECE OF PAPER CAN BE...



...



...



...



...



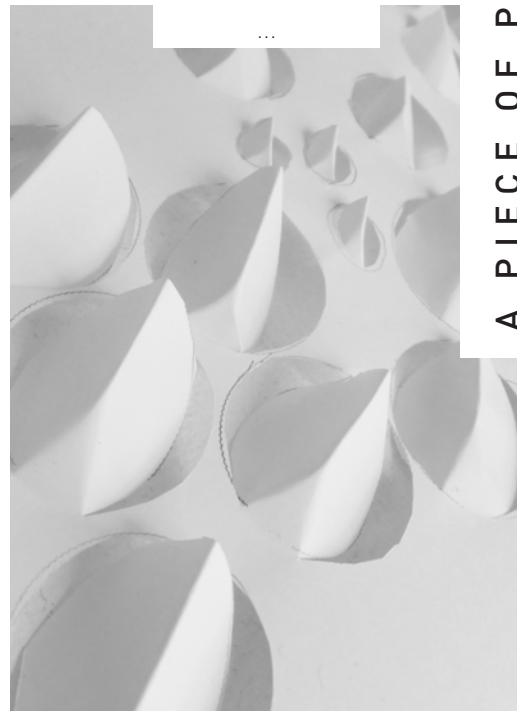
...



...



...



...

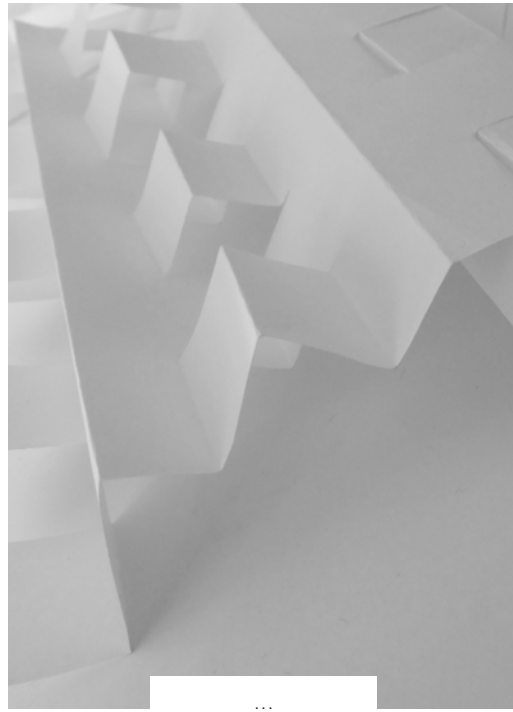
A PIECE OF PAPER CAN BE...



...
...



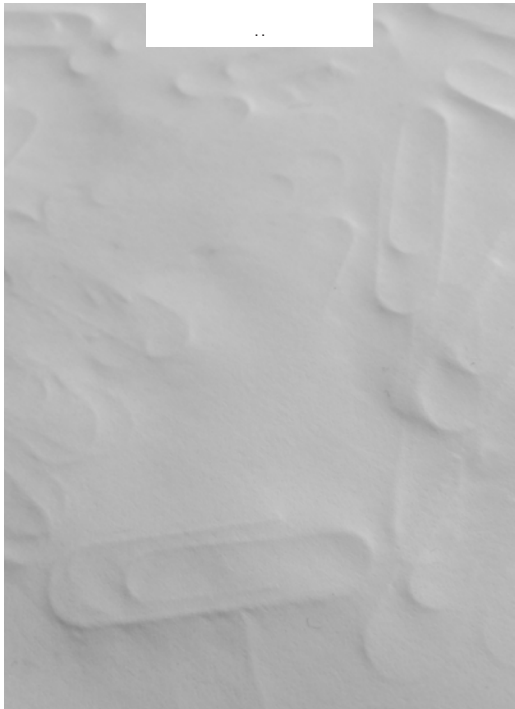
...
...



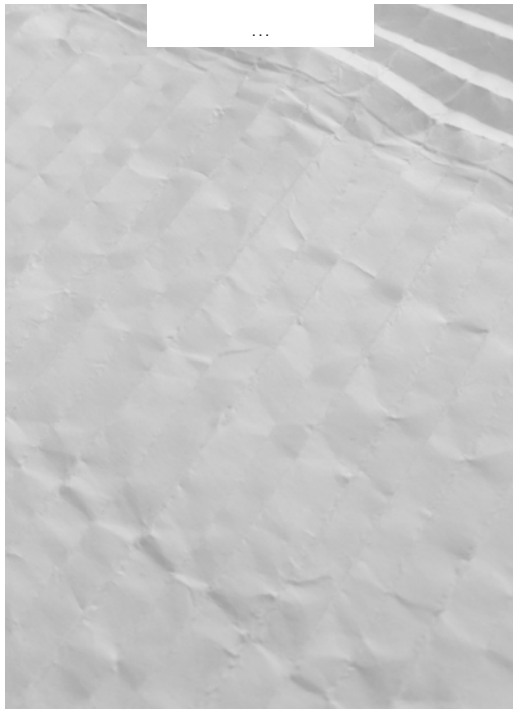
...
...



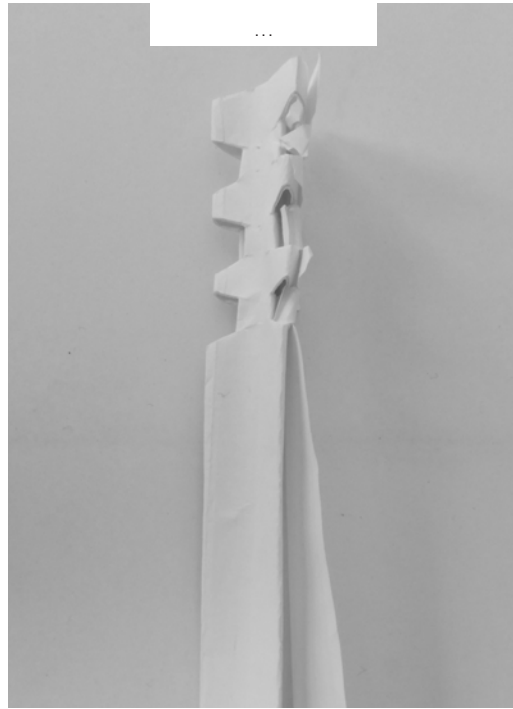
...
...



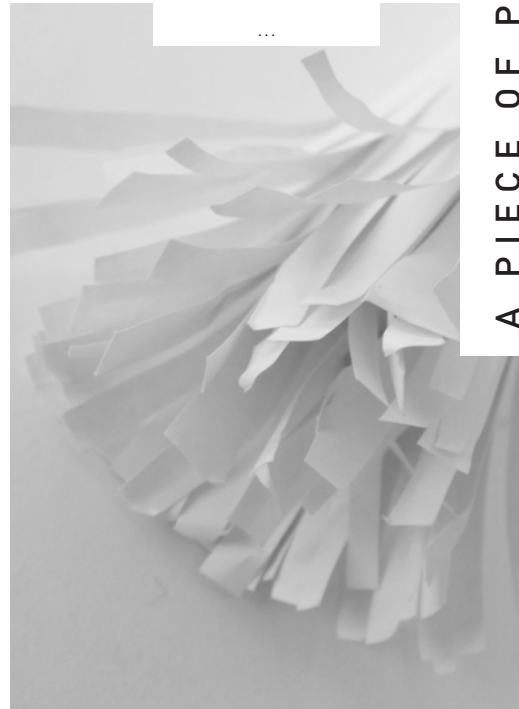
...
...



...
...



...
...



...
...

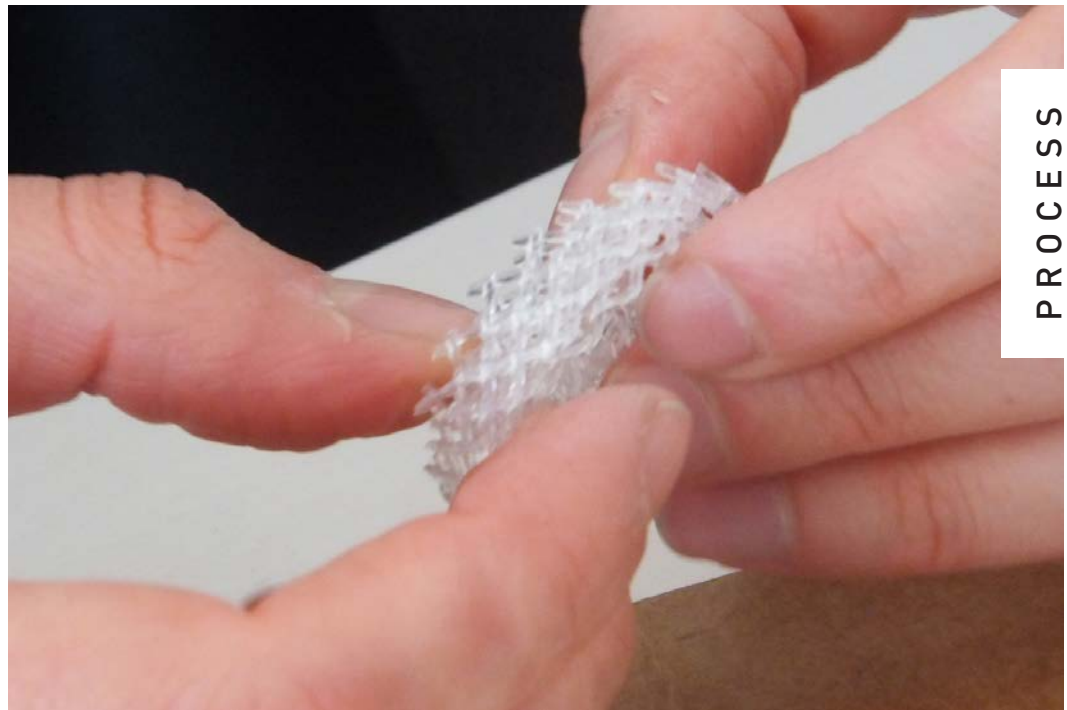
A PIECE OF PAPER CAN BE...



EXERCISE III
Sensory Design Dictionary
Exploring the haptic potential of industrial materials.



exercise III



PROCESS

sensory design dictionary



PHAM

Material: PE-Polyethylene

SS2015 | sensorial design dictionary | Jiajia Song



MOI

Material: PE-Polyethylene

SS2015 | sensorial design dictionary | Jiajia Song



KRASCH

Material: PU-Polyurethane

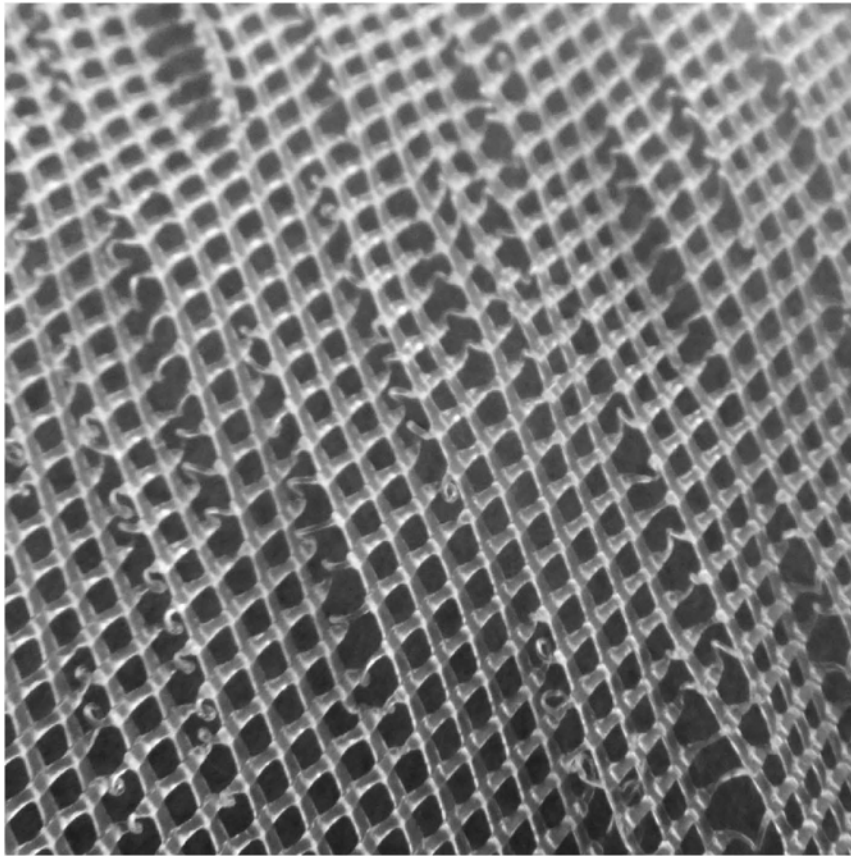
SS2015 | sensorial design dictionary | Katja Mauksch



GEEM-MOI

Material: PU-Polyurethane

SS2015 | sensorial design dictionary | Katja Mauksch



GRASCHMA

Material: PP-Polypropylene

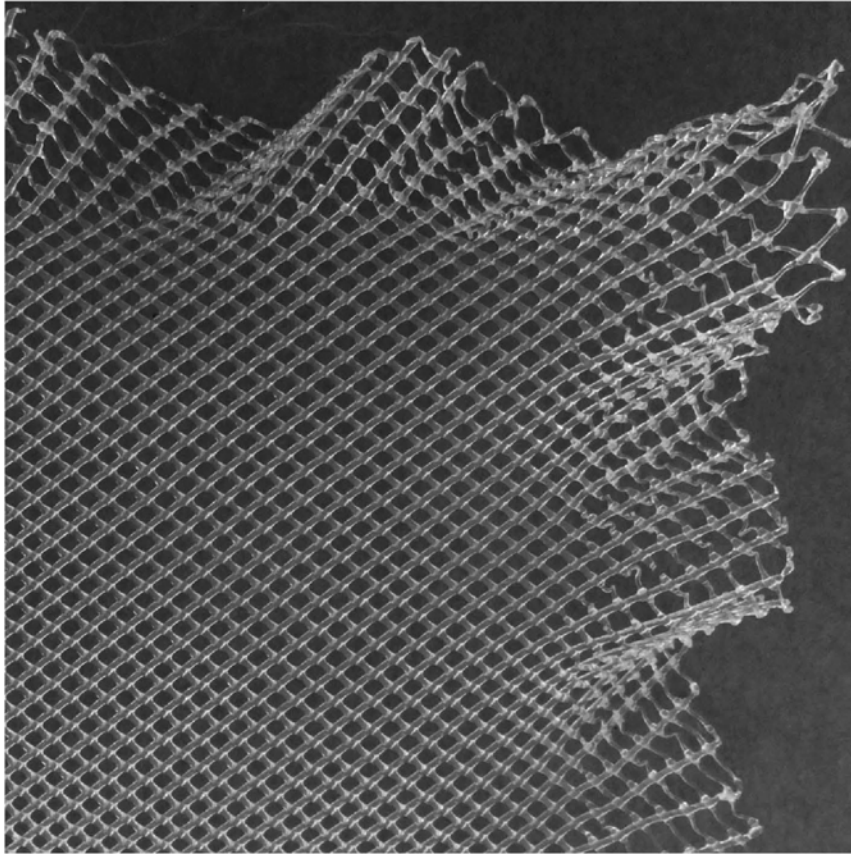
SS2015 | sensorial design dictionary | Dafna Stoilkova



KASCHBOOM

Material: PP-Polypropylene

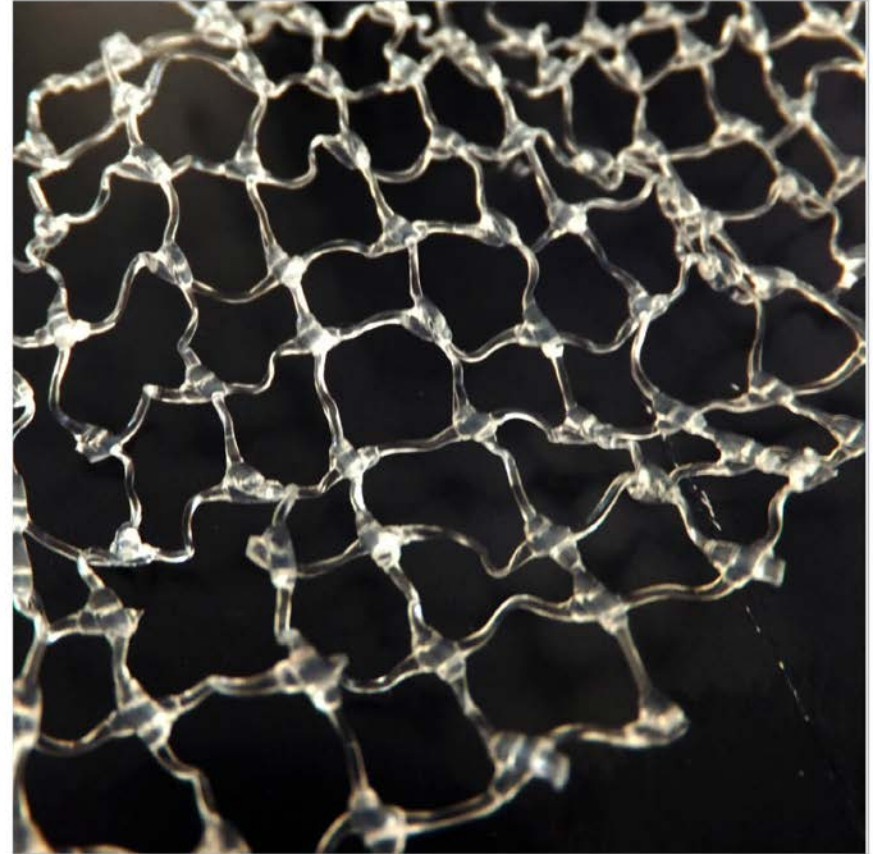
SS2015 | sensorial design dictionary | Dafna Stoilkova



GEESCHMA

Material: PP-Polypropylene

SS2015 | sensorial design dictionary | Dafna Stoilkova



KASCHOI

Material: PP-Polypropylene

SS2015 | sensorial design dictionary | Dafna Stoilkova



KADT-GRAT

Material: PP-Polypropylene

SS2015 | sensorial design dictionary | Johanna Taubenreuther



KADT-GRAH

Material: PP-Polypropylene

SS2015 | sensorial design dictionary | Johanna Taubenreuther



KRIZ-SHRAH

Material: PEVA-Polyethylene vinyl acetate

SS2015 | sensorial design dictionary | Katsiaryna Filist



GE-FHUII

Material: PEVA-Polyethylene vinyl acetate

SS2015 | sensorial design dictionary | Katsiaryna Filist

PUBLISHER

Prof. Dr. Zane Berzina
weißensee kunsthochschule berlin

PHOTOS

© Masayo Ave | Haptic Interface Design Institute, Berlin

LAYOUT

Veronika Aumann & Julia Wolf

PRINT

weißensee kunsthochschule berlin

BERLIN, JULY 2015



Masayo Ave Creation
Haptic Interface Design Institute, Berlin

www.macreation.org

kh-berlin.de/hochschule/forschung/smart3



pham



moi



krasch



geem-moi