

Goodnight & Night - A Fictitious Commodity of Conceptual Art

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Abstract

‘Goodnight & night’ is an art creation using FLOSS., combining open source with space exhibition. The core of ‘Goodnight&night’ is an explosive cell phone cover, made using open source and 3D printing. We create this fictitious commodity to construct of this behavior conceptual art. The concept of ‘Goodnight&night’ originates from the prevalence and rapid development of mobile internet and handheld devices, how it has changed the way people life and the negative impact it has brought. In the beginning, people hoped that such technology would bring a more convenient and better life; we can interact with others anytime and anywhere, to share with others and to solve problems together. But at the same time, our lives begin to be disrupted by the immediacy of information. Senders of information usually do not take into consideration the status of the recipient at the time the information is sent. This brings a great amount of pressure and disturbance to our lives, and yet we cannot help but become addicted to our mobile devices, and have no solution to improve the situation. Therefore we came up with the idea of the explosive cell phone cover. We believe that only through such violent treatment can we be free of the restriction and conditioning by cell phones. We also hope that after the violent explosion, everything will return to calmness, and we can retrieve the peace and beauty of days past. This is a problem troubling many people, but since not very many of them would be willing to blow up

Keywords: fictitious commodity, digital manufacturing, open source, FLOSS

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Introduction

Goodnight & night, is a presentation featuring a self-design studio that displays a fictional product of explosive cellphone case and series of related works.

A great evolution of smart phones and hand-held devices have come ragingly and rapidly to our lives in the past few years. It has not only changed our daily habits but derived a term from it, the "phubbers." Phubbers refer to those who always keep their head down to swipe the screen so as to get into an emulated world via hand-held devices. When smart phones first came out, it influenced the world in a great deal, and there was even a banner advertising "Officiate your deal without being in the office." The advertisement has attracted customers to get a cellphone that is more functional and instantly. Anyone who owns a smartphone can break the limit of time and distance to deal with anything, such as e-mailing, posting photos, contacting, and sharing with people. However, this handy device doesn't lead our lives to a better place. On the contrary, we felt confused and upset because of it. For instance, we receive official assignments and missions even when we are not in the office. It sounds nice and convenience, but actually, we are interrupted, as if being pull out rudely and suddenly from an atmosphere, by every moment, any time. We need more time to get back to the original condition, although we might never be able to get there again.

We understand that many people are dealing with the problem of being interrupted and addicted to smartphones hopelessly. Consequently, we propose this idea of explosive cellphone case, in hope of destroying this tangled negative bond. We believe that only by such fierce power can we free people out from the restriction of smartphones. We wish people can retrieve the wonderful and peaceful lives that they used to have.

It's for sure that people won't really blow up their pricy smartphones, and that is why there is no such merchandise in the market now. Hence, we used a virtual merchandise art-creation form to convey our idea and used digital manufacturing 3D print to obtain the product rather than sell a real product or start a fund-raising plan. Although the product is fictional, the advertisement and desire are real. We believe this fictional product can arouse attention and reflection as a real product, so we tried to put our ideal into practice in such a way, and hope it is meaningful to our society.

Form

The starting point of this work lies in a fictionally designed product. Together with marketing methods and exhibition decoration, it is unique in that it is different from the traditional exhibition. The issue is related to everyone and it should not be limited in the exhibition hall. In other words, the person who has such a smartphone case is a mobile showroom. To make it happen, we designed the smartphone case based on the idea of FLOSS plus ART and tried to bring in digital technologies, such as open source code and open design flow chart. In other words, users can redesign the smartphone case and print it out via a 3D printer and obtain a one of a kind smartphone case.



Figure 1. The explosive cell phone cover.

Material

When talking about the convenience of a smartphone, one has to deal with the issue of control and constraints. We wanted to free people from this constraint, which is seemingly fair but actually vicious, rather than just criticize the negative part. Originally, we wanted to explode the smartphone, and then it evolved to the current design with an element of DIY.

Originally, the design was based on the two opposite images: rebirth and death. In terms of death, the smartphone case was simply a tool to destroy the phone; it was the tomb of the phone. We included such symbols as graves, tombstones, coffins, and ashes in its external appearance. As for rebirth, we thought the product should reveal the messages of hope and rebirth, so we used bright and pink colors, as well as clouds, buds, and balloons on the appearance. Later on, we thought this product should not just be destroyed and terminated, for it wouldn't solve the problem that had dwelled in people's mind; nor would it attract those who had been conditioned by the smartphones to own one. Thus, we decided to use the image of rebirth and infused the concept of FLOSS plus ART. We redesigned its appearance, getting rid of the old images and colors and chose to tackle it from a simple and functional approach. The colors of this product are the original colors one can obtain from a 3D printer. This design is the simplest, most sturdy, and most reliable one, and the owners can just use it as the way it is, or make some tweaks and produce an individualized product to satisfy the personal need.

The final version of the explosive smartphone case is a plastic one printed out from a 3D printer. It fits the smartphone perfectly, and contains a fillister to place dynamite for explosion. One can trigger the explosive by igniting the fuse at the bottom of the case. The smartphone, the case, and the fuse are fixed sturdily so that the phone won't be blown out easily.



Figure 2. The remains of explosion.

Instruction Pamphlet

We also included an instruction pamphlet in our work. It contains the source of our design, as well as the steps of destroying the smartphone. Some illustrations based on certain contexts mentioned in the advertising video clip are included in the pamphlet, too. The idea of creating a pamphlet lies in that we often see pamphlets in the exhibition halls. In addition to promoting our product, we also want it to serve as an instructional manual. We set the presentation in the form of a new product orientation. Our product is not only free but open to those who need it. We hope that we can spread out our rationale and the means of obtaining the product via the pamphlets.

The remains

Blast is a moment, high brightness, high fever, powerful energy, we believe that only in this way the energy intensity was able to break such a relationship, in this intense energy release, great sound and very bright flare, destroying cell phone moments after, everything is calm, people will find to be deprived of quiet. Explosion is extremely short on wane, we wanted to capture moments of blasting power and is now published, true breadcrumb trail is the release of energy, and also at the exhibition site appears to us we want through this creative spirit and social significance of the concept.



Figure 3. The remnant on fabric.

Because security and site limit, we not for site of blasting operation, but we also is wants to will this unit power show out, we tries to with Calico capture blasting produced of real damaged, and tear, and gunpowder residues and Coke marks, process in the we wants to had is has opportunities can control traces of looks, but later feel since wants capture of is real of process and traces, let it natural to rendering, and non-after deliberately adjustment, and control and get of specific damaged only close works of concept and to.

Promo films

In determining the creation of a virtual product marketing case but also determined to shoot propaganda films, total shoot two, played on site at the exhibition site and works, a bias towards creative awareness, another biased script mode of financing can often be seen on the site.



Figure 4. The host is introducing the cell phone cover.

Awareness of the movie, only a similar host, spokesperson, also on behalf of creative concepts to explain the role of product development and product demonstration, using such things as TV shopping guide, explain concepts, requirements, show real and practical, more creative holistic communication.

Bias fund-raising advertising of film is to products advertising of way operation, using now are pop of fund-raising website Shang, products concept propaganda form of script mode, using several life easy suffered difficult of situation, makes watch who for film within situation easy understanding, produced resonance and accept concept, match narrator and products development who role of commentary and guide, will all situation and products series up, unified watch who for image of cognitive and reaction, then on film in using products can solution plagued of way produced identity, Lead to viewer demand for products, achieve the promotional and marketing purposes, like financing the film, tell viewers how to make products. We set four concept representative of the matters could be broken by the annoying message from your cell phone. The concept are working, drinking water, writing, and sleeping. A Monster called "phone demon" who we created. The monster may tempt you at any time or make you mess things up at any time and everywhere.



Figure 5. One of the concept.

We use work, pouring water, calligraphy, sleep four scenarios to communicate your phone often makes vibration noise without warning notice interference screw is something we set in the context of a role is disturbed people invisible, represents the silent, may tempt you at any time or make you mess up "cell phone", and " Cell phone Monster "film with two of the Guide, who chose the same person to play, we find the setting allows product developers reflects mobile phone disturbs people, propose solutions and explain themselves, or" explosive mobile shell ".

Exhibition

This creation contains performances space of design, we in for works creation of while also thinking performances space of form and both match produced of overall meaning culvert, works is open source art, although products is a items creation, but it also does can was all manufacturing out, we to products published will of form into packaging and performances, from products of angle starting, we set performances space for a since made who nature designer of work room daily style of products published will, We try to display and other design through scenario layered lighting, exhibition space with display functions and to the outcome of the design atmosphere of the Studio's day-to-day operations.



Figure 6.The exhibition

We are in space only to the central storage of long table as a designer working in key areas on which a movie opens Mobile Shell design of computers, all blasting tested model and corresponding mobile shell made of debris, waste, use of 3D printing products, as well as a supposed to be a normal operation of the 3D printer. Design was displayed on the wall of the manuscript, blast white cloth, use two movie projectors play corner and hung on a experiment in white, on a large projection screen at the entrance, we projected the performance of primary Visual.

Primary visual rendering of the film, shooting the picture of a man sleeping in bed late at night, men would turn over every few minutes to adjust sleeping position, finally return to the start position, it becomes a cycle. On the picture we are left with a block placed on the name of the exhibition and creative concept note, we feel that through the film visually very interesting, can surprise visitors, compared to static output poster can show in the creation of products expect and believe in visions.

On the working table has set up an interactive device, computer connecting sensors and mobile phones, when people closer to the computer, the sensor response messages will be transmitted via a computer to your phone, so that the whole space is more like a status designer temporarily left the Studio in daily work, which frequently receives signals are the latest simulation from the mobile phone at the scene, jamming with no warning.



Figure 7. The exhibition

Conclusion

At first we thought it was a crazy radical thought, we finally sorted out on the rational side, also because it's crazy radical, which can cause reflections, and deserves to be creative. This is a for modern technology of progress and universal Hou, change human life type State by appeared of situation and dilemma, so situation by produced of works, we hopes through this pieces merchandise "explosion phone shell" conveys a problem: "technology brings of life type state change really of on human no harm did?", we hopes because this pieces works of appeared, can let more of people took up himself of phone, ask, wants to a wants to. In addition to the continued promotion of the fictitious commodity, but also in the future on other phenomena and issues arising out of technology and human beings, for discussion and research on the way to work after rendering.

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