

From White to Bright



PROJECT DOCUMENTATION & REPORT



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COPENHAGEN // HAMBURG // MUNICH

Studio Photo-Shooting

The following images display the visual output of my graduation collection from the Royal Academy of Fine Arts in Copenhagen/ Denmark.

Photography - Kristine Funch

Shoe Design - Simon Grønlund

Models - Jakob Skytte Thorsen, Anton Omar

Production Planning: Ellinor Ericsson, Waldemar Brillat, Jonas Arleth

Fashion Design: Manuel Ruben Hallermeier











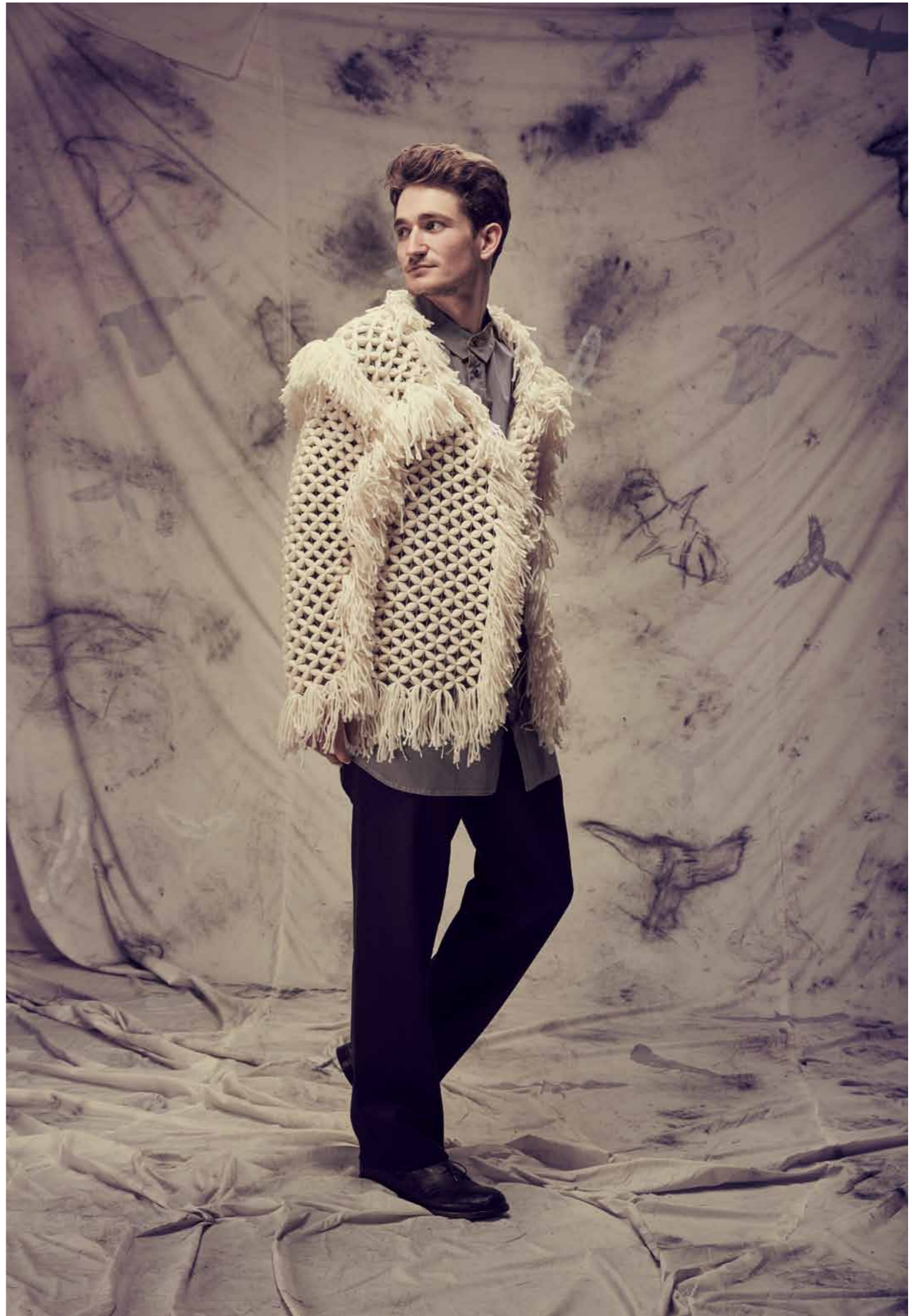
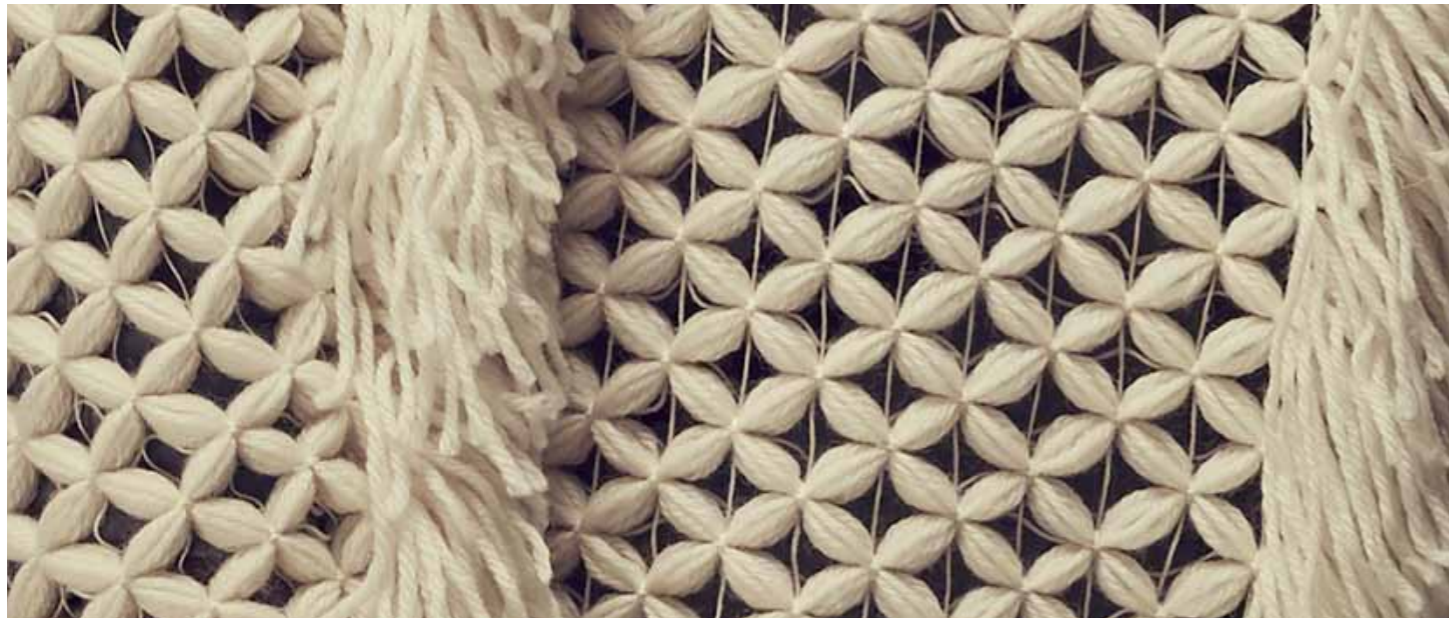




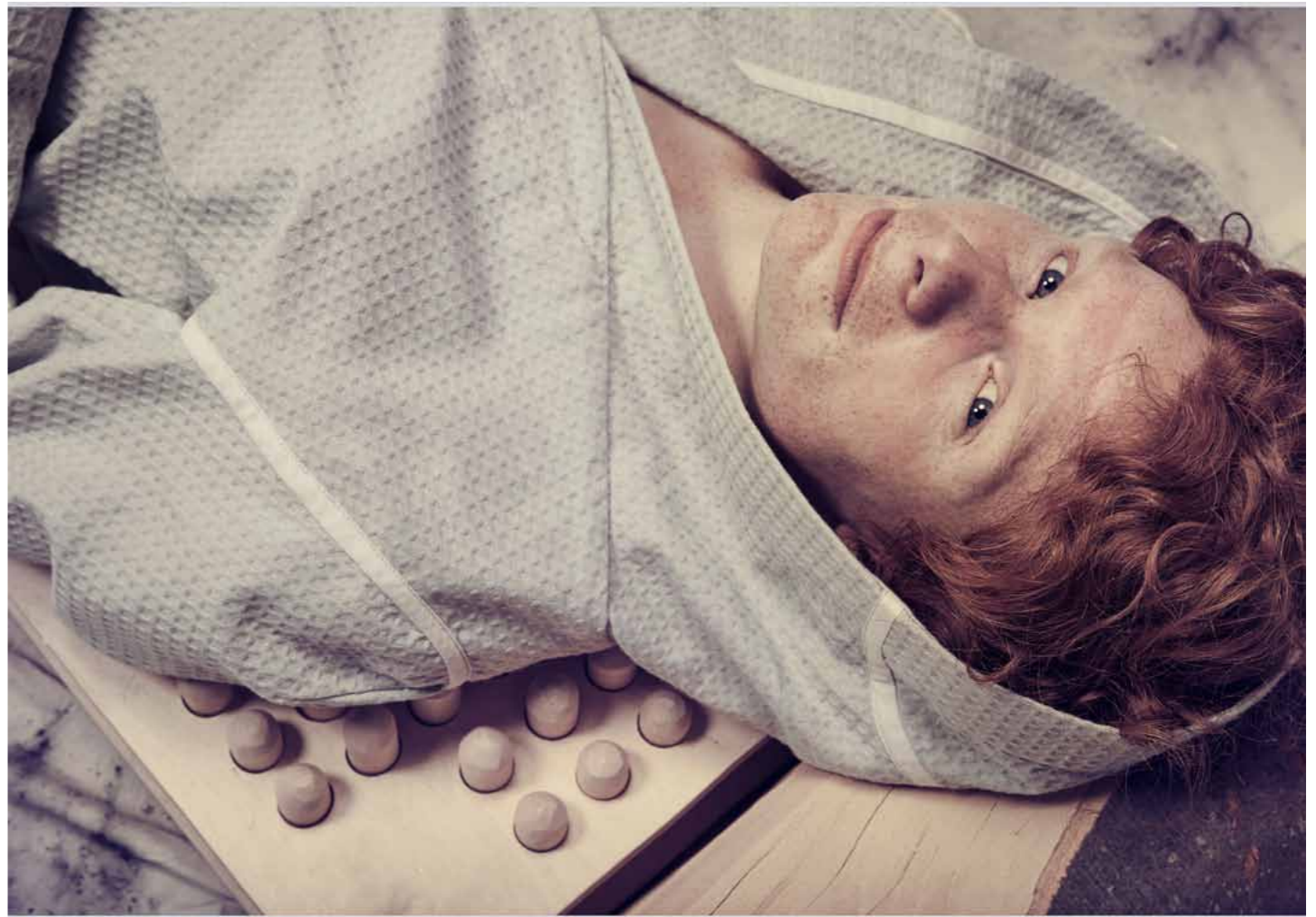














Urban Photo-Shooting

This is a small selection of images in a more urban environment shot with different vintage cameras and lenses. Exploring the term "Applicable Realism"!

Photographer: Waldemar Brillat





From White to Bright

PROJECT REPORT

29.05.2017

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Table of Content

	page
1. INTRODUCTION	36
2. EXPANDED CONTEXT AND RESEARCH	36
3. CONCEPT OF THE COLLECTION	39
4. AESTHETICS & ETHICS	40
5. STRUCTURE OF THE PROCESS	42
5.1 DECISION MAKING IN THE PROCESS	44
5.2 PROPORTIONS OF DECISION MAKING	45
5.3 WORK ON THE CONTEXT / WORK ON THE PRODUCT	46
5.4 SOCIAL MEDIA FUNDING OPPORTUNITIES	49
6. METHODS OF PRESENTATION	50
7. PROBLEM SOLVING EXPERIMENT	51
8. REDESIGNED HIERARCHY OF NEEDS	54
9. CONCLUSION / OUTLOOK	56
10. BIBLIOGRAPHY	58



1. Introduction

During the last month my investigations were more and more drawn by the subject of decision making. This was to a certain degree centred around the personal interest in understanding ones own actions better, but seemed also interesting in a broader context. There was a change in the scale when my research direction got pulled towards global decision making. So the work of three times Pulitzer Prize winning journalist Thomas Friedman, who has among his publications *The world is flat* (2005) and *Thank you for being late* (2016), was an essential read in paving my way through current happenings.

It is important to point out, that my graduation project is a discussion of the higher categories of Maslows hierarchy of needs. Regarding the announcement of the 19 UN Sustainability goals as a guideline for the final project, there is little other choice then dedicating time and effort to work towards a more pragmatic and human centred path of clothing. An active choice towards an educated refined set of morals and a humble approach to ones own narcissism should provide a framework, that allows the result not go too far off the track.

2. Expanded Context and Research

The paragraph will give insights to my research process, which extended itself quite drastically during the project period. When starting with Thomas Friedmans book I was already complementing the reading with a series of talks online, where he presents his work in a discussion or talk and then answers questions from the audience. And the method of attending a talk in order to get new information or insights has been a common procedure for decades, but once I understood more about the three accelerations in "technology, globalization and climate change" it made me realize that things have changed regarding the availability in general and in detail the diverse amount of information available.

This means, that basically all of the worlds leading minds have published some kind of material, that can be watched or listened. So the challenge of surrounding you with good input shifted from being surrounded with good friends who might recommend a book to your ability to use a search engine. What do you need in order to get the results you want from the search machine? It is essential to have an understanding how the machine works and you as initiator have to provide the words.

We attribute the task of structuring all the information on the internet mainly to search engines and they learn very fast to suggest videos, holidays and cars based on what they expect you to like, but the machine learning is not yet per-

fect and a lot of the tech-benefits are used in a manipulative manner for personal marketing purposes. It is important that the human understands the machine better than the machine the human! So it is important to be able to ask the machine the right question in order to arrive at the desired result.

In my case the "Thank you for being late" really sparked my curiosity to find out more and there were so many bits and pieces of information in this book to follow up. So I found myself as part of an experiment, where I tried to consume a lot of selected information, mainly as discussions on Youtube or similar forums. An example, from my own experience I would say a 300 page book would maybe take me lets say one week, because you want to enjoy it and read it only at evening hours and you have daily routines to follow. Now most of the book discussion last around one hour and you have a host giving a perspective and normally an audience that asks questions.

What is the difference between this and reading the book? Pragmatically I would say you save a lot of time when you listen to it. Furthermore, if you listen to it through headphones you are free to do anything else in the meantime, nevertheless you sacrifice the pleasure of having a book in your hands.

But in my opinion the bottom line comes from a data-thinking perspective, where it would be about efficiency, so to say the amount of processed information per time sequence. Combining this intense input periods with the pauses to reflect on it seemed like a interesting approach to investigate.

They necessity for a broader understanding of the context arises from the acceleration in globalization, where the advance in technology has basically connected the world and thereby made many issues of our times a global matter. Many matters can from the perspective of various thinkers only be solved on a global scale, which would require every participant to be informed about what are the bigger challenges of this era. It seems also very important to learn and understand the metaphors and frames applied in contemporary conversations. The language in the metaphors has changed dramatically over the last decade. The audiovisual landscape is dominated by digital media and metaphors built around this subject.

The expansion of my research has led me to discover and learn general ideas in the fields of cognitive science, linguistics and philosophy. This combined with a thriving for a better understanding of the context surrounding the 17 UN sustainability goals provided my with the results that I will present in the following paragraphs.

3. Concept of the Collection



draped fabric with bird print

The main question circling around the artistic sphere of the collection was to investigate the importance of aesthetics and ethics in fashion design? How do you translate this big question into smaller pieces on a more applied level. Time appears to be a very relevant cornerstone to examine in the context of acceleration. From the traditional way of tailoring we went to the industrialized process of garment manufacturing and we are now on the verge of Robots being able to basically automatically produce satisfying amounts of clothing for each individual on earth. But this underlying factor is mainly disregarded by large parts of the fashion industry. I would like to argue, that one aspect of this might be that a large amount of persons educated in the creative field of course want to follow the need to create. That is, what they were educated to do. For a fashion designer this means that you are trained to develop garments, concepts of aesthetics and skills to put your ideas into practice. So why would you stop following a routine, that you have maintained and cultivated over the course of your study life. In this sense we are still educating the workforce for industrialized garment manufacturing systems, but we have in effect reached the time where digital technology plays the most powerful role in a still product based industry. To give a few examples: accounting, social media activities, supplier communication, financial transactions, logistic networks, marketing! All these areas have been transformed within the last 20 years. But only recently the awareness of the consumer was elevated through the help of social media connections. Consequentially this means, that a large amount of people have been exposed to violations of their ethnic principles regarding their clothing consumption, maybe for the first time in their lives. The contrasting images of how the aesthetic value of a garment can enhance your life are manufactured and published with great detail, care and effort.

So it comes down to the question of what is the power balance between ethics and aesthetics in fashion and what other values do garments contain?

How much of this wave of information is affecting the consumer is largely dependent on relatability and immediacy of the image or text. Here it is interesting to consult the field of cognitive science, which has made it its key subject to explain the processes happening in the brain regarding our visual surroundings and our audio input. The more detailed insight will be given later in this paper.

4. Aesthetics or Ethics

Arranging the aesthetic concept of a collection has been the guiding principle in the fashion industry for decades and according to my understanding it has always served the purpose of creating images that inspire cultural discourse, propel trends and popularize contemporary ideas. My research brought forward the question, if the dominant position of aesthetics should give more space for ethics?

Linked to Maslows Hierarchy of needs and one will find out that aesthetic needs are overruled by the categories of self-actualisation and self-transcendence. As fashion has successfully transformed from a creative branch to a business area with an expressionist side note, it seems appropriate to evaluate the power structure of the elements in a collection.

Taken from a business context it has been a common practice "to make the pie bigger" once to many people fight for their share. Put together this could be merged into a form like this: For the fashion industry dealing with aesthetics was the pie and whoever understood the audiences visual needs best got the biggest piece of the pie. This could be measured for example, for the financial side, for popularity and so forth. A business mind would maybe suggest, the strategy to expand the pie and make more available for everyone. Unfortunately we face a situation, where expanding the pie and thereby increasing the demand for more - this is where it initially interferes with the designer - seems not to be the best option. But how do you expand the pie without causing an increase in the demand? In my opinion and my research also shows hints in this direction, it will be about incorporating the ethical dimension into the manufacturing of fashion imagery. As an example one could compare a high class fashion shoot with all the best studio equipment and a small town tailor taking pictures for his Facebook page. Both pictures most likely tell a different concept on an aesthetical level, but they are even wider apart from an ethical point of view. To bring in the UN goals provided by the institutions, my interpretation of this action is, that it can only be seen as a direct appeal to our ethics, because it is eventually up to each individuals moral understanding of the immediacy regarding this shift in direction.

On an ethical dimension the corporate photo shooting has not a lot of opportunities to disguise their ambition of providing you with a excellent solution for your needs and presenting this solution in the most desirable way.

In contrast to this, I imagine the small tailor shop imagery less dream promising, less polished, maybe less separated from maker of the displayed products. The main difference might lie in the consequences and values of what each image aspires to promote. Both serve the purpose of displaying a product of human collaboration and skills, but the essential difference lies in how this image came into being. The conditions under which the garments were made, the logistic journeys and the chance of providing beneficial experiences to the person involved during the preparation of all elements, that finally manifest in the very image, differ most likely a lot.

Assuming, that images prioritizing ethics should become a bigger part of the modern visual landscape, it would automatically require people to do more of the effort-full activity of developing an informed value set, which allows them understand the possibilities of design in a shifting context combined with the application of aesthetics as a very powerful and convincing tool.

From the more applied scenario I would like to expand on some of the questions surrounding ethics in fashion design in a more abstract way, which was inspired by philosophers like Dr. Cornel West and Yuval Noah Harari.

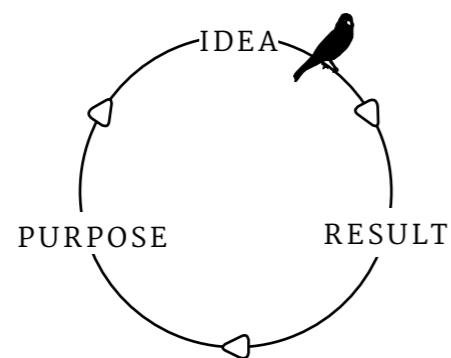
From hand-stitching to industrialized manufacturing, we are now in a situation where garments can be produced at an enormous scale with very little human effort. Furthermore we have reached a point, where know-how and production facilities could be located at logistically relevant positions in order to achieve a higher efficiency. Nevertheless the financial structures in the fashion industry keeps the system in place unless the context of the product becomes more relevant than the actual product. In case the shift happens it would disrupt the current structures and systems fundamentally.

And as more disruptions from technological or similar developments might be ahead, issues like how to put in place more efficient systems negotiating supply and demand might be necessary. How can we provide textile workers humane life opportunities, when their jobs will be more and more automated and they themselves become irrelevant to the global garment cycle?

Both displayed scenarios offer possibilities for upcoming generations to integrate up-to-date research in their design approaches and thereby redesign the framework of the fashion industry. As marketing seems to be at the centre of the crossroad between product and audience there seems to be interesting developments around content-based strategies including a value set, while using aesthetics as a tool.

5. Structure of the Process

Before going into the process it is important to define what exactly can be seen as design process. According to the scientific community 98% of all thought is unconscious, which means that all of the images we arrange in our presentations, the samples we discuss and the colours we choose resemble only a small amount of the outcome of an immense number of processes happening in the brain during the creation of an idea. The realisation of an idea can be seen as a second step in this process as it involves subjects like motivation, personal skill sets, surroundings and knowledge. The third phase can be drawn around the results of your initial idea, combined with the purpose and value that the individual adds to this creation.



The project can be divided into different phases, which all have its own challenges and rewards. It starts with exposing yourself to people, places and what they can create together. A Scientist would explain, that you build different connections in the brain through experiencing different environments. The artists says, that he needs a walk to feel the inspired and find subjects for his or her art. A designer goes out seeking for problems to solve or situations to improve. A philosopher might seek peace and quietness in order to put his thoughts into order.

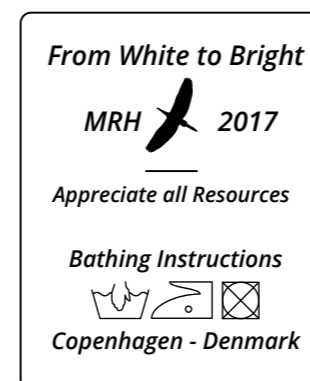
But all of these explanations and rituals serve the purpose of preparing for the future decisions to be made. Then time passes and the clock starts ticking. From this moment on time is the underlying frame, which decides when, whatever the results may be, will be presented. From now on the structure of the collection has to be laid out. In this period motivation, efficiency, skills and knowledge play an important part in how the build up for the collection is happening. My approach was to test as much as possible as early as possible in order to gain a certain sense of security, that keeps you upbeat. Alongside various experiments turned into details or whole silhouettes. From the inspiration period the bird theme was occurring repeatedly. A visit in my childhood home allowed to feed and watch the birds, which triggered strong images of earlier memories. Then it happened that during a visit of a french bookshop my attention was solely captured by a book containing very intense images of different types of birds. With the birds getting more and more present in my awareness the amount of frames and metaphors related to the birds rose. The storck can be seen as transmit-

ter, he travels to the south in the winter and stays the summer in more northern regions, where he builds his house very often on church towers or similarly high buildings. As this bird species is so to say an observer of the human and a global traveller it seemed just right to include some visual references as a thank you to the entire species for spying on us, but not storing everything in data-centres.

In addition some of the bird silhouettes were carved into wooden blocks in order to get a print structure that resembles some of the feather structures. Later in the process most experiments were transformed into screen-print to meet a more reproducible fashion standards.

Alongside the print development it was necessary to develop pattern solutions and pattern detailing for the garments later on. Therefore I used my own digital pattern library, which is the result of my last study years and altered the detailing according to the collection. The categorization of the garments has been traditionally build around the common product categories of a fashion business. The development of the pattern stock coevolved with experiments around the supplier communication. As an example the preparation of a functioning order sheet for buttons or fabric, system for measurement communication and general product sheets.

Some of the pieces were meant to achieve a look that heavily focuses on a long and time consuming process. Often this includes repetitive hand work. This caused me to maintain a tight schedule and to work on different tasks simultaneously. The fabric-based part of the collection is also monitored under the lens of time, because time equals money in the context of manufacturing. Therefore I tried to get estimates for each item of the collection, which would be quite helpful in case some of the designs should be multiplied.



Print and Label Content



Bird silhouettes with wood print structure

5.1 DECISION MAKING IN THE PROCESS

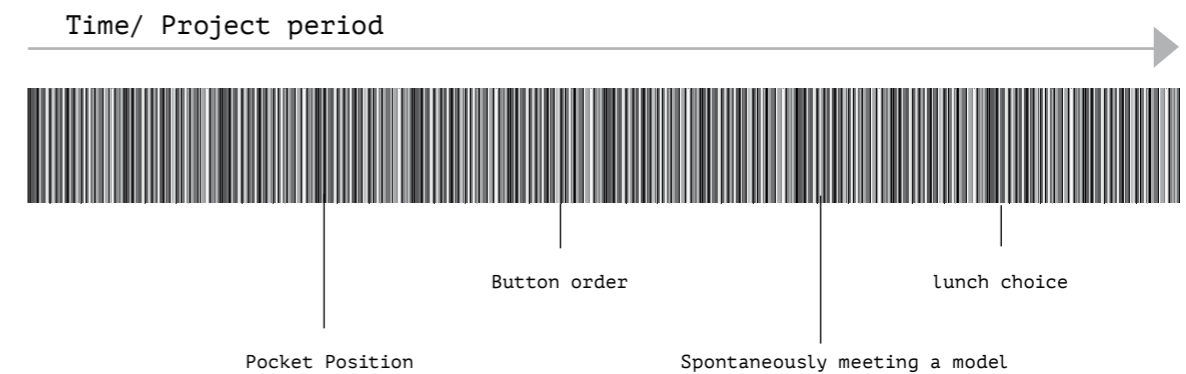
Most of my understanding about cognitive science is based on lectures by one of the founders of the very field, named George Lakoff. His work, is among other fields, highly appreciated by persons of the political sphere, because they are highly motivated to understand systems of communication in order to apply them to their own best interest. To me personally this seemed very intriguing, because the role of a fashion designer can be understood as a manufacturer and suppliers of imagery and directions.

Here is a small insight in the revelations of his work. It was interesting to discover, that according to current research, 98 % of our communication is unconscious. Thoughts! Furthermore he discovered, that communication mainly happens through frames and metaphors. For example a person says: "Waiter!" It would automatically activate the frame of not only a waiter, but expand to a restaurant and thereby activate metaphors surrounding a restaurant setting. Metaphors can be described as mental images triggered by audio impulses, visual imagery combined with memories and experiences. This already makes it impossible to assume that two persons create an identical mental image when looking at the same visual material.

Regarding the perception of colours it shows that the amounts of colour cones (receptors for different wave length) in the male and the female body are different. So we are all genetically programmed to see colours differently, which kind of already serves as an unstable basis for a discussion, but additionally the perception of colours can never be separated from individual emotional influences. .

Another person, who has drastically changed my way of thinking was Daniel Kahneman, author of the book "Thinking Fast, Thinking Slow!" (Daniel Kahnemann, Thinking Fast, Thinking Slow, Penguin Books, 2012). In his book he summarizes the key findings of his 40 year long research career around subjects like decision-making, loss aversion and biases. From a design perspective with a big data thinking view one can see the process of creation as a time line with a higher frequency rate of decision-making, when comparing it to a vacation day on a beach. This could lead to the assumption, that in this scenario time is the constant and the decisions are variable. The designer is in charge of the amount of decisions happening within the given time frame. It is also up to the designer to appoint a certain durance to each decision making process. Let's take pattern making as an example. Each individuals perception of aesthetics defines the relation towards the lines and curves in a two dimensional grid. In practice this means that every angle of a line, the shape of a curve, and the over all proportions are decisions made step by step to arrive at the expected result.

5.2 PROPORTIONS OF DECISION MAKING



The graph attempts to abstract the enormous amount of decision making in the context of a temporary project and how to see single decisions in relation to the big picture.

To summarize this point: the internal processes of decision making happening in the brain are yet too complex to be described completely, but with the research moving forward there will be progress. What we can explain through Kahnemanns research is equally complex, but is with effort explainable and measurable. Most decision in Fashion Design are based on emotions, maybe in Fashion Business combined with reason. Yuval Noah Harari describes emotions as biochemical algorithms, which just means that they also follow certain frames and conditions. Rethinking the proportions in the decision making and allowing reason to dominate the decision making could serve as a contemporary pledge.

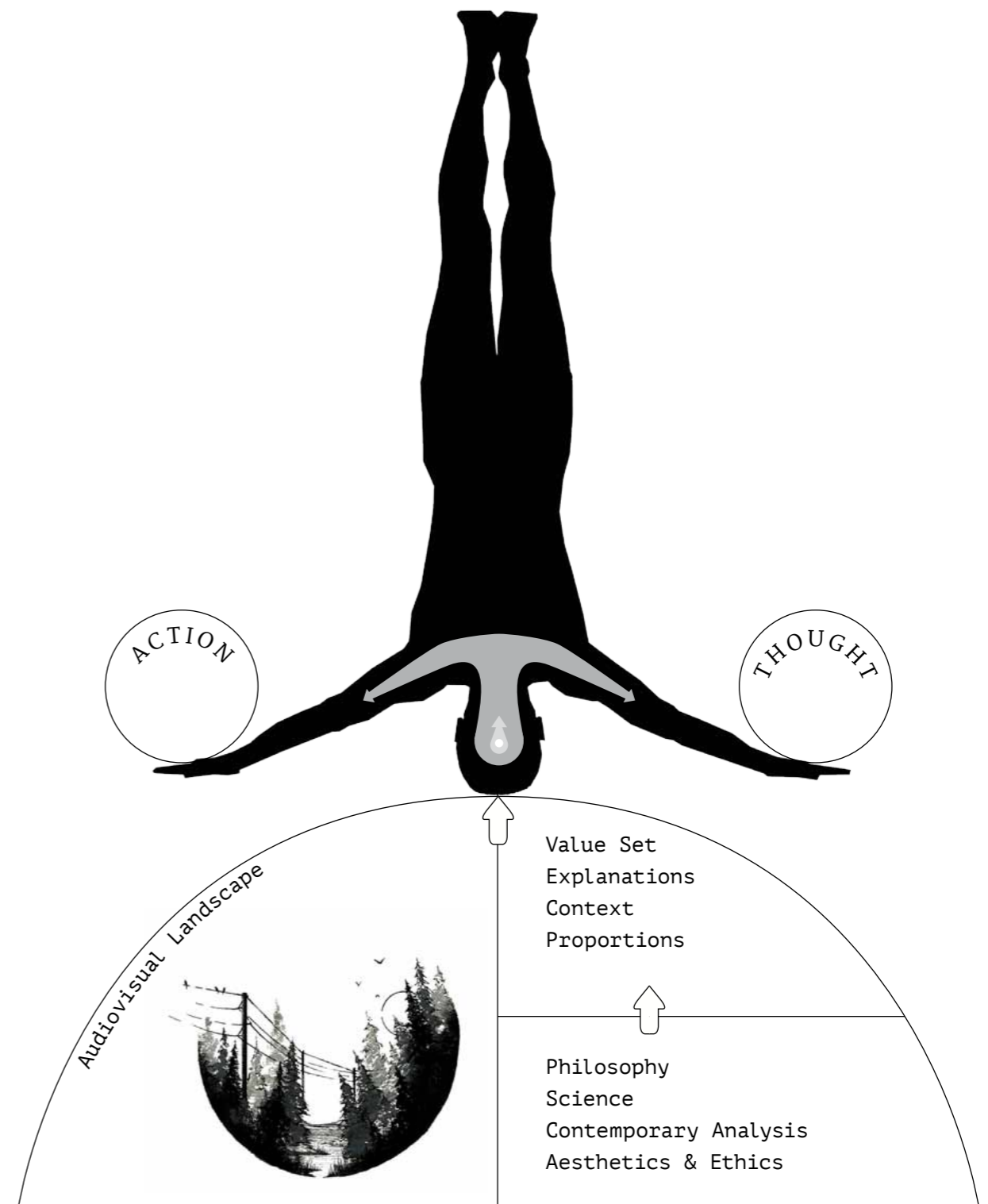
5.3 WORK ON THE CONTEXT / WORK ON THE PRODUCT

The discovery of the explanations, that cognitive science offers lead to a rising interest in investigating the role of the designer, more specifically the context or the self, in the process of creation. Personally I believe, that there is reason enough to divide the process up into two categories. One section can be seen as internal processes, the other as external processes. Internal processes consist of observations, values, thoughts and experiences, which result in each individuals design decision making. The external processes describe the application of a skill, the interaction with your surroundings and the interference with your environment.

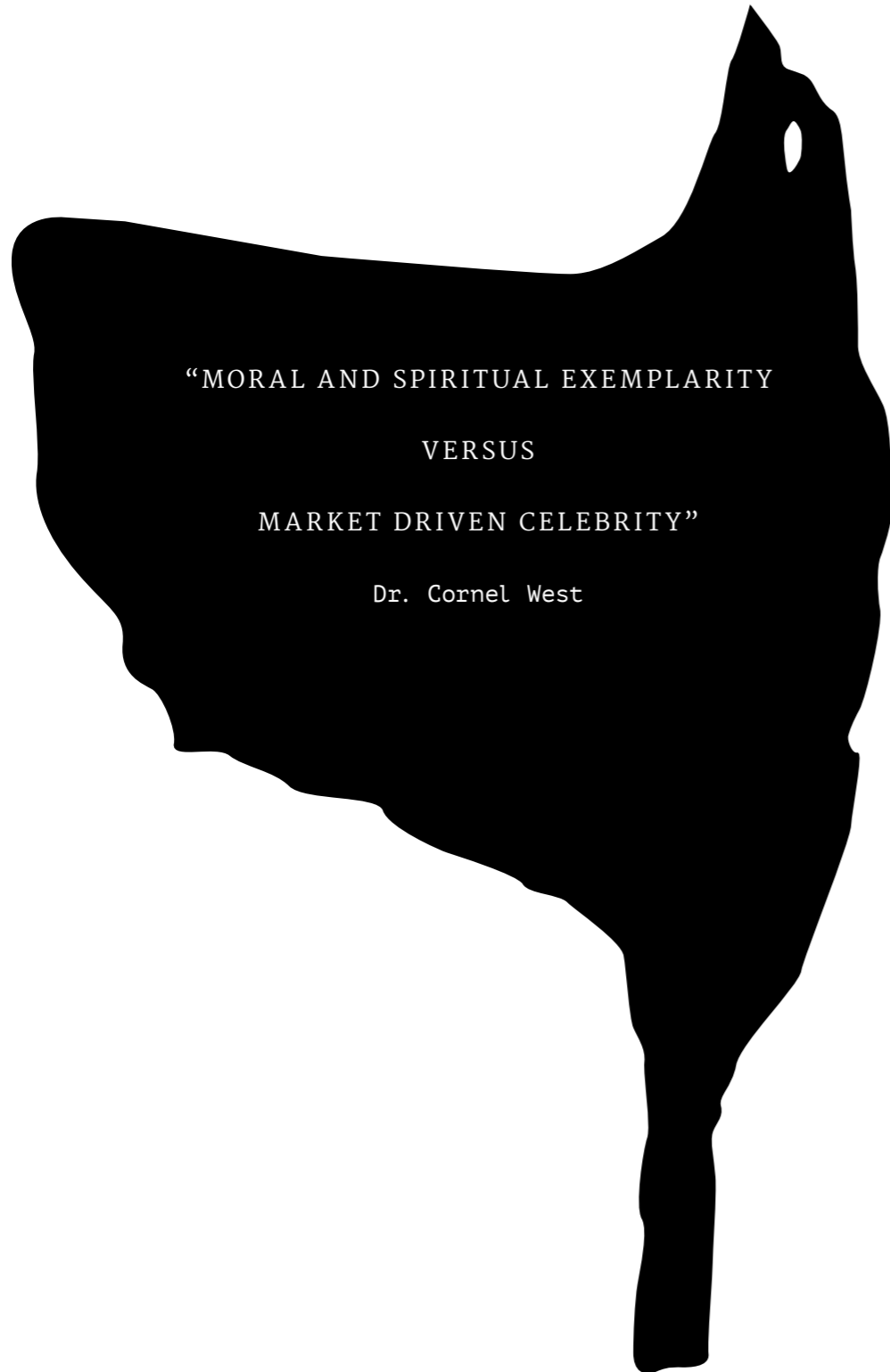
In my understanding to work on the context of our designer directly correlates with your development as a person. One creates different ideas under different conditions. Art history tells us, that many artists or writers chose travelling or just exposure to different environments in general as a source of inspiration in order to create the ideas for their following work. Modern science would explain this phenomenon through the activation of different frames and metaphors besides your usual surroundings. So in order to create a relevant project it appears necessary to develop a relevant context as well as relevant products. In this sense it seems to be vital to expand the context and ones frame of reference as a designer in order to achieve the currently most relevant solution to a question, which requires design in solving it.

The question of how to expand one personal frame of reference in a limited time period led to a system, which I called Structured Digital Learning. It essentially tries to find mechanisms to channel the flood of information available on the internet into easily digestible bites. To continue with a metaphor from the culinary world, it also showed that similar to food and wine there might be combinations of information, that pair well and others that do not. For example listening to Christopher Hitchens discussions, where he often brilliantly disarms religious figures with his quick wit, combined with a book called "Inside Isis" published by the german journalist Jürgen Todenhöfer offers some perspectives that potentially elevate each other. Quite the opposite seems to be true for most of mainstream reality TV.

More generally it can be described as working on a coherent story line between the designer with an individual context and the product as the result of the creative process. Both areas seem to demand detailed attention for the realisation of fashion visions.



The arrangement displays the combination of influences and their consequences. The mind as the centre, between external and internal motivations and the executor of action and thought. The handstand pose functions as a metaphor highlighting the central role of balance.



5.4 SOCIAL MEDIA FUNDING OPPORTUNITIES

When looking at how current ideas are propelled and published, one more recent development, that caught my attention is the shift away from the traditional catwalk presentation and collection based sales concepts towards a more purpose based approach. An interesting observations regarding this shift is the successful upcoming of crowd funding campaigns, which earn their financial viability solely through pushing forward the best possible solution to a very specific purpose. For example the best camera bag, which includes only purpose based functions and combines it with an aesthetic understanding of the creator.

Why could this be interesting? It leaves room for a number of interpretations. One could be that the consumer has grown more aware about the items she or he surrounds her or himself with. The route of this shift might lie in the immense overflow of offers and invitations at all quality and price levels.

Absorbing this immense amount of information and processing it must be seen as an increase in the effort necessary to make a decision. Simply based on the observation, that one needs to choose from more options. Inspired by the promise of technology to make effort-full activities less effort-full it just seems logic, that the consumer wants to be confronted with the best choice for his personal purposes. And as the consumer functions as the highest authority in this economy it is a consumer development, that offers potential for those who can adapt quickly.

Kick starter has also made use of another tool to create a stronger bond with the target audience. A short video documentation of the personal research story creates relatable content, that interferes with the audience on a emotional and rational level. The direct contribution to a project equips the participant with an immediate sense of direct engagement. For the initiator the pre-financing system excludes a wide amount of risks and is also a direct evaluation of the quality and presentation of the idea.

In a way this system of negotiating supply and demand also decreases the risk of overproduction and is mostly independent from a seasonal fashion schedule. Conclusively it might be interesting to console the influencing factors. As the technology and know-how for the production of campaign videos spreads, it is possible for more and more people to put out their ideas in a concise and pragmatic format.

This line of reasoning is based on Thomas Friedmans words, about the shift in the power of one, which says, that we arrived at an intersection in history we have never stood before. One single person has the power to destroy all of us and together all of us can fix everything.

6. Methods of Presentation

The shift in the development of technology has also altered how we consume and process information. The medium of a live presentation, a photo shoot or other video presentation have kept their presence, but we recently added virtual reality and similar tech-driven features. The choice of the medium is a key decision to be made when trying to reach a specific audience. Through click rates and analysis of one's online traffic it is quite easy to generate a data base which allows to directly implement the statistics to current strategies.

Besides the market driven functions there are also various connotations from art history to each individual medium. At a conference at the chamber of commerce in Hamburg the head of Facebook Germany mentioned their strategy regarding the promotion of short clips of moving images and away from photographs. As parameters like for example shareability, length of a clip, relatability and context of the publication become more important it seems vital to make a considerate decision.

An equally important role in the presentation of garments is the choice, which person they should be presented on. In the context of aesthetics the guiding principles circle around correct measurements, contemporary proportions of beauty and aspirational body shapes and in consequence, what they can contribute to the publishers intention. Whereas the guiding principles in the context of ethics might involve more of how the result came together. This could include the relation between the designer and the model, maybe also allow the role of the model to go away from a persuasive approach towards a more explanatory one in order to establish a content- and action-based honesty in the images.

Regarding the imagery of this collection I would like to set up an experiment, which hopefully can point out the difference between following aesthetic or ethical guidelines. In order to pursue this it is planned to make one photo shooting, that produces contemporary fashion imagery relevant for the current market and another one in different settings, where the garments can demonstrate different purposes and values. Therefore I will aim to display two directions regarding the visual presentation of the collection. The studio photo shooting should include a model and all the equipment necessary to create contemporary fashion imagery. The second part will be story-based and happens together with a photographer, who I have been friends with for many years. The idea is to contrast the setting of the first photo shoot with more applied images in a street style context.

7. Problem Solving Experiment

This paragraph starts with an invitation to an experiment. My research has shown, that the personal context is wide spread human resources, which is heavily under used. This is why I would like you to test your own mechanisms of problem solving and thereby practicing abstract and logic thinking and encourage the application of ones own aesthetic understanding.

In the end there are the pictures, that offer an impression of how I tried to solve the challenges, but use the opportunity to rest and reflect upon your solutions, before turning to the pictures on page 22.

The procedure will be, that I will describe the steps in the production of a certain garment from the collection. Some of them are heavily focusing on craft elements, which are traditionally a lot more time-consuming than modern day production. Some of the pieces required the making of the tools in order to start the process, some of them contained elements of intense physical labour combined with a lot of patience. As wood is one of the elements applied in these experiments it is helpful to understand the characteristics of this material, but not necessary. During the reading of the I hope to activate some memories and experiences, which contribute to the personalization of your solution.

Eventually it comes down to the question how would your version differ from everyone else's?

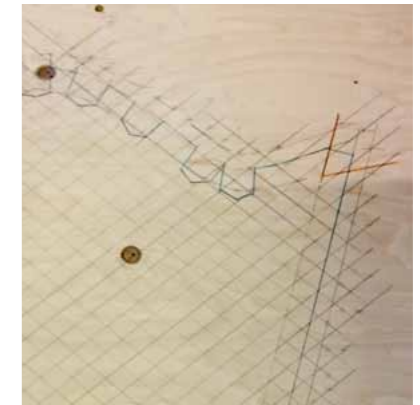
ON A SIDE NOTE I WOULD LIKE TO MENTION,
THAT EXACTLY THE EXPANDED DURATION AND
THE ACTIVE INVOLVEMENT IN THE PROCESS
HELPED ME TO DISCOVER ETHICAL VALUES
IN A PIECE OF CLOTHING. THE EXPERIENCES,
CONVERSATIONS AND INSIGHTS DURING THE
MAKING OF THE GARMENT MOST LIKELY FAR
EXCEED THE INTENSITY OF WHAT THE RESULT
CAN ACHIEVE.

THE KNOTTED JACKET:

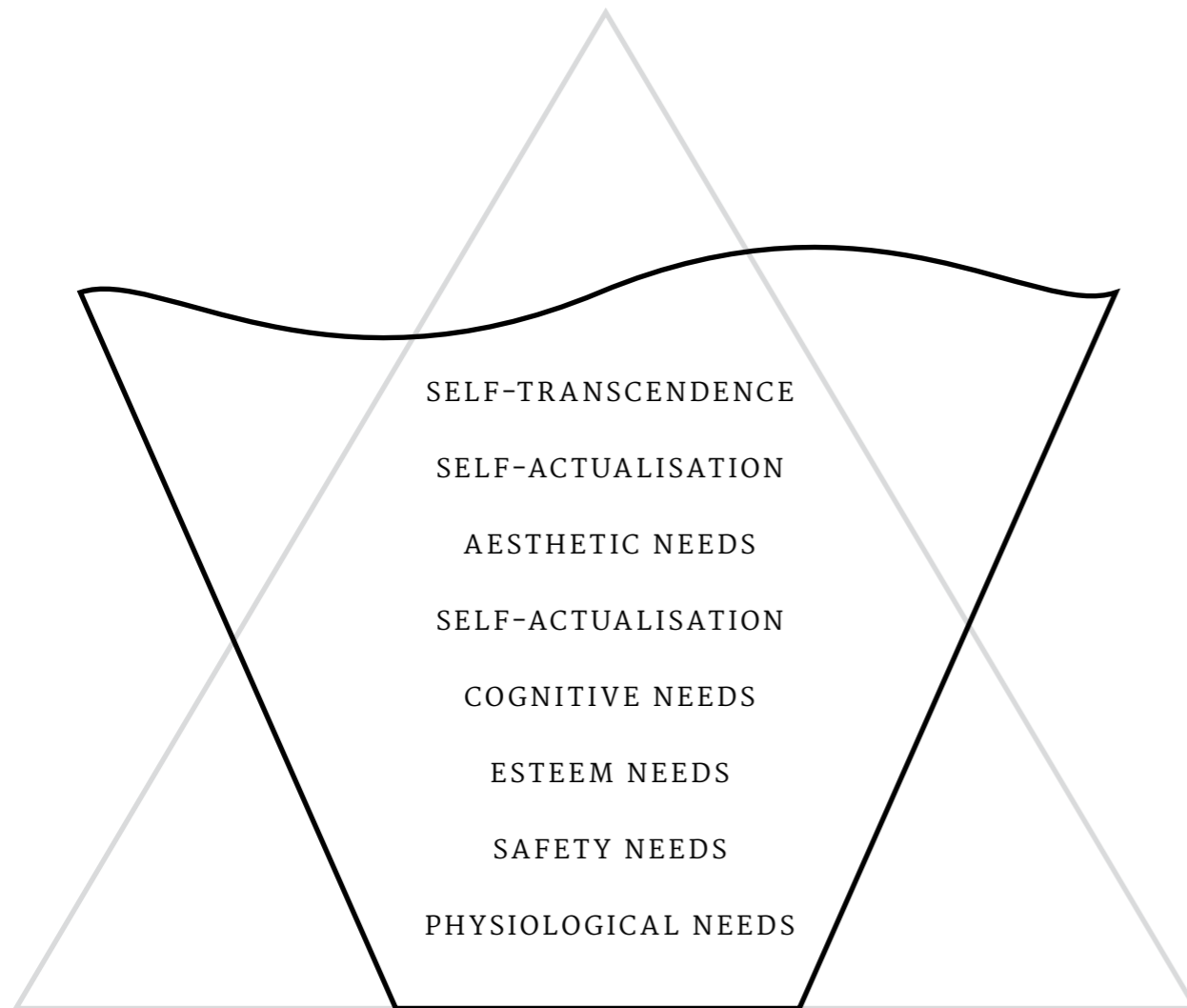
This jacket is based on a knotting technique, which was used by sailors and other people mainly for pillows.

- ▶ Starting with one pattern piece for the body and one for the arm
- ▶ Each pattern piece requires a wooden frame as a basis for the knotting
- ▶ Draw outlines of the pattern pieces on the wooden board
- ▶ Decide and draw grid system (visual pattern) for the strings on the board
- ▶ Expand outlines of the pattern pieces 3 cm outwards
- ▶ Cut holes in the wooden boards following the expanded outline
- ▶ Place nails around the pattern piece according to the chosen grid system
- ▶ Guide 10 layers of yarn through the nails following the grid system
- ▶ Start knotting each intersection point in horizontal and vertical direction
- ▶ Cut the strings from the nails -> finished piece
- ▶ Assemble body and arm parts
- ▶ Trim the loose threads to desired length

Problem Solving Experiment - Images



8. Redesigned Hierarchy of Needs



The grey triangle marks the original outline of Maslow's Pyramid of Needs. As the narrowing tip can be associated with feelings of confinement, the black lines are a suggestion to allow the higher ranked categories the space correlating to their metaphorical characteristics.

My interest in the pyramid, that Maslow put forward has been present for many years. It seemed like an explanation for some aspects of human motivation. Now the updated version of Maslow's pyramid was extended by adding the field of self-transcendence as a top category. If one would agree with what Maslow proposes, it would seem an avoidable to acknowledge, that the aesthetic section is topped by the categories of self-actualization and self-transcendence. My contemporary interpretation of self-actualization would circle around questions like: Do you engage in physical activities to actualize your body? Do you engage in activities, that benefit your personal growth? Do you maintain meaningful relationships? The category of self-transcendence directly addresses the question of what you can do to help others reach the highest version of themselves? This involves a evaluation of your skills, your motivations and your current condition.

Now I would like to introduce a discovery from the field of cognitive science, which deals directly with how we are affected by our visual landscape. Maslow's original symbol, a triangular pyramid, always had the pointy side up and directly under the top there was the highest ranked category; first self-actualization, later self-transcendence. The pyramid serves as a metaphor displaying the necessity of a stable foundation in order to move up, but on a purely visual level I would also argue, that the space surrounding each category gets smaller and smaller the closer you come to the top. Therefore the higher categories might subconsciously activate a frame of confinement and narrowness, whereas the attached purpose of the higher ranked categories often transport a message of more value in a person's life combined with a broader understanding of your environment. From this point of reasoning it might be relevant to simply re-adjust the shape of the frame in order to also visually display a more coherent version. Maintaining a stable line as a base reflects the fundament. From the end of the baseline two lines follow the words upwards, while expanding to each side. It can be discussed if the top part should be open or not. In this version it was about re-arranging a closed frame, so a curved line seemed more appropriate mainly to oppose the metaphor of a straight line being the easiest and fastest connection.

To conclude I would like to stress the importance of the coherence in a story. Through re-adjusting the shape of the pyramid according to the principles derived from cognitive science, it is hopefully possible to strengthen the coherence of the message, solely by eliminating the subconscious activation of the metaphors around confinement and narrowness among the top rated categories.

9. Conclusion/ Outlook

To return to the accelerations in globalization, climate change and technology, that initiated this project. We find ourselves in a context, that is constantly shifting at a pace never seen before in history so it is interesting to ask how does this affect the individual? To some regard the individuals choices are always correlating with knowledge and understanding of the context, but we reached the point in this era, where the amount of available information far exceeds what one person can consume. So there is some kind of decision-making involved when choosing a context. For an experiment in the field of science to work, a stable environment in our regards the context, is necessary to provide functioning statistics. The shift in the pace of change regarding the present conditions might require our generation to be flexible and to adopt quickly. This results in the very difficult task of finding out how to prepare for what is coming. Besides the academic interest this question turned out to be of immediate personal interest. The experiments of using the Internet and the time to work on one's individual context by following a system to absorb large quantities of information has it made possible to learn about different areas at rapid pace. Most of the content was published less then 10 years ago and some of it as a recent as just a few month ago. In a way the discovery of this method has helped me through out the project and had an impact on my life that will stay with me beyond this project, but it also provided me with another question for the future. So the question I ended up with is, if the context is considered to be the main part of the decision making, is the relevancy of a project decided by how up-to-date your understanding and application of the context is?

This is how I would like to conclude the theoretical part accompanying this collection. It ends with a question and for me this feels like a gift. For the following transition from the studying part of life to the applying part of life it seems vital to keep enough questions in close company, because

the questions one asks will manifest in the direction one pursues.

FROM WHITE TO BRIGHT - INITIATED BY ASKING QUESTIONS



wondering around,
wandering around

The great vowel shift took place in England between the 14th and the 16th century. During this time the pronunciation of most vowels was adjusted. So I find the similarity between both expressions above astonishing, because they eventually describe the same metaphor. Moving around at a moderate pace and allowing oneself to pause for reflection and a more aware intake of the surroundings.

10. Bibliography

The bibliography is build around the experiment of the actuality of the content published on the internet. Therefore my bibliography almost exclusively consists of recent information due to the investigation of the importance regarding this matter. The following list can be seen as an excerpt of my research containing a display of sources, which my decision making is based on. The structure of how the sources are attached and put together offers insight on the amount of views, because personally I think it enormously interesting to see the outreach, especially when engaging in new areas. Furthermore the duration of a clip largely influences the activities, it can be combined with. For example chopping vegetables takes around 15 min.! This frames the decision making of what to watch or listen to. Additionally it enables the reader, engaging with the digital version of this paper, to directly access the source of the information and learn more about this subject. The next step would be to add a small introduction text to each link, which would offer more information on direct display.

Friedman, Thomas L., 2016, Thank You for Being Late - An Optimist's Guide to Thriving in the Age of Accelerations, Penguin Books Ltd (UK)

Kahnemann, Daniel, 2012, Thinking Fast, Thinking Slow, Penguin Books

title	publication date	views	duration in min.	link
Alain de Botton - The Pleasures and Sorrows of Work	8 Mar 2010	95,553	23:17	https://www.youtube.com/watch?v=yNK0pjpgS5ao
Does the News Do Us Any Good?	26 Feb 2014	53,891	23:47	https://www.youtube.com/watch?v=xXW2743w8zM
BBC Documentary: The secret to extraordinary success	13 Mar 2016	206,433	58:51	https://www.youtube.com/watch?v=433kwX93M7w
George Lakoff on Empathy & Care as Core Values	28 Feb 2017	192	53:51	https://www.youtube.com/watch?v=Jz8lJ4J-uKo
George Lakoff on Trump's moral challenge to liberals	24 Feb 2017	7,571	23:58	https://www.youtube.com/watch?v=_OC-aS_QyHU
How to Make Friends and Manipulate Irrational Voters	3 Jun 2008	26,589	1:14:01	https://www.youtube.com/watch?v=jCXxc_M9EmE
Why societies collapse Jared Diamond	28 Oct 2008	349,149	19:48	https://www.youtube.com/watch?v=IESYMFtLIis
Lawrence Krauss Explains Everything	22 Mar 2017	36,963	21:10	https://www.youtube.com/watch?v=cArHB59o3xs
Think Jacque Fresco	19 Jul 2015	120,732	1:05:01	https://www.youtube.com/watch?v=0t1wztaqREw
Can We Really Stop Terror? - Russell Brand - Under The Skin - Ep.01	3 Apr 2017	110,457	1:21:47	https://www.youtube.com/watch?v=i_ozE98pw5A
George Lakoff Talks at Google	13 Jun 2008	25,814	1:03:19	https://www.youtube.com/watch?v=saDHFomGW3A
Richard Feynman - The World from another point of view	28 May 2015	223,992	36:41	https://www.youtube.com/watch?v=GNhLNSLQAFE

title	publication date	views	duration in min.	link
Yuval Noah Harari on the Rise of Homo Deus	15 Sep 2016	125,981	1:31:17	https://www.youtube.com/watch?v=JJ1yS9JIJKs
How to make a Zoetrope	12 Dec 2013	104,132	4:38	https://www.youtube.com/watch?v=LfAzr0GWknU
Panel on Political Language: George Lakoff, Frank Lutz, Nicholas Lemann, Andras Szanto, Drew Westen	17 Jul 2012	3,721	1:28:29	https://www.youtube.com/watch?v=LZBhDUW9LTM&t=6s
PR Summit 2014: It's Not What You Say, It's What They Hear	28 Oct 2014	3,547	57:17	https://www.youtube.com/watch?v=4eedphLjJQ&feature=youtu.be
Chivas The Venture Finalist from Nigeria: Fresh Direct	14 Mar 2016	4,178	1:32	https://www.youtube.com/watch?v=f3ULWVE9cFA
Dylan Moran / Off the Hook	19 Jul 2016	103,908	18:51	https://www.youtube.com/watch?v=y6bi0VDB8Aw
Noam Chomsky - What We Really Want	22 Apr 2017	66,328	12:19	https://www.youtube.com/watch?v=3CFwSQiTu3I
Making of Fear	21 Mar 2017	395	2:44	https://www.youtube.com/watch?v=cRPH0FHUx2E
Yuval Noah Harari on the myths we need to survive	23 Oct 2015	112,487	1:27:14	https://www.youtube.com/watch?v=UTchioiHM0U
Peter Singer: The why and how of effective altruism	20 May 2013	207,885	17:19	https://www.youtube.com/watch?v=Diuv3XZQXyc
7 Habits of Highly Effective People by Stephen Covey (Part 1) Animated Book Review	30 Oct 2016	57,755	13:25	https://www.youtube.com/watch?v=qaJt6LITcwY
The 7 Habits of Highly Effective Artists	Published on 8 Nov 2016	645,880	29:00	https://www.youtube.com/watch?v=vM39qhXle4g
Yuval Noah Harari: A History of Humankind	13 Jul 2015	37,663	25:41	https://www.youtube.com/watch?v=JpCai-84xYs
Yuval Harari with Dan Ariely: Future Think / From Sapiens to Homo Deus	22 Feb 2017	34,651	1:08:27	https://www.youtube.com/watch?v=5BqD5klZsQE
Eckhart Tolle in Conversation with Bradley Horowitz Talks at Google	23 Feb 2012	762,701	1:30:50	https://www.youtube.com/watch?v=qE1dWwoJPU0&feature=youtu.be
Internet of food: Arduino-based, urban aquaponics in Oakland	25 Jun 2012	883,789	13:36	https://www.youtube.com/watch?v=3IryIOyPfTE
Snowboarder Built a Sublime Off Grid Tiny House	8 May 2017	380,017	11:06	https://www.youtube.com/watch?v=J73GTfj0x-E
Russell Brand Podcast: Under the Skin ,Plant Based Diet & Plant Based Consciousness , Simon Amstell	11 May 2017	4,037	1:06:34	https://www.youtube.com/watch?v=LQr-JL8eL7U
E.O. Wilson explains the meaning of human existence, in 6 minutes	16 Dec 2014	41,528	6:22	https://www.youtube.com/watch?v=qzQBFLfdrPk
Why the buildings of the future will be shaped by ... you Marc Kushner	10 Mar 2015	872,100	18:09	https://www.youtube.com/watch?v=hha0NsYX5Sc
This is a Fully Solar Powered Electric VW Bus	15 May 2017	161,553	8:58	https://www.youtube.com/watch?v=FGZ1zbqAGA0
Anti-Fashion: A Manifesto for the Next Decade Li Edelkoort	9 Feb 2017	20,414	30:44	https://www.youtube.com/watch?v=LV3djdxFimI
Doug Stanhope No Place Like Home 2016	13 Dec 2016	95,429	1:11:17	https://www.youtube.com/watch?v=4W20P2od7V8
Russell Brand & Bob Roth: "Meditation, Comedy, New Fatherhood, Recovery, and Life" Talks at Google	19 May 2017	2,419	52:21	https://www.youtube.com/watch?v=ELVibluq9B0
Ricky Gervais - Fat Shaming, Standup, The Office and more. -- Jim Norton & Sam Roberts	19 May 2017	32,698	1:21:47	https://www.youtube.com/watch?v=grT080-TJ3k

title	publication date	views	duration in min.	Link
The trap of materialism	2 Dec 2011	559,528	36:38	https://www.youtube.com/watch?v=DtwXryPNciM&t=3s
Vertical Aquaponics System use Bamboo Towers in Greenhouse to Increase Production 10x	8 Dec 2016	111,559	35:24	https://www.youtube.com/watch?v=LuPGJLE6BdY
Daniel Kahneman: "Thinking, Fast and Slow" Talks at Google	10 Nov 2011	381,158	1:02:26	https://www.youtube.com/watch?v=CjVQJdIrDJ0
Thomas Friedman: A Field Guide to the 21st Century	8 Dec 2016	7,597	1:24:24	https://www.youtube.com/watch?v=Up7K5sRqllw
Thank you for being late: an optimist's guide to thriving in the age of accelerations	2 Feb 2017	2,101	1:14:01	https://www.youtube.com/watch?v=ACLDQnVxKcE
Wanderstöcke: Unikate aus Holz	1 Apr 2014	10,259	1:31	https://www.youtube.com/watch?v=WzuxoQUL-cM
Richard David Precht spricht mit Harald Lesch	28 Nov 2016	344,160	43:24	https://www.youtube.com/watch?v=sefC_SoG1nc
How It's Made - Walking Sticks	23 Feb 2012	240,762	4:59	https://www.youtube.com/watch?v=JzHvWZxhzAE
The Astonishing Simplicity of Everything / Neil Turok	3 Aug 2016	745,148	1:23:07	https://www.youtube.com/watch?v=JV7K8CvA26I
The Denial of Death Chapters 1&2	6 Apr 2014	10,848	52:34	https://www.youtube.com/watch?v=qtACq9tommw
The Tipping Point by Malcolm Gladwell Animated Book Summary	31 Dec 2015	33,093	6:19	https://www.youtube.com/watch?v=FrpdXTGsjbE
Prof. George Lakoff - The Political Mind - How Our Brains Understand Politics	25 Mar 2017	42	1:37:31	https://www.youtube.com/watch?v=Fh0tDJGMP-Q
A Simpler Way: Crisis as Opportunity (2016) - Free Full Documentary	3 Jun 2016	656,389	1:18:56	https://www.youtube.com/watch?v=XUwLAvfBCzw
Genius or Madness? The Psychology of Creativity - Professor Glenn D. Wilson	1 Dec 2012	221,645	42:19	https://www.youtube.com/watch?v=Nje--J7fsfw
Will Durant--The Philosophy of Henri Bergson	9 Nov 2014	19,917	42:49	https://www.youtube.com/watch?v=ShPPua3HBiE
Yanis Varoufakis blows the lid on Europe's hidden agenda	5 May 2017	8,903	32:21	https://www.youtube.com/watch?v=nGt82RFfg3U
Positive Psychology with Martin Seligman	12 May 2016	31,589	1:20:12	https://www.youtube.com/watch?v=HH0sssQzQGg
George Lakoff What Studying the Brain Tells Us About Arts Education	17 Feb 2013	11,840	39:53	https://www.youtube.com/watch?v=fpIa16Bynzg
Dr. Cornel West - Intellectual Vocation and Political Struggle in the Trump Moment	17 May 2017	1,823	1:06:21	https://www.youtube.com/watch?v=zwdUhgPpew
Under the Skin with Russell Brand #11 George Monbiot Fascism or Democracy	18 May 2017	4,136	1:00:55	https://www.youtube.com/watch?v=UfC6cDYaAK4
Eckhart Tolle - Be Aware Of Opinions 2017	14 Apr 2017	14,926	1:17:41	https://www.youtube.com/watch?v=8ZwIpQYjeM8
Nationalism vs. globalism: the new political divide Yuval Noah Harari	21 Feb 2017	230,097	1:00:09	https://www.youtube.com/watch?v=szt7f5NmE9E

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https://www.instagram.com/p/BTbyf9VA1il/?taken-by=derek_the_deliman



This paper has mostly been dictated and transcribed, which was made possible by the recent advances in voice recognition technology.

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Manuel Ruben Hallermeier, 25.06.2017

Thanks to:

Jörg Hecker
Daniel Bartels

Jakob Skytte Thorsen
Nicholas Sullivan
Damir Draganic
Jacob Ramos Brinthe
Simon Oswald
Carl Christian Würtz
Daniel Krajewski
Domantas Smaizys