

# DEFAMILIARIZATION

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Making by Making strange.

We are surrounded by objects. Everyday, we hold, move, touch, throw, press and grab things. Technology is everywhere. In this paper, the main statement is defamiliarization. But what does defamiliarization in that context really mean?

Our home is familiar to all of us. Since we spend so much time at home, we know every corner, every furniture and every subject. Not to get bored is hard, people need change and variety in their lives. Going on a vacation works the same way. We travel to discover. We feel the need to be at a completely new places with things we have never seen before.

Defamiliarization at home is necessary, to open the design space of it. What if we change objects to rediscover their function. Technology does not always change our design for the better. Technology can also limit us and make our consuming behavior invisible to us.



*1. Fire Spray (Jason Taylor)*



*2. Binder Hook (Jason Taylor)*

Jason Taylor is a British man who has dedicated his life to the transformation of everyday objects. He uses things like pens, paper, balls, rubber, etc. and combines them.

The fire Spray and the High Voltage Salt are from a challenge he made in 2012, where he built one object per day(!). He combined everyday things and posted a picture of it on a blog. His main goal was to spark his inspiration.

He has made some exhibitions around London, worked at schools to build objects with children, and sells some of his work online. He originally is a designer for lighting and furniture. Nowadays most of his creations do not have a functional use. The lamp on page one is an exception in that case. It's made of two simple objects, a grater and a bulb. But in my opinion it creates such a strong visual scene. Since the grater has a hole on the bottom, it will create a spotlight downwards and an ambient light to the side, which creates a lot more application possibilities.

In my eyes, Jason Taylor's work is a mix between the topics of *Making by Making Strange* and *IKEA Hacking*. He misuses objects, and defamiliarizes them to a new purpose, or simply to a piece of art.



3. Grater Light (Jason Taylor)

#### Image Sources:

1. Jason Taylor, 2012, <https://everydayobject.wordpress.com/2012/12/21/347-fire-spray/>

2. Jason Taylor, 2012, <https://everydayobject.wordpress.com/2012/01/15/15-hook-binder/>

3. Jason Taylor, <http://www.jasontaylor.co.uk/product-page/grater-light>

4. Jason Taylor, 2012, <https://everydayobject.wordpress.com/2012/09/09/254-high-voltage-salt/>

#### Readings:

„*Making by Making Strange: Defamiliarization and the Design of Domestic Technologies*“ - Bill, Genevieve, Blythe, M. & Sengers, P. 2005, in *ACM Transactions on Computer-Human Interaction*

„*Learning from IKEA Hacking: I'm Not One to Decoupage a Tabletop and Call It a Day.*“ - Daniela Rosner and Johnathan Bean, 2009, *Proceedings of CHI' 09*



4. High Voltage Salt (Jason Taylor)