Always explore!
Always create!
Always enjoy!
Always explore! Always create! Always enjoy!

Triple helix
Always explore! Always create! Always enjoy!
Academic partners

- Worrying about relevance – not technology-driven but design-driven – would that work?
- Worrying about linking to partners’ business models (workshop on “what do you make money from?”)
- Worrying about keeping the dialogue alive – experimenting with collaboration forms
Industry & Society partners

- Worrying about relevance
- Worrying about letting outsiders into their secret rooms (co-creation initiatives huge step for e.g. IKEA and Ericsson)
- Worrying about having to spend time (money no big deal)
- Worrying about internal re-organisations/power games/not-invented-here-problems
- Worrying about unique selling points? Why shop research here and not somewhere else?
Industry & Society partners

• Longing to be “challenged”, “encouraged” and “inspired”
• Longing for “seeing the future” before it exists
• Longing to bring in ideas to make their business/processes better – but annoyed if given what they already know
• Longing to know about the “digital disruption” will do to their business before it hits them
• Longing for a pre-competitive arena
Take risk? 
YAY!

MobilEye
Example: Soma project

Keys to success here:
• Daring to do design outside-the-box?
• Honest dialogue?
• Hiding early ideas?
• Designing slowly?
• Exploring together?
• Finding the right person (rather than right organisation)?
Actuation

Soma Mat & Breathing Light

Always explore! Always create! Always enjoy!
Always explore! Always create! Always enjoy!
Soma
“Soma as a living, purposive, sentient, perceptive body or bodily subjectivity”

Aesthetics
“an awakening from the mindless, joyless behaviours”

Analytical & Practical
“the highest art of all – that of living better lives”
Long & winding design journey

Always explore! Always create! Always enjoy!
Long & winding design journey

Always explore! Always create! Always enjoy!
Right person: Eva-Carin Banka Johnson

Always explore! Always create! Always enjoy!
Industrial success

Hackaton democratic design centre Älmhult

Space10 exhibition
Academic success

Honourable mention at CHI-conference

Book on Soma Design with MIT Press in 2018

Always explore! Always create! Always enjoy!
Soma project: success

- We took risk
- We designed slowly
- We designed together with our partners
- Tangible design outcomes – of relevance to IKEA

- Beyond exemplars – an alternative design philosophy - scaling
Soma project success: touching disruption & scaling

- Consumer-product companies (IKEA, Husqvarna, ...) met Internet of Things
- Products become services rather than things

- Who makes money in that new eco-system?
- What do you do with the data?
- How do you make IoT affordable to “the many people”? 
- What is “ownership” in the age of sharing economy?
Implications

Smart Implicit Interaction: homes

JOIN IKEA TILLSAMMANS AND ENJOY THE MANY DISCOUNTS.

The smart everyday for the many people

Experience the new IKEA catalogue - now with Google Glass® extended content!

* Holo-lens edition available

AVKOPPLAD

Canvas Bed Canopy for

SACINA
Textile

Light filtering curtain provides

499:-

Soft, light and pleasant. Canopy for

899:-

The soft, light and pleasant.

AVKOPLAD

Canopy

AVKOPLAD

899:-

499:-

Canvas Bed Canopy for

Soft, light and pleasant. Canopy for

The soft, light and pleasant.
Implications

Smart Implicit Interaction: cities

Stockholm has the least of data and greenhouse gas emission per capita in the world. The city's digital services and physical infrastructure enables carbon-free living in large parts of the city. In Stockholm even your digital equipment, such as screens and VR headsets, are composted.

LIVE ON 32-65 CUBIC METER
In the treatment buildings of Stockholm your living space is provided on a need-based volume model. With a flexible amount of living space you can contain that no housing space goes unused and that you don’t pay for space you don’t need.

OFFLINE ZONES
Stockholm has several public offline zones where Stockholm can react to evolutic B1. In the orbital offline zones VR app runs, social connection technology and digital is.

Paradigm Stockholm’s first offline zone was created in 2019 by prof. Jon Dahl. Also known as the “Invis Ble”, received harsh criticism when it was installed, but is now one of the city’s trademarks.

“Tie hall has become a natural meeting place and I like to be a completely offline for a while.”
- Olle Sedling, ambassador

Always explore! Always create! Always enjoy!
Touching Disruptions?

- No banks in five years? (Rekarnes Sparbank)
- Nobody wants to work in control rooms? (ABB)
- Infrastructure no longer sold to operators? (Ericsson)
- Digital tools altering the conservative fashion industry? (H&M)
Actuation

Interactive Jewelry

Always explore! Always create! Always enjoy!
Actuation

Fashion: interactive video
Always explore! Always create! Always enjoy!
Collaborations forms

There is no given formula for how to collaborate between partners!

• Pre-competitive arena
• Joint projects
• Internships – also for seniors
• Going on trips together – Japan, Silicon Valley, India and Europe
• Lectures
• Creating specific applications, tools or toolkits
• Creating popular descriptions or design fictions
• Joint workshops or brainstorming activities
• Sharing a research/design method
• Open house demos
• Joint exhibitions
• Partner days where all projects are presented
• Industrial PhD-students

A strength of the Mobile Life centre was probably our willingness to try out different collaboration forms in an equally creative manner as we engaged with our research topics.
Always explore!
Always create!
Always enjoy!
In numbers:

- ~250 people engaged in the centre (~150 people working in the centre)
- 210 MSEK + other grants ~145 MSEK = 355 MSEK
- 52 journal papers
- 184 full peer-reviewed conference
- 113 short papers, posters, workshop papers
- 6 books
- 4 spinoff companies
- 10 companies & Stockholm City Municipality