THE END OF HEARING

Marek Kultys

2011

Central St Martins College of Art and Design
University of the Arts London
experimental design project

goal: to test designer’s role in SF prototyping
<table>
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<tr>
<th>the project</th>
<th>the stories</th>
<th>the objects</th>
<th>the Rochelle experiment</th>
<th>the results</th>
<th>conclusions</th>
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</thead>
<tbody>
<tr>
<td>scenario #1 — pharmacological adaptation to noise pollution</td>
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<tr>
<td>scenario #2 — a spin-off from sound conditioning</td>
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<td>scenario #3 — augmented perception of the wireless</td>
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two narratives
scenario #1 — *Artificial Silence*
scenario #2 — *Blasting!*
scenario #3 —
Artificial Silence
Artificial Silence
Artificial Silence
Artificial Silence
Blasting!
Blasting!
Blasting!
Blasting!
making science fiction tangible

the project | the stories | the objects | the Rochelle experiment | the results | conclusions
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scenario #1 — the Otomixer
scenario #2 —
scenario #3 — AIR implants
short film
the Otomixer
AIR implants
short film
14-23 June 2011
Shoreditch, London

the Rochelle experiment
communication
conversation
conversation
Hearing Trade-off test × 65 positive reactions
Hearing Trade-off test × 65
HEARING TRADE-OFF TEST [ # 0 ]

Design for the Future Institute

go where the future leads

DESIGN

leads where the future goes

is discardable

HEARING

is malleable

can be directed

FUTURE

can't be affected

is today's scarce resource

SILENCE

is the cost of progress

I can live with it

NOISE POLLUTION

I can't live with it

change my behaviour

I'D RATHER... THAN...

change my attitude

I will use it till I lose it!

EARS

how will I listen without them?

technology can do better

AURAL FACULTY

nature got the most of it

is lack of silence

NOISE

is lack of meaning

£0 worth

HEARING
Hearing Trade-off test results summary
we believe that future can be shaped and that design can help us do this
Hearing Trade-off test results summary

1] we believe that future can be shaped and that design can help us do this

2] we value hearing and think that we can adapt to future soundscapes
Hearing Trade-off test results summary

1] we believe that future can be shaped and that design can help us do this

2] we value hearing and think that we can adapt to future soundscapes

3] we are indecided about the role that noise plays in our lives
positive reactions
the project  |  the stories  |  the objects  |  the Rochelle experiment  |  the results  |  conclusions
| the project | the stories | the objects | the Rochelle experiment | the results | conclusions |
| designer’s role |
designer
| (general) public | designer | professional community |
communicating SFP

(general) public

designer

professional community
designer

collecting SFP feedback

communicating SFP

(general) public

professional community
the project  |  the stories  |  the objects  |  the Rochelle experiment  |  the results  |  conclusions
thank you