



GRAVITAS

Ellen Bjerborn



grav·i·tas
/grave-tās/
noun

weight, dignity, seriousness, or solemnity of manner.
“a post for which she has the expertise and the gravitas”

Table of Contents

<i>STATEMENT.....</i>	<i>4</i>
<i>USER.....</i>	<i>7</i>
<i>POINT OF ENTRY.....</i>	<i>13</i>
<i>CONCEPT.....</i>	<i>19</i>
<i>FORM.....</i>	<i>25</i>
<i>IDEATION.....</i>	<i>35</i>
<i>MATERIALS & MANUFACTURING.....</i>	<i>43</i>

This project was born out of a desire to disconnect and return to a state of mind that is tender, sensitive and values emotion.

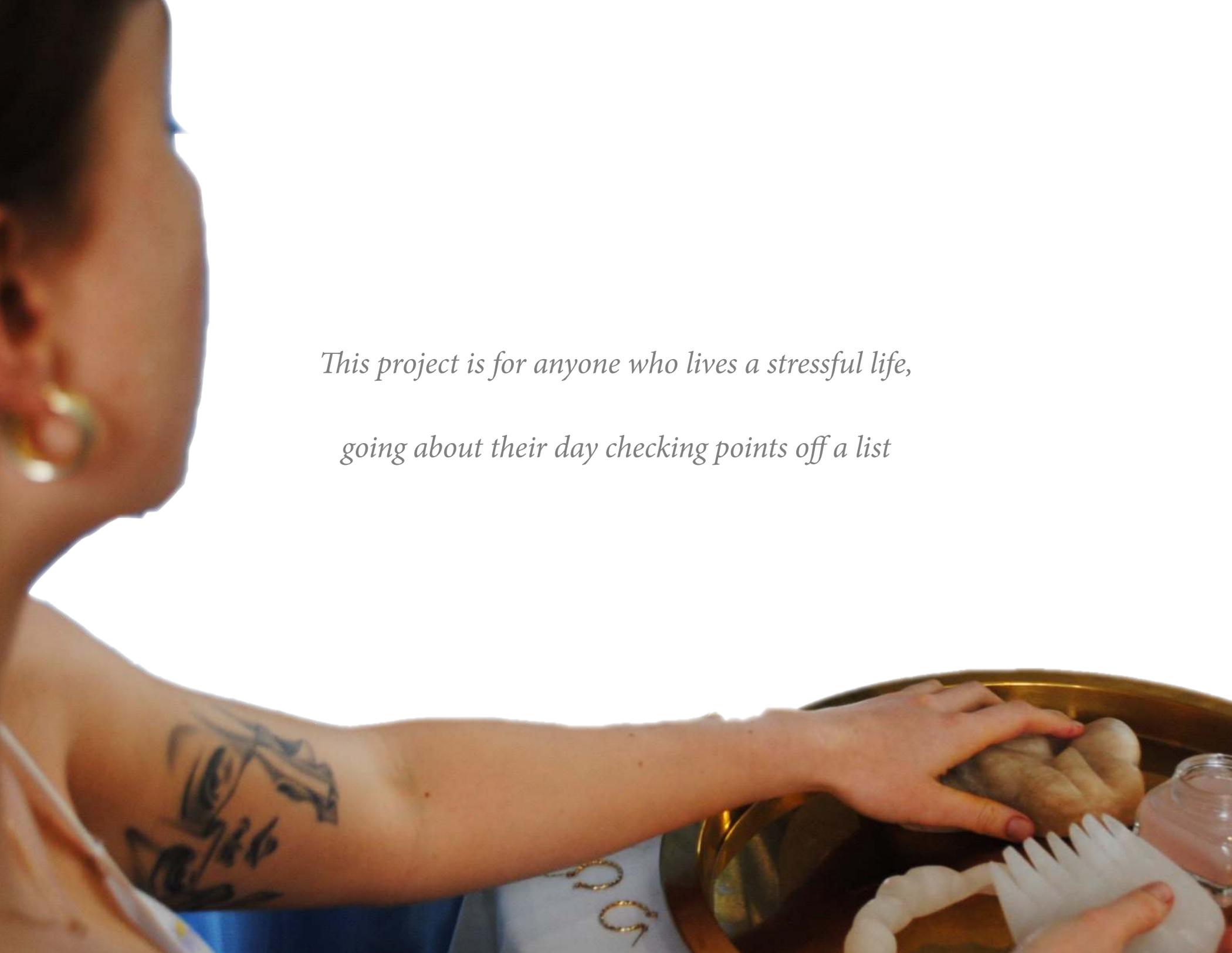
I had for long felt disconnected to myself, avoiding emotions. Skipping past sad songs and always staying preoccupied with something. There was no space to just feel.

I figured many other must feel the same, and I designed for a more human world. The world I experienced as a child, with little stress or musts.





USER

A woman with a tattoo on her left arm and gold hoop earrings is shown in profile, looking down at a brass tray. The tray contains a small jar and a white object. The background is plain white.

*This project is for anyone who lives a stressful life,
going about their day checking points off a list*

To see what others do, I asked several people:

- What do you like to do to feel connected to yourself, to feel calm?

“Take long walks around the city. Think about the things that matter to me. Sit in a park. Long, warm showers also help me connect with myself and think about things”

“Look at water”

“Get high”

“Very disconnected from myself, it feels tough to express my feelings”

“Talking to my partner is like speaking to a reflection who is willing to tell me the entire truth and help me explore myself without my self bias.”

Then I asked:

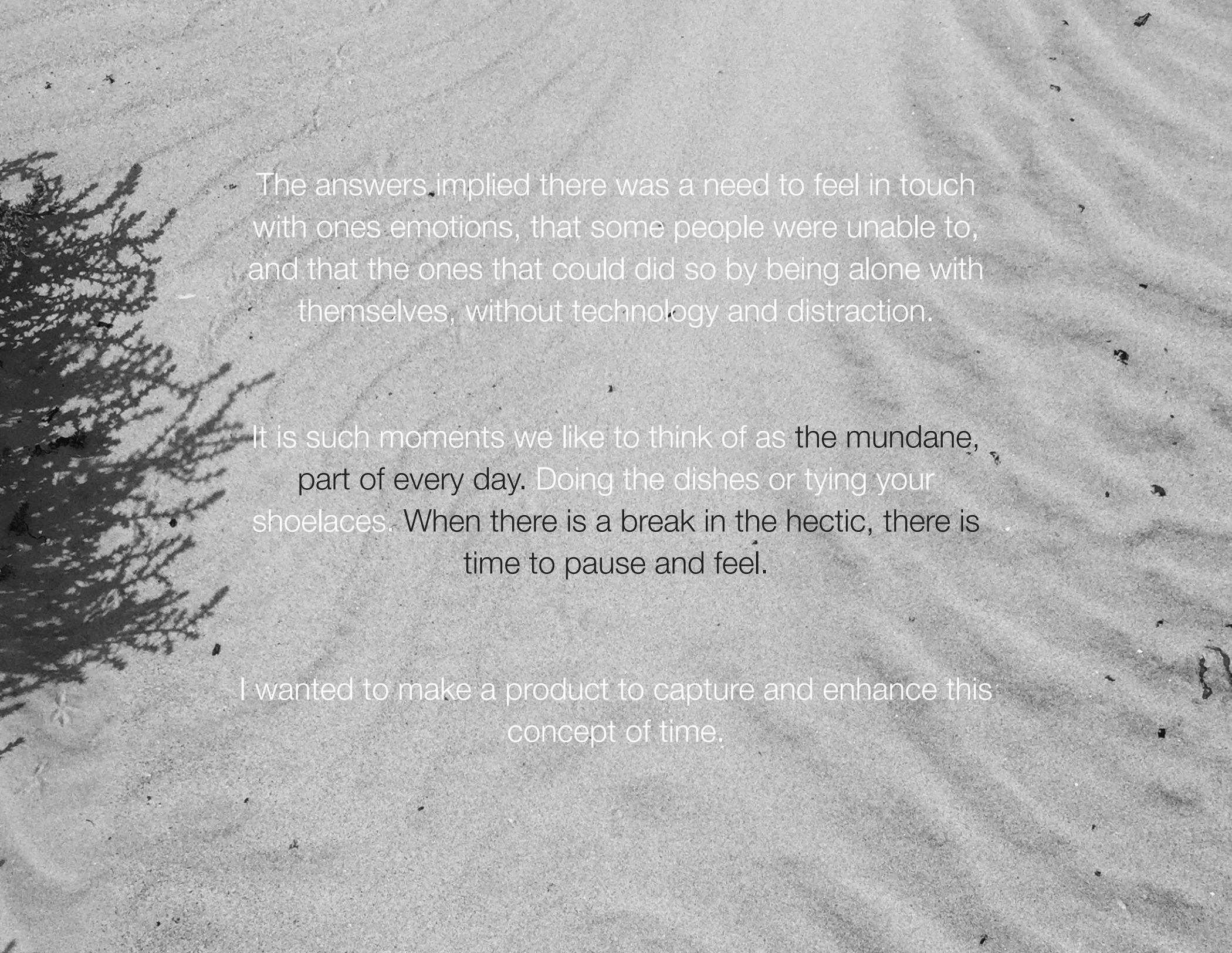
- How does doing this make you feel?

“ Being away from distractions like technology, I really feel like myself and enjoy the simple things in life which bring me the most joy ”

“ I feel less afraid to travel in mind and confront hard truths that I must reconcile with in order to heal and grow to my full potential.”

“I don't feel my feelings, but i am conscious of how little I feel them”

At first i feel bad, my pride tries to cloud my judgment. If I manage to swallow my pride and face the truth, i feel as though I have become stronger.



The answers implied there was a need to feel in touch with ones emotions, that some people were unable to, and that the ones that could did so by being alone with themselves, without technology and distraction.

It is such moments we like to think of as the mundane, part of every day. Doing the dishes or tying your shoelaces. When there is a break in the hectic, there is time to pause and feel.

I wanted to make a product to capture and enhance this concept of time.



POINT OF ENTRY



&



The mundane lives in the moments we hardly notice, in the routines. Without these moments we become less human. They are our space to breathe.

I again asked questions, to 50 anonymous people.

- Tell me about a routine you have?



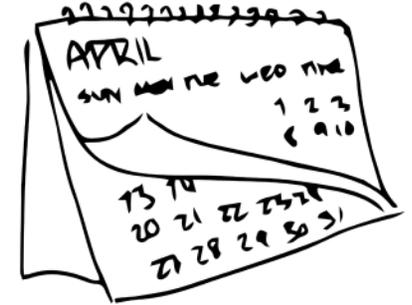
"I wake up, wash up, get dressed, eat a bowl of cereal, check emails on my phone, and head to work"

- "1) Wake up. Then drinking coffee.*
- 2) Reading Newspapers,*
- 3) Watching TV,*
- 4) Brushing tooth & Bathing*
- 5) Eating breakfast,"*
- 6) Going to office."*

"I get up. Make coffee and breakfast. Watch ESPN. Get ready for work and go to my job."

"I check my social media right when i get up and then after i see what's happening for the day, i go and get ready. I brush my teeth and all the morning stuff. After that I make breakfast while reading news."

- What do these routines mean to you?



"it's a long time habit and keeps my skin nice"

"It keeps me on a schedule and helps me work in an organized fashion"

"Stability, I guess."

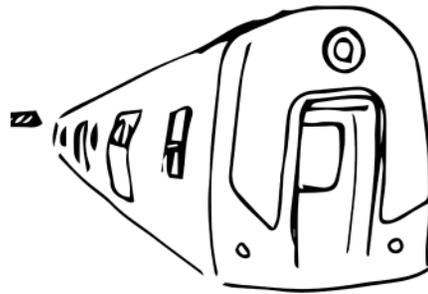
"It means comfort and relaxation"

It means my office work & my habits.

"Just habit."

"It doesn't really mean anything, it's just something I am used to."

The overall sense was that the routines were just something to get through, and get through quickly.



This was disheartening. To many, most of the day is filled with stress and demands, so why not cherish the pauses more?

I thought the perfect space to create this pause would be in **the morning and evening routine, - an important time, when one is either preparing to face the day, or leaving it behind.**

CONCEPT

mindfulness

being in the moment

The proposed change in state I wanted to achieve is from a stressed to a calm, present state. This what the the concept of mindfulness means, to be present in the moment.

Mindfulness is a technique practiced in religions such as Hinduism and Buddhism. **The way to practice it is by focusing deeply on one's bodily sensations or thoughts, accepting them and not letting your mind wander.**

Mindfulness is now wide spread, and I wanted to apply the technique to the project.

The tactile sense



rockite ideations

I wanted to stimulate the tactile sense enough to place the user in their body. I did so with **exaggerated shapes**, and with the **weight** of the material used.

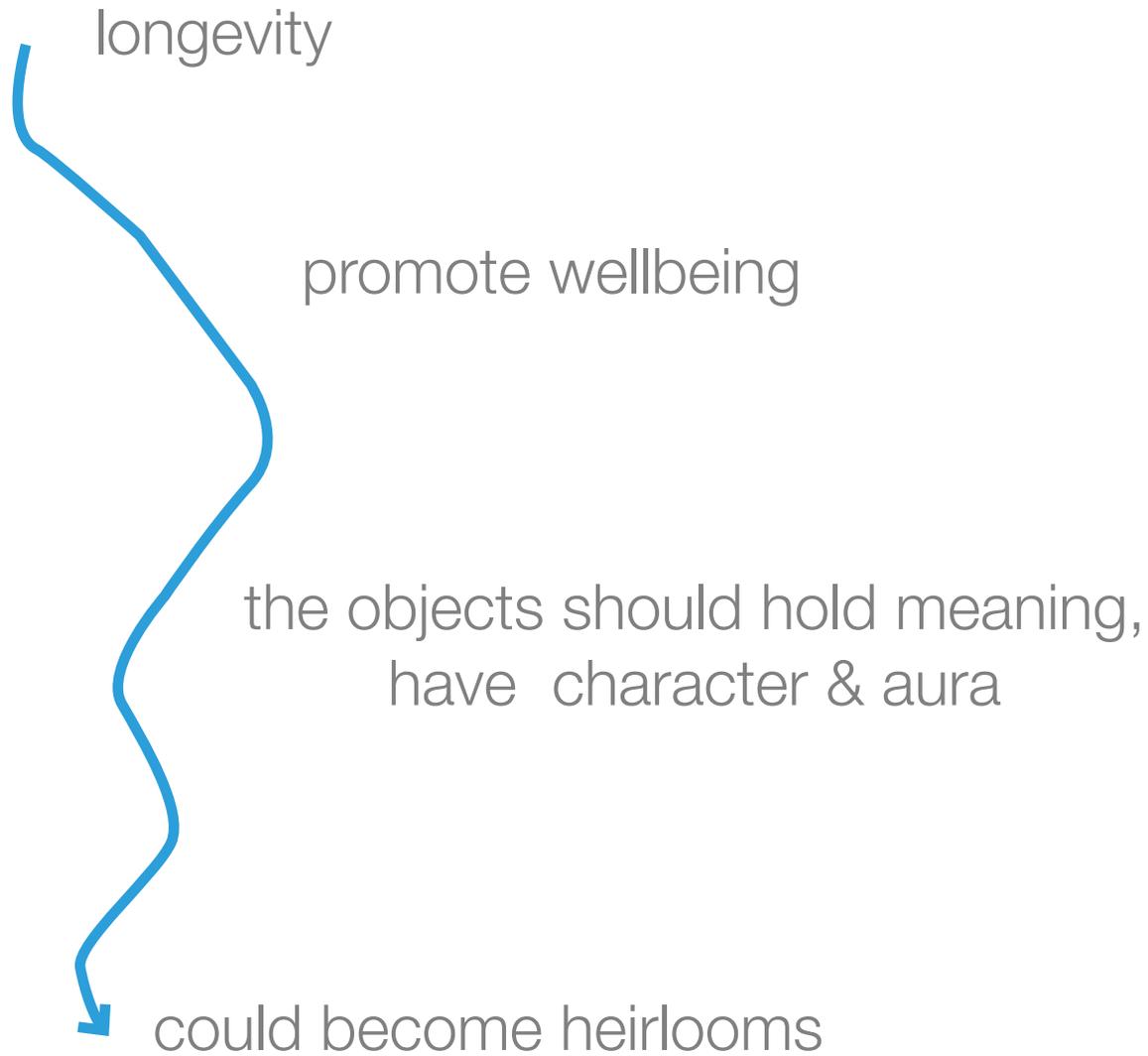
ATTENTION “*Self care*” ATTENTION

This project would fall in the category of self care, a terms that has become increasingly popular and kidnapped by big business to sell, especially women, products that need to be repurchased, relate to appearance and cost a lot of money.

It was very important to me to not make something like this, that equates well being with appearance.

Therefor, the items in this family of objects cover the *essentials* of a routine.

Design criteria







FORM







detangling comb

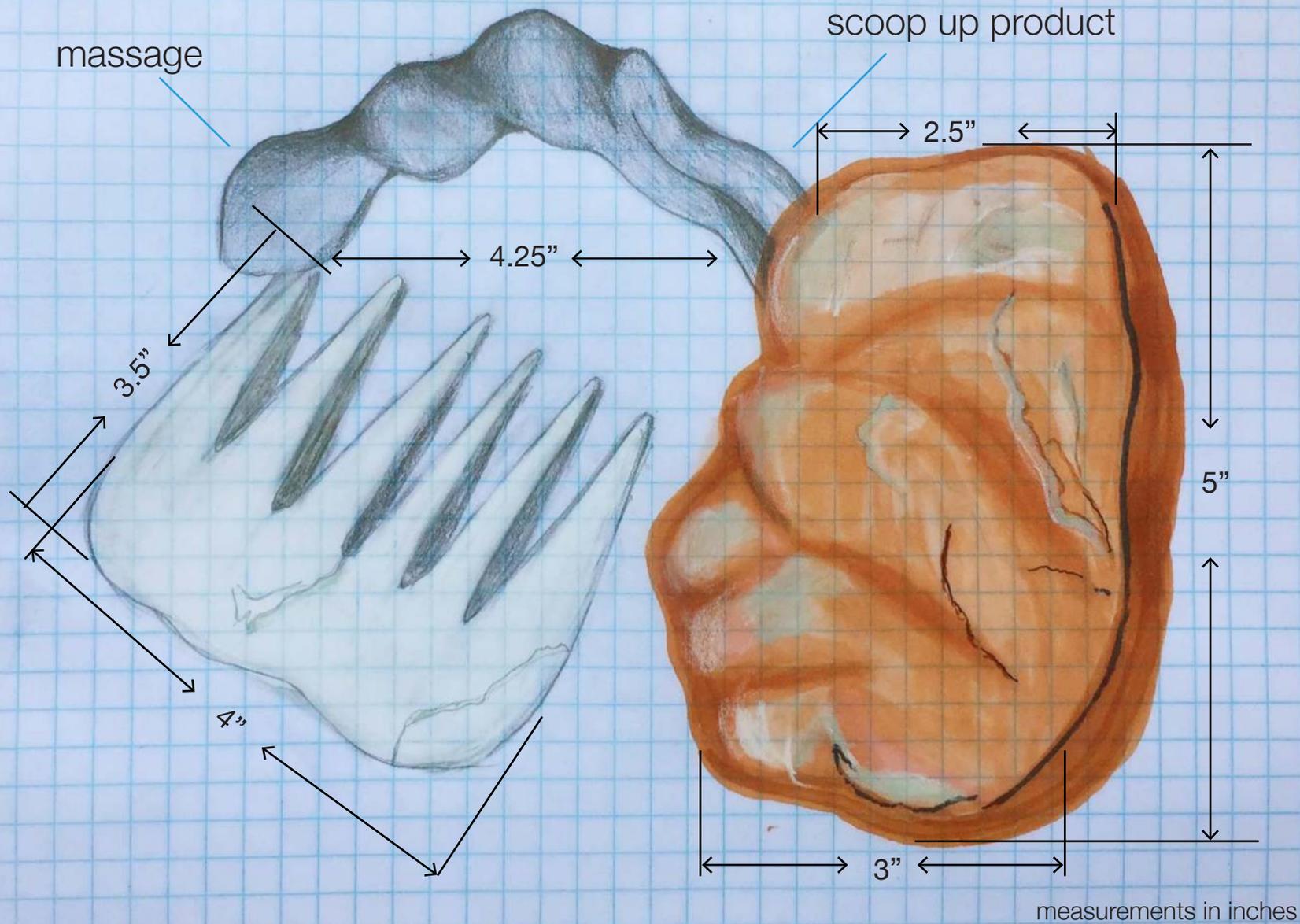


mirror

crème applicator



The objects were shaped to be bulbous, bulky and beautiful.



Form inspired by



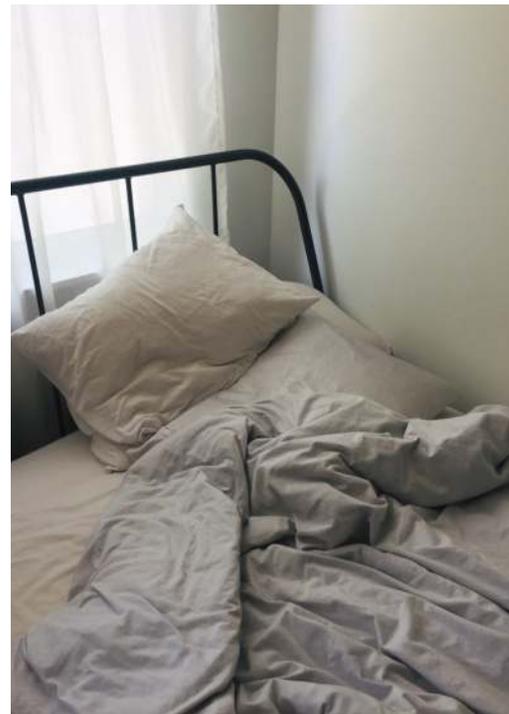
ripples in the sand



clucking waves



expressive clouds



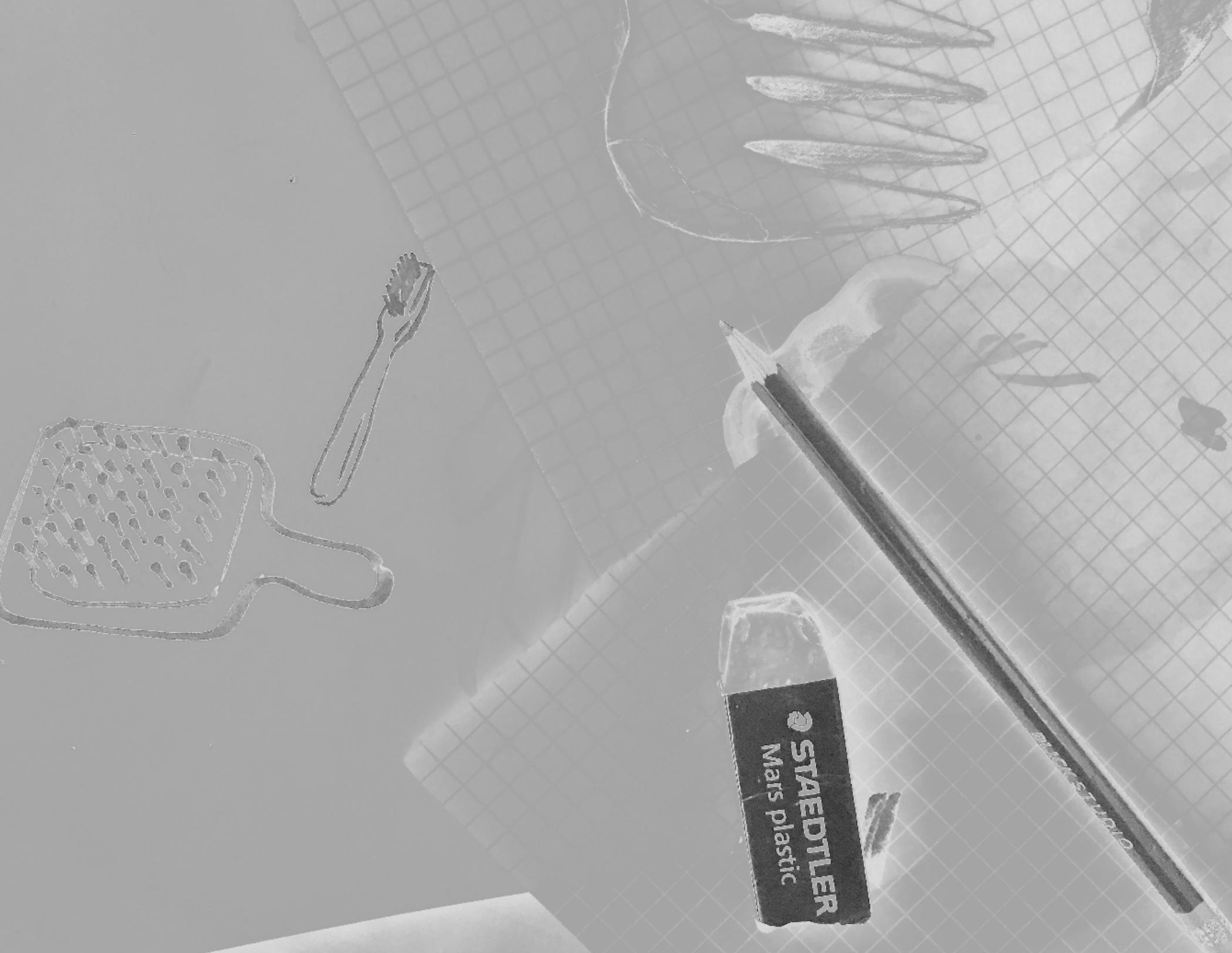
sleepy sheets

Their exaggerated shape and the beauty of the stone makes the user handle the objects carefully, almost like they are phenomenological objects with a life of their own.



GRAVITAS

A set of 3 sculptural objects to bring presence and wellbeing to daily routines, turning them into rituals.



STAEDTLER
Mars plastic

IDEATION

Earlier in the semester I experimented with stimulating other senses to create the presence I sought after.



Visual sense



First I thought of making the objects out of glass or resin, so they could break the natural light and induce a sense of awe. I made several tests of resin with different air bubbles and textures.

Tactile sense



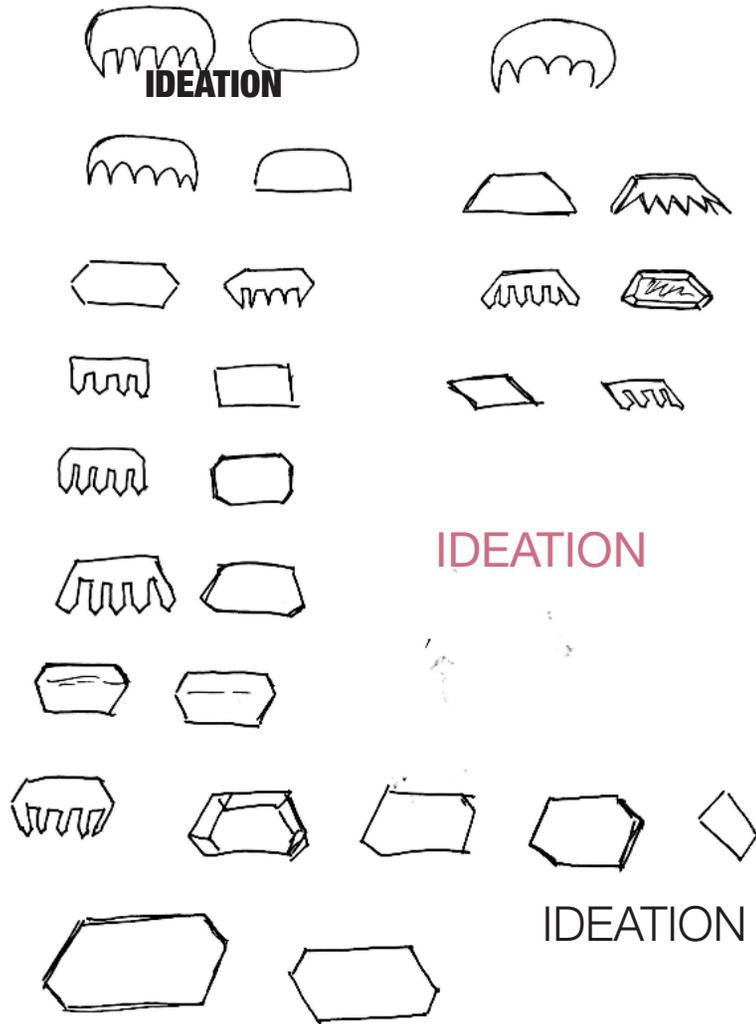
Then I experimented with the idea of making an object extremely unpractical, or having its heaviest point shift. The purple foam models have ball bearings and beans in them that move around with the object.

Once I had decided on the tactile sense, I considered several different materials and ways to manipulate them

	WOOD	STONE	PLASTIC	CERAMIC	GLASS
NOTHING	✓		✓	✓	
~~~~~					
⊙ ⊙ ⊙					
~ ~ ~					

The image shows four hand-drawn spoons, each representing a different material. From left to right: a bright red plastic spoon, a brown stone spoon, a grey ceramic spoon, and a light-colored wood spoon. The spoons are arranged horizontally against a black background.



# Forms



IDEATION?

# Final forms !

rockite casts





*MATERIALS*

*&*

*MANUFACTURING*

# Materials

The final material is stone - chosen for its **heaviness, durability and organic nature.**

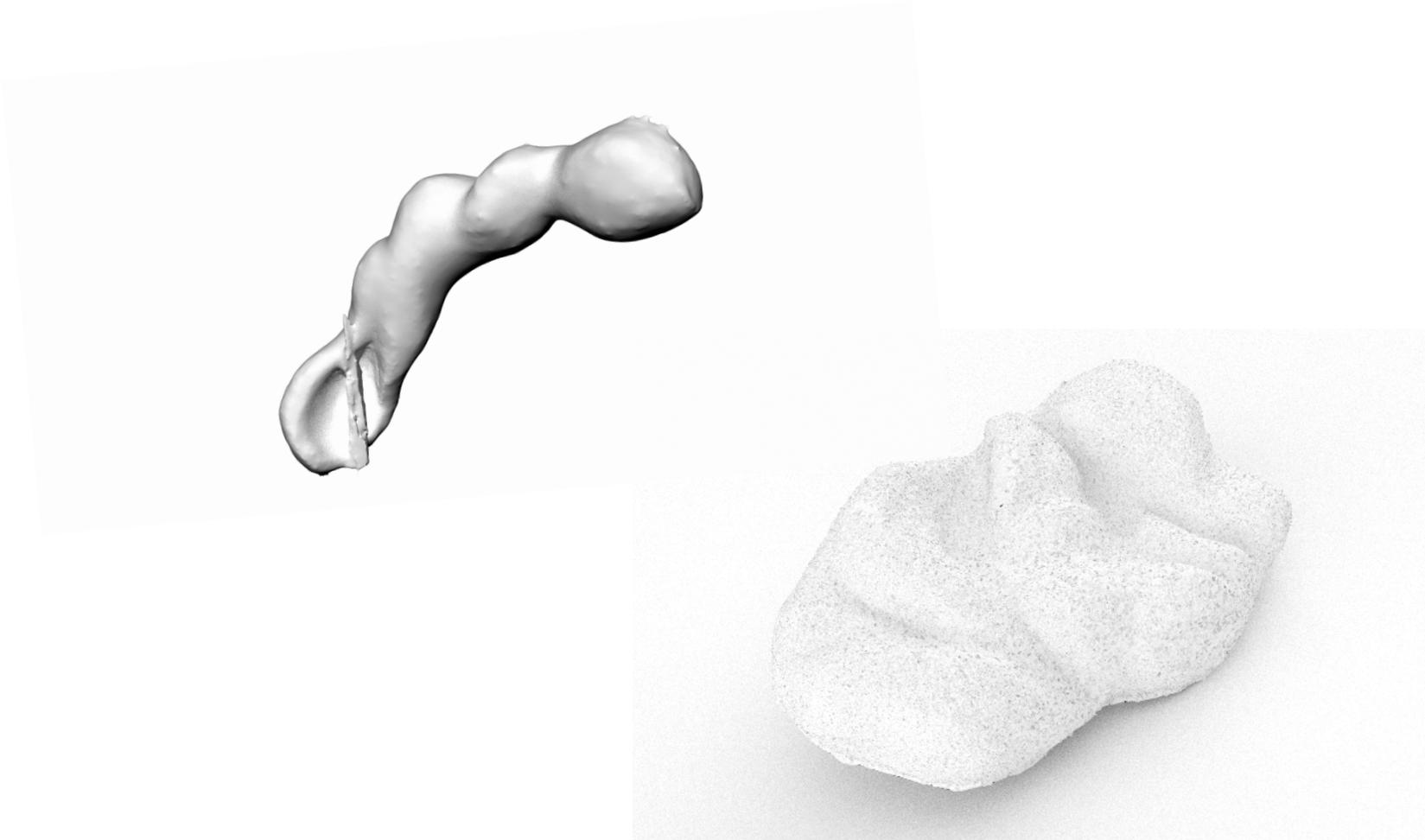


Pakistani onyx and green marble from Danby Quarry, Vermont

The final family of objects would be made to order and be offered in either a translucent onyx or green marble. These are types of stone chosen for their density and longevity.

# Manufacturing

These pieces can either be CNC:d or made by hand. My pieces are hand made, but if there would every be a need for large scale production the pieces can be cut on a 5-axis machine. The hand making process is restful and rewarding.



# Hand forming - the process



this → that!



rough sawing

getting closer



dremel shaping



filing



sanding & polishing



# Production cost & retail

COST ANALYSIS/UNIT	Resources	Cost	Supplier		mirror	comb	creme applicator
Materials	Green Marble	2.79/pound	Danby Quarry		4 pounds \$11.16	2 pounds \$5.58	1 pound \$2.79
	Pakistani Onyx	2.79/pound	Abroad				
	Mirror glass	\$14.00/24" x 30"	Gardner glass		5x2.5"= \$0.24 piece		
	Adhesive epoxy	\$5.50/0.85 fl.oz	Gorilla brand		\$0.50/piece		
					\$11.90	\$5.58	\$2.79
Set up/tools	Half face piece	\$15.00	PK safety				
	Cartridges	\$15.00	PK Safety				
	Dremel Bit	\$17.00/per piece	Dremel				
	Sandpaper	\$8.00 per set					
	steel files	\$50.00	Italian	/			
	Stone polish	\$14/bottle	Italian Craftsman				
	Studio with ventilation	\$190/month	Gowns studio space				
				\$119.00 - est. monthly renewal			
				with studio: \$309			
Labour	Self-employed				6h	5h	3h
				Retail:	\$150.00	\$200.00	\$100.00
							As a set: \$400



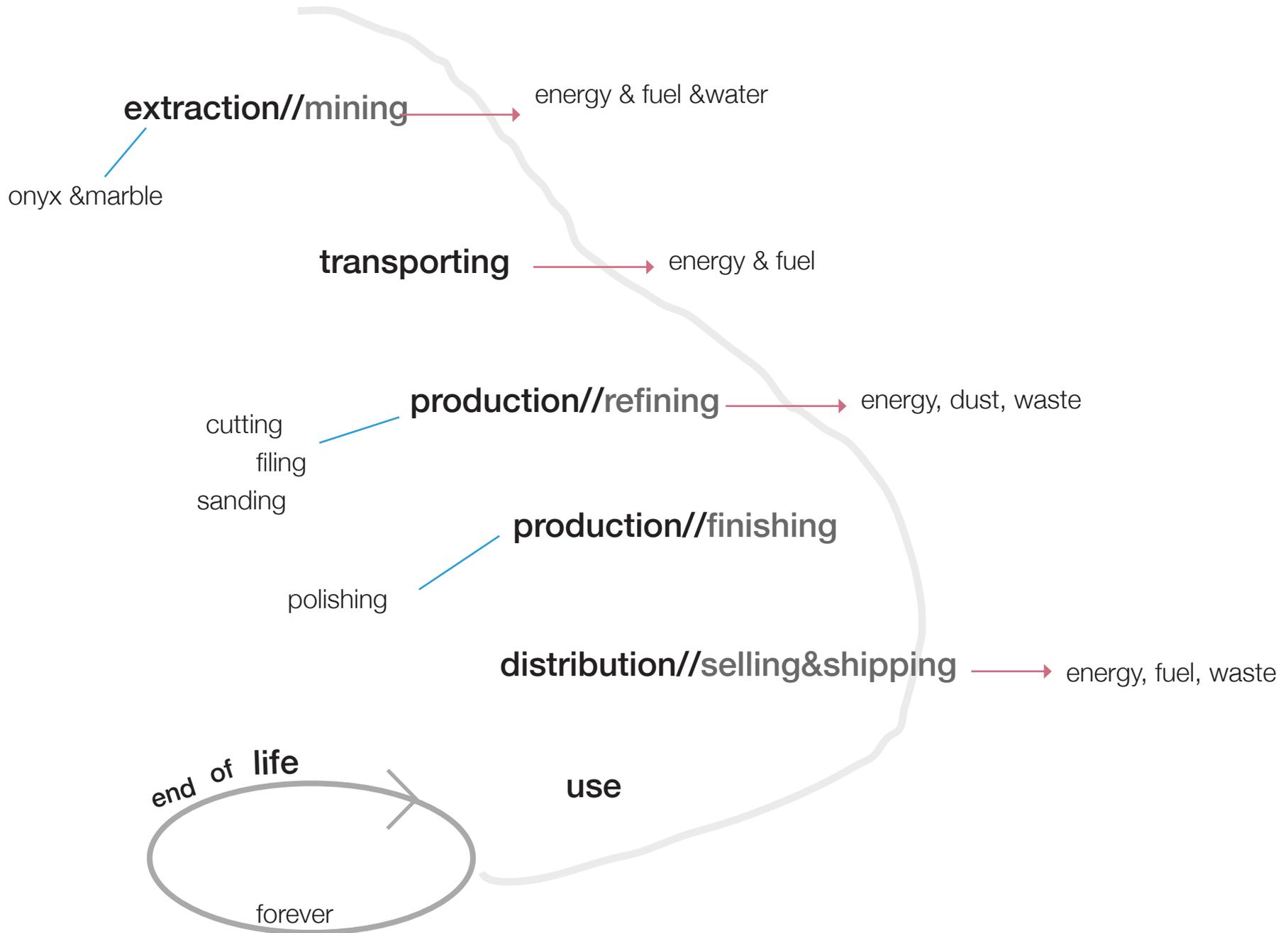
\$400/set



additional costs

Services	Glass cutting	to be quoted	
	CNC	to be quoted	
PACKAGING			
	Paper box	\$1.30/box /24 boxes	<a href="http://luv2pak.com">luv2pak.com</a>
	Packing box	\$1.52/box 25/boxes	Uline
	Label	\$0.064/label \$64/1000 pieces	Uline
	Shipping	Depends on size of order/distance - est. \$20	
			<b>\$22.90</b>

# Process tree



*gravitas.*

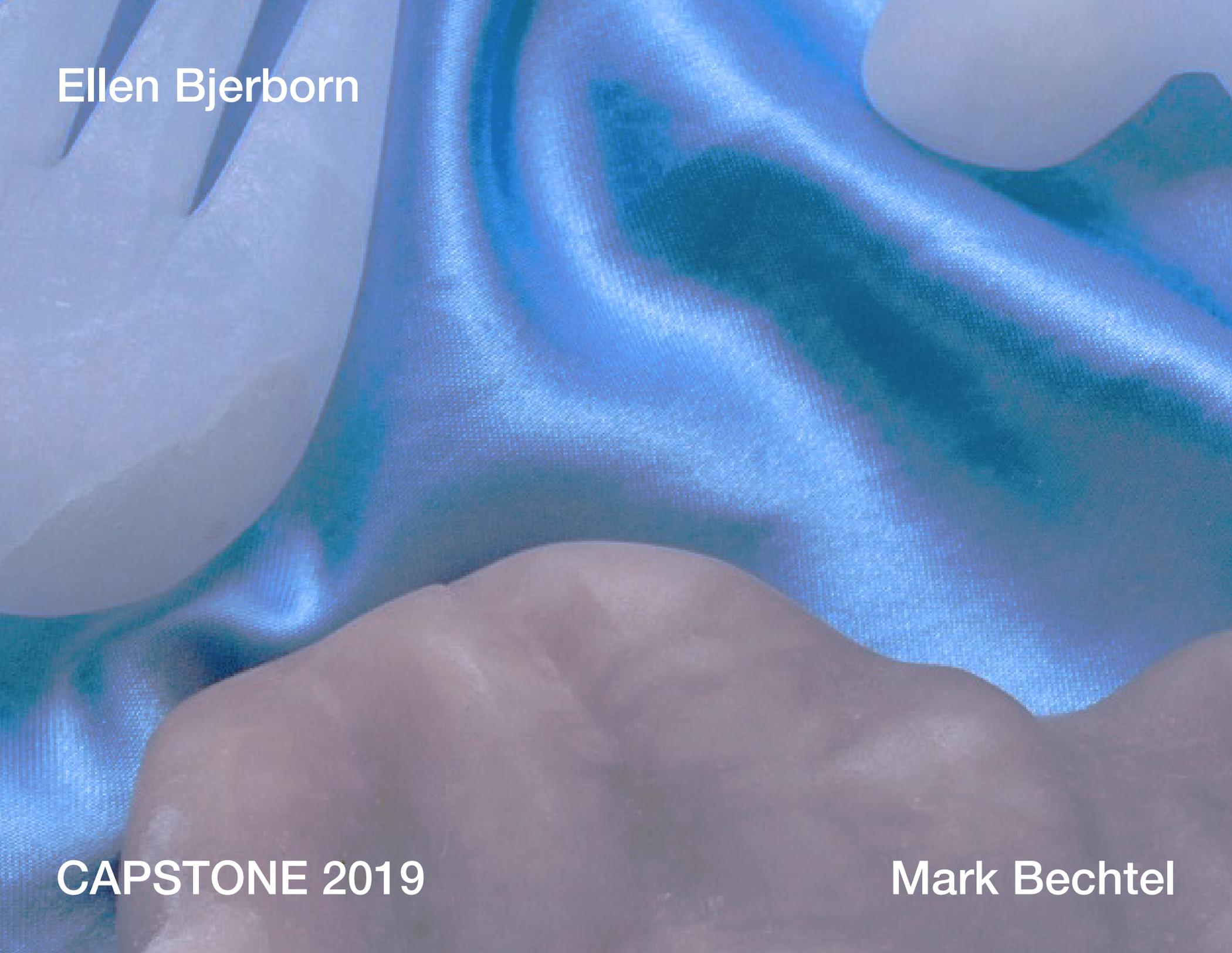










The background is an abstract composition of wavy, layered shapes. The top half is dominated by a vibrant blue color with a fine, woven texture, resembling silk or a similar fabric. This blue area is partially overlaid by smoother, greyish-blue shapes. The bottom half of the image is a solid, muted greyish-blue color. The overall effect is one of depth and movement, with light reflecting off the textured surface.

**Ellen Bjerborn**

**CAPSTONE 2019**

**Mark Bechtel**