

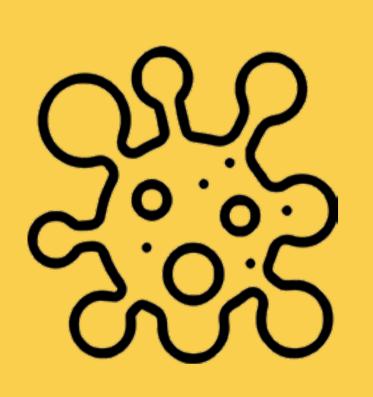


A Speculative Design Project

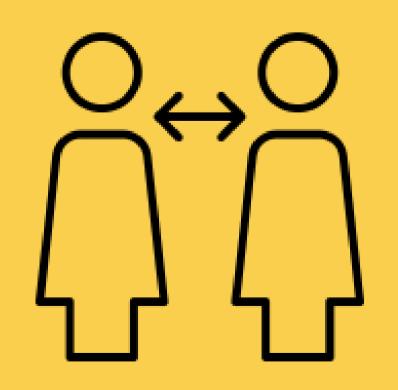
WHAT IS A HUG IN 2220?

REALITY BACKGROUND

Coronavirus disease 2019 (COVID-19) is a spreading worldwide disease. It mainly spreads through small droplets in the air when people stay together for a long time. COVID has caused a huge amount of death around the world so far.



"Shells" represent and materialize the 6 feet social distance, or it can be regarded as masks in a futuristic form.

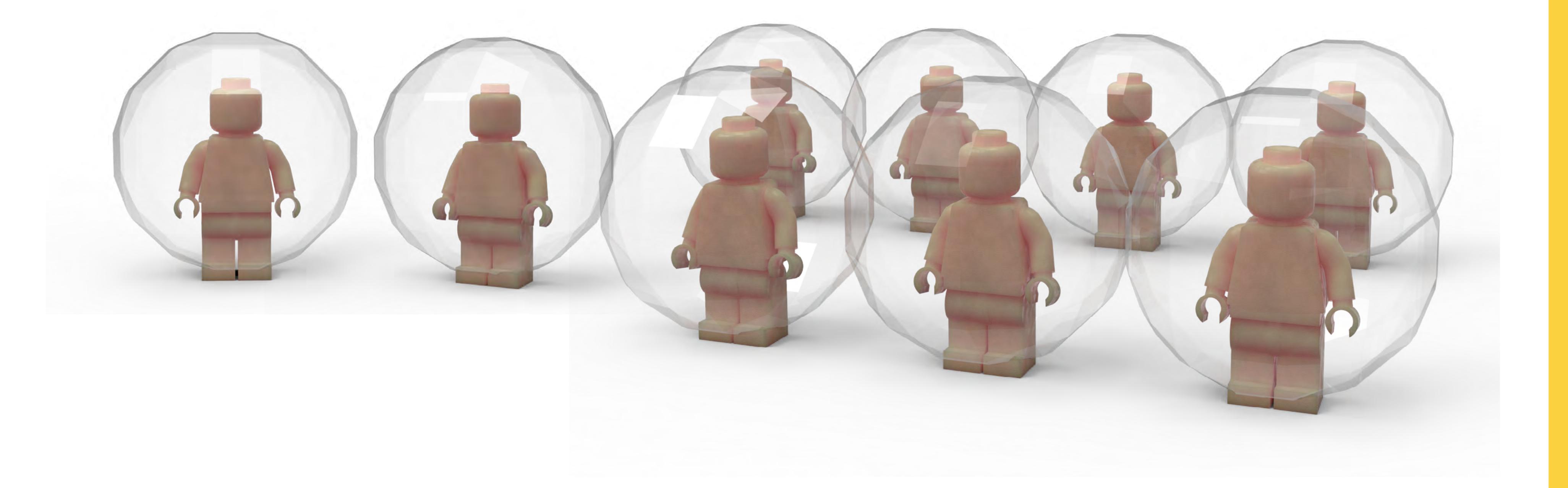


WORLD IN 2220

Entering 2220, after another century of sea-level rise, drought, excessive urbanization, mass migration, nuclear leaks, and pandemic, human beings finally lose their trust in the governments and the air.

"SHELLS"





"Shells" are designed to protect people from hazardous weather and all the uncertainties in the air. Ever since then, there is no exposure to the air, there is no"real touch". People wear shells to keep a 6-feet moral bottom distance from others. They live in their own shells from birth to death for a little more than 3 generations.

DESIGN STATEMENT

During the days in quarantine this year 2020, people do not see each other very often. People have to follow the rule of 6-feet social distance. They are obliged to not shake hands, hug, or kiss in public.

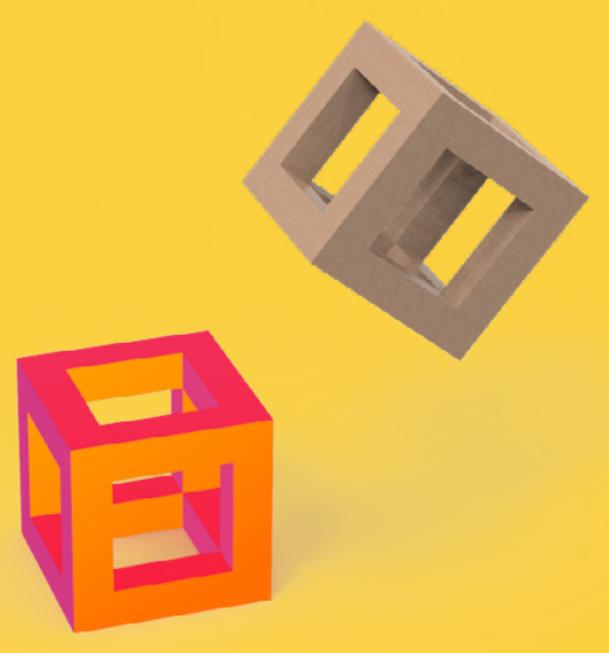
To encourage people to rethink this new social relationship situation and some new rules in daily communication, I decide to create this speculative design project.

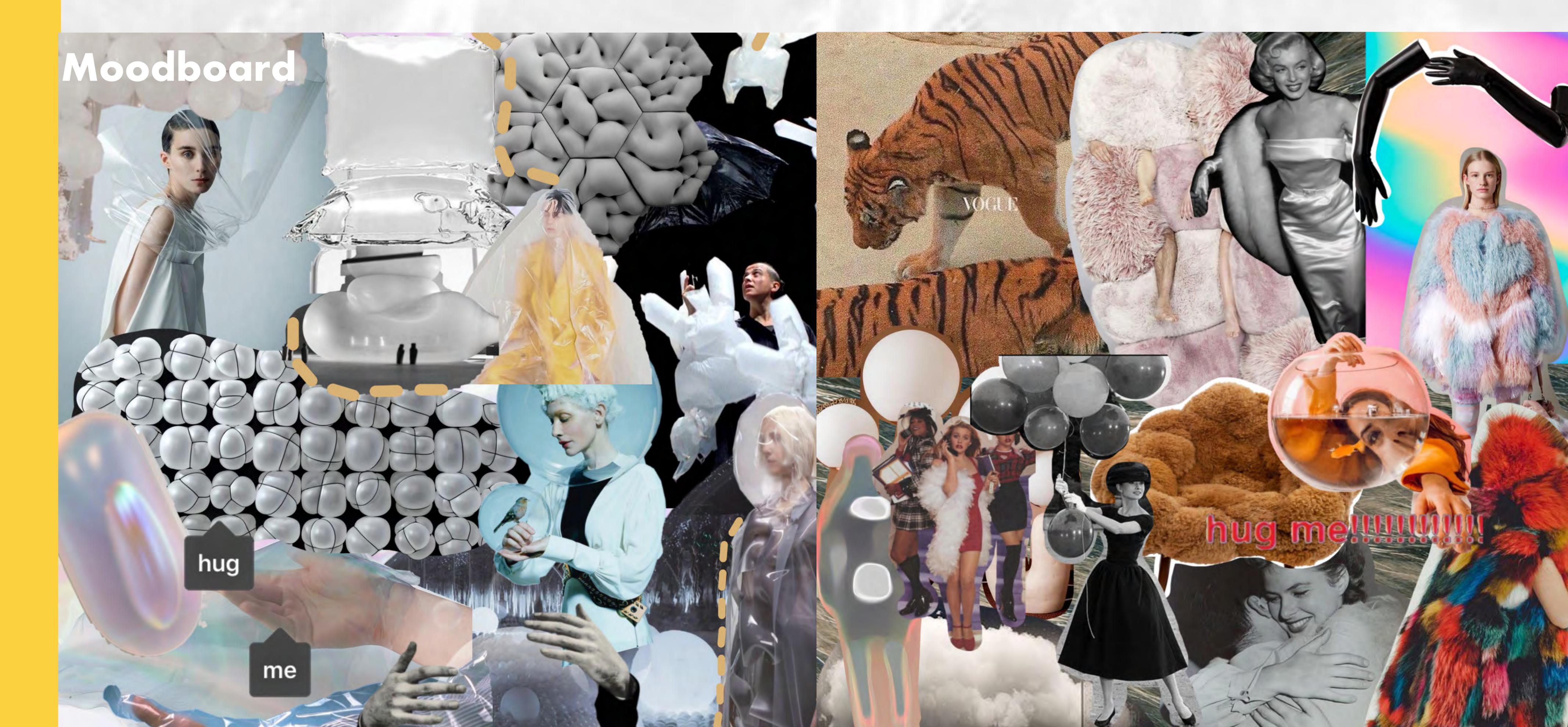
OPPORTUNITY

Till the year 2220, a company introduced a new idea— "hug", to the general public. The hug is a very old way of greeting and emotional expressing that people do not have any collective memory of, and no longer use. But HUG is magical. It enlivens joyfulness and heals broken hearts.

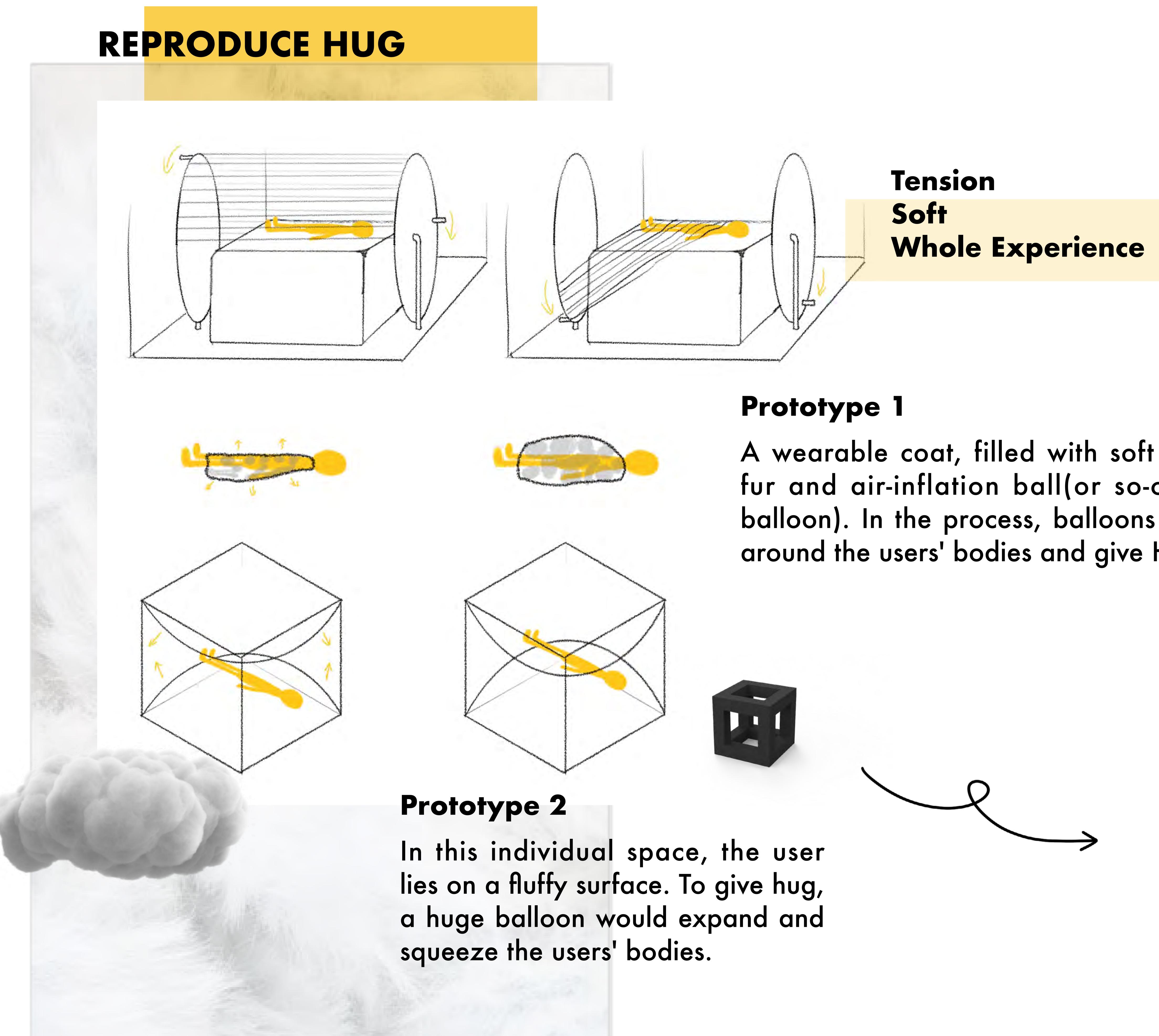
This company is the only one that brings this idea into a product, called HUG— a product that tempts people to come out of shells and be hugged.

Soft Powerful Tension Flow Warm

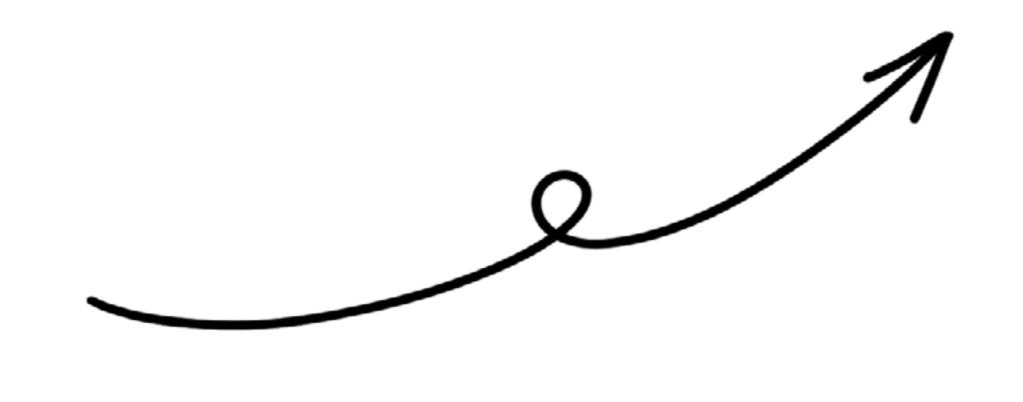


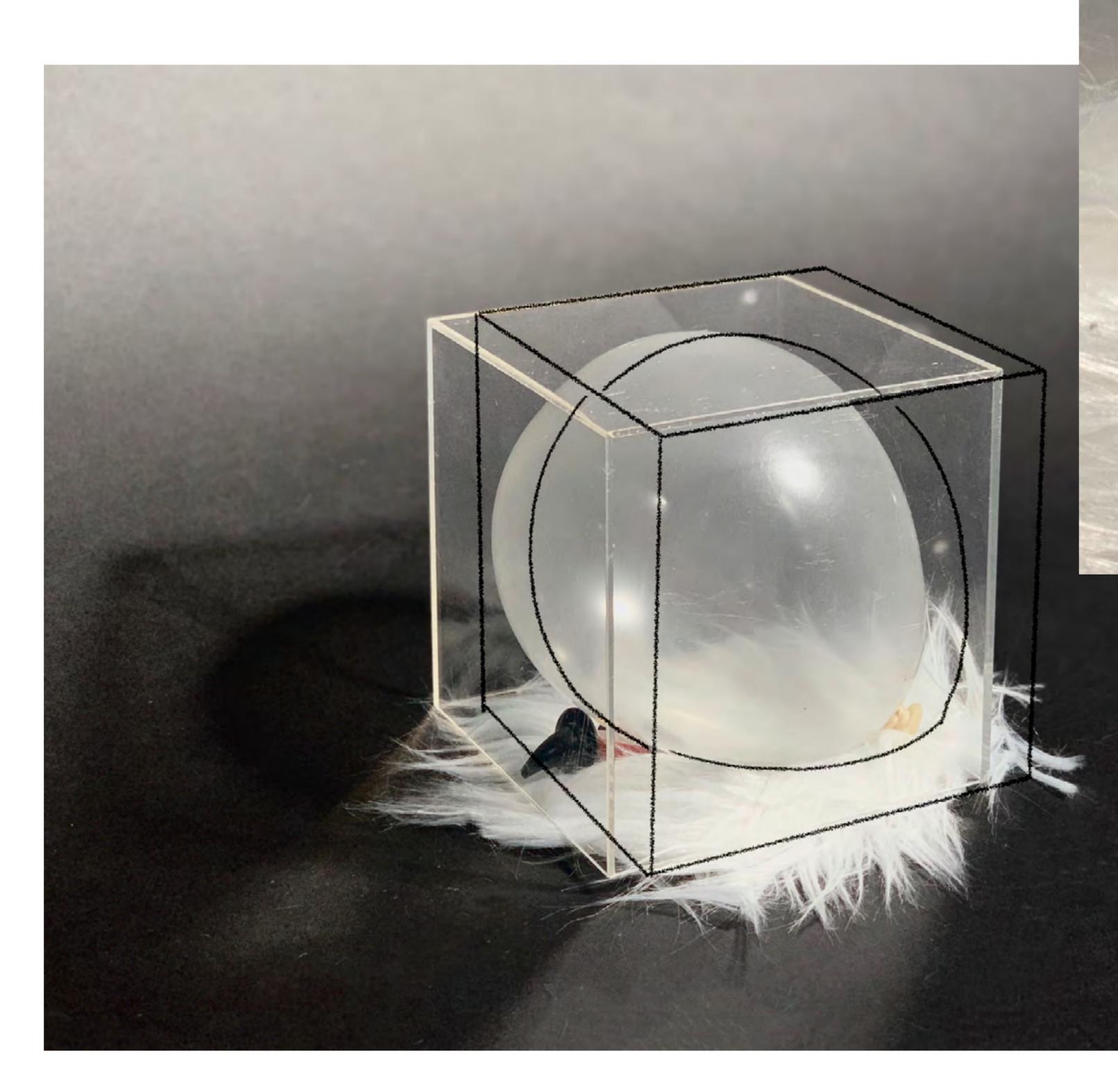


What does hug feels like?

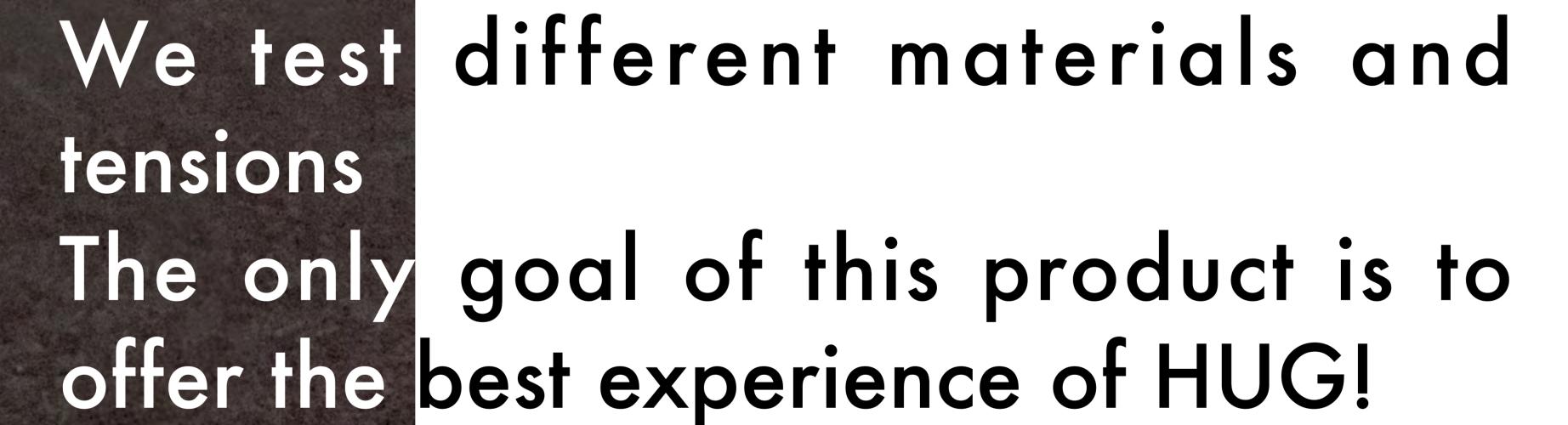


A wearable coat, filled with soft fluffy fur and air-inflation ball(or so-called balloon). In the process, balloons wrap around the users' bodies and give HUG.

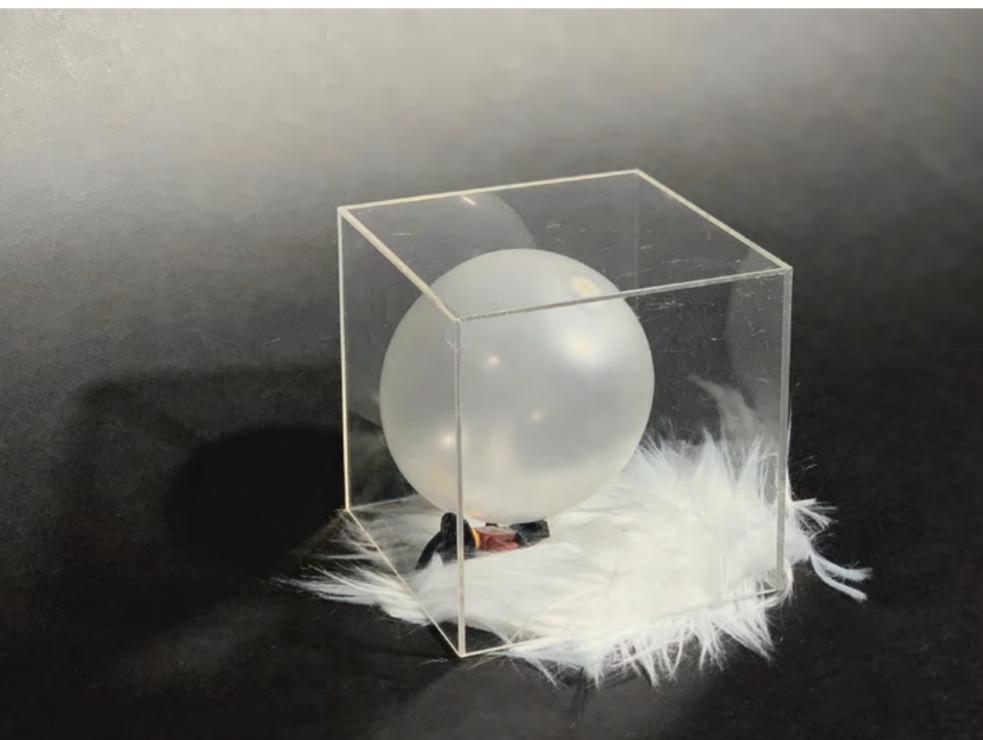














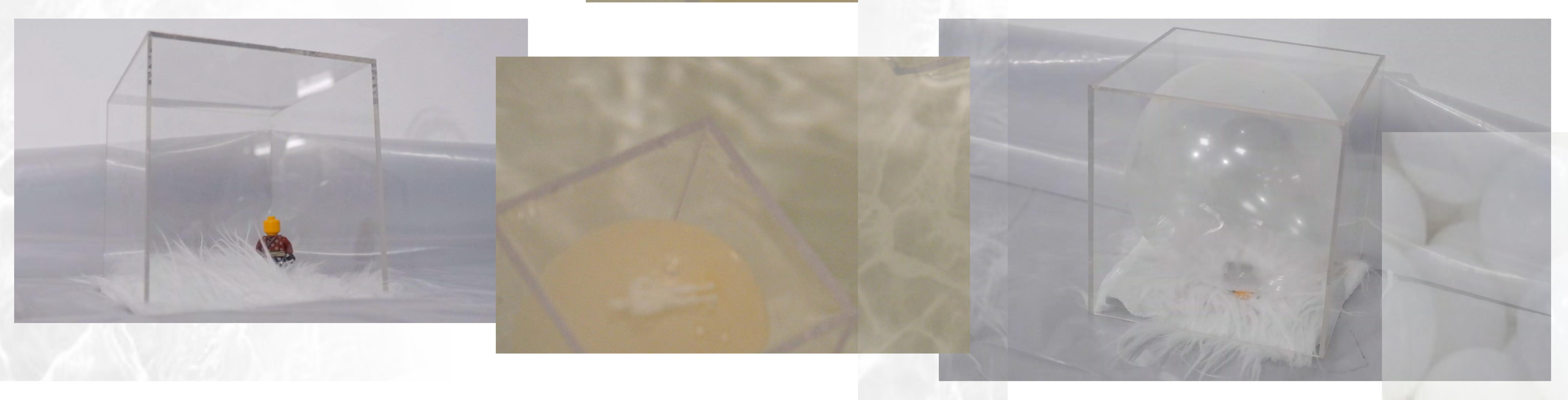
Medium

Large

FINAL OUTCOMES

Please, Let me introduce our outcome. The Best HUG experience in the world!

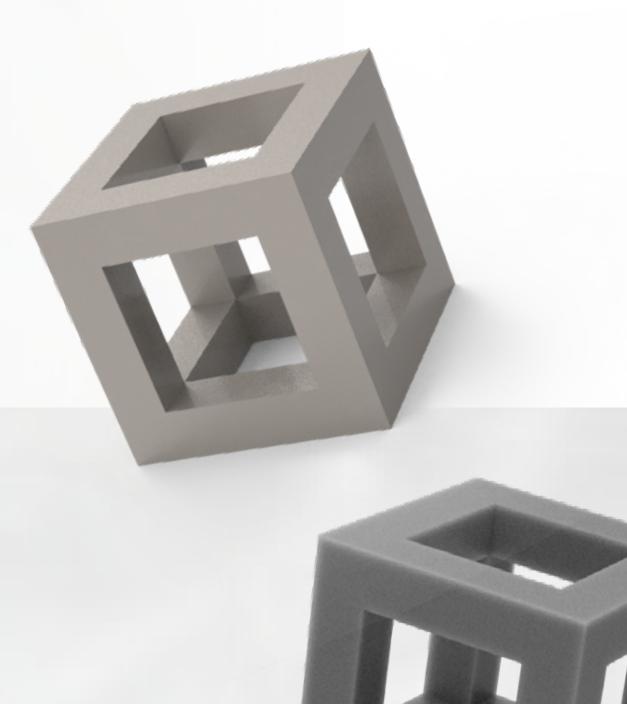




Experience HUG with your Friends right now



A brand new floating experience



Water-based, multiple experience

