



INTRODUCTION



A cup may seem banal. What could it have to do with innovation? We say: everything. It is one of the first objects that people produced and it is still developed and changed today.

A cup may be made from the thinnest plastic or the most expensive gold. Its form can be endlessly varied, from purely utilitarian to highly ornate. It is used at Nobel Banquets and on street corners to appeal to fellow citizens. It can indicate everything from status and class to humour and irony. Every cup also has its own history. Some carry memories that only we know. The cup smashed in a rage and then repaired. Or the cup that reminds you of a friend.

We have chosen the cup as an object for experimentation. With a wide variety of pictures of cups, it is possible to investigate and discuss how norms and values relate to colour, form, function and ritual. The cards can be used in different ways. They can be taken out for inspiration when we are stuck. Or they can help us express what we really mean when we are having a hard time formulating an idea with words. We designed the material to be like a puzzle that can be used to experiment with form. Together, we may be able to create designs and forms that we have never seen before.

May we offer you a cup?

EXPERIMENT

























