

Mo - ock

Abstract

Mo-ock is a clock that lets its beholder experience time in a new way. It connects a minimalist visual image with individually adjustable audio. The abstract visual depiction, displaying time as a continuum of different shapes blending into each other, aims to show time in a relaxive, less stressful way. The corresponding audio consists of a single, recurring sound, referring to the ticking of a clock. Its pitch as well as its duration morph according to the length of its intervals. It can be individually adjusted, which empowers its beholder to set his own pace and thus, disabling time.

Idea

The clock opens a symbolic timeframe which includes the entirety of the world into the present moment, simultaneously excluding the past as well as the future.

Although perceived individually, the concept of time is universal. The pace of our everyday lives are controlled by its rhythm. Thus, clocks are often times perceived as stressful. Mo-ock invites people to set their own, individual rhythm they want to live by, empowering them to disable time for their own purpose and needs.

Description

The clock consists of a visual image of the current time and a single, adjustable sound which refers to the ticking of a clock. Its case is made out of wood and contains a position sensor.

Visuals

The visual image shows the three clockhands for the hours, minutes and seconds, depicted as single black lines emerging from the center. Their tips are connected to each other, whereby an abstract form of different triangles set together arises. This form morphs over time and brings about a huge amount of different shapes, which can appear two- as well as three-dimensional. Through the continuous transformation of the lines, the display of times becomes a meditative, worthwhile experience.

Audio

The audio plays a crucial part in this concept. It can be compared to a metronome. It consists of a single, recurring sound of two wooden blocks knocking together. The duration of the intervals between the sound can be individually adjusted and range from a 0.5 seconds-rhythm continually up to intervals of an hour. As intervals stretch and shrink, the audio changes accordingly. By stretching time, the sound stretches as well and its pitch decreases, which gives the sound a slower, more relaxive feel. Shortening intervals lets it shrink together and increases its pitch, making it feel more animating.

Case

The case of the clock is made out of pear tree wood. The natural material forms a contrast to the digital image. Its irregular wood grain gives the clock a lively feel and invites the viewer to touch it. Inside, there's a void, which serves as a soundbox. It amplifies the knocking sound and adds the materials character to it.

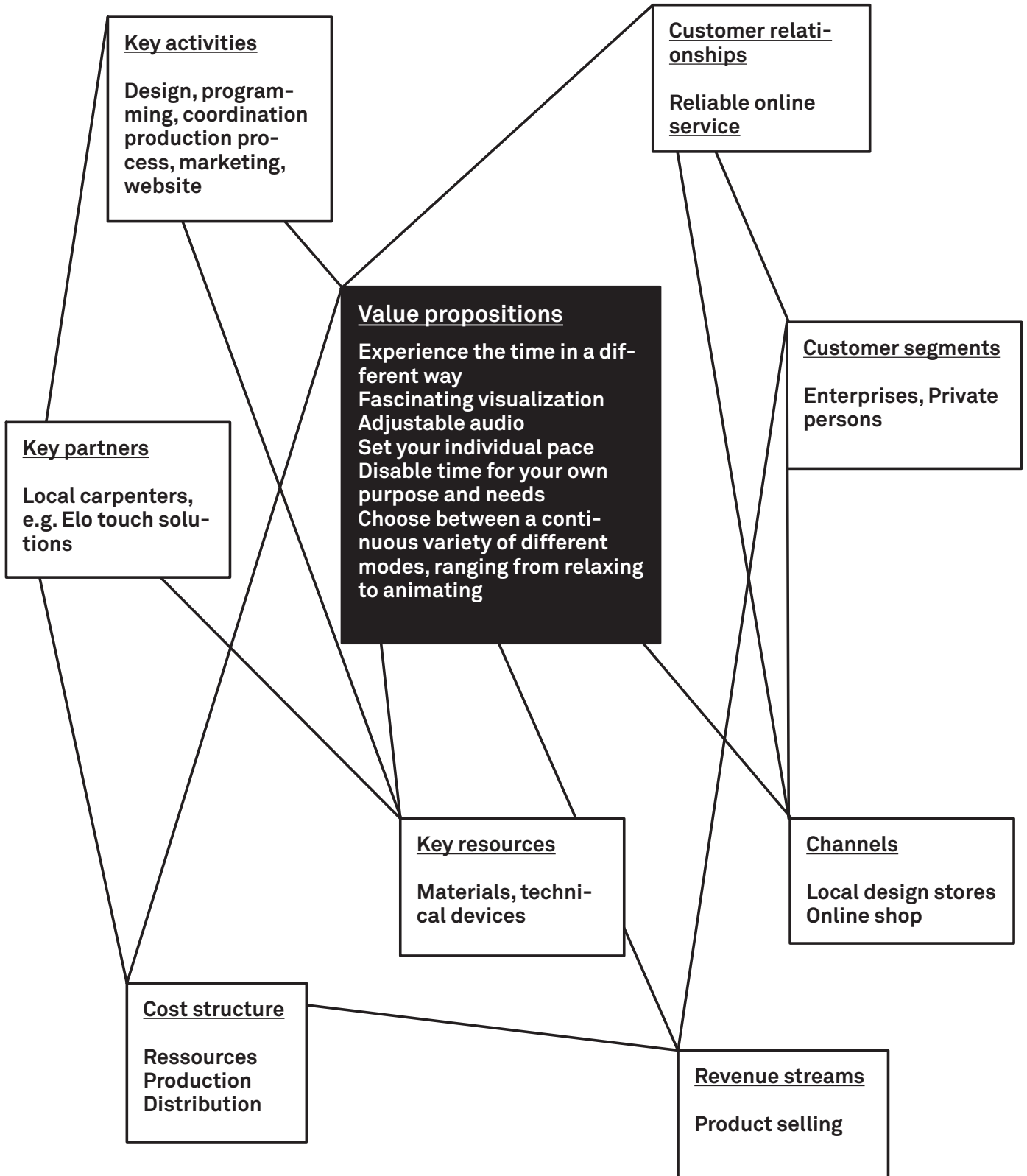
Interaction

Mo-ock contains a position sensor. It reads the current direction the clock is pointed at and links it to the according length of the sound intervals. Thereby, the audio can be adjusted by simply turning the clocks facing direction. It can be reseted by lifting it up a couple of centimeters from the surface and putting it down again.

This form of interaction underlines the minimalistic concept of the clock, as no additional controllers are needed and emphasizes the cases materiality. The haptic of the wood invites its beholder to touch and interact with it.



Business Model Canvas



Working process

Hacking objects



Materiality



Production



Filming



Projection



Project by: Sebastian Bayer, Allya Dubs, Helen Galliker, Nicole Schulthess
Teachers: Antonio Scarponi, Clemens Winkler
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