



UNCONSCIOUS HABIT



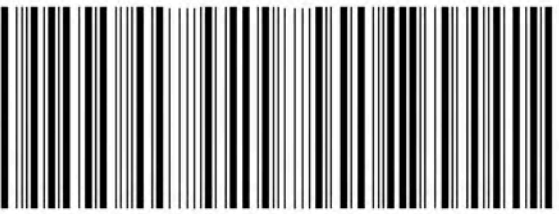
PORTFOLIO FSH3410 M00737269 FILIP BUNYAWICHIT



MADE BY HUMANS



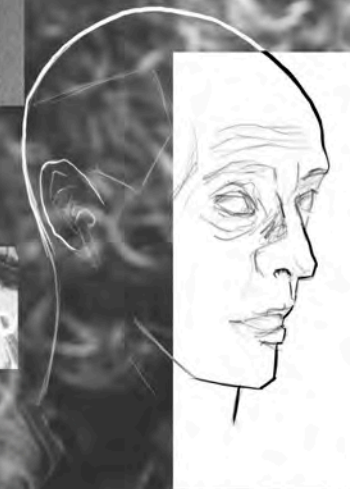
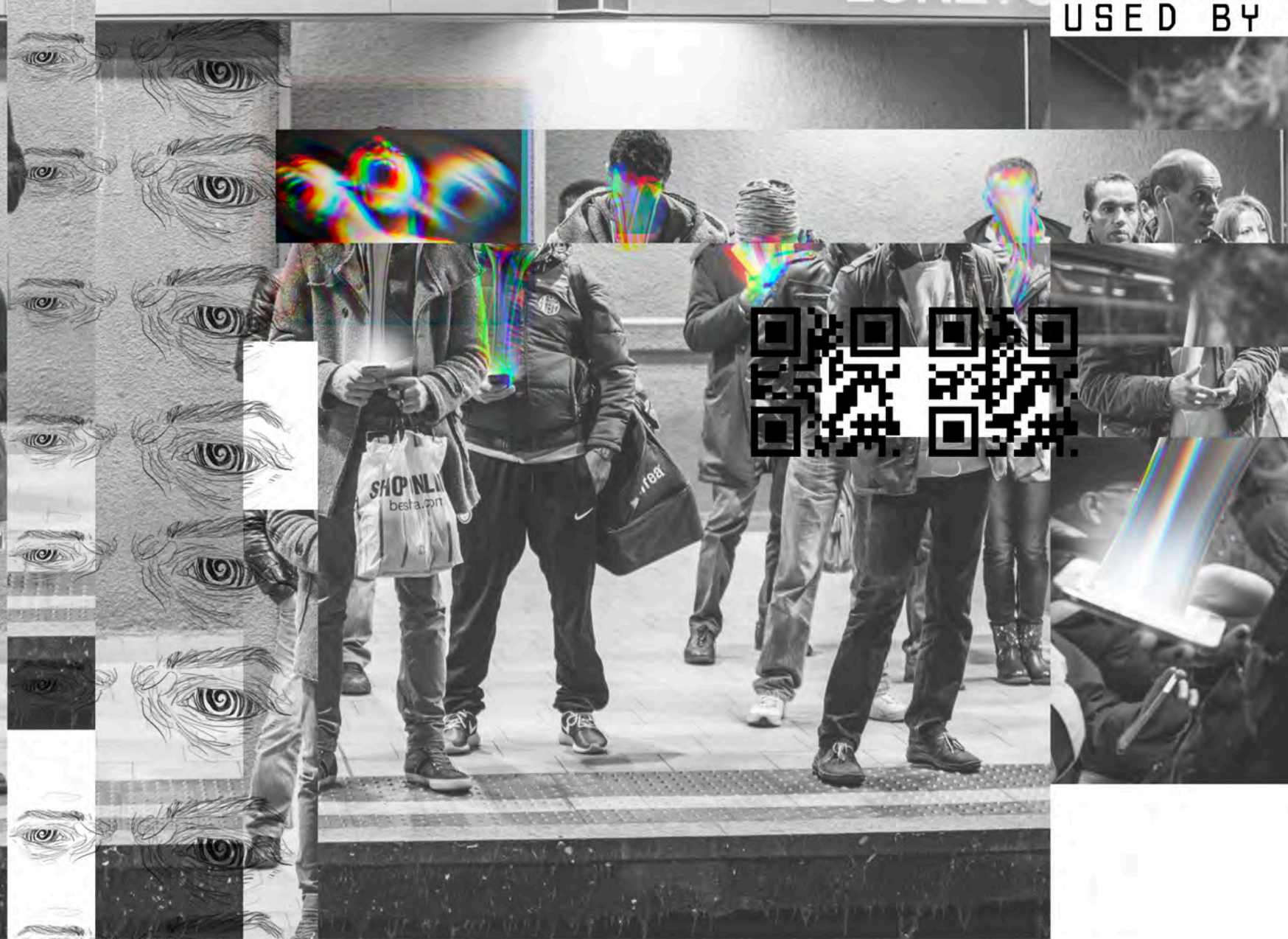
V.le Abruzzi



USED BY HUMANS



MAX CAVALLARI



THIS COLLECTION WILL OPEN YOUR EYES TO OUR SOCIAL CULTURE THROUGH VISUAL, EMOTIONAL, AND BEHAVIOR RESEARCH. THE MAIN FOCUS OF THE PROJECT IS THE ISSUES WITH

S O C I A L M E D I A

AND HOW BADLY IT INFLUENCES THE SOCIAL CULTURE. SOCIAL MEDIA HAVE AN ENORMOUS INFLUENCE ON OUR BRAIN, IT COULD CHANGE WHO WE ARE, HOW WE THINK, AND WHAT WE DO.

SOCIAL MEDIA PLATFORMS ACHIEVE THIS BY USING

P S Y C H O L O G Y

PSYCHOLOGY AGAINST USERS AND TRACKING THEIR BEHAVIOR. HOW LONG WE SPEND ON IT WHEN WE ARE LONELY WHEN WE ARE DEPRESSED AND WITH ALL THIS INFORMATION THEY

CREATE AN ALGORITHM THAT FITS THE SPECIFIC PERSONALITIES.

I HAVE ALSO LEARNED THAT SOCIAL MEDIA HAVE A GREATER IMPACT ON YOUNG PEOPLE'S SENSE OF

I D E N T I T Y

, SELF-WORTH, AND THEIR ABILITY TO CONNECT WITH OTHERS. IN THE PRESENT DAY, TEENS HAVE THEIR PERSONAL DEVICES THAT PROVIDE THEM WITH TOO MUCH INFORMATION ABOUT HOW THEY SHOULD LOOK, BEHAVE, AND THINK. IF THE OTHER TEENS DON'T LIVE UP TO THIS THEY WILL FEEL LEFT OUT, PUSHED AWAY, AND EVEN BULLIED. THIS DOES NOT

ONLY APPLY TO THIS AGE GROUP BUT ADULTS AS WELL. WE ARE CONSTANTLY COMPETING AND COMPARING US WITH EACH OTHER, WHO IS THE MOST TRENDY AND GETS THE MOST LIKES.

THIS COLLECTION WILL EXPLORE THE CONCEPT OF OUR EVERYDAY USE OF TECHNOLOGY AND HOW THIS HAS BECOME IMPLANTED IN OUR BRAINS AS SOMETHING NORMAL. THE WAY WE LOOK AT INFORMATION, ENTERTAIN US WHEN WE ARE BORED, IT FEELS LIKE WE ARE NEVER

T R U L Y A L O N E

TRULY ALONE. THERE IS SOMETHING HIDDEN BEHIND THE SCREEN THAT SEDUCES US, ALMOST LIKE THE FEELING OF WATCHING A MAGIC TRICK. THIS HIDDEN MANIPULATION CONTROLS WHAT WE WANT EVEN THOUGH WE DON'T KNOW WHAT WE WANT. EVERY GREAT MAGIC TRICK COMES WITH A GREAT SET UP. THE GREAT GAME OF MANIPULATION BETWEEN USERS AND SOFTWARE WHERE ONE IS UNCONSCIOUSLY COMPETING AGAINST THE OTHER BY USING THE DEVICE AS A TOOL INSTEAD OF IT USING YOU.

GATHERING ALL MY RESEARCH AND APPROACH, I'VE CONCLUDED MY GARMENTS WOULD BE BASED ON A BIKER JACKET AS A BASE OF CONSTRUCTIONS, I'M CHOOSING A BIKER JACKET AS I FIND THE SHAPE OF A BIKER JACKET HAVE A LOT OF STRUCTURE, STABILITY, AND CHARACTER. THE

C O N F U S I O N

OF THE IDENTITY WILL BE REFLECTED IN THE GARMENT AS PRINT AND DETAILED BUT ALSO MIXED WITH TECHNOLOGY ACCESSORY TO GET THE ILLUSIONS OF WE ARE BEING CONTROLLED OF TECHNOLOGY.

THE FACE IS NOT IMPORTANT IN THE COLLECTIONS BECAUSE THE FACE HAS BECOME THE DIGITAL CODE AND THERE IS JUST A TRACE OF IDENTITY LEFT. FACES ARE A CRUCIAL FACTOR IN WHO WE ARE AND HOW WE PRESENT US BUT STRIP IT AWAY WILL LEAVE US WITH IDENTITY LOST.

ARE WE IN THE CONTROL OR ARE WE BEING CONTROLLED?

DO WE KNOW WHO WE ARE AND WHAT WE STAND FOR?

THE CONCEPT OF DARKNESS IS NOT ALWAYS BLACK NOR SCARY, IT COULD BE ONES AND ZEROES, IS THE TECHNOLOGY YOU ARE HOLDING A TOOL OR IS IT JUST AN UNCONSCIOUS HABIT.

PHOTOGRAPHS BY MAX CAVALLARI





"THE EXCESSIVE USE OF THIS TECHNOLOGY HAS LED US TO AN ADDICTION TO THESE TOOLS THAT HAVE LONG SINCE REPLACED OUR 'DOWNTIME,'" ADDING THAT MOBILE TECHNOLOGY MEANS WE ARE WITNESSING AN "EROSION" OF OUR OFFLINE LIVES IN FAVOR OF OUR ONLINE EXISTENCE. TO WHAT EXTENT ARE WE WILLING TO GIVE UP PHYSICAL IDENTITY?"



WHO ARE IN CONTROL?

PHOTOGRAPHS [Barcode]



PRODUCT OF SOCIETY



MADE BY SOCIETY

PHOTOGRAPHS [Barcode]



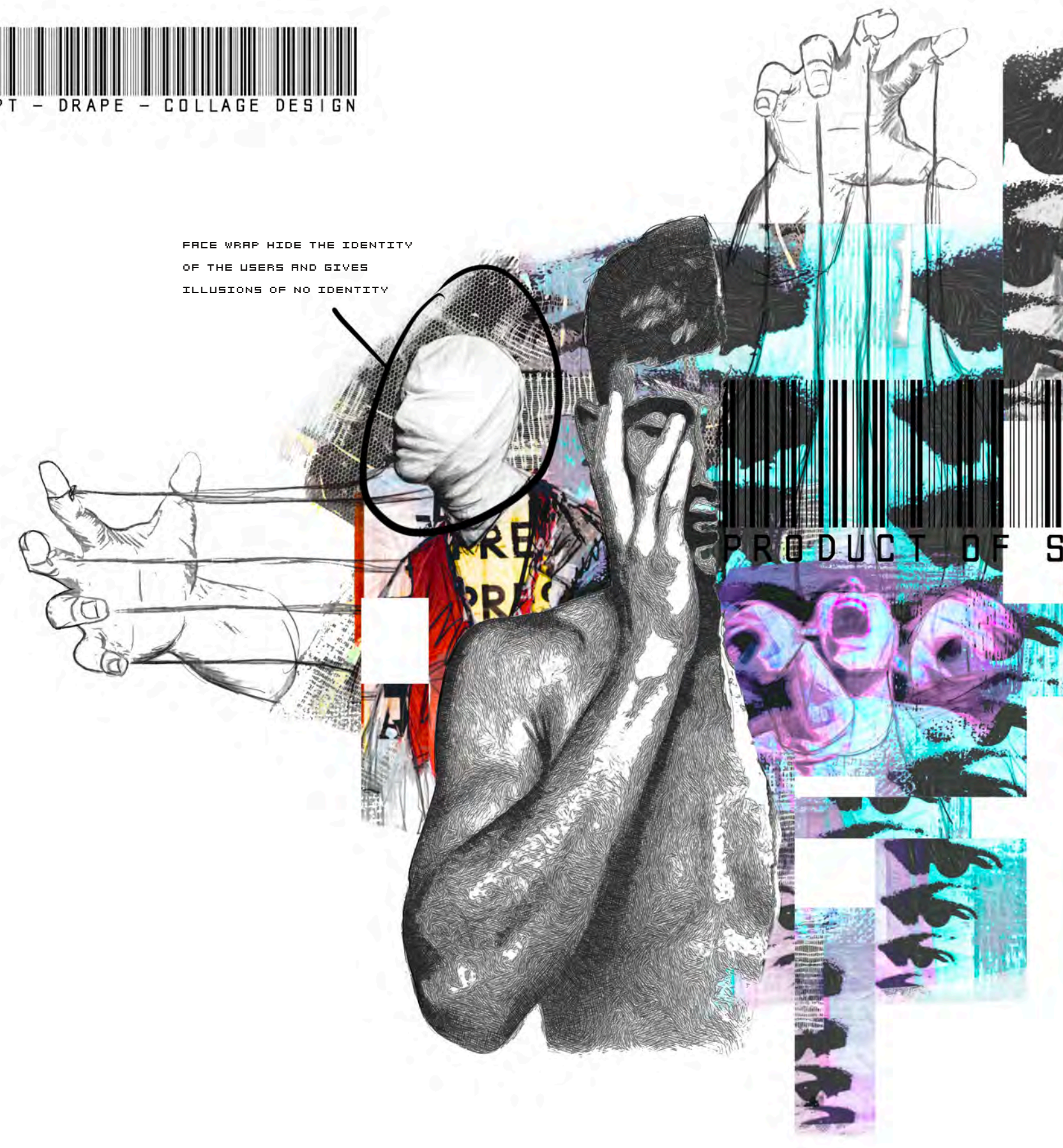
IDENTITY LOST





CONCEPT - DRAPE - COLLAGE DESIGN

FACE WRAP HIDE THE IDENTITY OF THE USERS AND GIVES ILLUSIONS OF NO IDENTITY



PRODUCT OF SOCIETY

THE GREAT GAME OF MANIPULATION BETWEEN USERS AND SOFTWARE WHERE ONE IS UNCONSCIOUSLY COMPETING AGAINST THE OTHER BY USING THE DEVICE AS A TOOL INSTEAD OF IT USING YOU.  
DEALING WITH MANIPULATION IS ALL ABOUT READING BETWEEN THE LINES AND RECOGNIZING THE LIES FOR WHAT THEY ARE.



DRAPE BODY



"SMARTPHONES, TABLETS, AND TECHNOLOGICAL TOOLS ALLOW US TO SEE THE WONDERS ON THE OTHER SIDE OF THE WORLD AND AT THE SAME TIME MAKE US LOSE THOSE MOMENTS THAT HAPPEN AROUND US."

WE ARE NOTHING MORE THAN A CODE



CUT OF DETAIL FOR AN ILLUSION OF DIFFERENT GARMENT



TROUSERS SHIRT SHAPE



SIDE VIEWS OF JACKET WITH STITCHES DETAIL

ACCESSORIES DETAIL OR GARMENT DETAIL FINISH





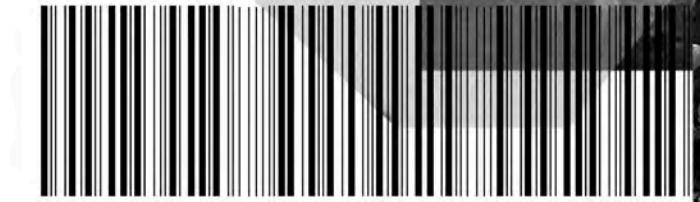
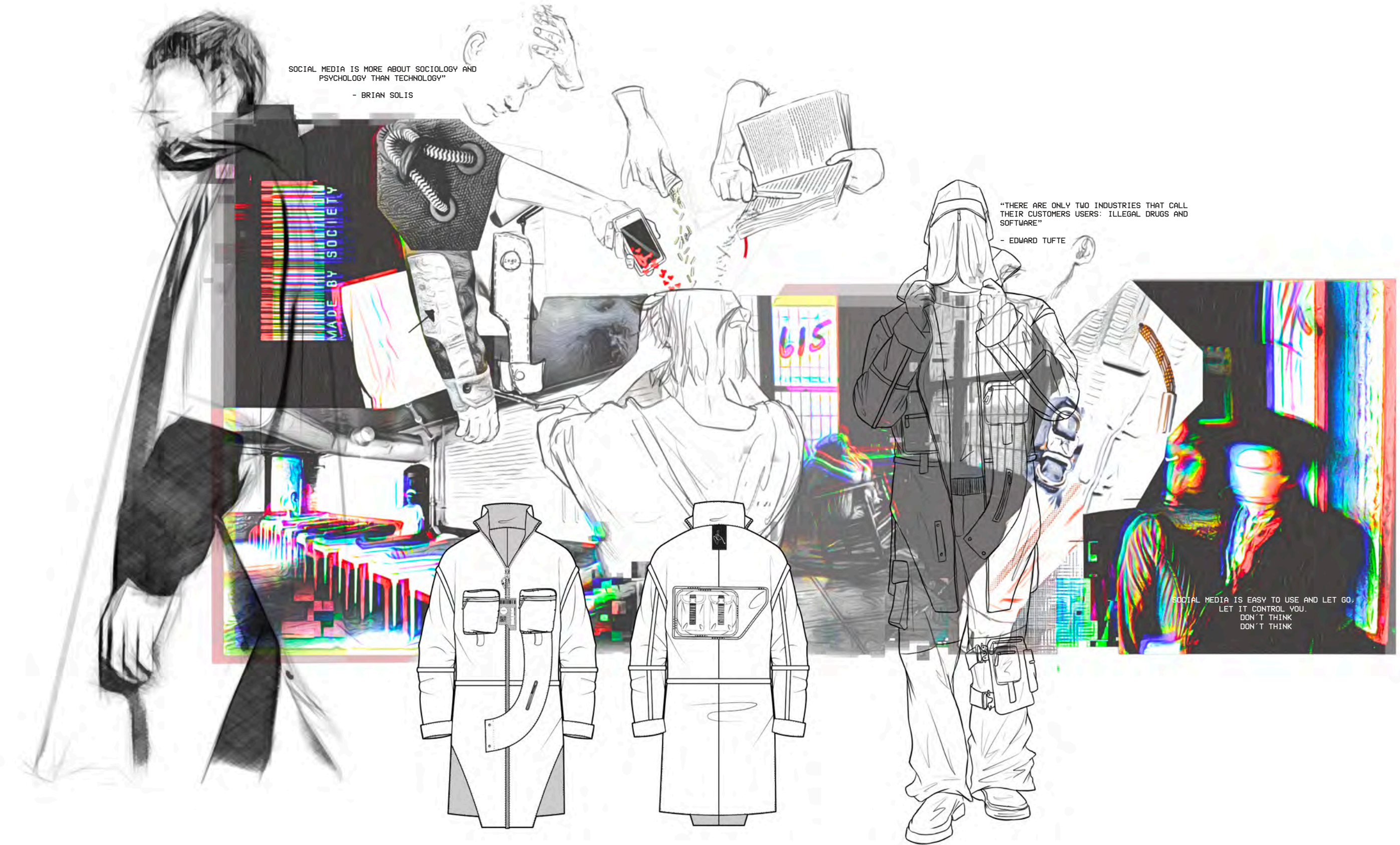
CONCEPT - DRAPE - COLLAGE DESIGN

"SOCIAL MEDIA IS MORE ABOUT SOCIOLOGY AND PSYCHOLOGY THAN TECHNOLOGY"  
- BRIAN SOLIS

"THERE ARE ONLY TWO INDUSTRIES THAT CALL THEIR CUSTOMERS USERS: ILLEGAL DRUGS AND SOFTWARE"  
- EDWARD TUFT

"SOCIAL MEDIA IS EASY TO USE AND LET GO, LET IT CONTROL YOU. DON'T THINK DON'T THINK"

"FAMILY SITTING NEXT TO ME AT ILLIUM CAFE IN TROY, NY [WAS] SO DISCONNECTED FROM ONE ANOTHER. NOT MUCH TALKING. FATHER AND TWO DAUGHTERS HAVE THEIR OWN PHONES OUT. MOM DOESN'T HAVE ONE OR CHOOSES TO LEAVE IT PUT AWAY. SHE STARES OUT THE WINDOW, SAD AND ALONE IN THE COMPANY OF HER CLOSEST FAMILY. DAD LOOKS UP EVERY SO OFTEN TO ANNOUNCE SOME OBSCURE PIECE OF INFO HE FOUND ONLINE. DESPITE THE OBVIOUS BENEFITS THAT THESE ADVANCES IN TECHNOLOGY HAVE CONTRIBUTED TO SOCIETY, THE SOCIAL AND PHYSICAL IMPLICATIONS ARE SLOWLY REVEALING THEMSELVES. IN SIMILAR WAYS THAT PHOTOGRAPHY TRANSFORMED THE LIVED EXPERIENCE INTO THE PHOTOGRAPHABLE, PERFORMABLE, AND REPRODUCIBLE EXPERIENCE... PERSONAL DEVICES ARE SHIFTING BEHAVIORS WHILE SIMULTANEOUSLY BLENDING INTO THE LANDSCAPE BY TAKING FORM AS BEING ONE WITH THE BODY. THIS PHANTOM LIMB IS USED AS A WAY OF SIGNALING BUSYNESS AND UNAPPROACHABILITY TO STRANGERS WHILE EXISTING AS AN ADDICTIVE FORCE THAT PROMOTES THE SPLITTING OF ATTENTION BETWEEN THOSE WHO ARE PHYSICALLY WITH YOU AND THOSE WHO ARE NOT. I'M NOT ATTEMPTING TO TELL OTHERS WHAT TO DO WITH THEIR TIME, I'M JUST HOPEFULLY OFFERING UP A MOMENT OF REALIZATION. I JUST PERSONALLY NEED THE REMINDER TO PUT IT DOWN BECAUSE IT IS AN ADDICTION"



ALONE TRULY ALONE





DRAPE-COLLAGES DESIGN

DRAPE WORK FIRST TRY ON THE FACE WRAP



back pack strap with the garment

BACK DETAIL FOR A VEST OR A JACKET FOR INTERESTING HOLDING AND DETAIL

side view idea



ADD IN MOTORCYCLE SHOULDER DETAIL FOR THE STIFF FABRIC AND STABILITY

DRAPE AND COLLAGE WORK HOOD WITHIN BUILD MASK DETAILS



strap around the neck line small long attached to the hood

slot of pocket

Layer opening like an shirt



13345611

STITCH IN THE BAR CODE PRINT FOR PRESENTING THE CONCEPT THAT HUMAN IS A PRODUCT



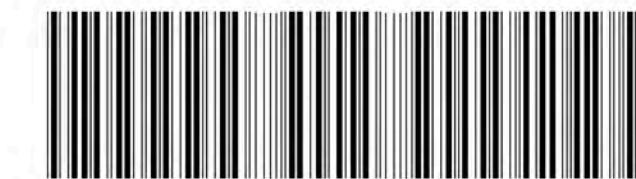
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Product placements

20

other

PLAYING WITH FACE WRAP IDEA AND TRY TO GET INTERESTING SHAPE FORM THE COLLAGES



BECOME THE PRODUCT

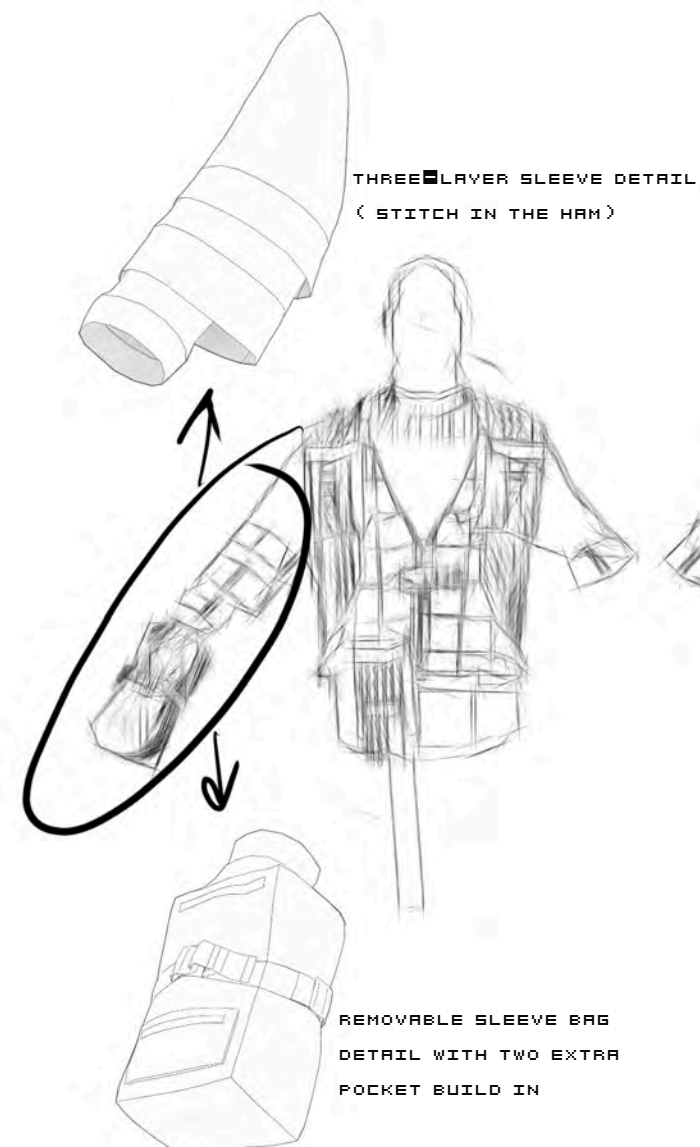






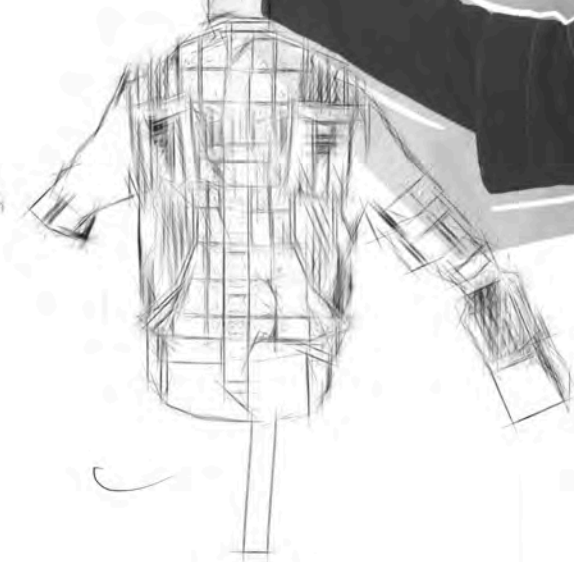


LOOK 2 DESIGN PROCESS



THREE-LAYER SLEEVE DETAIL  
(STITCH IN THE HAM)

REMOVABLE SLEEVE BAG  
DETAIL WITH TWO EXTRA  
POCKET BUILD IN



LOOK 2 SAMPLE



HOW ADDICTED ARE HUMAN TO TECHNOLOGY



FROM: [illegible]  
TO: [illegible]

WARNING

FRAGILE

BIOHAZARD

THIS WAY UP

HANDLE WITH CARE

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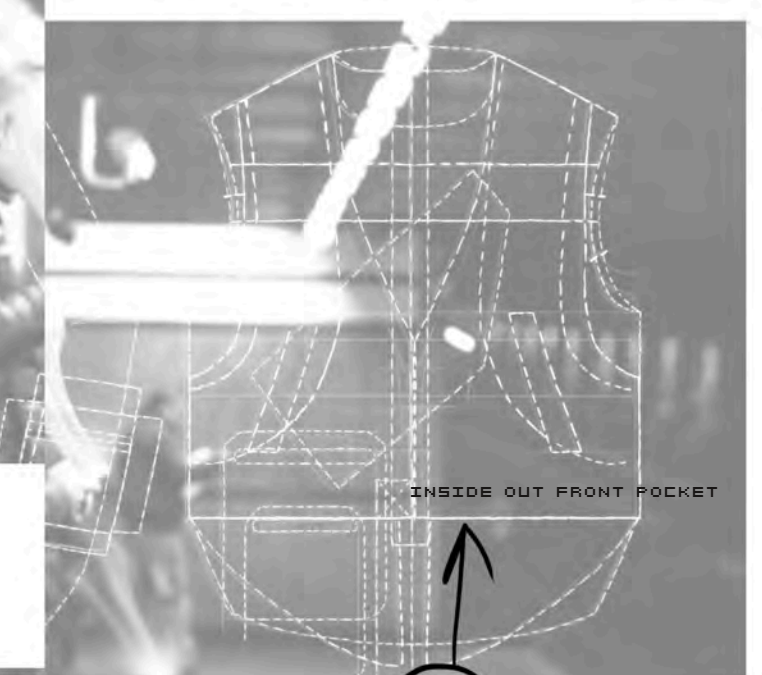
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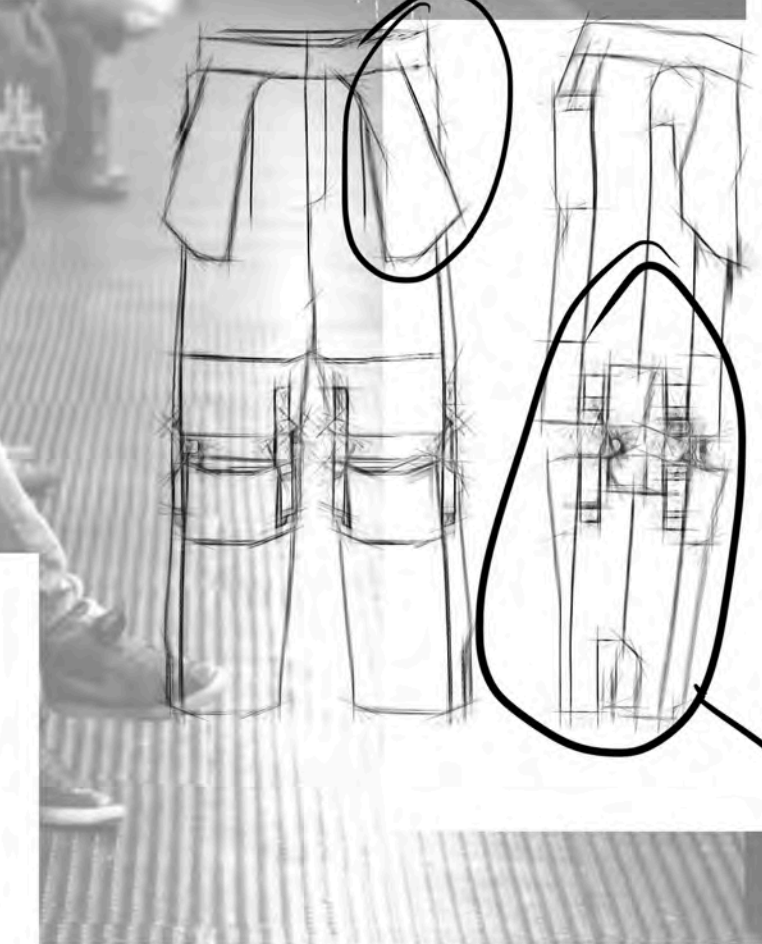
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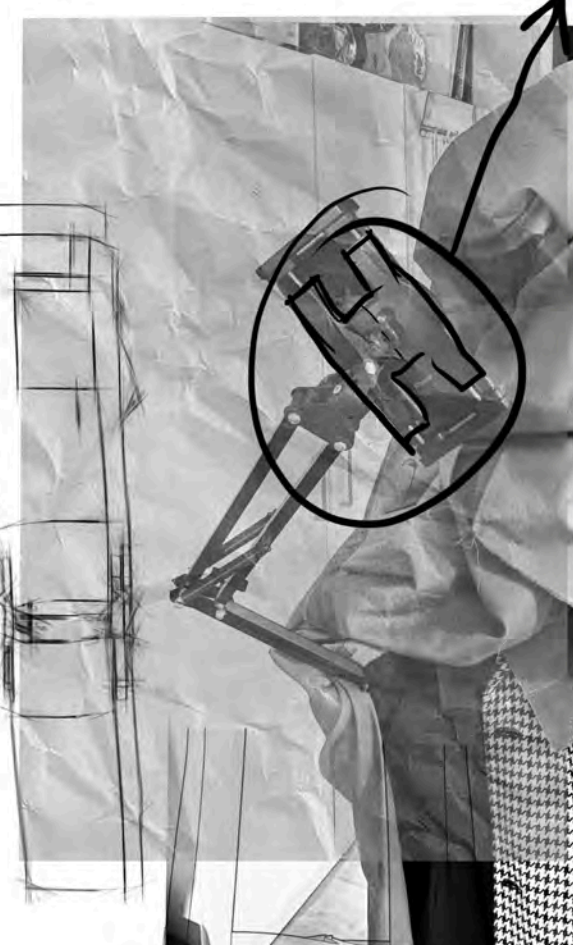
SCREENSHOOT FROM [illegible]  
WORK ON LOOK 2 VEST AND  
SWEATSHIRT WITH FACE



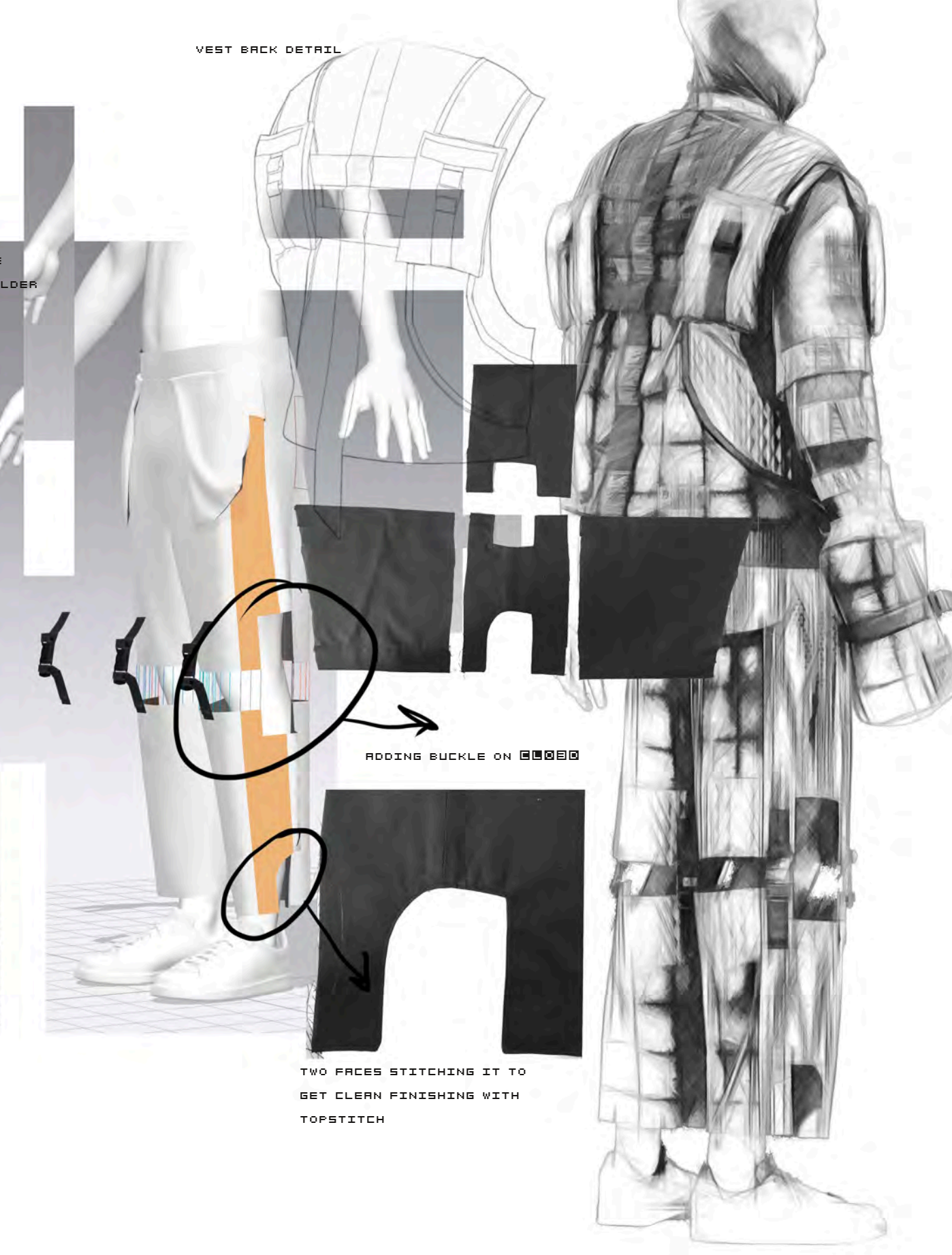
INSIDE OUT FRONT POCKET



TROUSER CUT OFF AND REMOVABLE  
INTO SHORTS HOLD TOGETHER  
WITH BUCKLE



TROUSERS SIDE DETAIL ARE  
INSPIRED BY THE PHONE HOLDER  
STAND DETAIL



VEST BACK DETAIL

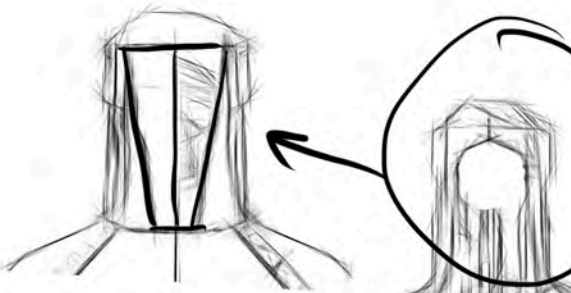
ADDING BUCKLE ON [illegible]

TWO FACES STITCHING IT TO  
GET CLEAN FINISHING WITH  
TOPSTITCH



LOOK 3 DESIGN PROCESS

COVER THE FACE AND ADD HALF PRINT ON IT

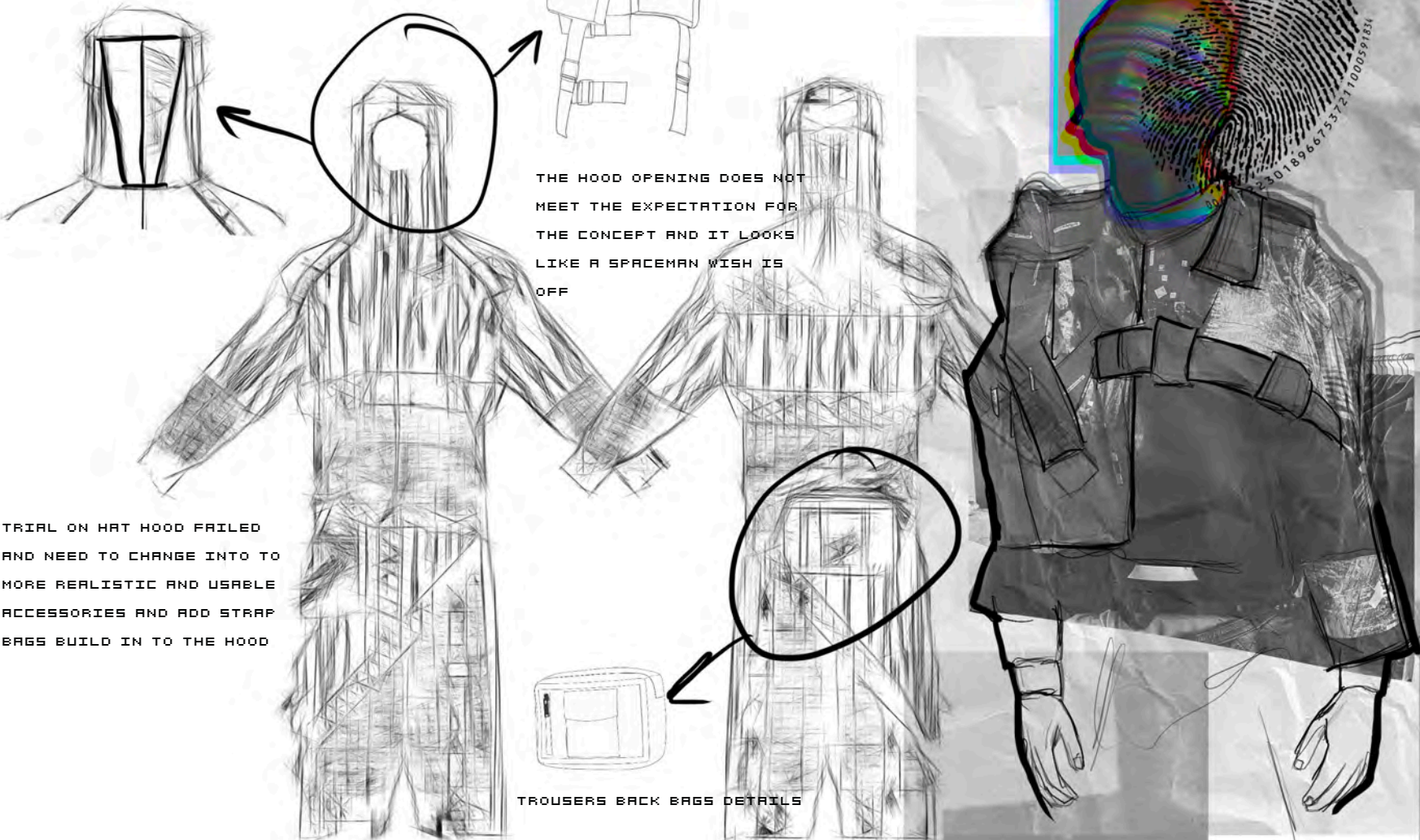


STRAP BAGS FOR THE HOOD DETAILS



THE HOOD OPENING DOES NOT MEET THE EXPECTATION FOR THE CONCEPT AND IT LOOKS LIKE A SPACEMAN WISH IS OFF

TRIAL ON HAT HOOD FAILED AND NEED TO CHANGE INTO TO MORE REALISTIC AND USABLE ACCESSORIES AND ADD STRAP BAGS BUILD IN TO THE HOOD



TROUSERS BACK BAGS DETAILS



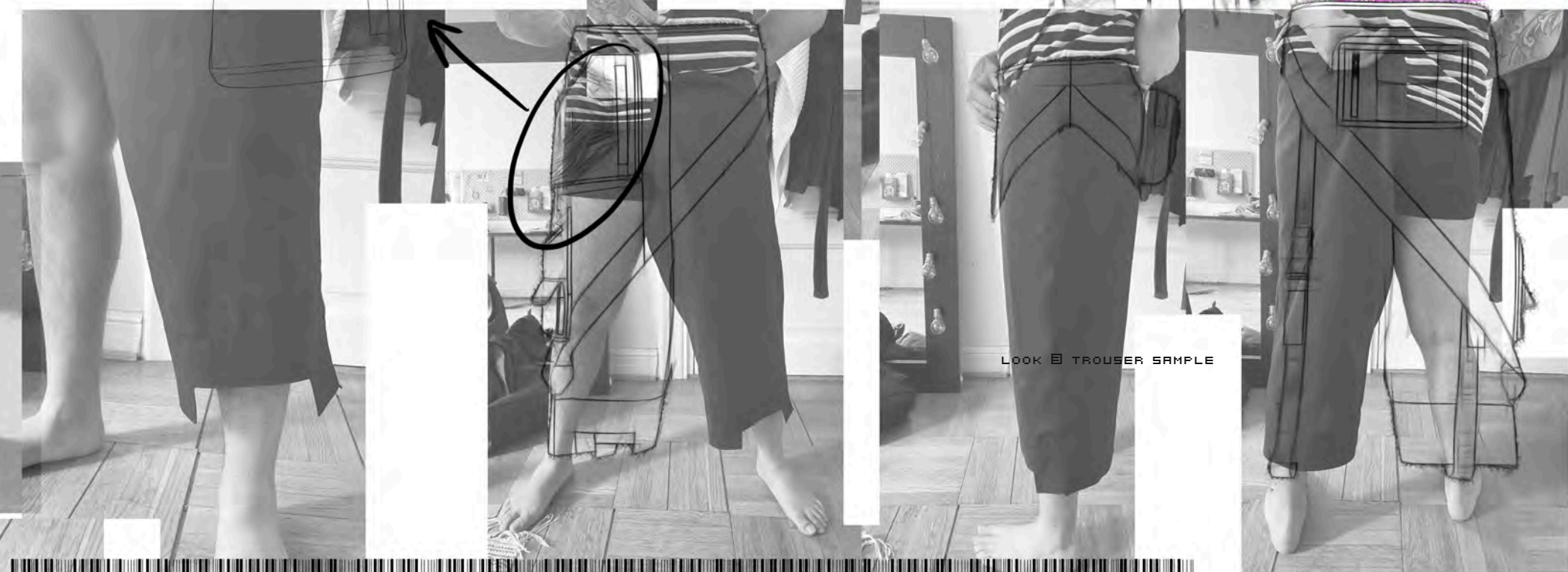
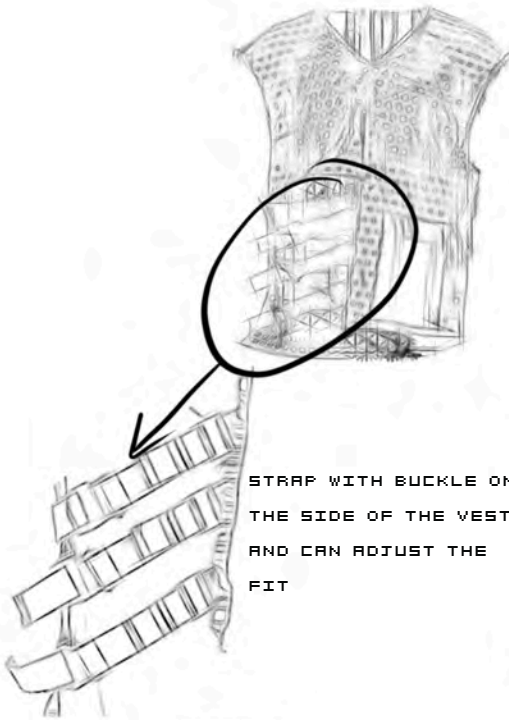
"TO WHAT EXTENT ARE WE WILLING TO GIVE UP PHYSICAL IDENTITY?"



FRONT POCKET DETAIL WITH A ZIPPER

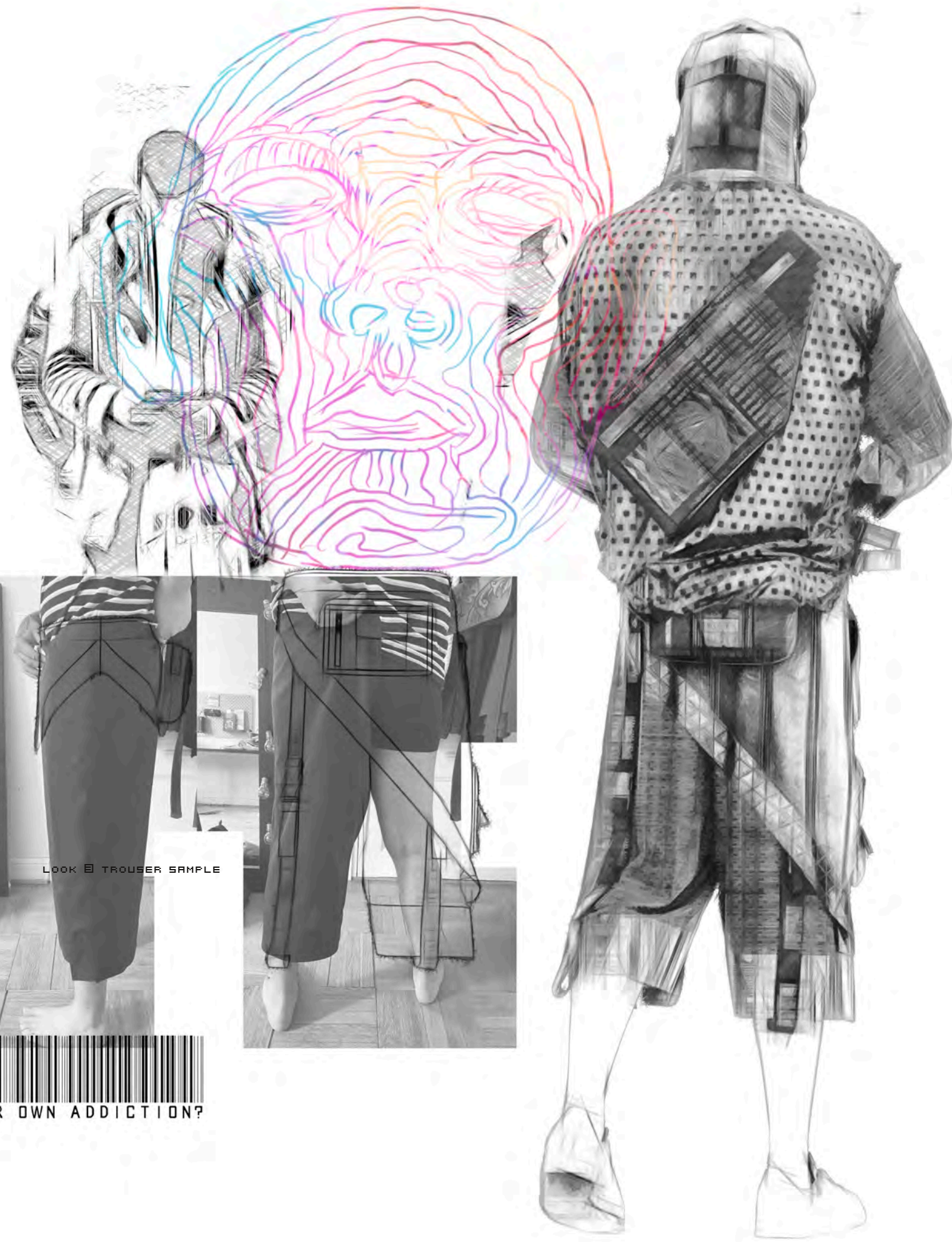


STRAP WITH BUCKLE ON THE SIDE OF THE VEST AND CAN ADJUST THE FIT



LOOK 3 TROUSER SAMPLE

ARE YOU IN CONTROL OF YOUR BRAIN? ARE YOU IN CONTROL OF YOUR OWN ADDICTION?





LOOK 4 DESIGN PROCESS

HAT MASK DETAILS



PRODUCT OF SOCIETY 487 896 5669 4663 87 896 5669 4663 87 896 5669 4663 87 896 5669 4663

SLEEVE POCKETS DETAILS



SLEEVE POCKETS DETAILS



POCKETS DETAILS ON THE JACKET



THE LOWER PART OF THE JACKET POCKET DETAILS



SOCIAL MEDIA SERIOUSLY HARMS YOUR MENTAL HEALTH  
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SOCIAL MEDIA SERIOUSLY HARMS YOUR MENTAL HEALTH



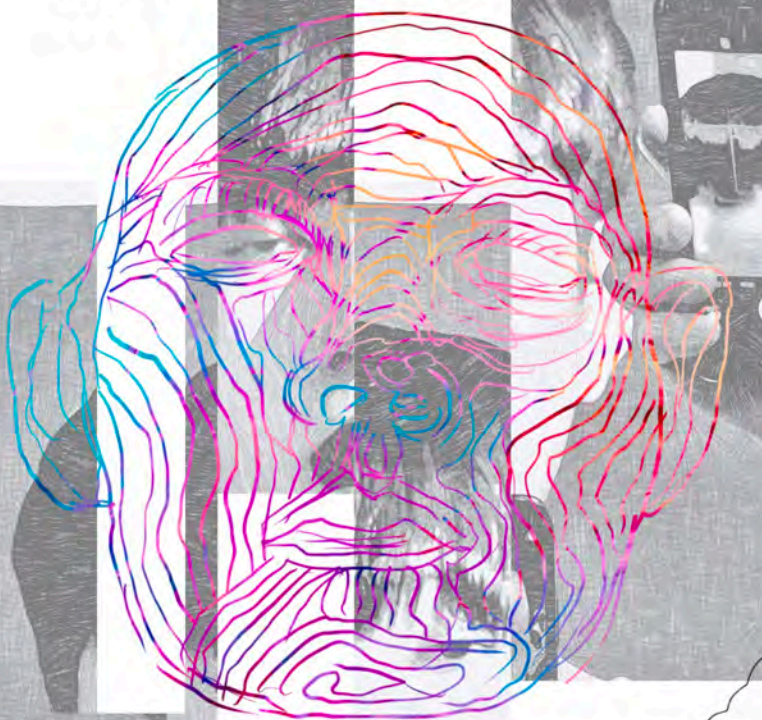
"I WAS SO FOCUSED ON THIS LITTLE SHINING SCREEN THAT I COULDN'T SEE THE REALITY THAT SURROUNDS ME"

LOOK 4 JACKET WORK

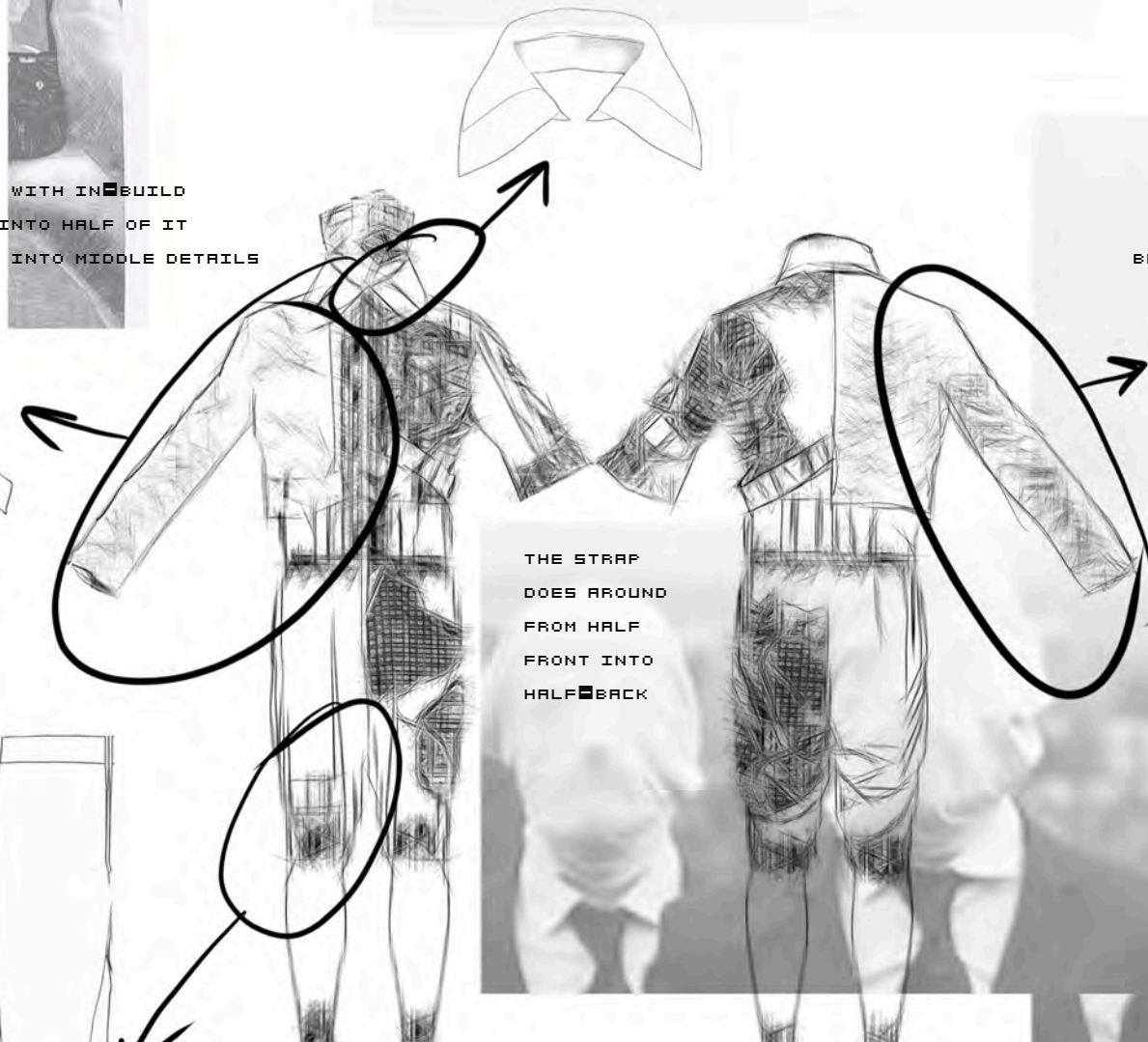
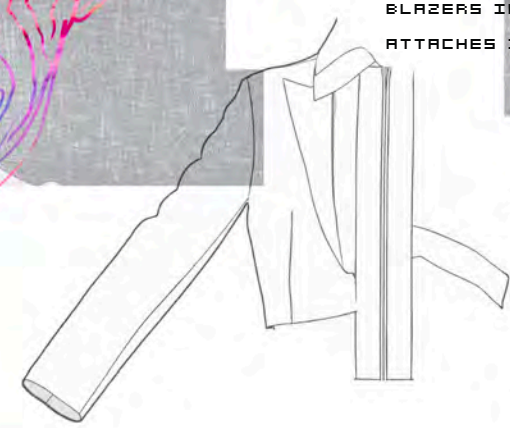




LOOK 5 DESIGN PROCESS



JUMPSUIT WITH IN-BUILD  
BLAZERS INTO HALF OF IT  
ATTACHES INTO MIDDLE DETAILS



TWO COLLAR IN ONE DETAILS

THE STRAP  
DOES AROUND  
FROM HALF  
FRONT INTO  
HALF BACK

BLAZER SLEEVE BACK DETAILS



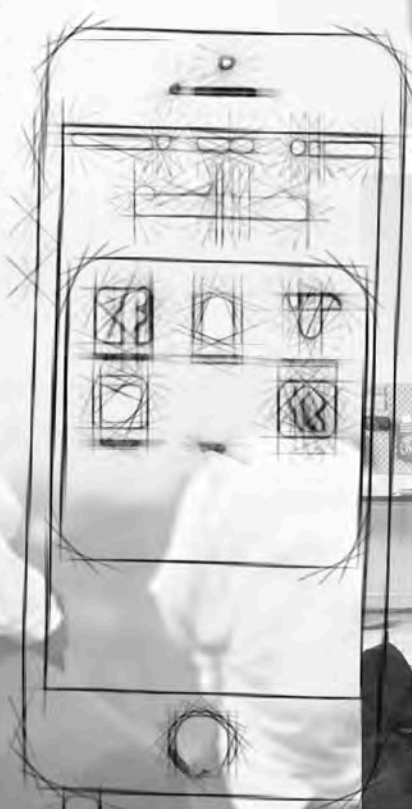
TWO IN ONE TROUSER WITH  
STRETCHY LOWER PART



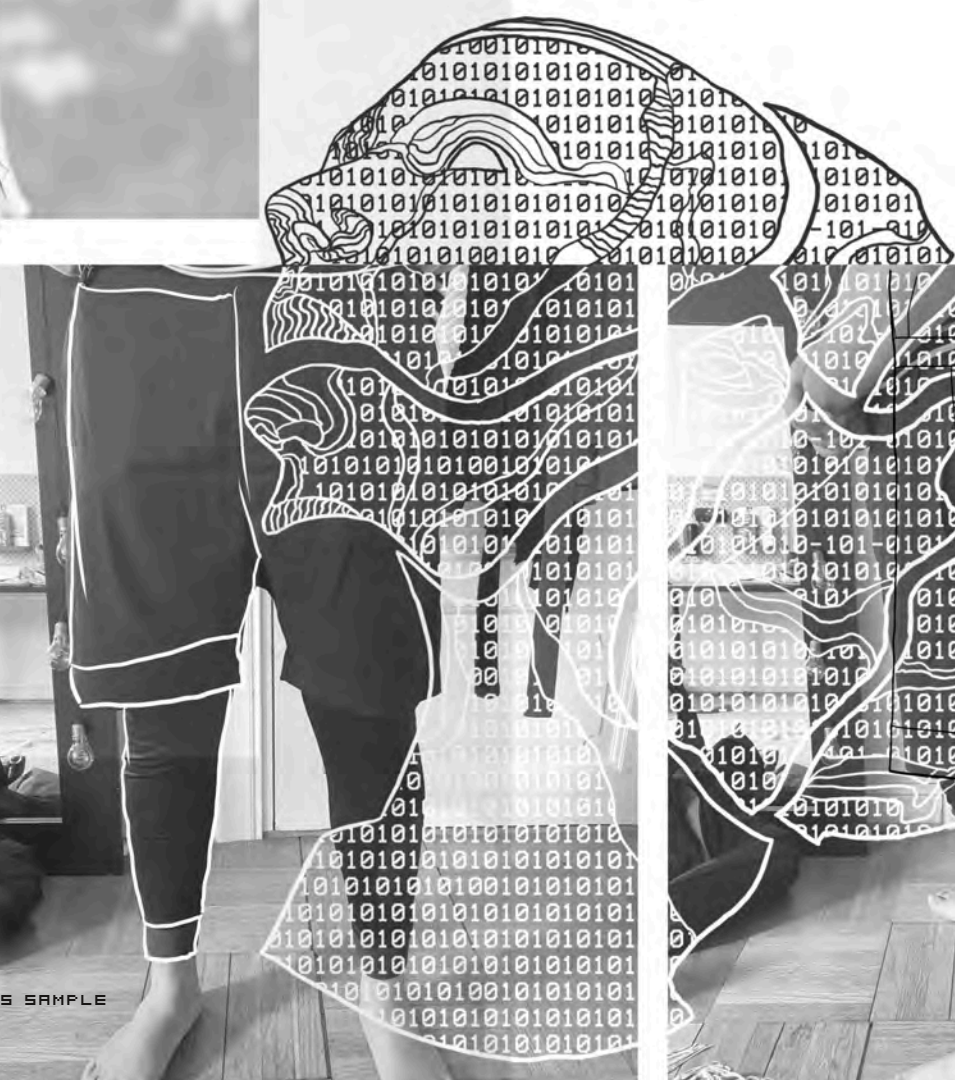
IDENTITY LOST



SO ATTACHED TO THE DEVICE AND HOW TO LOOK FOR THE SOCIETY STANDARD YOU FOR GET WHO YOU TRULY ARE



LOOK 8 TROUSERS SAMPLE





LOOK 6 DESIGN PROCESS



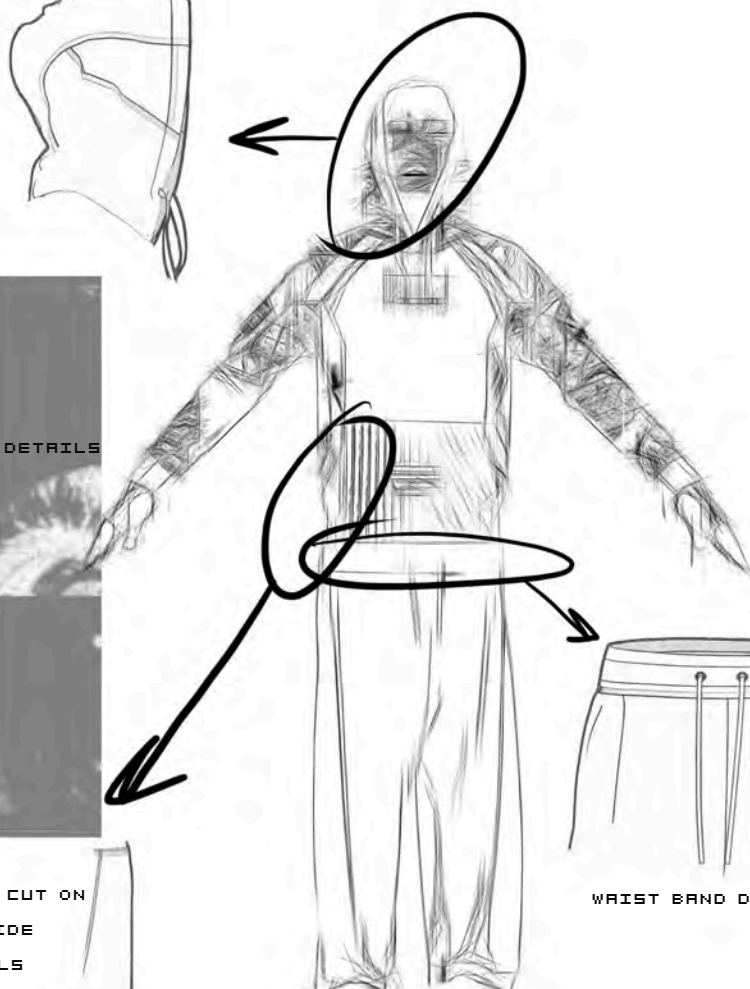
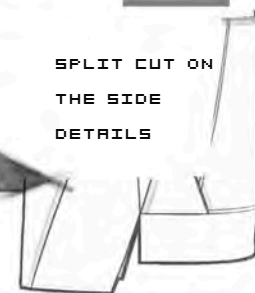
HOOD DETAILS



HOODIE CUT DETAILS



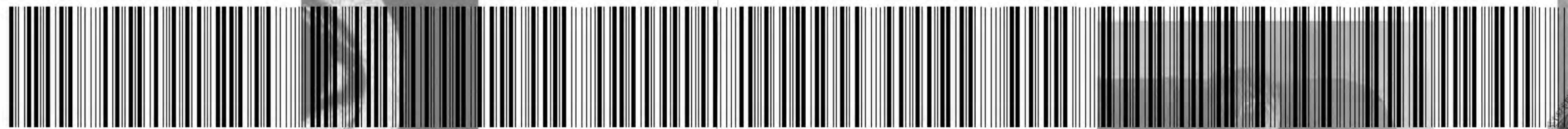
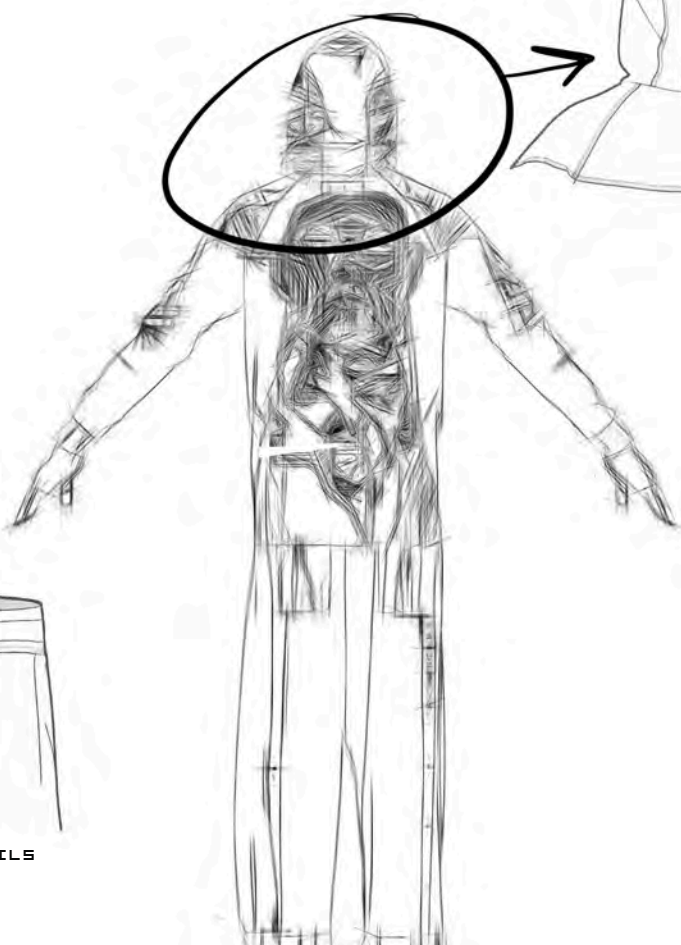
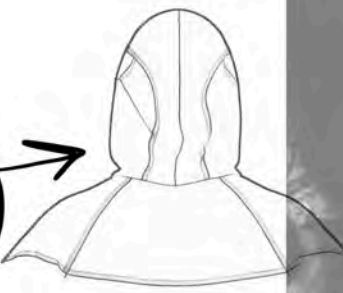
SPLIT CUT ON THE SIDE DETAILS



WAIST BAND DETAILS



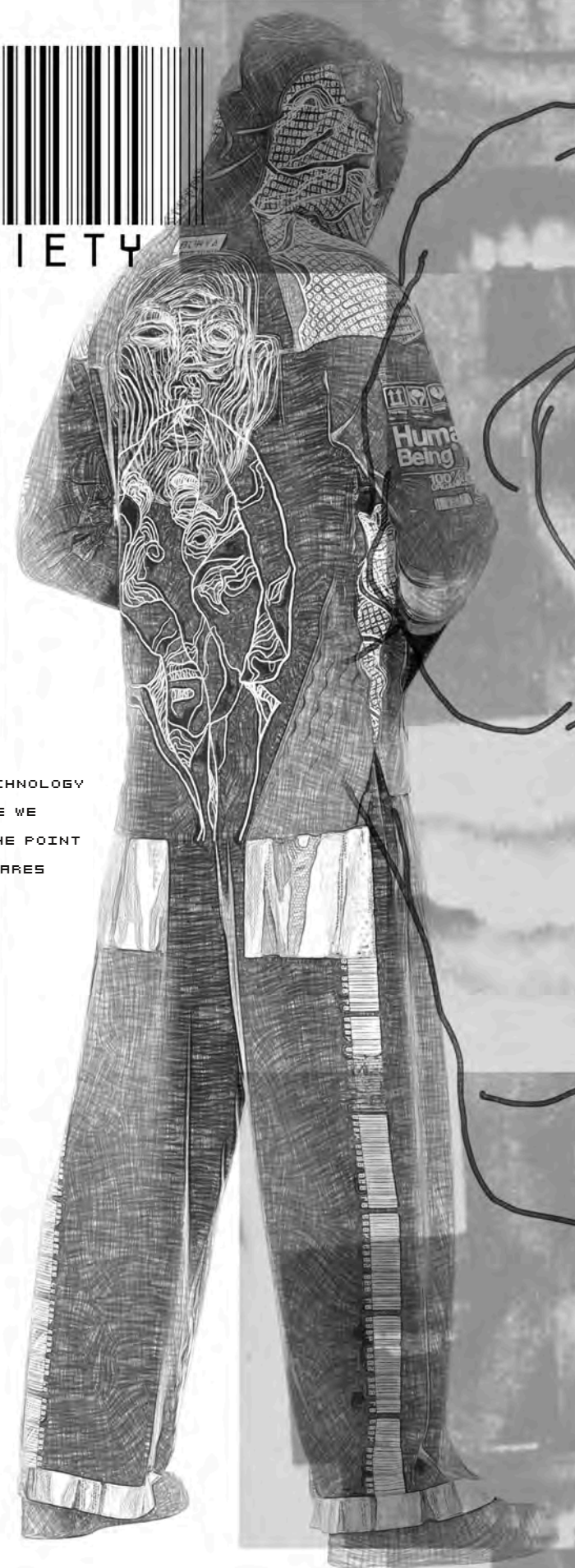
BACK HOOD DETAILS



ARE YOUNGER GENERATIONS BRAIN WATCH INTO THE PRODUCT OF SOCIETY



HOW FAR DO WE LET TECHNOLOGY CONTROL OUR LIFE, ARE WE AWARE OR ARE WE AT THE POINT THAT NOBODY REALLY CARES ANYMORE



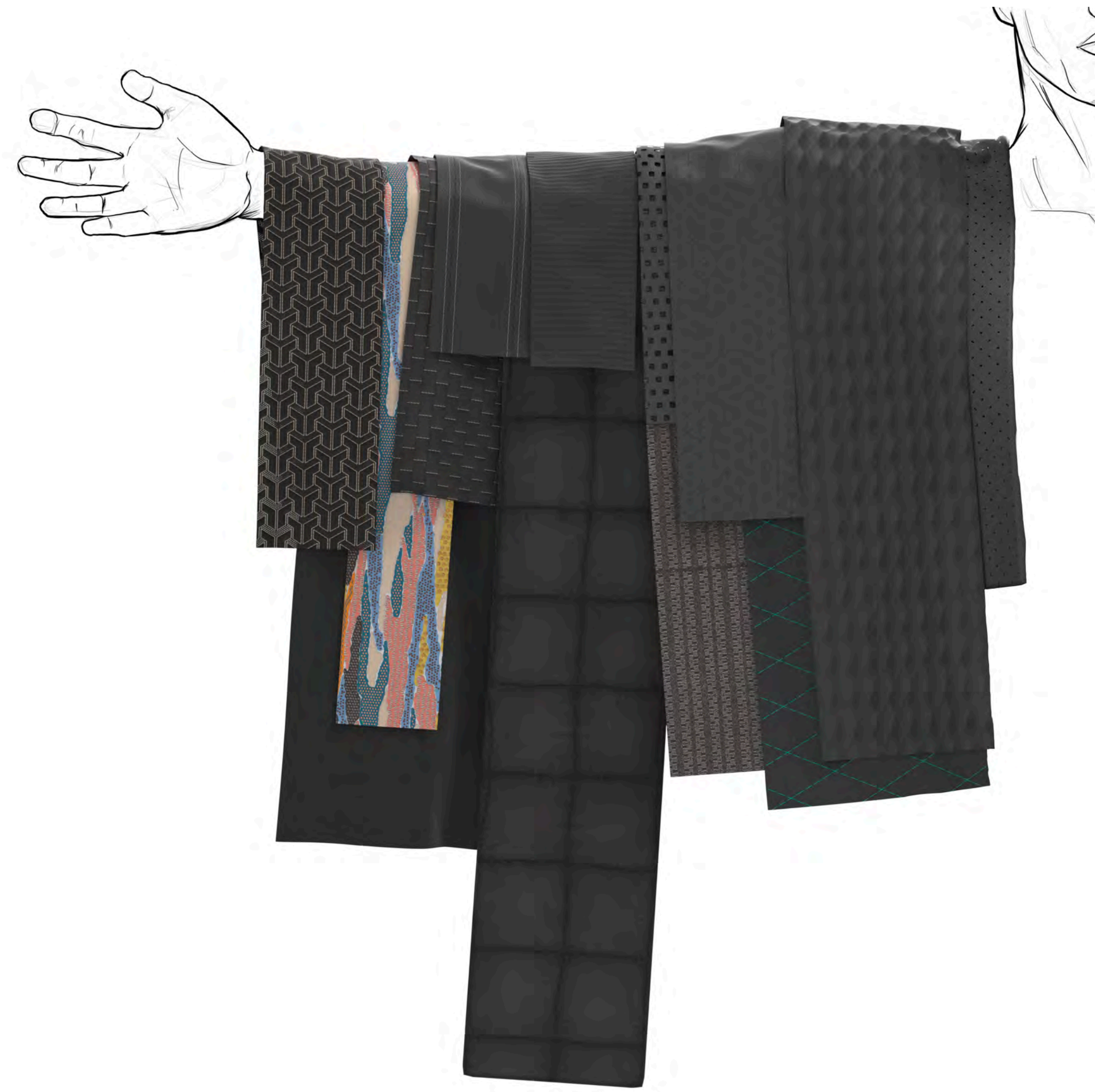
SOCIAL MEDIA SERIOUSLY HARMS YOUR MENTAL HEALTH

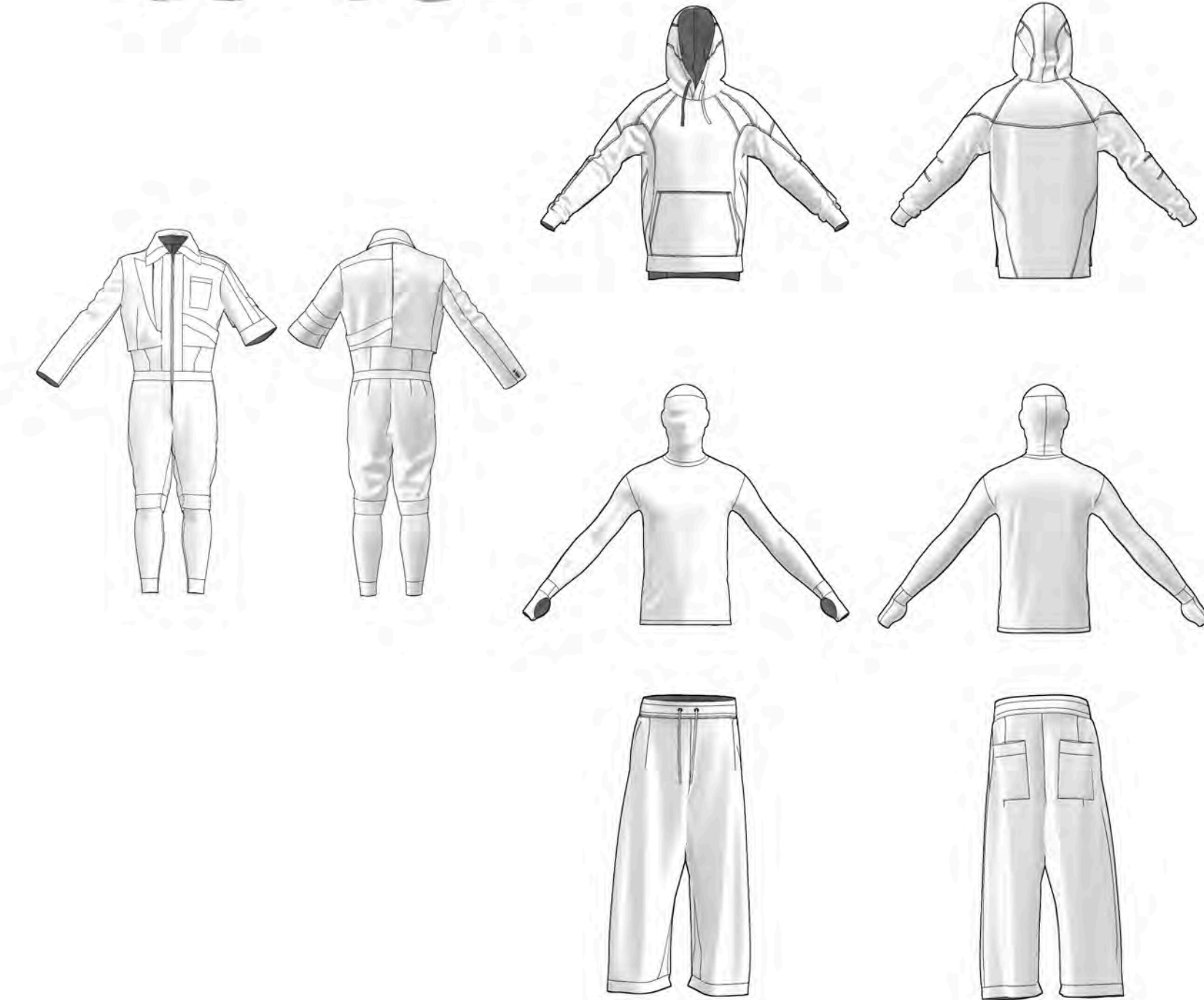
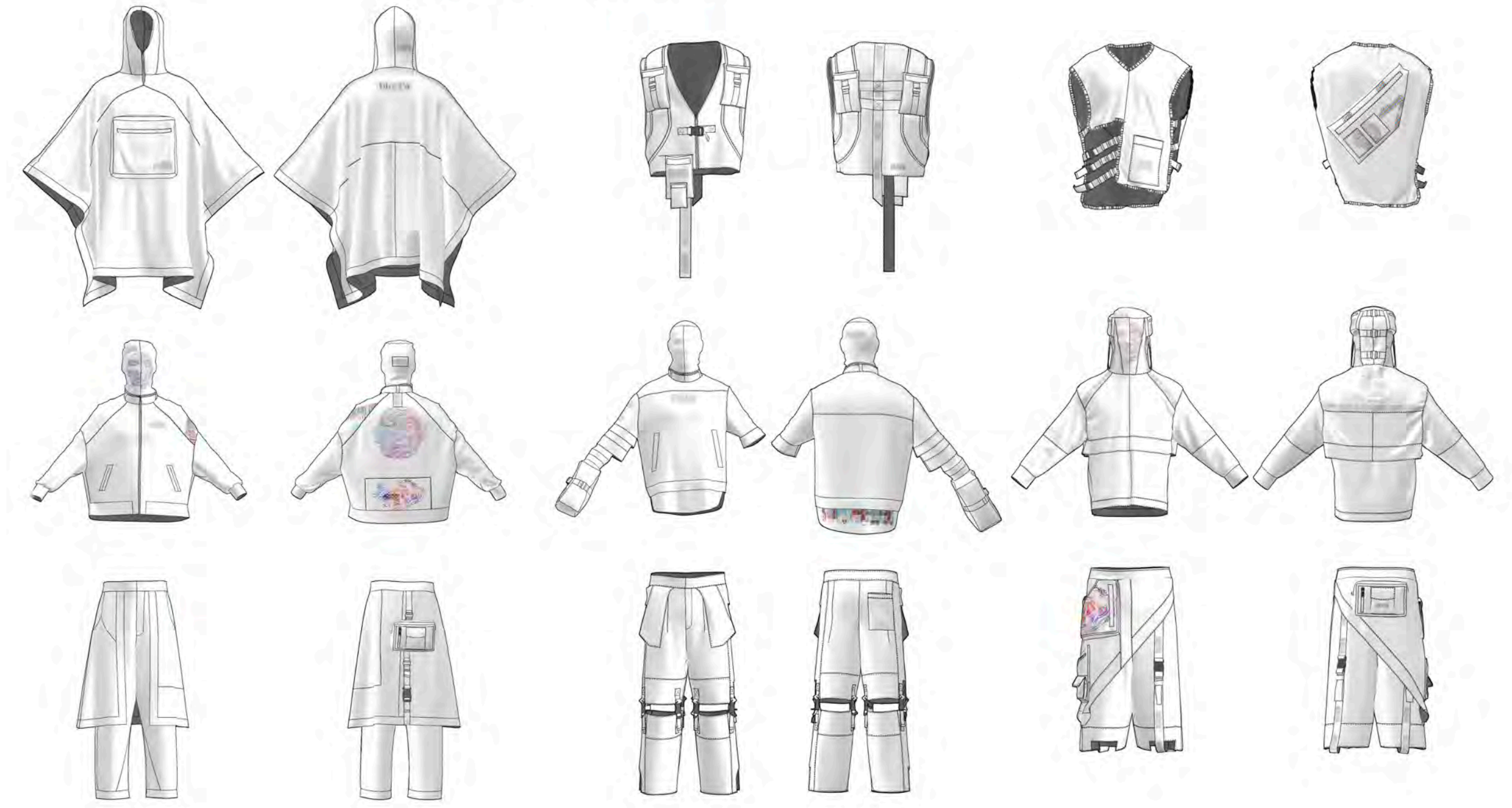


ARE YOU IN CONTROL?



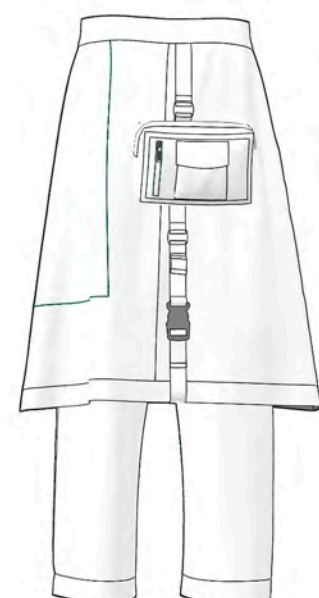
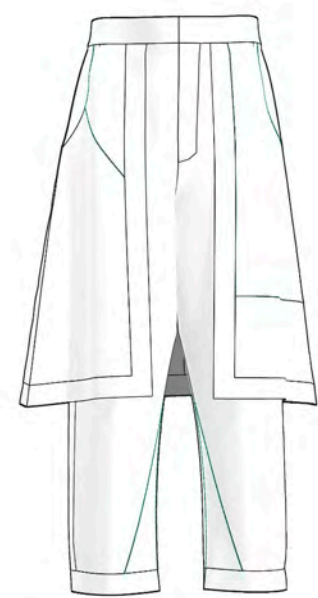
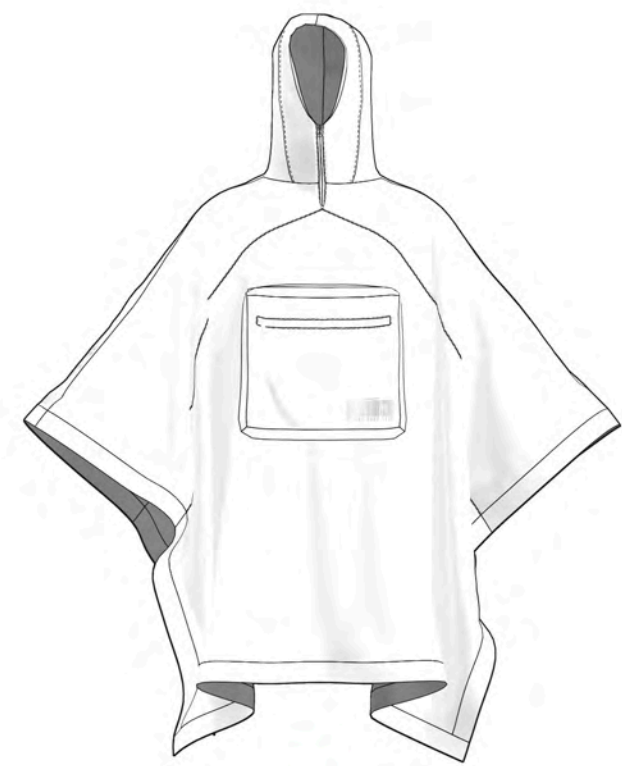
FINAL LAYOUT



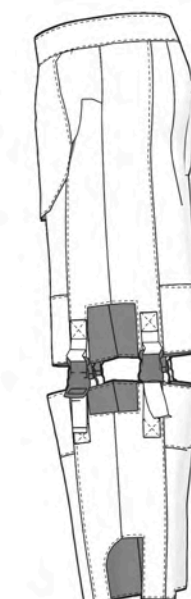
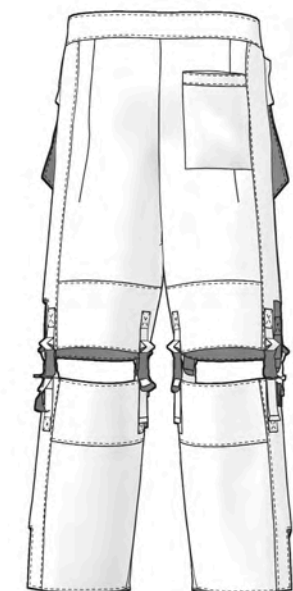
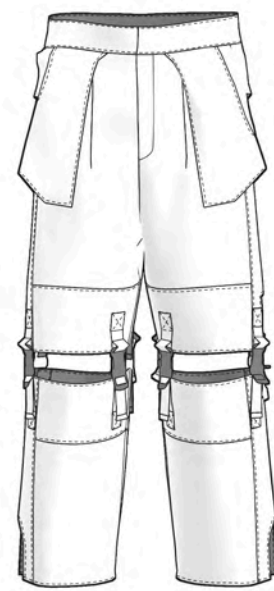
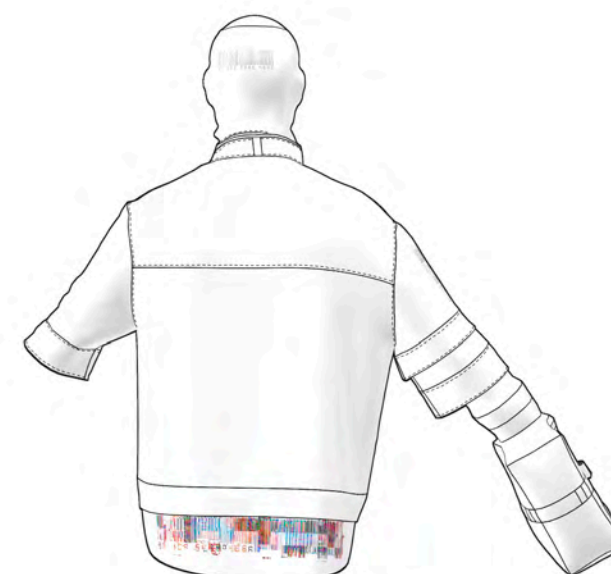
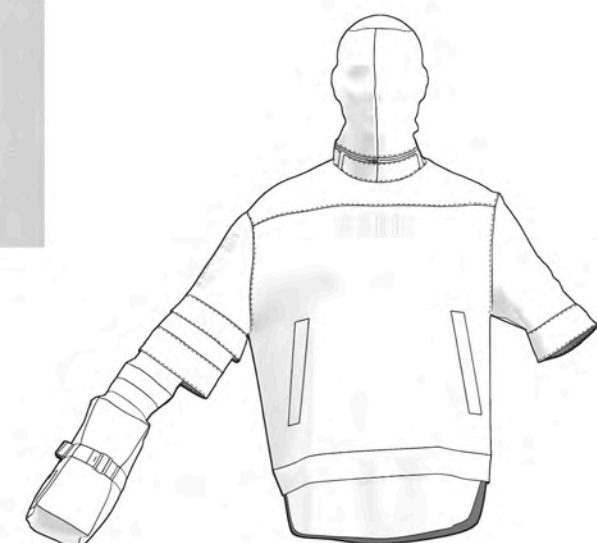
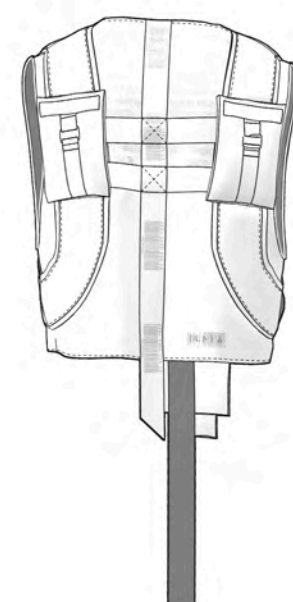
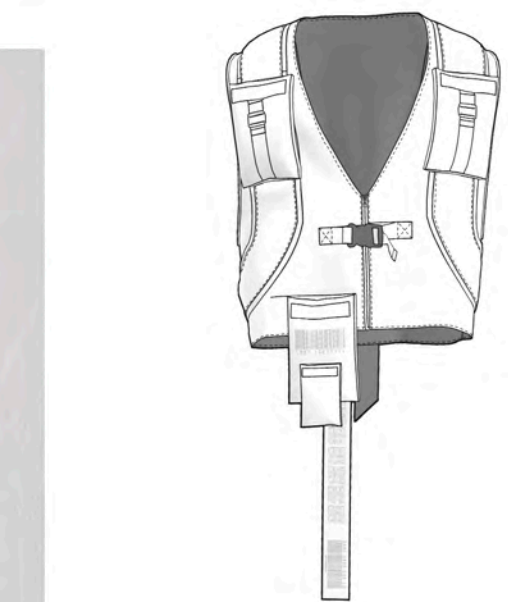




TEST PRODUCT 1



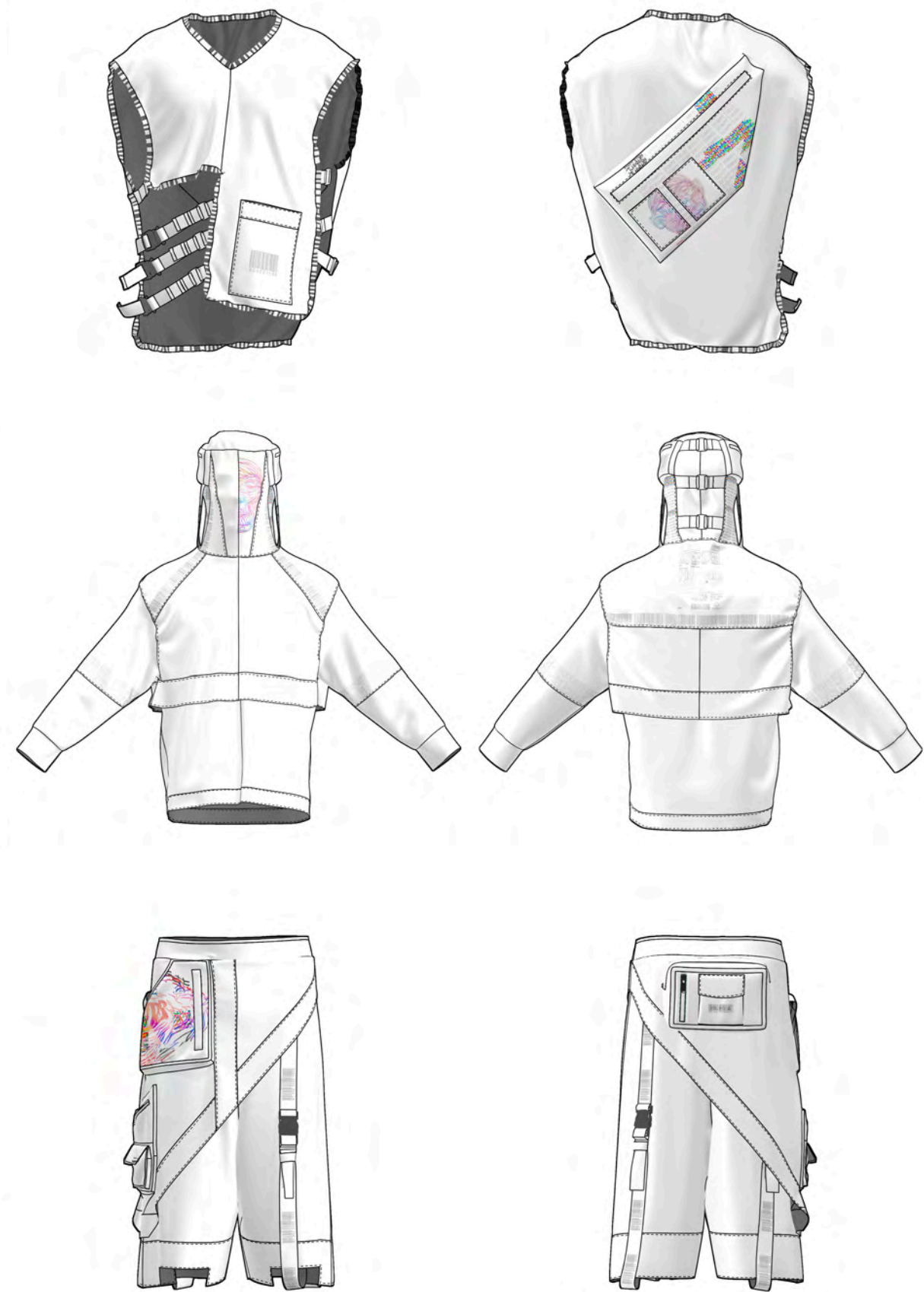
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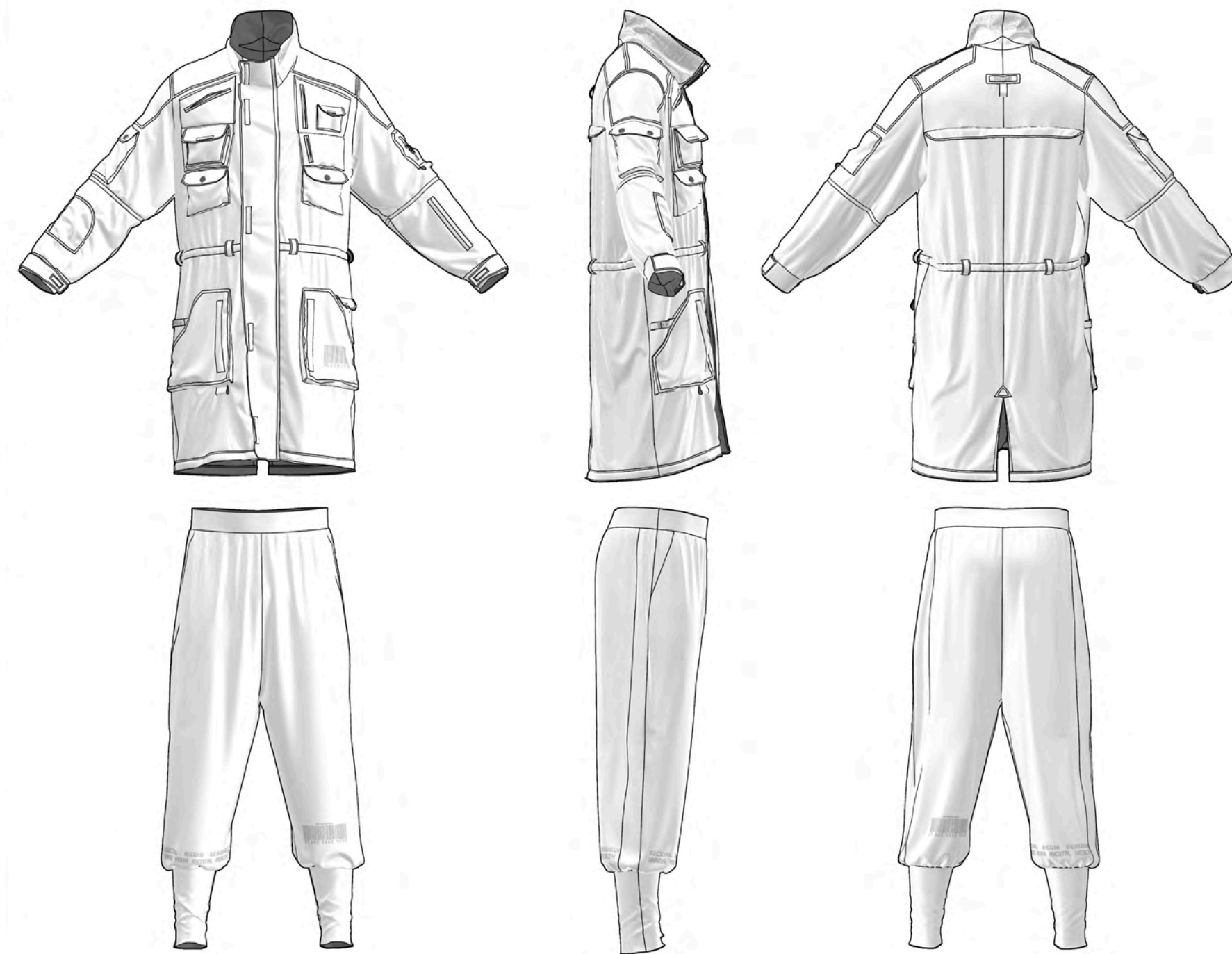




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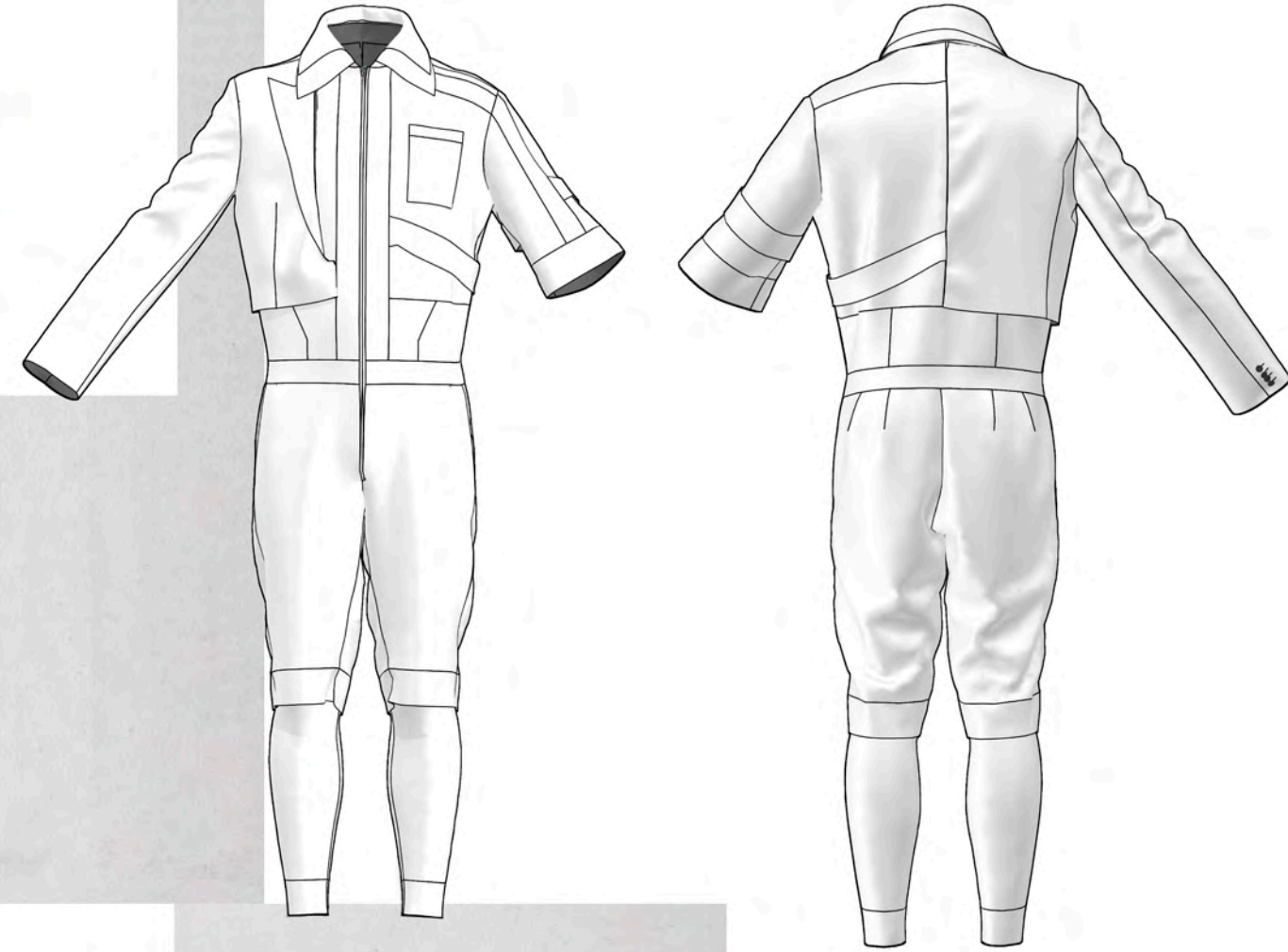


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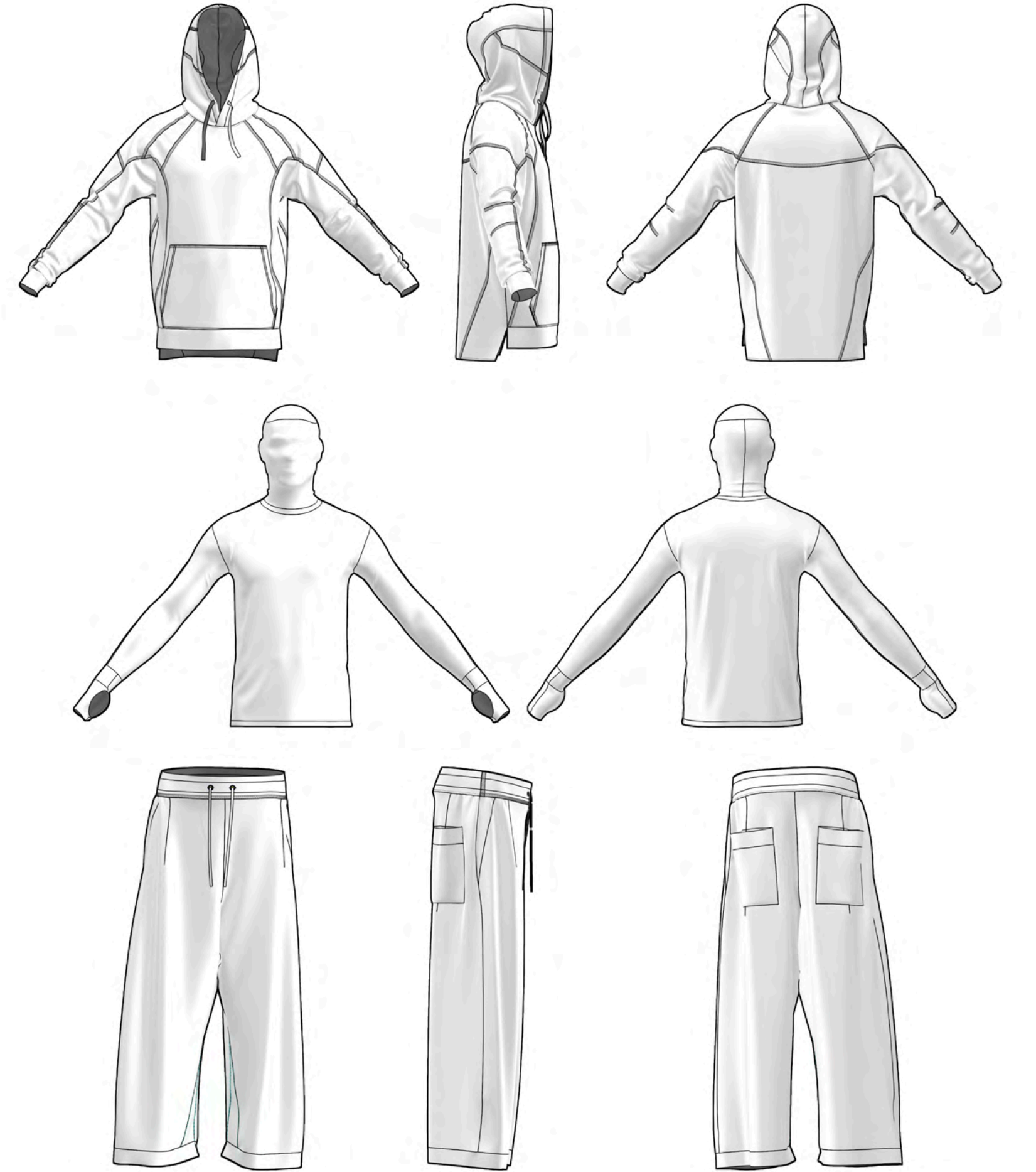




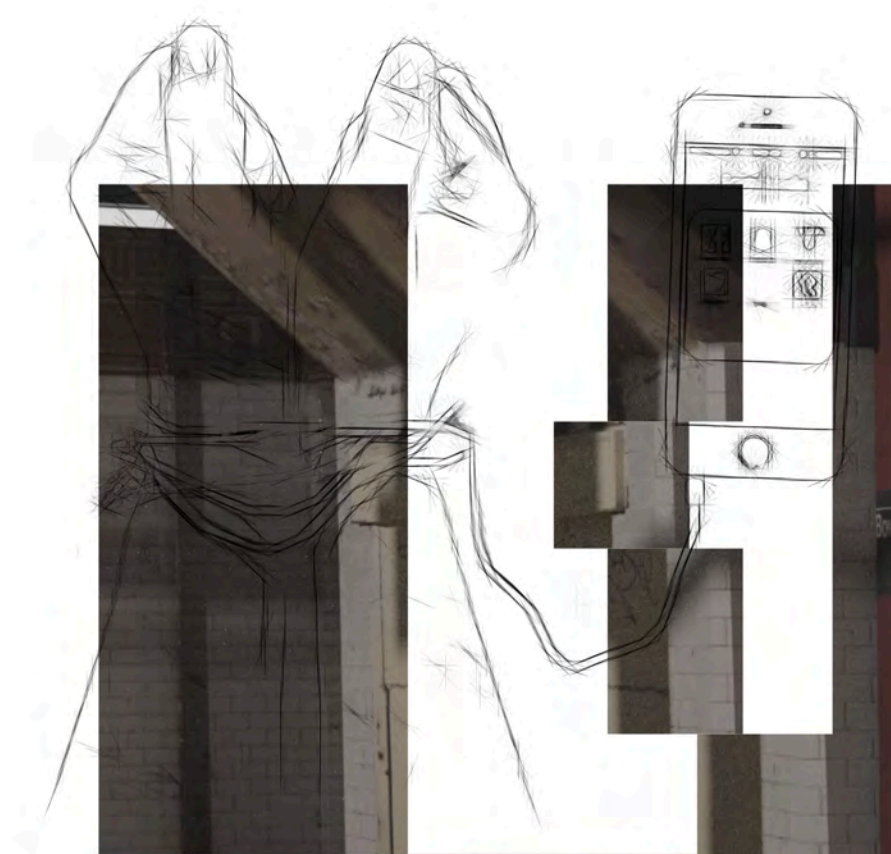
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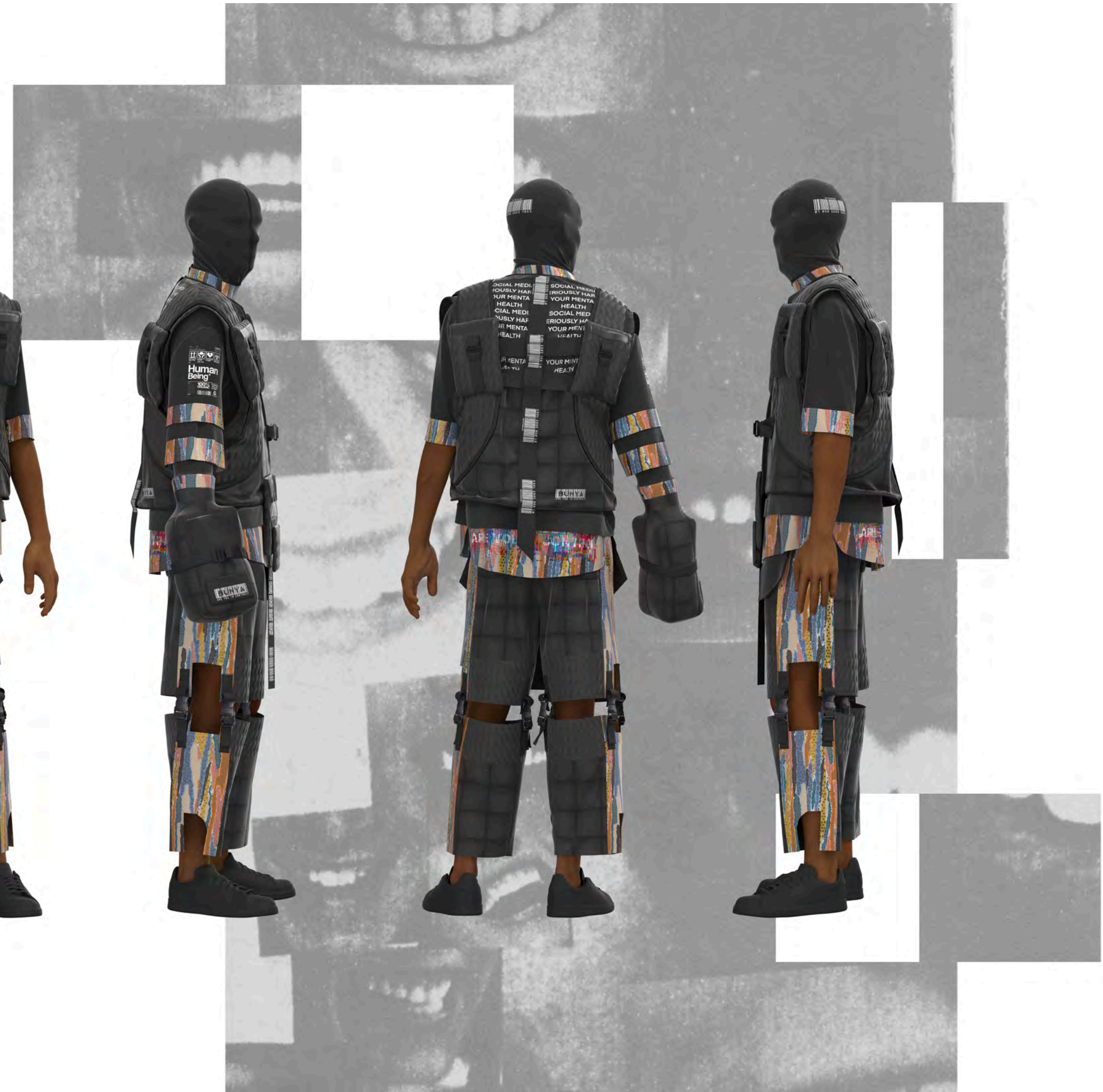
TEST PRODUCT 6



UNCONSCIOUS HABIT FINAL OUTCOME



UNCONSCIOUS HABIT FINAL OUTCOME



UNCONSCIOUS HABIT FINAL OUTCOME



UNCONSCIOUS HABIT FINAL OUTCOME



