

POSTAL

POSTHOUSE

(noun.)

a house or inn for exchanging post-horses

and accommodating postriders.



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Motivation & Research

Motivation

Under the society lens, our group mainly focuses on the relationship between general objects and human beings, and we want to arouse people's awareness of a certain issue by using the objective thing. After a few meetings, the one topic we chose to bring out is "personal identity", the one that has the strongest connection with every individual.

Our primary idea is to create a tool to remind everybody that it is because that we sometimes cannot get explanations or answers towards situations in our life so that we should all remember the importance of self-reflection.



Research

> Reflection to articles

It is quite surprising that if you try to google " search yourself " or other similar topics, there are already so many people who have been bothered by this for a long time.

According to psychologist Erik Erikson's theory of psychosocial development, at the age of 12-18 (fifth stage), we should have found out our position or role in the society already so that we could develop to the next stage successfully. If not, we will suffer from role confusion and will not be able to define ourselves.

The truth is that there are still a bunch of people not knowing what is their next move in life. Even though we have already spent so much time developing ourselves into who we are, we do not understand our own identity still. The reason why is because we might not notice that this should be an important task for us to spend time on and to think it through.

If someone feels like they are stuck in this stage, then it is probably better to face your problem and yourself directly because every experience you have will affect you through the whole life span.

> Question list

To develop this project, our group decided to first come up with a question list that is meaningful to us. The question list consists of 3 categories, PRESENT, PAST, and FUTURE, which compensate each other and define our identity.

After we completed the list, we then sent it out to a few people to find out if they have any connection towards those questions or which one they resonate the most.

PRESENT

- Who am I?
- How do I evaluate myself?
- Am I proud of this?
- Do I agree with that?
- Did I regret the things I am doing now?
- Do I like this?
- Have I been dreaming recently?
- Who are my important ones?
- How do I look?
- Can I paint myself a picture?
- Am I okay?
- What others might like about this?
- What are my values?
- Do I worry too much?
- How could I use my imagination?
- What makes me laugh?
- How do I feel relaxed?
- What is my favorite place to stay?
- Why am I so fat?
- Is it okay for me to lie down on the bed and keep watching videos?
- What is the meaning of existing as a human being?
- What is the reason for me to live such an exhausted life?
- Why don't I have a boyfriend?
- Why does this taste so great?
- Why am I so good at drawing?
- Why do I have to work every day?
- Why haven't I died?

PAST

- What did I use to enjoy?
- What was I good at?
- What was the best moment of my life?
- What was my wildest dream?
- Why did I give up?
- Did I lose anything?
- What was the color blue mean to me?
- How often did I laugh?
- How often I used to play?
- What experiences dedicate my life in a negative way?
- Which painful memories do I not want to deal with?
- Are there experiences that have remained as mysteries and had an impact on my life?
- Why did I choose to study (subject)?
- Why am I alive?
- Why did I choose to come to Japan?

FUTURE

- Where do I want to go?
- What do I want to achieve?
- What is your ideal job for the future?
- What am I afraid of?
- What is my next step?
- When should I start?
- Will everything be fine?
- When will we meet again?
- How could I improve myself as a person?
- What am I going to eat after?

> Result of interviews

There is a total of 13 people who took the interview, there are both students and office workers included. There is no limitation of the amount that participants chose and down below are the statistics of the results.

The most resonated question is the one related to appearance “Why am I so fat?”, and follow up are “Am I okay?” “What was I good at”, which are the questions related to identity.

PRESENT

- Who am I? 2
- How do I evaluate myself? 4
- Am I proud of this? 3
- Do I agree with that? 1
- Did I regret the things I am doing now? 7
- Do I like this? 5
- Have I been dreaming recently? 3
- Who are my important ones? 2
- How do I look? 6
- Can I paint myself a picture? 0
- **Am I okay? 8**
- What others might like about this? 3
- What are my values? 4
- Do I worry too much? 7
- How could I use my imagination? 0
- What makes me laugh? 2
- How do I feel relaxed? 4
- What is my favorite place to stay? 4
- **Why am I so fat? 9**
- Is it okay for me to lie down on the bed and keep watching videos? 3
- What is the meaning of existing as a human being? 6
- What is the reason for me to live such an exhausted life? 4
- Why don't I have a boyfriend? 1
- Why does this taste so great? 3
- Why am I so good at drawing? 1
- Why do I have to work every day? 6
- Why haven't I died? 2

PAST

- What did I use to enjoy? 3
- **What was I good at? 8**
- What was the best moment of my life? 3
- What was my wildest dream? 1
- Why did I give up? 6
- Did I lose anything? 4
- What was the color blue mean to me? 0
- How often did I laugh? 2
- How often I used to play? 3
- What experiences dedicate my life in a negative way? 4
- Which painful memories do I not want to deal with? 3
- Are there experiences that have remained as mysteries and had an impact on my life? 5
- Why did I choose to study (subject)? 5
- Why am I alive? 5
- Why did I choose to come to Japan? 2

FUTURE

- Where do I want to go? 5
- What do I want to achieve? 6
- What is your ideal job for the future? 7
- What am I afraid of? 4
- What is my next step? 7
- When should I start? 4
- Will everything be fine? 2
- When will we meet again? 1
- How could I improve myself as a person? 7
- What am I going to eat after? 6



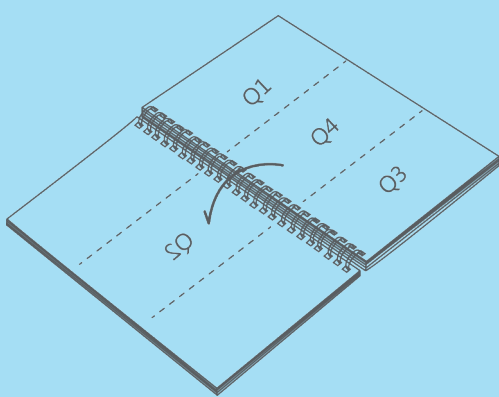
Concept evolution

Phase 1: a moment of self-reflection - focus on individual

> Empty magazine (Questioning yourself)

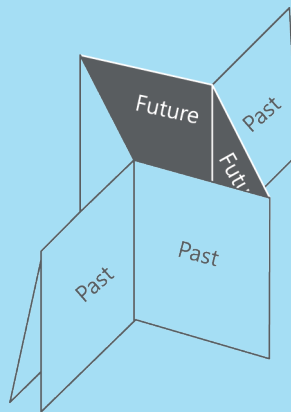
Based on our question list, we first came up with a idea of publishing a magazine, so that readers can have a self-reflection moment when they go through each page.

We want to design it in a way that all the questions form an infinite loop, so it reflects the real situation of our life. Also, we want to emphasize the importance of realizing that the answers can only be found yourselves, and it is not something you can find it in a book.



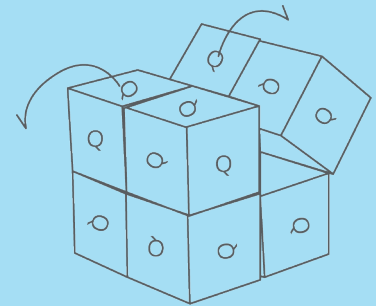
The questions are presented in a ring notebook that could be answered with their own tracks

-- by Pei-Chi Tai



The questions are presented in a magazine that could be easily produced and distributed

-- by Emil Lyytikkä

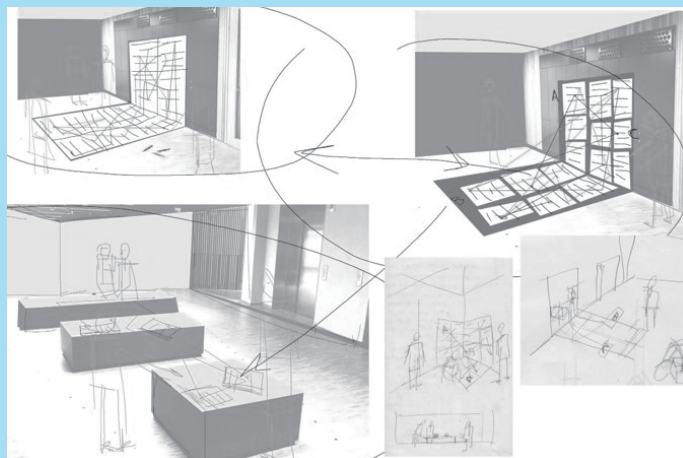


Play with the infinity cube to see different questions on each sides

-- by Yun-Jung Hsieh

> Interact installation

Another idea is to create an exhibition or space where we set up with different questions. Participants can mark their trail with color threads, then we can track results from each individual. The outcome will then become a huge mind map, which shows various choices and thoughts.

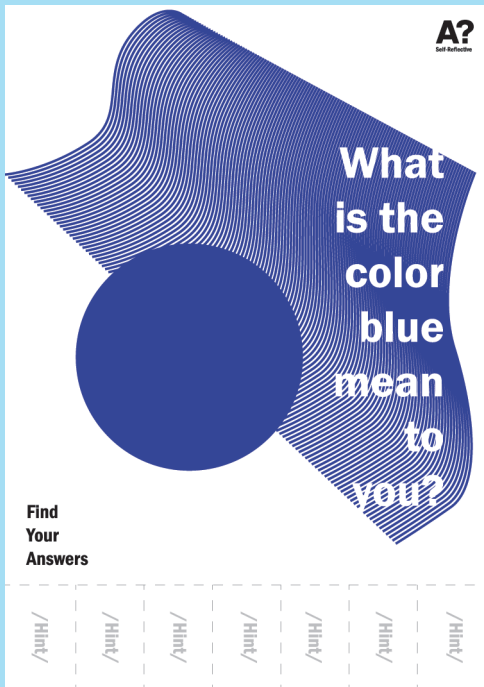


Will other trails affect your opinion? -- by Jarno Kettunen

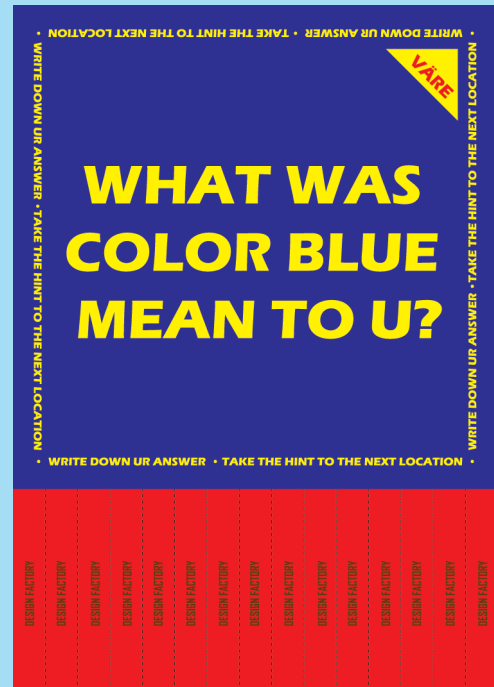
Phase 2: a process of self-reflection - focus on engagement

> Journey of self-discovering

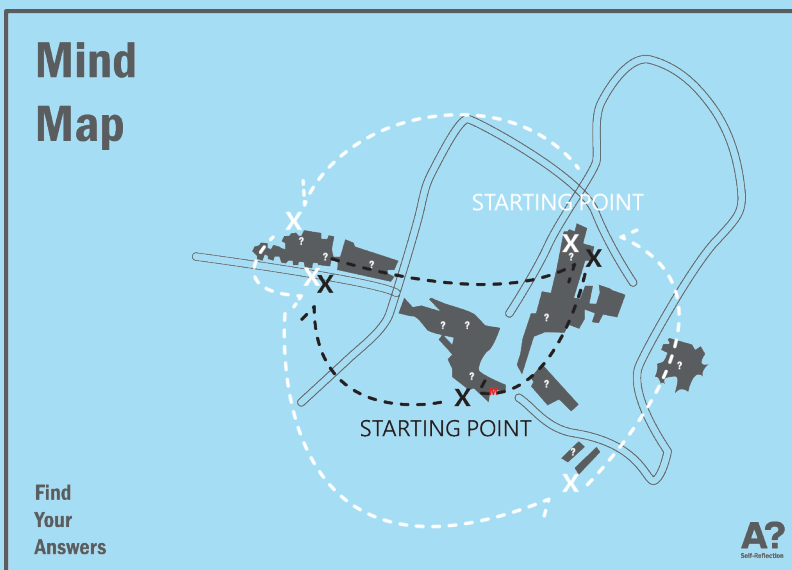
To modify the problem of lacking in other's participation of previous ideas, we then decided to design a game that the concept is similar to treasure hunting, which also got inspired by GEOCACHING and DEAD DROP.



Poster design -- by Pei-Chi Tai



Poster design -- by Yun-Jung Hsieh



Mind map -- by Pei-Chi Tai

We want this game designed in a way that participants can search for questions we left around the campus.

There will be several spots that we set our stand up, and participants can choose one of our stands to start their journey with.

Then after they completed, they will find out that their journey is in a circular route, which they go back to their starting point.

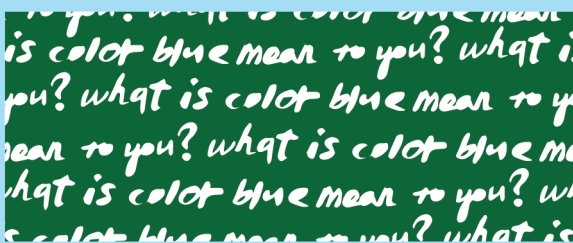
Phase 3: a process of self-reflection - focus on exchanging ideas > Postcards (Post thoughts)

In this phase, we try to simplify our "game", then came up with another idea, which is postcards exchanging. We thought it might be interesting to exchange participants' thoughts through a vintage way and we try to combine the concept of the library card.

Our group wanted to have 2 versions of postcards, which are local mail and international mail so that we can observe different outcomes from various backgrounds. For local mail, we targeted students from Aalto, as for the international mail, we targeted our friends or family. Eventually, the idea of sending international mail got turned down because the receivers for local mail and international mail are not in the same position.



Postcard design -- by Pei-Chi Tai



Postcard design -- by Yun-Jung Hsieh



Instruction Space for free writing Logo

First / sample question

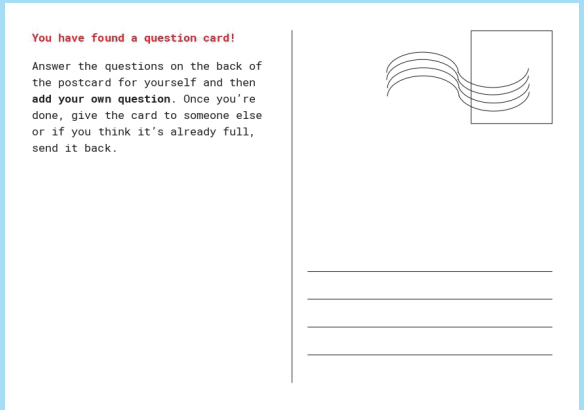
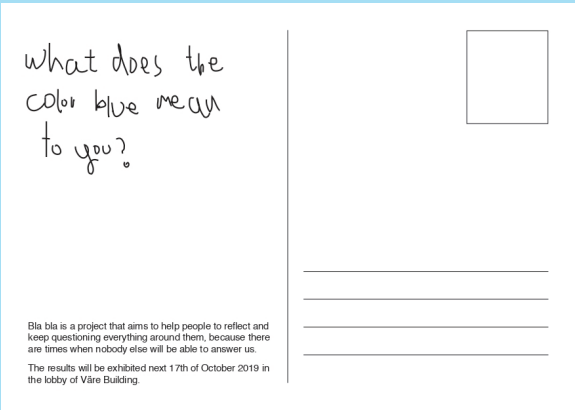
We designed the postcards with instruction to let participants pass it on like library cards. Through this action, all the questions or answers can be passed on to the next person and that is how thoughts are exchanged.

You have found a question card! Answer the questions on the back of the postcard for yourself and **add your own question.** Once you're done, give the it to someone else or, if you think it's already full, send it back.

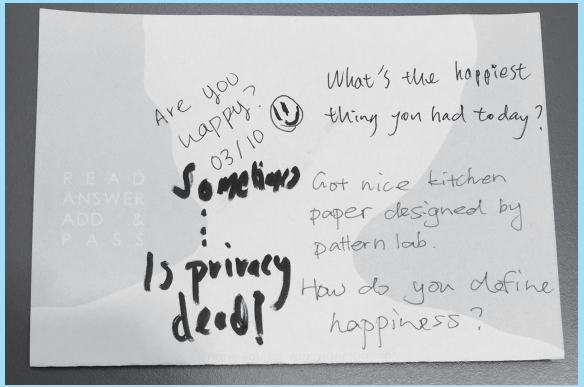
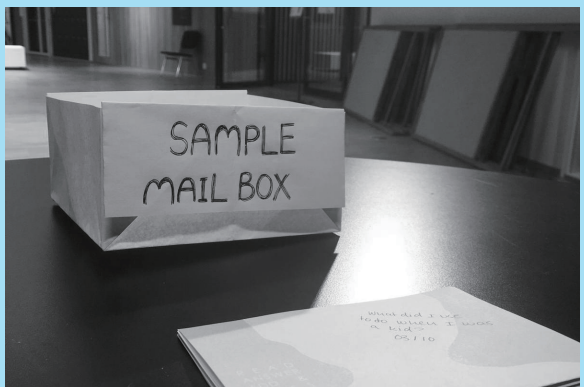


14.8 cm

10.5 cm



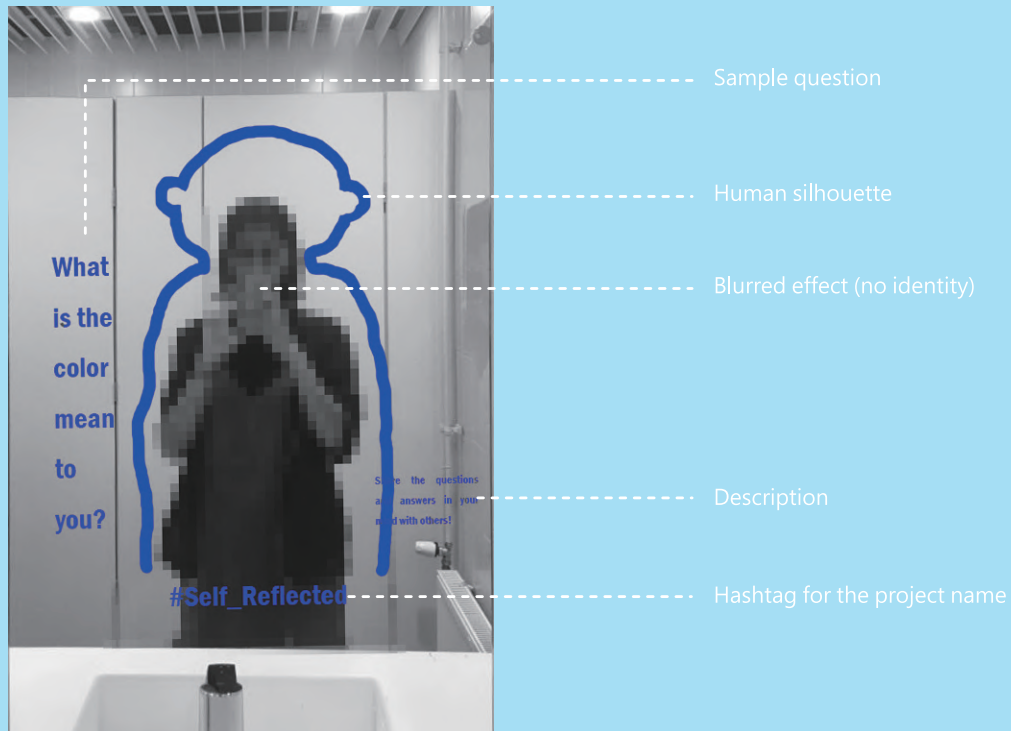
Postcard design -- by Alicia Romero



Experiment

> Mirror hack (Self-reflection)

Another idea to boost participants' engagement is about letting them have a real "self-reflection" time and exchange thoughts in a more efficient way. Thinking about spreading this around the campus, we thought this will work out better than the postcard idea because this won't take too much time to participant in. We also did a mock-up for this idea to see how it responded by others, and there was only 1 advice for us about how to improve this project. Through this experiment, we noticed that it was impossible to leave any marks inside public toilets because janitors will clean it up.



Experiment

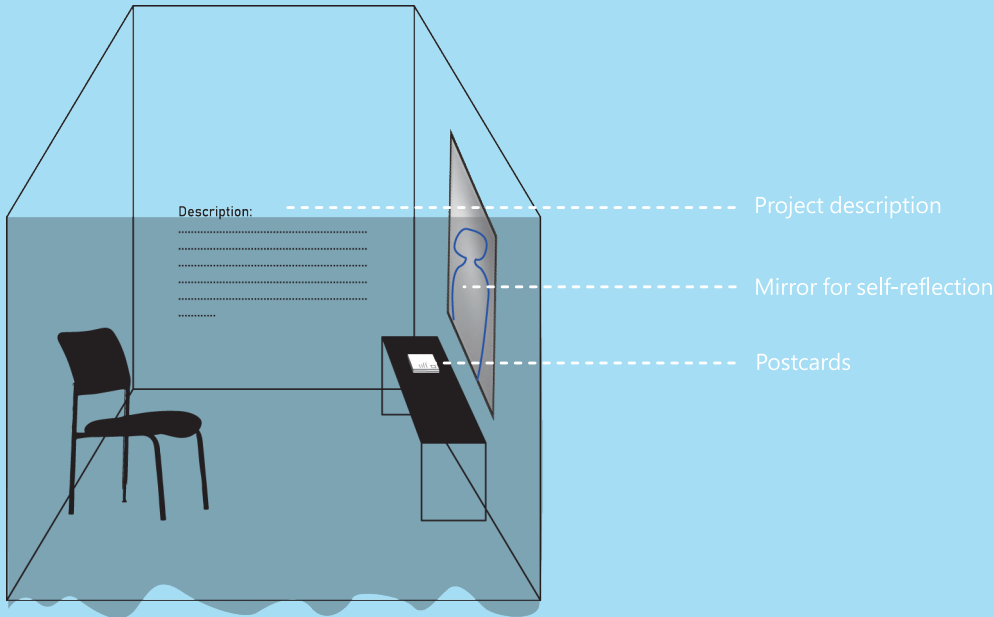


Posthouse project detail

The primary concept of POSTHOUSE

> Postcards + mirror hack (Mirror space)

After our experiment on different methods, we thought that we should build up our own exhibition space so the project can be delivered. Besides, by combining 2 ideas, we can let our participants have either a self-reflective moment or a way to exchange their self-doubts with another person. In this way, it kind of combines everything we had discussed for this project.

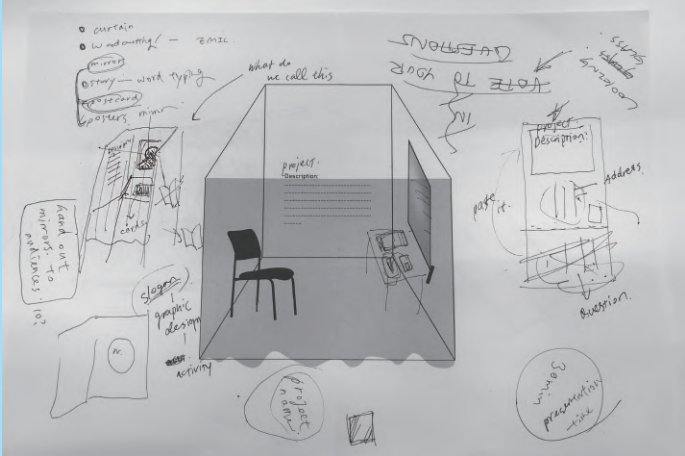


Mirror space image -- by Pei-Chi Tai & Yun-Jung Hsieh

Developing in “Mirror space”

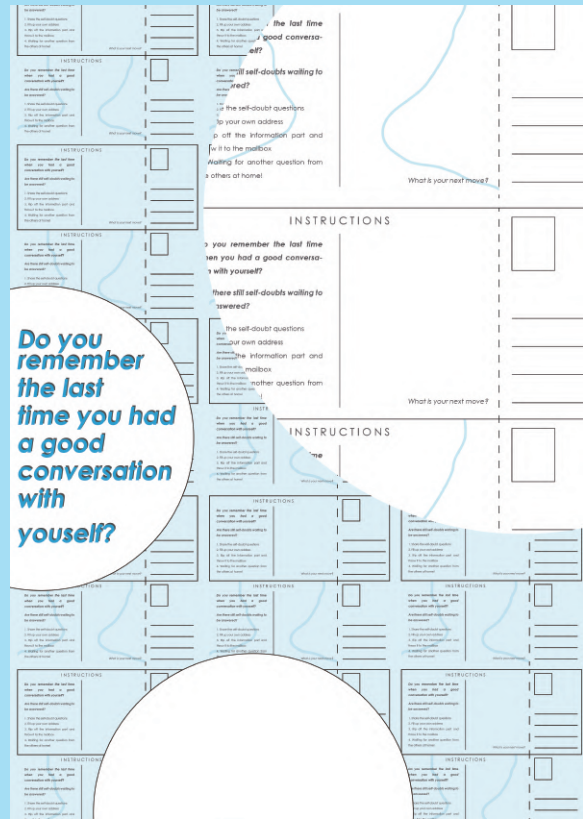
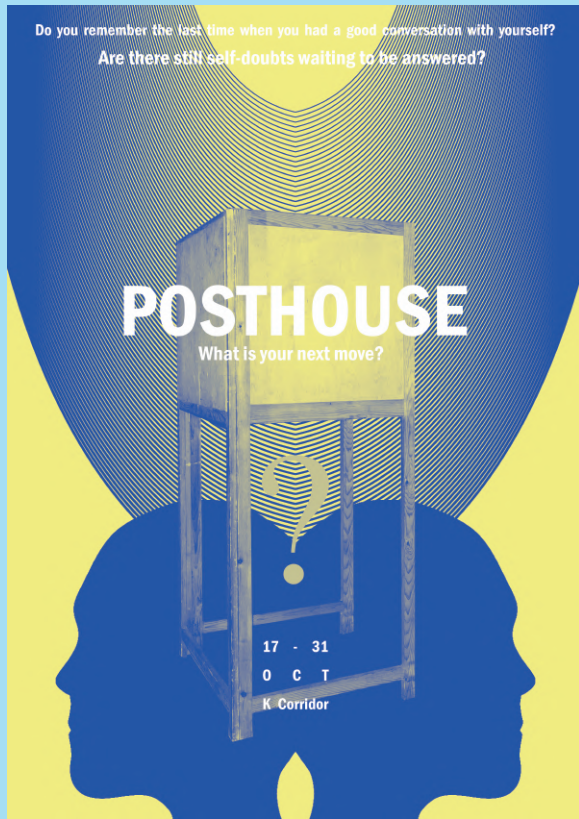
> Booth (POSTHOUSE)

We decided to create our showroom as a booth, in which the concept comes from the voting booth of Finland.



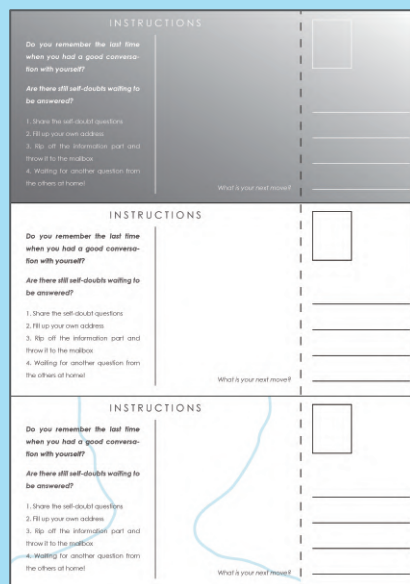
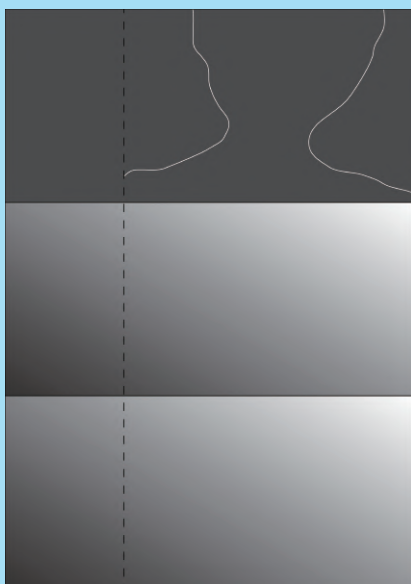
Visual design proposal

> A3 poster



by Pei-Chi Tai (left) / Jarno Kettunen (right)

> Postcard

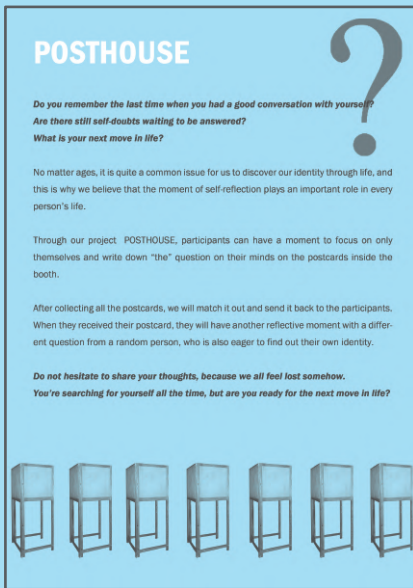


21 cm

9.9 cm

by Pei-Chi Tai

> A4 project description



by Pei-Chi Tai

> Project description (content design)

Our main idea is to evoke people to question about themselves, sometimes even we are already grown-ups, we're still confused about our own identities or even further, what do we do for now and for the future?

We set up a private space and have a self-reflective moment with participants. When they share some questions in their minds, we can send them to random people. The reflective moment happens right away but also does few weeks later.

by Pei-Chi Tai

Do you remember the last time when you had a good conversation with yourself?
Are there still self-doubts waiting to be answered?
What is your next move in life?

No matter ages, it is quite a common issue for us to discover our identity through life, and this is why we believe that the moment of self-reflection plays an important role in every person's life.

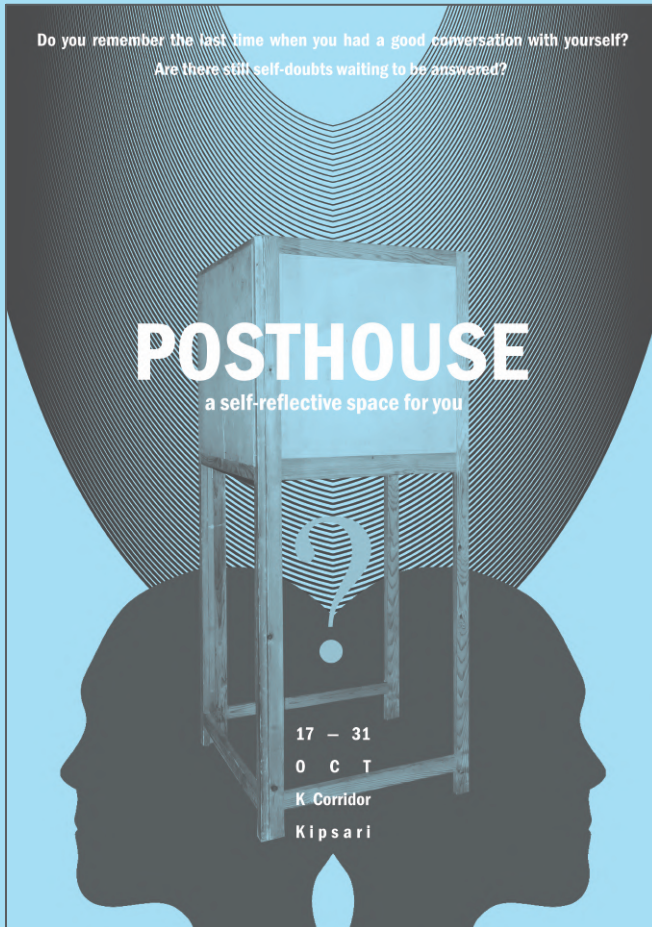
Through our project POSTHOUSE, participants can have a moment to focus on only themselves and write down "the" question on their minds on the postcards inside the booth.

After collecting all the postcards, we will match it out and send it back to the participants. When they received their postcard, they will have another reflective moment with a different question from a random person, who is also eager to find out their own identity.

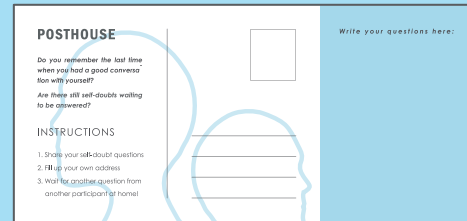
Do not hesitate to share your thoughts, because we all feel lost somehow.
You are searching for yourself all the time, but are you ready for the next move in life?

by Yun-Jung Hsieh

Visual design (final version)



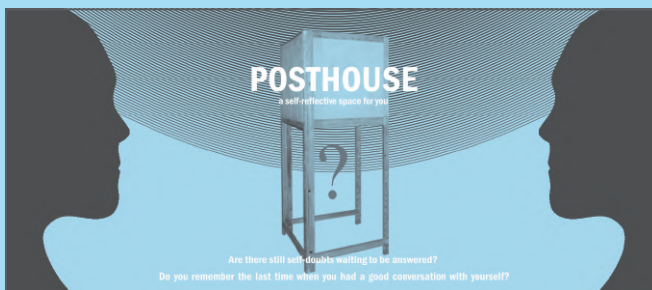
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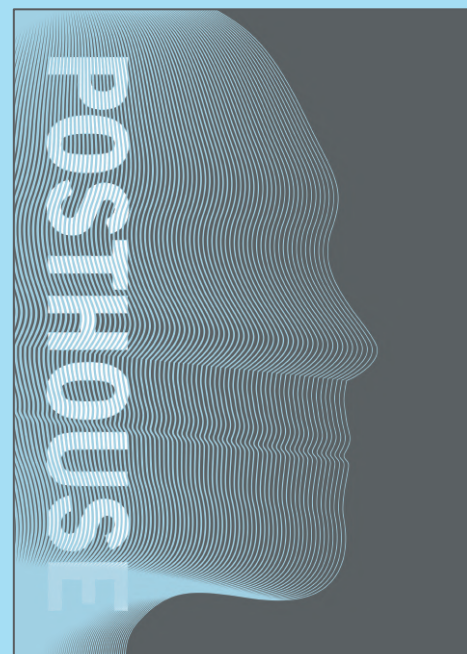
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4



2

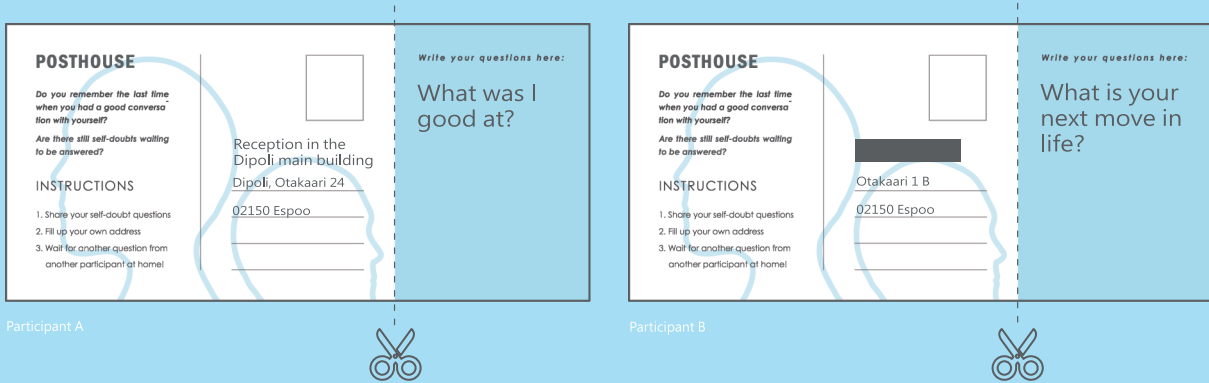


5

- 1: A3 poster
-- by Pei-Chi Tai
- 2: Website banner
-- by Pei-Chi Tai
- 3: Postcard
-- by Pei-Chi Tai & Alicia Romero
- 4: A4 project description
-- by Pei-Chi Tai (layout) & Yun-Jung Hsieh (content)
- 5: A4 Portfolio
-- by Yun-Jung Hsieh (layout . content) & Pei-Chi Tai (Cover)

Postcard exchanging method

> Step 1: Collecting postcards & cutting off the question part



Participant A

Participant B

> Step 2: Exchanging & sticking question part randomly



Participant B

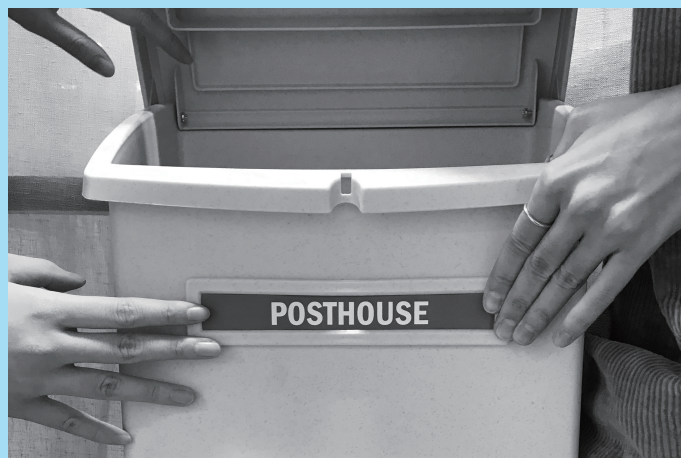
Participant A

Participant A

Participant B

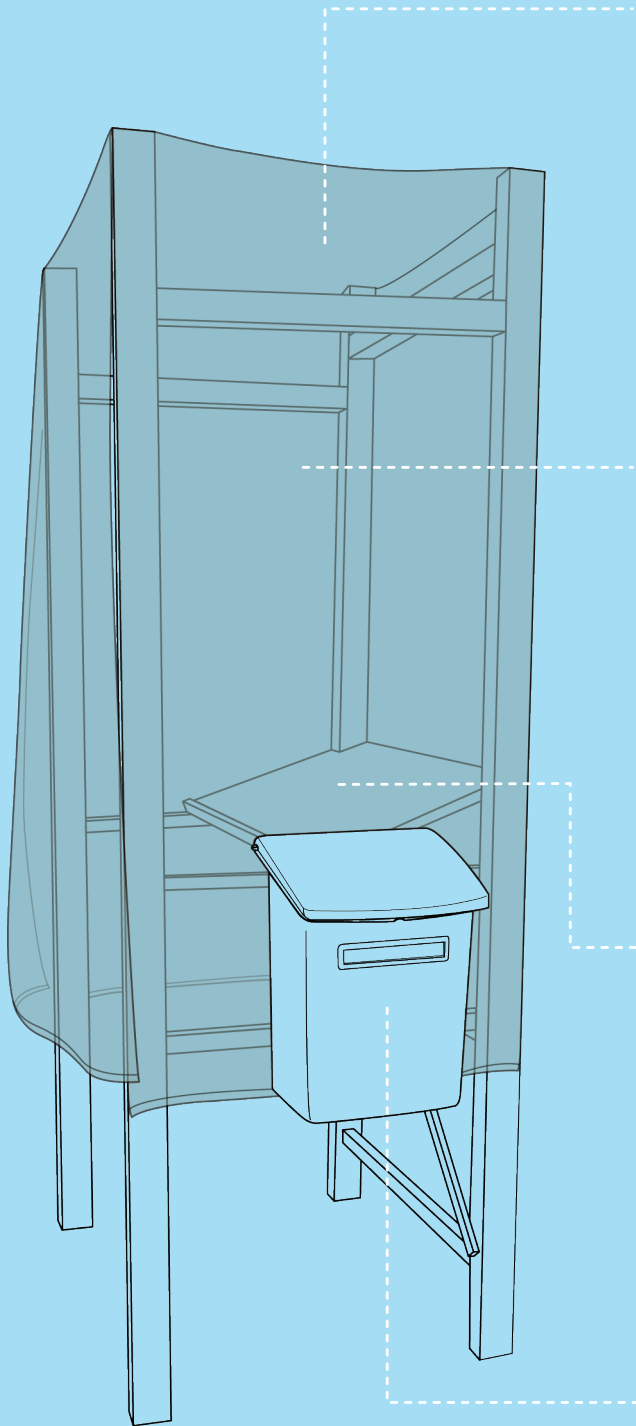
> Step 3: Sending out

All the process will be done by us manually. For participants, all they to do waiting for their postcard with a different question from another participant at home.



POSTHOUSE mailbox

Booth structure



Wood structure



Semi-transparent curtain
100% polyester fabric (€ 20 / m)



Writing area



Mail box
ready-made (€ 18)

Booth structure design -- by Emil Lyytikä
Curtain -- by Jarno Kettunen

Studio photographs

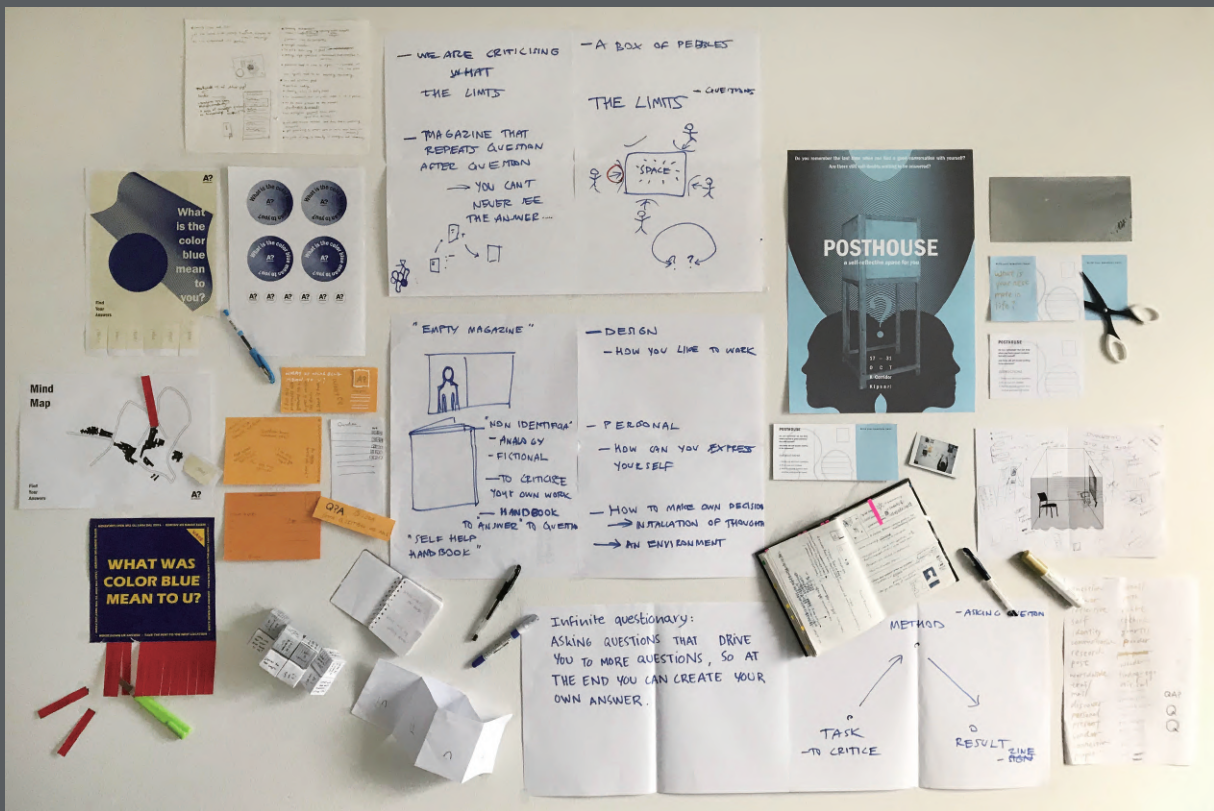


Nikon D5100

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- > Jarno Kettunen -- jarnohkettunen@gmail.com
- > Pei-Chi Tai -- z3273289@gmail.com
- > Yun-Jung Hsieh -- hsiehyunjung@gmail.com





Process wall -- Yun-Jung Hsieh

References

> Definition

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> Articles

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> Empty magazine

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> Journey of self-discovering

<https://deaddrops.com/db/?page=map>

<https://www.geocaching.com/play>

