

# BACKGROUND

During the process of choosing a subject for our project, we frequently went back to the text “Ugliness in Nature” that we all recently read and the discussions we had around the subject then. One of the big conclusions we got from our discussions was that ugliness, in our opinion as a group, is a subjective experience, a feeling, and that it’s also a dynamic one. Even though it’s highly individual, the experience of ugliness is often commonly shared and based on norms. Regardless of the form in which ugliness is expressed we, therefore, adapt to avoid it.

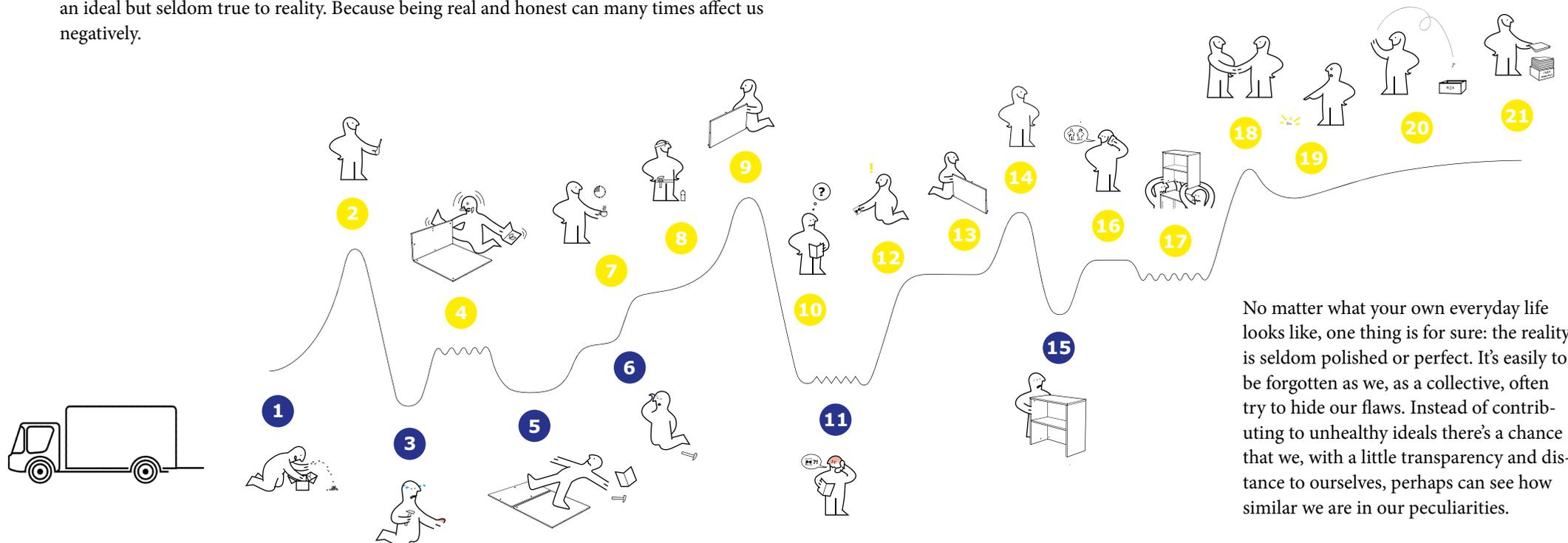
# DISCUSSION

As we tried to figure out the main topic for our project we aimed to keep our discussion broad and alternated between the commercial sector, down to an individual level. We strived to find a topic where we could see an opportunity to start a discussion and contribute with our interpretation. Somewhere along the way, we came up with an overall title that we thought was relatable and broad and therefore chose to work around. The title is “The Ugly Truth” and it should simply reflect the truth behind the facade that we as humans, as well as organizations, set up and aspire to live by. It is a facade that is romanticized and based on an ideal but seldom true to reality. Because being real and honest can many times affect us negatively.

An important part of ugliness and our quest to avoid it is that it is seldom convenient to admit one’s shortcomings. For companies and other major players, it may be to avoid a scandal, lynch mob, bad publicity, or possible doom. But for us as individuals, it is often based on a need to avoid being judged by others or avoid deviating from the image we have of ourselves. It might be uncomfortable and hard to accept these sides in ourselves, but much like all other norms, many of our shortcomings are often widely shared and relatable. If we dare to show them, we might also be able to change the attitude around them.

# FINAL IDEA

IKEA is one of the brands that inspired us early on in the process. The company is known for representing the ordinary person going about their everyday life. IKEA shows this perfectly, both in their product lines and in their commercials. With this philosophy in mind, we took their instruction manual and gave it an honest twist. With the help of a little comedy and recognition, we’ve tried to show a manual that reflects the reality. Relatability is one of the wonderful things about comedy. One can often be surprised by how similar we all are and how many peculiarities we share, good and bad.



No matter what your own everyday life looks like, one thing is for sure: the reality is seldom polished or perfect. It’s easily to be forgotten as we, as a collective, often try to hide our flaws. Instead of contributing to unhealthy ideals there’s a chance that we, with a little transparency and distance to ourselves, perhaps can see how similar we are in our peculiarities.

# VERKLIG



## How to use our product?

- 1 Read the manual and memorize it before use.
- 2 Eat more and prepare enough coffee to ensure a good experience for the next few days.
- 3 Assemble according to your preferences, creating more possibilities for our products.

 **Attention:**  
Keep away from dangerous or sharp objects to ensure your safety!

