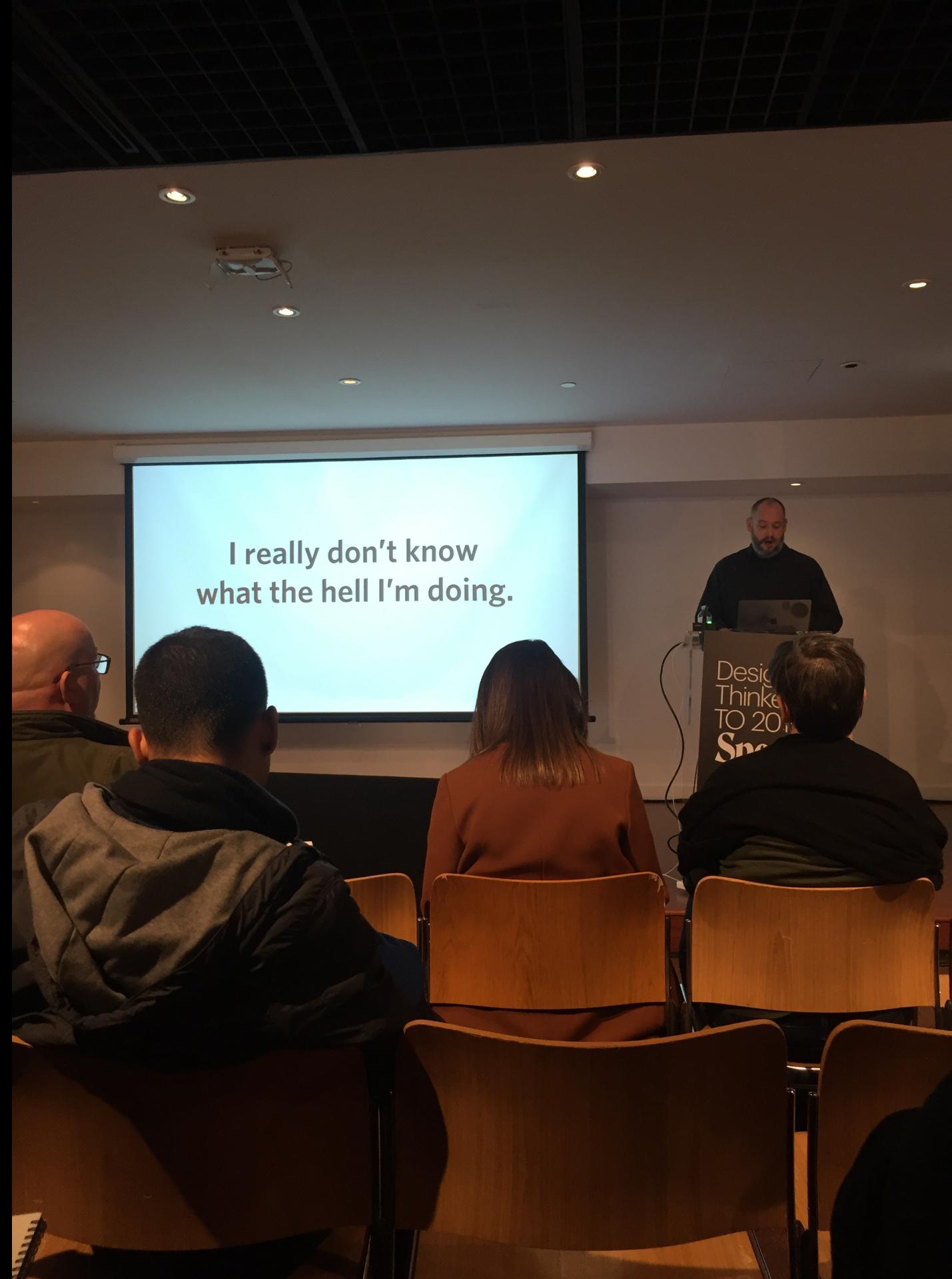
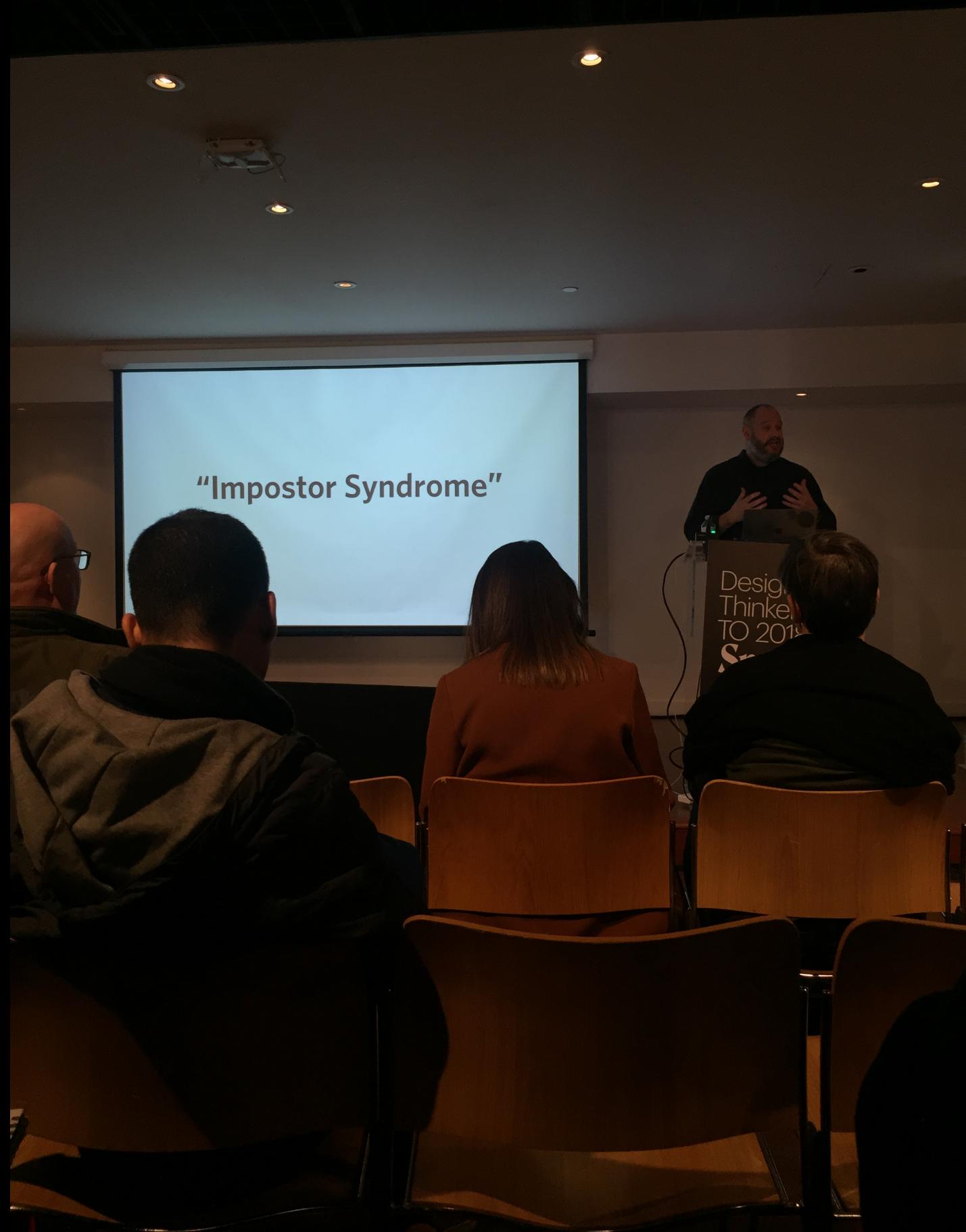


THE  
**DISCOMFORT**  
ZONE

from interfaces to installations

# Bonjourhello.

I'm **terrified** right now.



**What exactly is a  
Nuff?**



THE DISCOMFORT ZONE

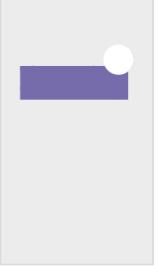
@DESIGNBYNUFF



© Getty Images

## 0. SPLASH

0.0



## 1. INTRO

1.0

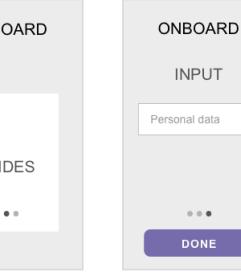


Sed posuere consectetur est at lobortis. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Nulla vitae elit libero, a pharetra augue.

1.1



1.2



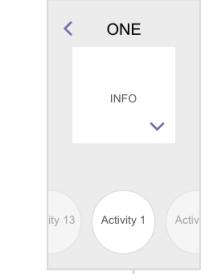
## 2. NAVIGATION

2.0

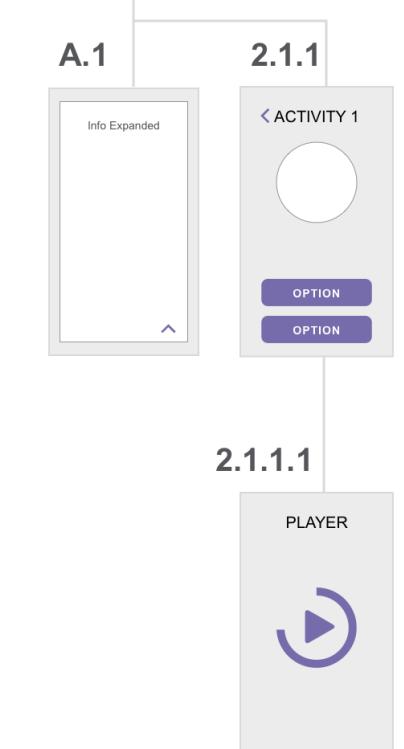


Etiam porta sem malesuada magna mollis euismod. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

2.1



2.1.1



2.1.1.1



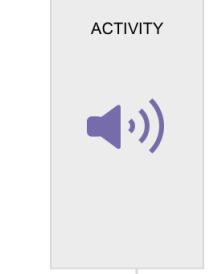
## 3. ACTIVITY

3.0



Etiam porta sem malesuada magna mollis euismod. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

3.1



3.2



## 4. PLAYLISTS

4.0



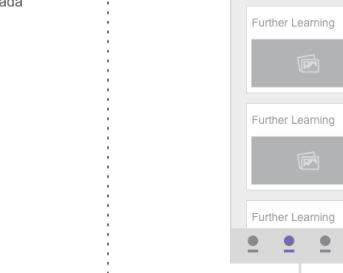
Etiam porta sem malesuada magna mollis euismod. Donec sed odio dui.

4.1



## 5. DEEP DIVE

5.0



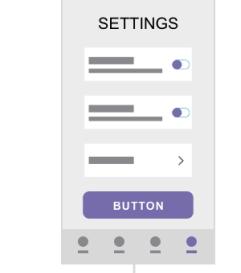
Gras mattis consectetur purus sit amet fermentum. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas sed diam eget risus varius blandit sit amet non magna.

5.1



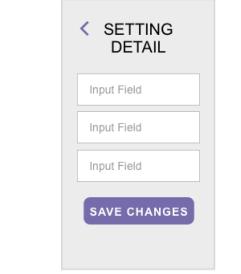
## 6. SETTINGS

6.0



Aenean lacinia bibendum nulla sed consectetur. Donec id elit non mi porta gravida at eget metus. Nulla vitae elit libero, a pharetra augue.

6.1



## A. ALERTS

A.0



Sed posuere consectetur est at lobortis. Vestibulum id ligula porta felis euismod semper.

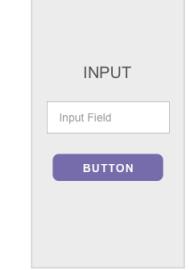
## B. ERRORS

B.0



## C. PROMPTS

C.0



**SHARD (2017)**



**PEEP (2017)**



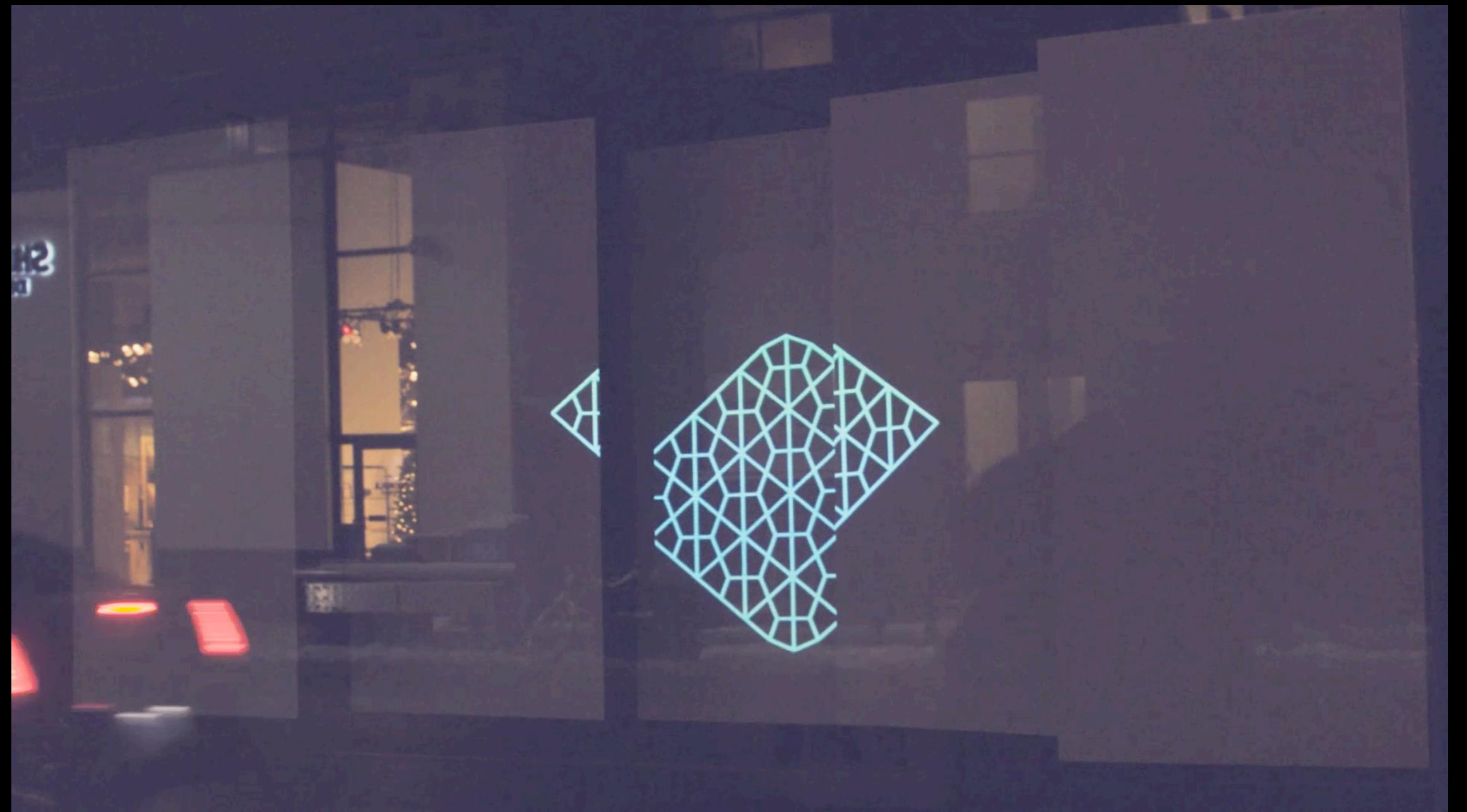


**DESIGNER**  
**“ARTIST?!”**

MILLI (2017/18)



MILLI (2017/18)



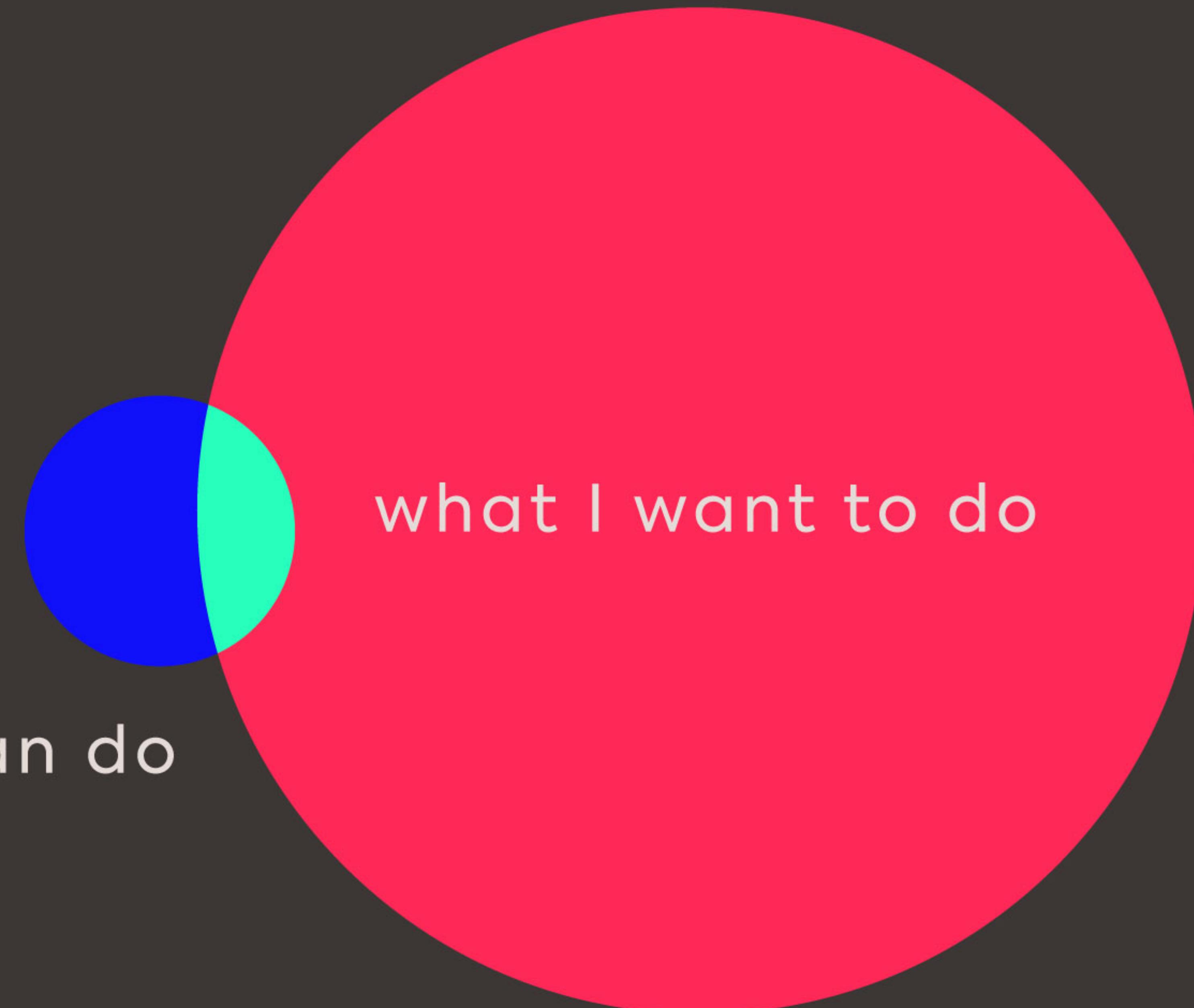
I grew up constantly  
moving and have switched  
cities **fifteen** times.



THE DISCOMFORT ZONE

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# A very scientific Venn diagram



what I can do

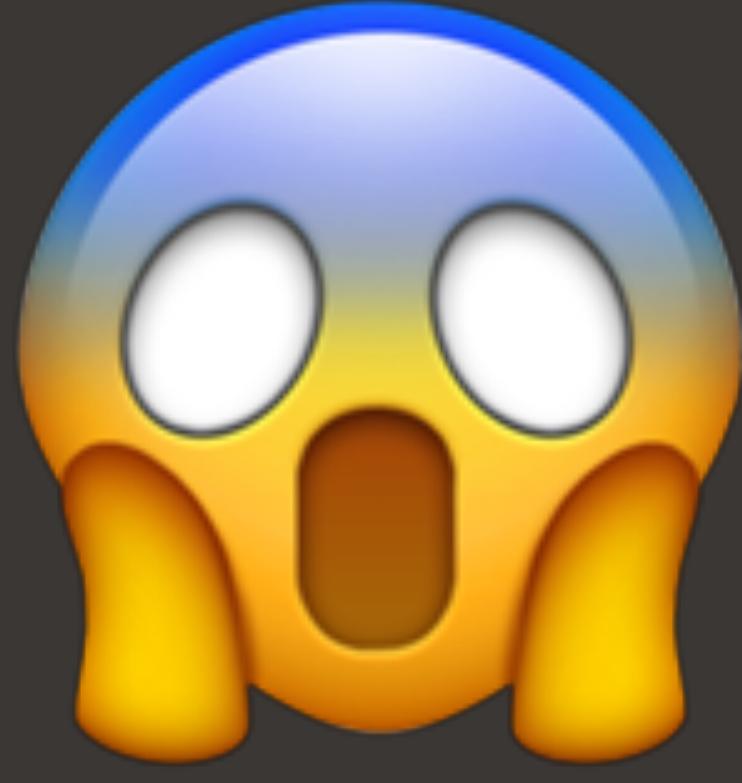
what I want to do

Voice Machine Learning  
IoT AR/VR/XR Wearables  
Blockchain Automation ???

# Fear

**“illuminated sculptures  
that project, shape,  
transmit, reflect and/or  
contain light.”**

**\*and can survive outside all winter**



Otta-what?!

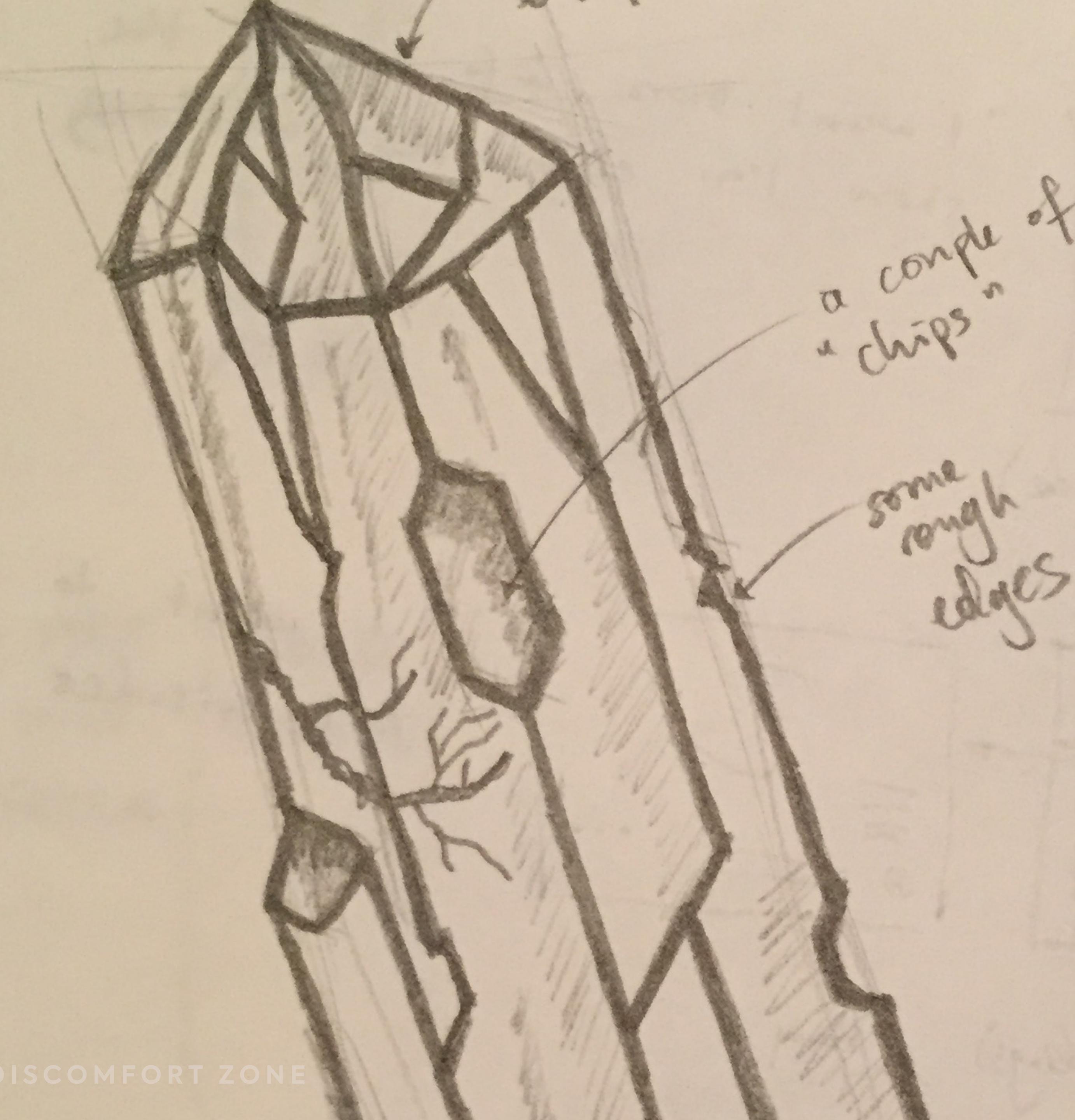


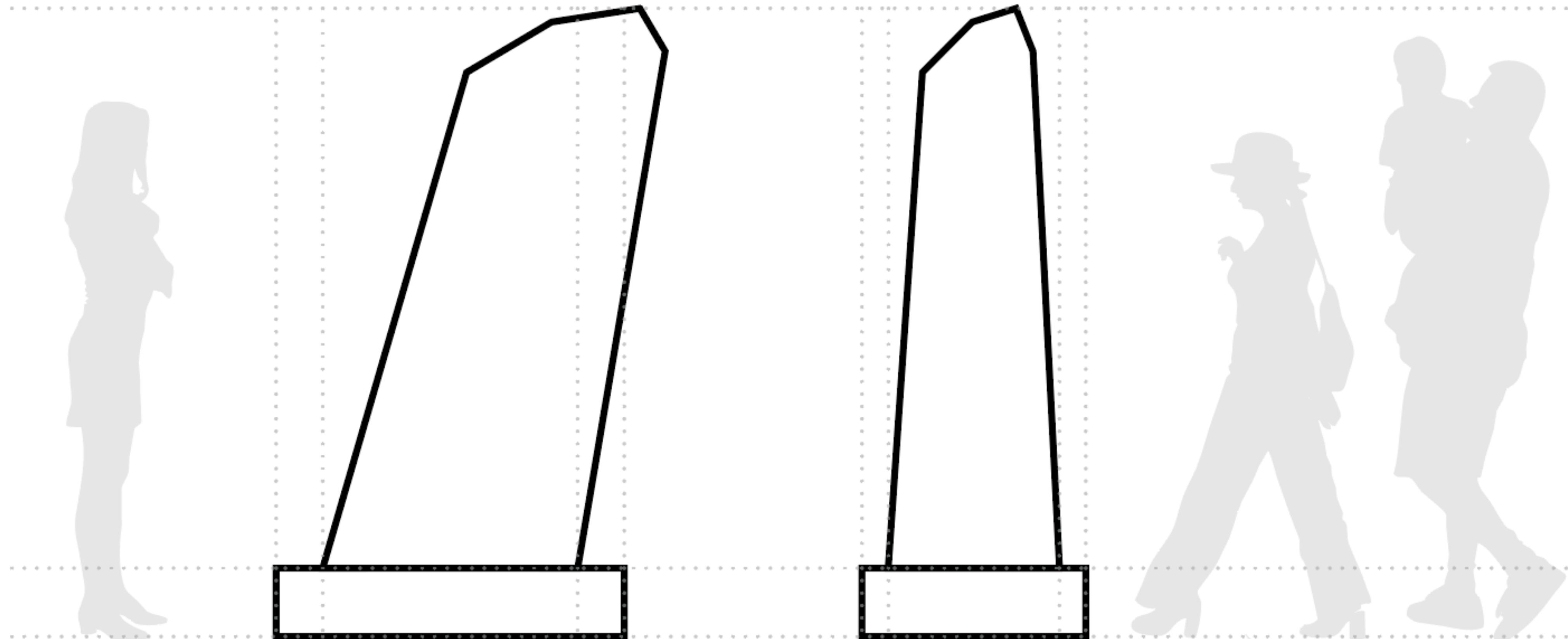
THE DISCOMFORT ZONE

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# Process





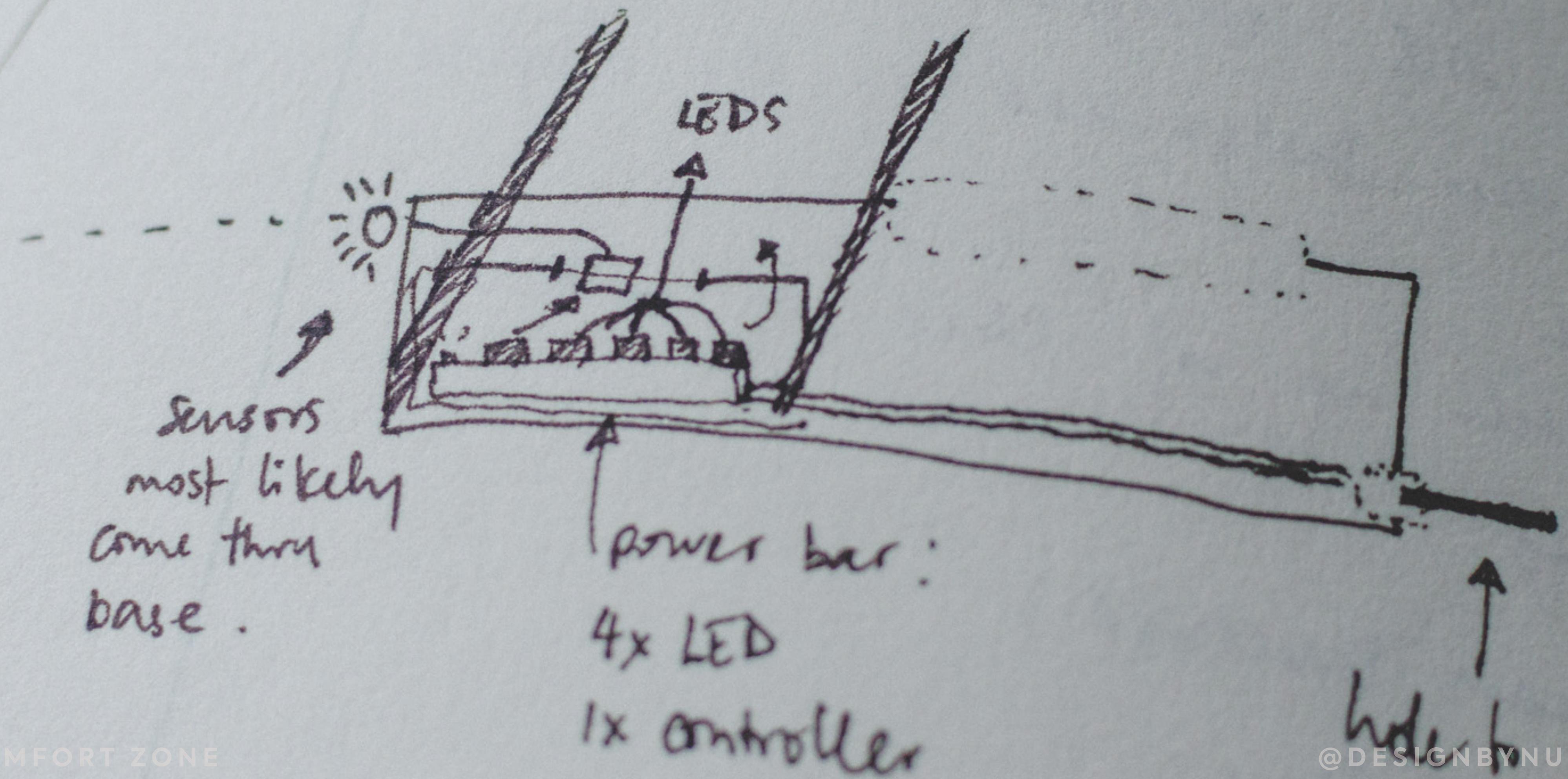


THE DISCOMFORT ZONE

@DESIGNBYNUFF

36"

What is Z dimension (depth?)

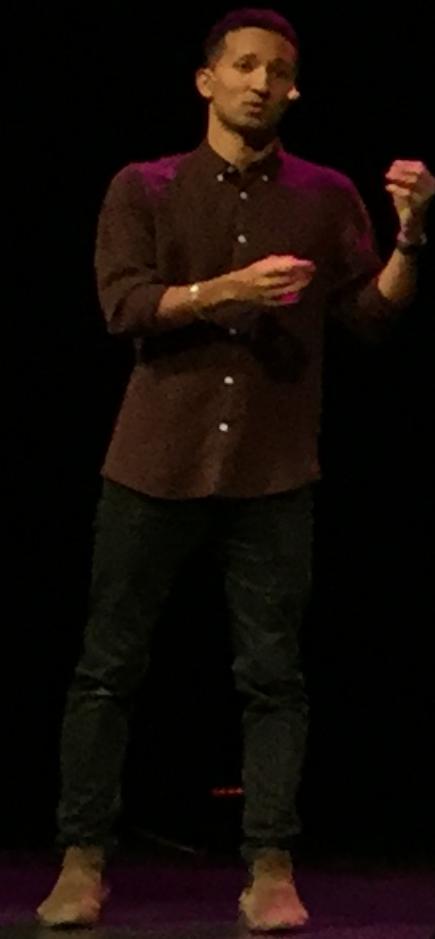


# Burnout



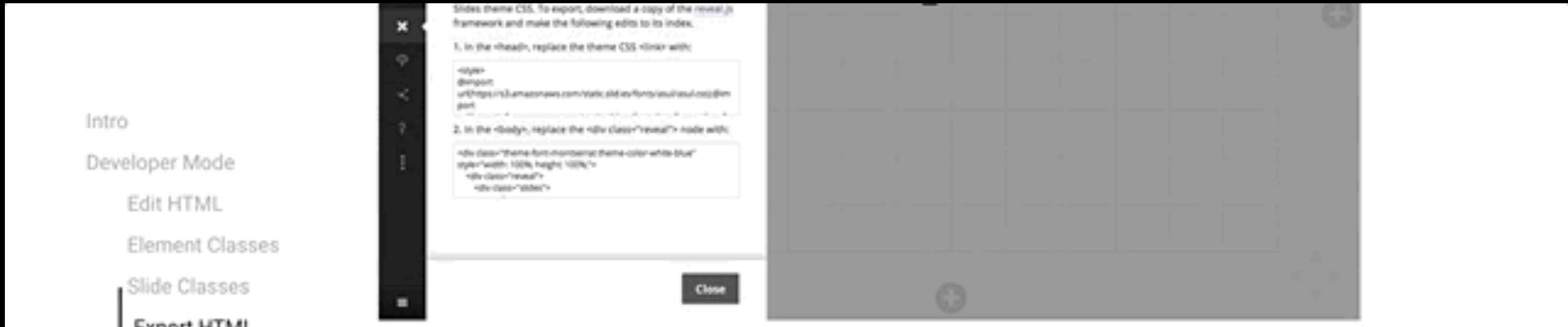
# Creative Play

# MEANINGFUL POINTLESSNESS



CSS

HTML



**CSS Editor ([Requires Pro](#))**

The CSS editor lets you author custom styles for your presentation with a real-time preview of the result. It's available as an option inside of the Style panel of the presentation editor.

The editor preprocesses styles using [LESS](#), though you're free to write plain CSS as well. We apply the styles in real-time as you type so there's no need to leave the editor or even press a refresh button to see what you're getting. Note that when your styles are saved they will be automatically wrapped in a ".reveal []" selector to avoid conflicts with other page styles.

**Custom Fonts**

You can load custom fonts from Typekit and Google fonts and apply them using custom CSS. [Find out more](#).

**Developer Mode**

# hullmark



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# Collaboration



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# Insecurity & Ego



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If Sergio and Nats coded  
and soldered it, and Cory  
built it, **What did I do?**

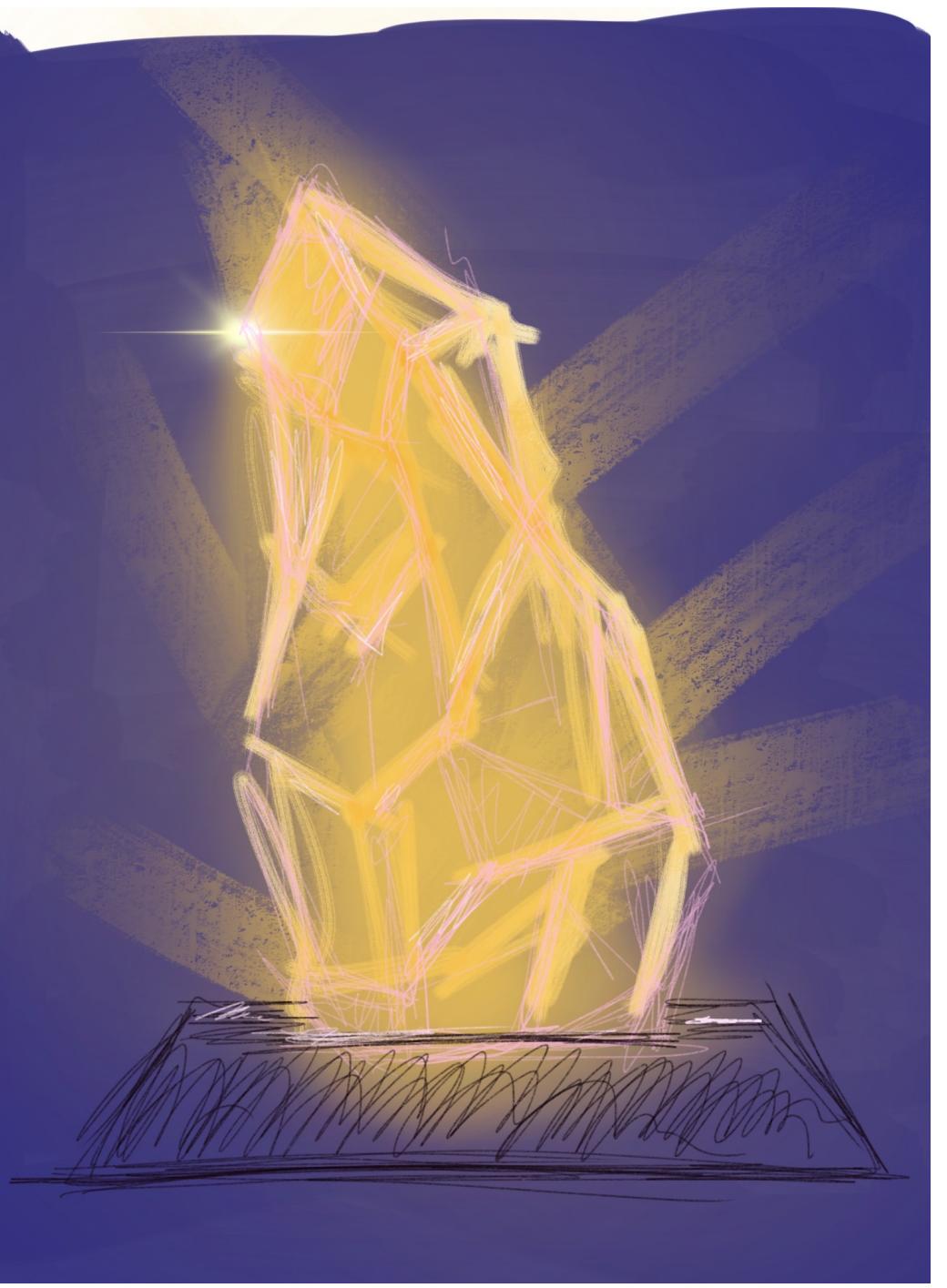
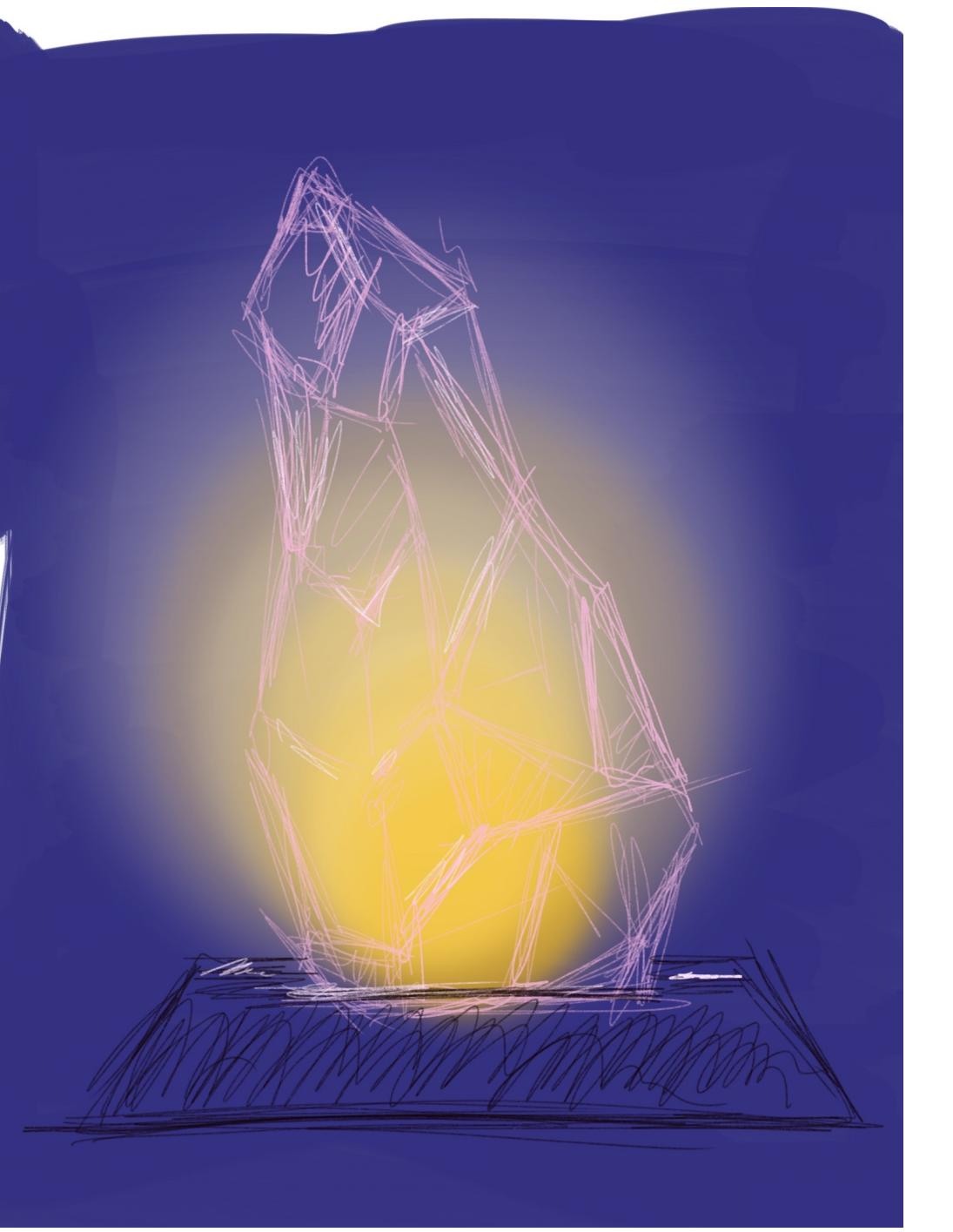
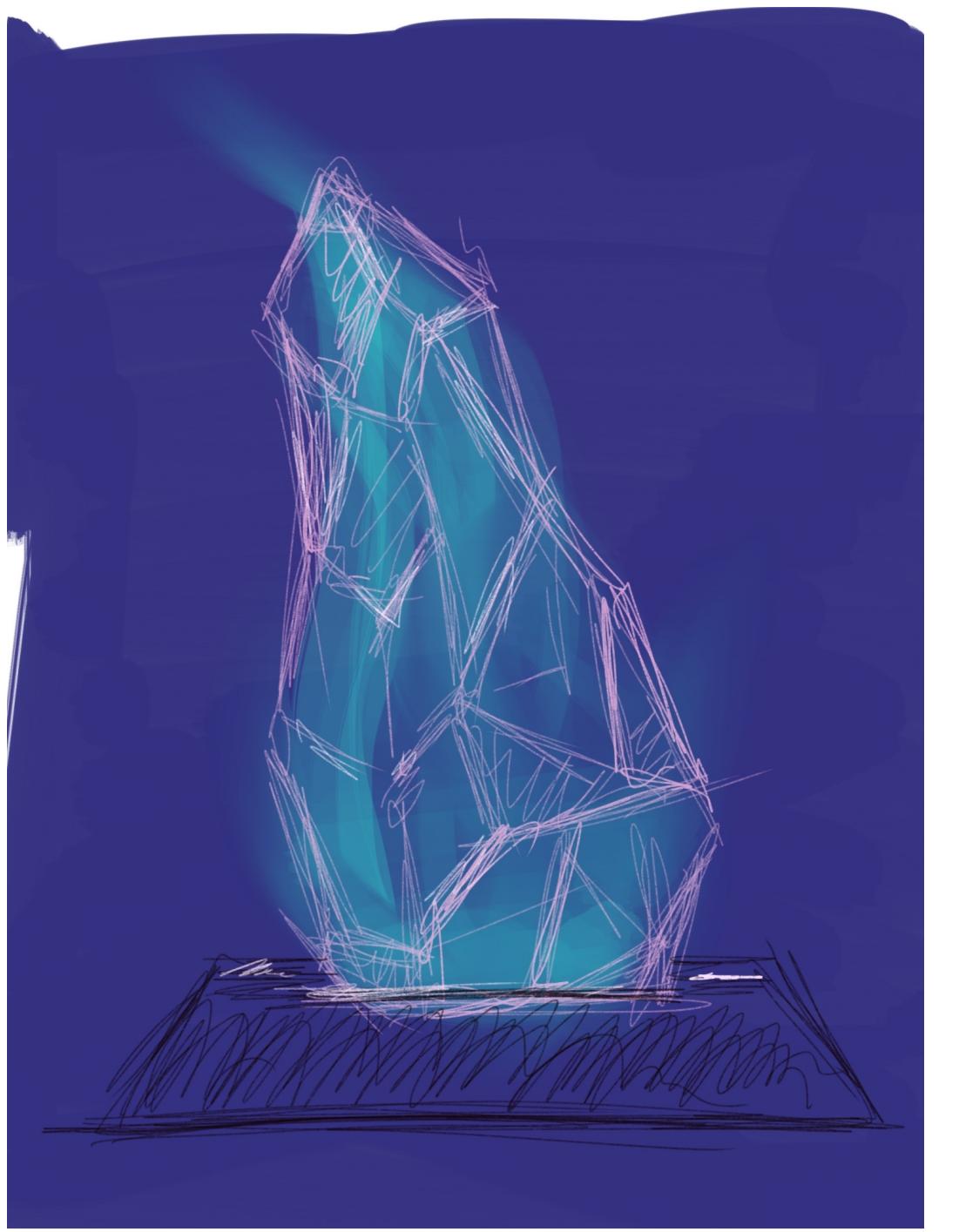


CREATE

{TOGETHER}

# Going Wide





 Home

 Guide

 Recordings

 Movies

 TV Shows

 Sports

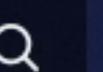
 Kids

 Apps

 Settings

 Support

 CISCO



5:48 PM

Trending Now

Continue W

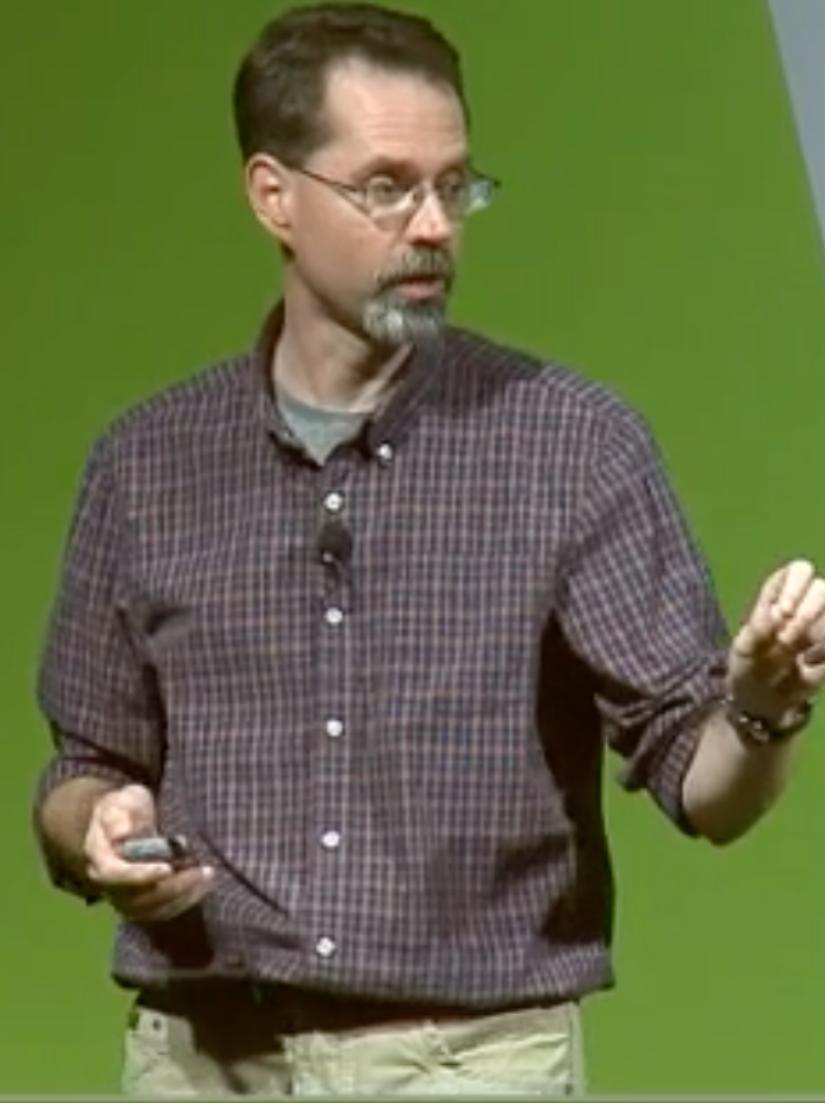


Continue Watching





# Working Physically



physical states of the body  
can prime and alter  
conceptual states of the mind

Karl Fast  
*INormative*

August 28th, 2015



THE DISCOMFORT ZONE

KENNY LUO - UNSPLASH





THE DISCOMFORT ZONE



@DESIGNBYNUFF



• MOCA TORONTO  
**Yo yo yo**  
**#shard is alive!**

# Finding Discomfort

# “Problem Solving”

**“To design is much more than simply to assemble, to order, or even to edit; it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even to amuse. To design is to transform prose into poetry. Design broadens perception, magnifies experience, and enhances vision.”**

— Paul Rand



# DESIGNER as ARTIST

# Thanks, eh!

[designbynuff.com](http://designbynuff.com) | [info@designbynuff.com](mailto:info@designbynuff.com)

@**designbynuff** on twitter and instagram

**TYPEFACE:**

AXIFORMA BY KASTELOV

**IMAGES:**

(MOSTLY) SHOT ON A NIKON D7000

**THANKS TO:**

SERGIO SANCHEZ, NATHALY ARRAIZ,  
NATE GERBER, NORMATIVE, PIXEL TOURS

