

This is Fine™

But is it tho?

This is Fine™

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Project Information (EN)

Dystopian Product Design

It feels like the Earth is spinning faster and faster. Every day we wake up to increasingly depressing, insane and unimaginable headlines. It's no shocker that more and more people choose to tune it out. But ignoring it won't make it go away. What if this trend of ever increasing insanity keeps going? What will the world look like in 50 years? When will the nightmares of today become tomorrows reality? 'This is Fine™' is a deepdive into the looming dark clouds hanging above us. From the pollution of everything on Earth, the rapid decline of our mental health and the allround, evergrowing dissatisfaction with our lives, This is Fine™ has something for everyone. Every product creates a new, tongue in cheek perspective on a pressing topic most people turn a blind eye to.

Image List

Filename	Caption	Credit
this-is-fine_1661714891.png	World's most depressing pop-up store.	Beau van Gisbergen
molotov_1661714905.png	A sixpack Molotovcocktails? A must for every riot.	Beau van Gisbergen
mentalmon_1661714931.png	Collecting mental illnesses like pokémoncards.	Beau van Gisbergen

The images above are included in the ZIP under /images.