

# Essay 1—The Known Reality

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*Presents reality in objective and functional terms.*

*Proposes that modern reality is becoming virtual and unified by technology.*

As a consumer and user I like to be surrounded by objects that I feel connected with. Actually, most of the world population must share the same feeling. It is an essential condition for our life quality to relate to objects in order to overcome needs. And for one reason or another, we have preferences for a certain range of objects over a bigger array. For myself, these are the objects I consider useful and manipulate in order to successfully fulfill my own objectives. I never leave home without a couple of things: wallet, keys, phone, and clothes (very standard person I am though). Which means that, these objects are the indispensable ones that make my day. It feels as if, when I stand outside my safety nest, these give me peace of mind and control over the world. In fact, they are so useful.

Imagine yourself placed in an unknown reality, without recognizable forms in your environment. The absence of understanding one's surroundings renders the space indefinable. Imagine the consequent feelings of wonder and disorientation that prevail. Now, there is something for one to know: In this world, I carry a couple of things: creditable documents and tokens all in a very small container. The first, recognize me as an individual, while the latter are meant to exchange with other goods. I also have in my possession small metal artifacts, which grant me access to sub-realities with their own set of rules and operations. Very handy would be to have something to coat my body with. So to protect me from external hostilities as the likes of weather and social disapproval. Let us allow this layer to also work as a storage for my current possessions, and I shall call it 'clothes'.

The above exercise unfolds the actions that might occur when I leave home with wallet, keys, and clothes. It breaks them down into their functionality. In a reductionist view, these are the essential behaviors in which I operate, and in a world without form, my possessions are but instrumentalizations for attaining objectives.

I do tend to see life as a game where one plays with very simple rules; where we decide by logics of simple cause and consequence. For every desire there is a catalyst, and for each catalyst an outcome. The same happens when I work as product designer: if I want an object to transmit a feeling such as for example industrial, I do need to make use of material language that relates to that same sensation. I have previously decided to not break the mobile phone down to its functionality since it would take over this entire essay to explain what a mobile phone is nowadays capable of doing. In fact, while on the go, I am now used to checking my e-mails, find a service near me, indulge in entertainment, etc. Because of large arrays of functionalities, the shape preconized by the object stops to allude to its function to give place to one single common interface. The mobile phone is but a virtualization of our experiences. And the image of a community spiritually unified by one single technology does no longer sound bizarre.