

STEPHANIE GOH HUI EN



'High Technology' / SPECIMEN A / AUTOMATIC HAIRBRUSH (2014-2016)

Installation including video

Wooden pedestal with appropriated appliance and video

Dimensions: 60 x 42 x 173 cm

Edition: 3 + 1 AP

The designer is often entrusted with the task to conceive 'useful' products. Products that promise to 'improve' the user's life, be it by being faster, easier, or perhaps more 'convenient'. As technology advances, and products get upgraded, will this lead to Appliance Reliance, a phenomena where we are conditioned to expect uncomfortably high levels of comfort?

In 'High Technology', I overstretched the position as a designer. With the premise of offering maximum convenience, I created machines that automated processes which were previously analogue - the brushing of hair, lathering the hands with soap.

The Automatic Hairbrush is a depiction of the futility and allure of a hyper convenience provided by automation.