

SPECIAL PROJECTS

MISSING PAGES:

MANUALS FOR MAINTAINING DOMESTIC HARMONY

Special Projects writes the instructions for life after flatpack



STRETCHĬ, SLEEPĬ and DÜO, by Special Projects

Frustration. Stress. Domestic disharmony. Physical pain... The side effects of assembling flatpack furniture can sometimes seem to outweigh the benefits, turning what should be a collaborative and constructive process for couples into a lightning rod for all the tensions in a relationship. Every bookcase can hold the memory of a different argument; every wardrobe can remind you of your busted back.

They never put that in the manual.

Seeking to address the omission and bring more joy to the furniture-assembly process, user-centric design agency Special Projects have created Missing Pages, a series of instructions intended to complete the flatpack user experience, turning it from one of frustration to one of shared delight. There are three manuals in the Missing Pages range; each one designed to restore domestic equilibrium by responding to a specific emotional need.

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The **Missing Pages** project originated in Special Projects' work on **Out of the Box** in 2009 – the award-winning Samsung smartphone manual that the agency created to help engage and educate older phone users (showing at the **Design Museum's** exhibition '**NEW OLD: Designing for Our Future Selves' in January 2017**). Special Projects' research process sent them poring through thousands of manuals, instruction books and catalogues, spanning everything from horse riding and knitting to flat-packed furniture. The tone and content of these manuals varied enormously – some were dry and condescending; others fun and energetic; but most neglected to address the broader emotional experience of assembling a product or completing a task.

Missing Pages is a playful attempt to draw attention to those often-ignored elements of user experience. Taking the manual typology of a popular flat-pack furniture giant as its template, and drawing on a rich history of parody in the format, Special Projects have created a fun and funny series that makes a serious practical point about the importance of holistic thinking in designing for human use. Missing Pages brings the unquantifiable facets of life – empathy, wellbeing and delight – to the foreground.

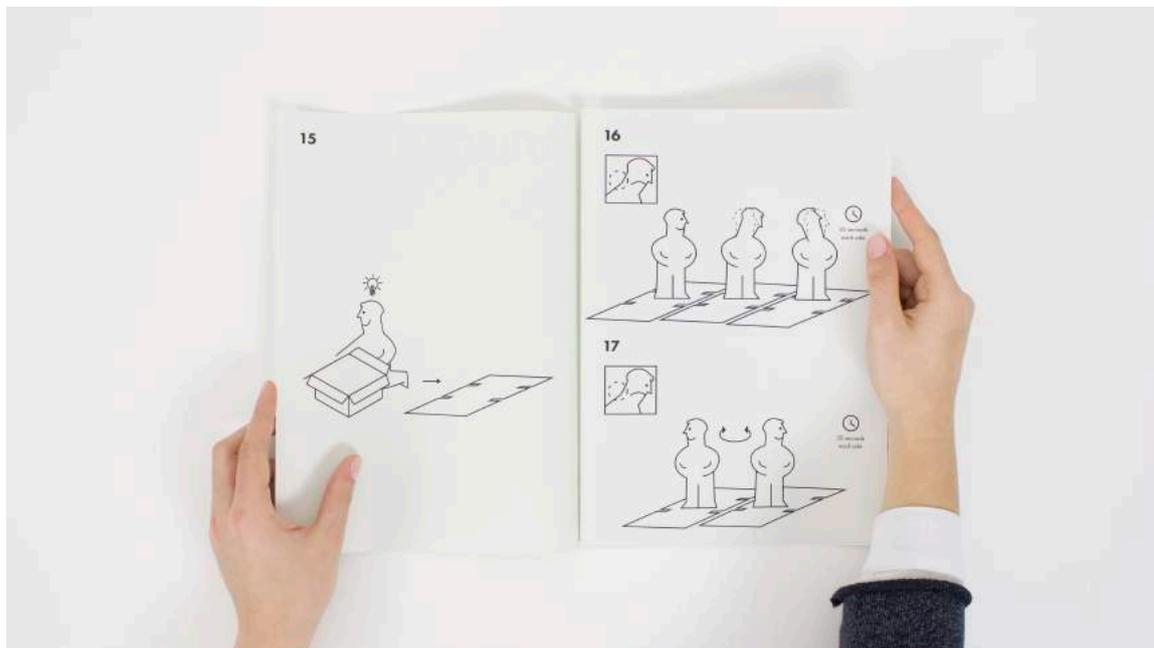
And if it saves a relationship or two in the process, so much the better...

DÜO is designed to alleviate any relationship tensions that might have emerged during the process of assembling an article such as a bed. Through a brief couples-therapy craft exercise, emotional balance can be restored, and any arguments triggered by dowelling rods or panel pins can be swiftly defused.



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STRETCHĪ is the antidote to the backache and muscle strain resulting from manoeuvring heavy panels or spending too long cranking an Allen key. The manual details a series of simple, 30-second yoga poses that can help ease the mental and physical pains of an over-intense DIY session, using the box as an impromptu yoga mat.



SLEEPĪ is a way of adding creativity and delight to the prosaic process of building a baby cot. After the stress of assembling it, parents can embark on a calming craft activity that will add a room-enhancing sensory sculpture to their child's sleeping space, using only thread, scissors and tape.



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NOTES FOR EDITORS

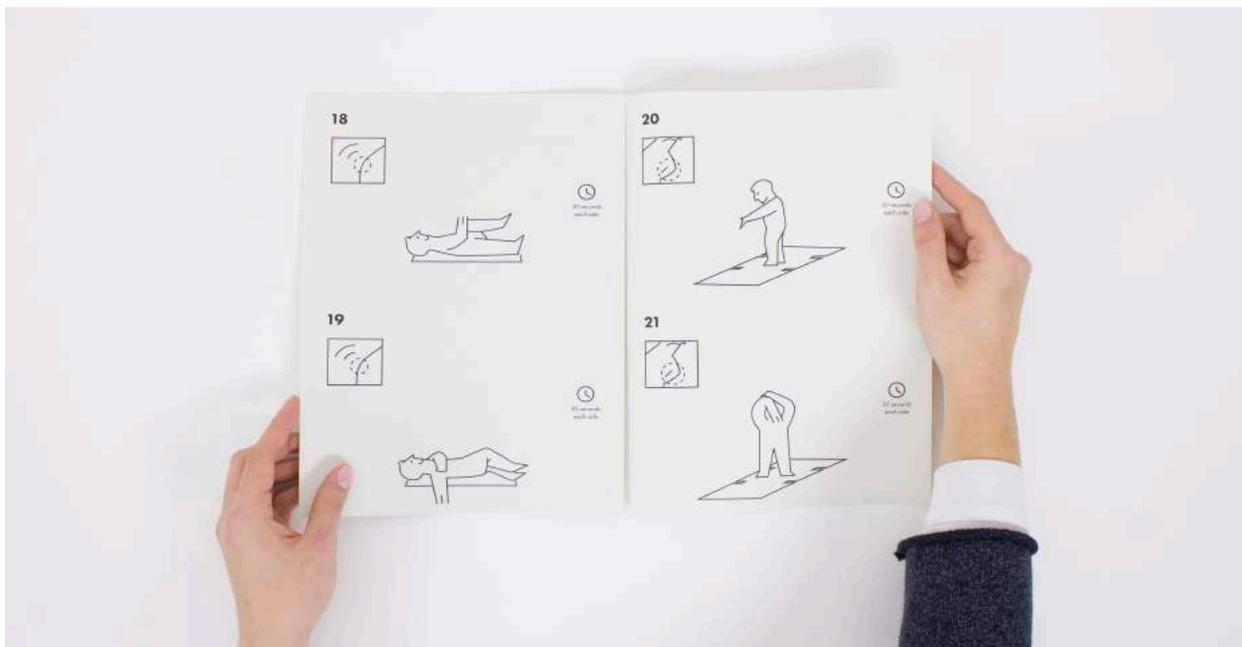
About Special Projects

Founded by Clara Gaggero Westaway and Adrian Westaway, Special Projects combines the principles of user-centric design, an unfettered understanding of technological possibility and the surprise of a magician's performance to create products and inventions that delight the user and radiate positivity. Working with international brands such as Google, Samsung and P&G, they have earned multiple design awards for their digital/physical crossover projects including their Lego-based time-management tool, Bit Planner; their Out of the Box interactive smartphone manuals for the elderly; and their empathetic, Red Dot-winning weighing scales.

specialprojects.studio

Twitter/Instagram: @special_proj

[Download the instructions here](#) and let **STRETCHĪ** work wonders on your mind and body.



STRETCHĪ by Special Projects

For more information, images, or interviews with Special Projects founders **Clara Gaggero Westaway** and **Adrian Westaway**, please contact **Jodi Moss** at jodi@zetteler.co.uk or call +44(0)7910 705147.
