

LIVING IN THE FAKE FAITH

TO CHALLENGE
TIME RESTRICTION,
SPACE SEPARATION,
IDENTITY CONFLICT,
LACK OF COMPANIONSHIP

DESIGN ANALYSIS
FINAL PROJECT
LU LI
MA DESIGN 2020

ICELAND UNIVERSITY OF
THE ARTS

LIVING IN THE FAKE FAITH

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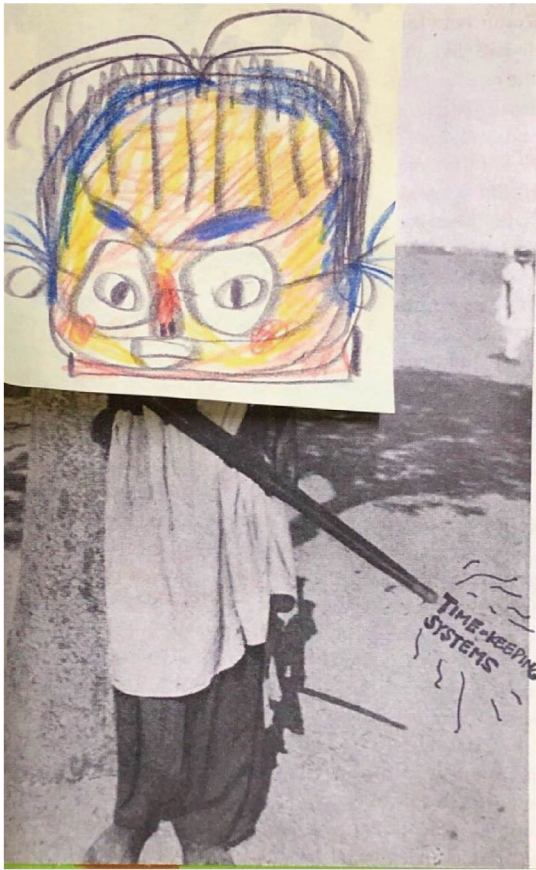
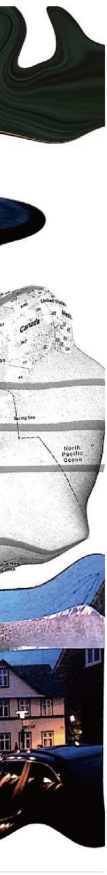


Image 1:
metaphor collage of changing time-keeping system



ABSTRACT:

"Living in the Fake Faith" is an ongoing project which hopes to create scenes through fake faith (different media) to challenge time restriction, space separation, identity conflict, and lack of companionship. In the final project, I tried to live in Iceland with fake faith.

The project's original idea comes from the 8-hour jet lag that occurred when I moved from China to Iceland. Due to jet lag and space separation, I must find special moments to communicate with people living in China by Internet. I often say good morning to the people living in china when I prepare to sleep at night in Iceland and say good night when I after class. Jet lag can be seen as a fuse that led to time restriction, space separation, identity conflict, and lack of companionship.

As more and more virtual reality technologies appear in our lives, the boundary between reality and virtual reality begins to blur. Can the development of future technologies and media be able to eliminate the time restriction, space separation, identity conflict, and lack of companionship brought by artificial rules? How do our next living spaces become better when it has more time restriction, space separation, identity conflict, and lack of companionship? Could we heal the time restriction, space separation, identity conflict, and lack of companionship?

LIVING IN THE FAKE FAITH

● DESIGN METAPHOR: IMAGES OF INSPIRATIONS AND IMAGINATIONS

The article "analogy and metaphors in creative design," published in 2008, mentioned that " Metaphors as a tool for problem framing and solution generation. Other than affecting our high-level understanding of the design process, metaphors are a commonly touted design tool. Metaphors can be used at different stages of the process, both in the early stages as a tool for better understanding the design situation, descriptive metaphors, and also as a solution generation tool, prescriptive metaphors." [1]

In design research, the metaphorical images are used to making visual expressions of my inspiration and imagination. These metaphorical images can be seen as an auxiliary tool to participate in the final project.

[1] Julie Linsey, Kristin Lee Wood and Alice Merner Agogino, "Analogy and Metaphors in Creative Design," *International Journal of Engineering Education* 24, No. 2 (January 2008): 283±294, <https://www.researchgate.net/publication/228349219>.



*Image 2:
human is controlled by the time-keeping system (clock 1)
brain and body are separated by jet lag (clock 2)*

METAPHOR 1: HUMAN CLOCK

From water clocks to dial clocks in seconds, the artificial timekeeping system is becoming more and more concrete. They are synchronizing our actions. The standard time appeared at the beginning to facilitate the transportation that emerged after the Industrial Revolution.[2] As transportation has fast development and the connections of globalization are becoming crucial, human has to comply with the standard system when we go to school, to work, to eat, to take the train, or to complete the task. That means the choices we make around "on time" of the timekeeping system has seen as the normal behaviour.

To some extent, Human behaviour and activities are controlled by the timekeeping system. The first human clock of the image shows the clock system controls humans. The second human clock of the image means I was controlled by the standard time between Iceland and China. An 8-hour jet lag separated my brain and my body. I keep in touch with China by the brain but live in Iceland by the body.

[2] Lewis Mumford, "The Monastery and the Clock," *Technics and Civilization* (Chicago: The University of Chicago Press, 2010), 12.



*Image 3:
time torture (for children) and time torture (for 27 years old
people)*



Image 4:
stone torture from Chinese punishments

METAPHOR 2: TIME TORTURE

When we were babies, our perception of time was naturally instinctual and unconscious. But as we get older, in the process of continuously adapting to society and rules, we gain cognition of the time system. It means that the time pressure is increasing, the control of time is continually growing. This feeling like the torture punishment (from Latin tortures: to twist, to torment) is the act of deliberately inflicting severe physical or psychological suffering on someone by another as a punishment or in order to fulfill some desire of the torturer or force some action from the victim.[3]

Among the ancient punishments in China, there is a type of stone torture, that can be used to control people's activities and create pressure by weight.[4] I customized different weight torture for different ages people, to express increasing pressure and torment. The images show that when people are becoming older, the weight of time is rising.

[3] David K. Israel, "9 Insane Torture Techniques," Mental Floss, accessed April 20, 2020, <http://www.mentalfloss.com/article/23038/9-insane-torture-techniques>.

[4] George Henry Mason, Illustrated by J. Dudley, *The Punishments of China* (London: Printed for William Miller by William Bulmer and Co., 1804), 488.



*Image 5:
she is expiring*

METAPHOR 3: SHE IS EXPIRING

In Chinese tradition, people have become accustomed to abide by the strict rules of time rule. When I spent my 27th birthday, I felt pressure from all directions, including the urgent urging of my parents, and the "care" of my friends and relatives. For example, when will you get married and when will you find a stable job? These pressures made me start to have a sense of age crisis that let me feel I am expiring (like the image) , although this is an artificial rule, which means the best choice for me is to cater to the artificial time rule. Otherwise, I will be devalued.

In China, "leftover women" is a term used to refer to single women aged 27 and over. Most of these women live in cities and live white-collar workers with higher incomes. This term has shown by the government agency responsible for protecting and promoting women's rights and related policies in 2007. In the same year, the Ministry of Education (China) added "leftover women" to the official vocabulary.[5]

[5] Shosh Shlam and Hilla Medalia, "Where Being a Single Woman Is Not OK," *The New York Times*, accessed April 20, 2020, <http://www.nytimes.com/2020/02/11/opinion/china-marriage-leftover-women.html>.



Image 6:
horse human

METAPHOR 4: HORSE HUMAN

With the development of science and technologies, humans can avoid diseases by rewriting human genes, and help to achieve a more sci-fi life through smart wearable devices. An article from AP News has shown that "The researcher, He Jiankui of Shenzhen, said he altered embryos for seven couples during fertility treatments, with one pregnancy resulting thus far." [6] Creating superhumans or hybrid humans by transforming the human gene is no longer a distant dream.

To gain more non-sleeping time. Can we change the human biological clock to simulate the horse's biological clock? Horses only need to sleep approximately three hours per day. The image shows the Horse-human that obtains more non-sleeping time by modifying the human gene.

[6] Marilyn Marchione, "Chinese Researcher Claims First Gene-edited Babies," *The Associated Press*, accessed April 20, 2020. <http://www.ap-news.com/4997bb7aa36c45449b488e19ac83e86d>.



Image 7:
concept collage, create a hybrid world for different time perception



DESIGN EXPERIMENT: POSSIBILITIES OF LIVING IN THE FAKE FAITH

When I live in Iceland, I question my identity because I feel that I was divided into two parts. Although I am far from my family and friends, I keep communicating almost every day and am eager to get another space and time. To some extent, I rely on the physical area of Iceland, and at the same time, I need psychological support from China. So, is it possible for these two seemingly conflicting needs to merge into an ideal utopia?

In the experiment part, the purpose is to increase the time spent with family and friends in more ways and try to let them participate in my daily lives. Through technologies and rituals, try to increase some speculations and assumptions about future communication in separated space.

During the experiment part, I completed nine events between Iceland and China through the media. Although we were separated in different spaces in these experiments, we established contact with electronic devices through the network and props. We were able to participate in the same activity at the same time.

LIVING IN THE
FAKE FAITH

CONSTRUCTION OF FAKE FAITH

When I was doing the experiments of the final project, because of the coronavirus led to people stop some of the daily events, students had to conduct courses through the Internet. Residents could not attend parties of more than 20 people. Communication between people needs to be maintained the distance of 2 meters.

At the same time, I have some new questions about my personal living space and boundary under the epidemic: If we are limited to space, how can we construct the life we want? How to fight against artificial boundaries? Is the connection brought by the network and technologies effective in healing the limitation? Are they the best solution?

I found some useful information from the book *Faith in Fakes: Travels in Hyperreality*, written by Umberto Eco. The case of the Superman Museum has mentioned that "For superman, the fortress is a museum of memories: everything that has happened in his adventures life is recorded here in perfect copies or preserved in a miniaturized form of the original." [7]

[7] Umberto Eco, "Travels in Hyperreality," *Faith in Fakes: Travels in Hyperreality* (London: Vintage, 1998), 5.

LIVING IN THE FAKE FAITH



Image 8:
metaphor collage, living in the fake faith

All of my experiments come from the ritual memories in my Chinese daily life. These ritual memories are performances by events from my psychological needs. As Barbara Myerhoff put it, "not only is seeing believing, doing is believing." [8]

The book *Ritual: Perspectives and Dimensions* have shown that "The performance of ritual creates a theatrical-like frame around the activities, symbols, and events that shape participant's experience and cognitive ordering of the world, simplifying the chaos of life and imposing a more or less coherent system of categories of meaning onto it." [9]

To make the time restriction, space separation, identity conflict, and lack of companionship disappear. The daily ritual performances try to shape my experience and cognitive ordering of the world through different media, symbolic props, and fake partners. These rituals include wake-up, watering flowers, picnic, lawn reading, raining, watching TV, and starry sky. These ritual performance experiences occurred in my home to construct fake faith.

A video documented these experiments. It includes props, sound, smell, touch, vision, etc.

[8] Sally F. Moore and Barbara G. Myerhoff, "Fusion, Fictions and Continuity in Secular Ritual," *Secular Ritual* (Amsterdam: Van Gorcum, 1997), 223.

[9] Catherine Bell, "Sacral Symbolism," *Ritual: Perspectives and Dimensions* (New York: Oxford University Press, 1997), 156.



Image 9:
screenshots from documentation, wake-up

PROPS:
A COTTON STUFFED CLEANING GLOVE

SOUND:
[HTTPS://FILES.PERSONA.CO/90687/1.MP3](https://files.persona.co/90687/1.mp3)
ALARM CLOCK VIBRATING SOUND, MOM'S WAKE-UP
SOUND, BIRD SOUND



EXPERIMENT 1: WAKE-UP

The first experiment is wake-up, which occurred at 6:00 in China
(22:00 in Iceland) .

When I live in China with my parents, my mother wakes me up at
6:00 every morning for me to have healthy habits. When waking
up is complicated for me, my mother will pull me up from the
bed by hand.



Image 10:
screenshots from documentation, breakfast

PROPS:

A LAPTOP, AN IPAD, A HUMAN CLOCK, PLANTS, HUMIDIFIER, LIGHT

SOUND:

[HTTPS://FILES.PERSONA.CO/90687/2.MP3](https://files.persona.co/90687/2.mp3)

TV SOUND, COMMUNICATION SOUND, BIRDS SOUND



EXPERIMENT 2: BREAKFAST

The second experiment is breakfast, which occurred at 6:30 in China (22:30 in Iceland) .

Participants involve my parents and me. To communicate with my parents through two electronic devices, light and hollow paper simulate the sunlight at 6:30 and use a humidifier to simulate my hometown's humidity. Besides, photos and plants to enhance home feeling.



*Image 11:
screenshots from documentation, watering flowers*

PROPS:

FRAGRANCE SPRAY, ARTIFICIAL FAKE FLOWERS.

SOUND:

[HTTPS://FILES.PERSONA.CO/90687/3.MP3](https://files.persona.co/90687/3.MP3)

STREET SOUND, BIRDS SOUND



EXPERIMENT 3: WATERING FLOWERS

The third experiment is watering flowers, which occurred at 7:00 in China (23:00 in Iceland) .

Watering flowers is one of the events that I have to do every day in China. When I near the flowers, I can smell the fragrance, but because of the natural environment (temperature) is not friendly in Iceland, growing a real flower in a short time is difficult. The experiment props include a floral fragrance spray and artificial fake flowers that help me finish watering flowers.

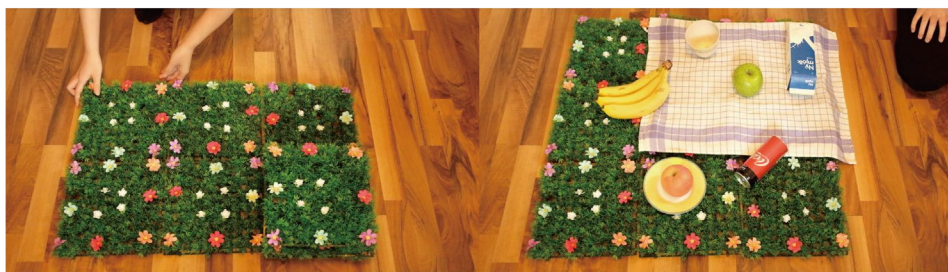
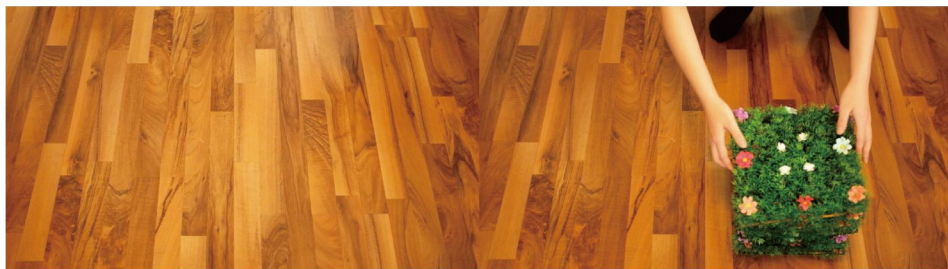


Image 12:
screenshots from documentation, picnic

PROPS:

ARTIFICIAL TURFS, HUMIDIFIER, LIGHT

SOUND:

[HTTPS://FILES.PERSONA.CO/90687/4.MP3](https://files.persona.co/90687/4.mp3)

BIRDS SOUND, INSECTS SOUND, CROWD SOUND



EXPERIMENT 4: PICNIC

The fourth experiment is picnic, which occurred at 9:30 in China (1:30 in Iceland) .

When the outdoor activities are inconvenient, I used artificial turfs and a speaker to simulate the sound of the outdoor environment (birds sound, insects sound, crowd sound) . A light simulates the sunlight, and a humidifier to simulate the humidity of outdoor.



*Image 13:
screenshots from documentation, lawn reading*

PROPS:

ARTIFICIAL TURFS, HUMIDIFIER, LIGHT

SOUND:

[HTTPS://FILES.PERSONA.CO/90687/5.MP3](https://files.persona.co/90687/5.mp3)

BIRDS SOUND, INSECTS SOUND, CROWD SOUND



EXPERIMENT 5: LAWN READING

The fifth experiment is lawn reading, which occurred at 11:30 in China (3:30 in Iceland) .

The props include the same as picnic.

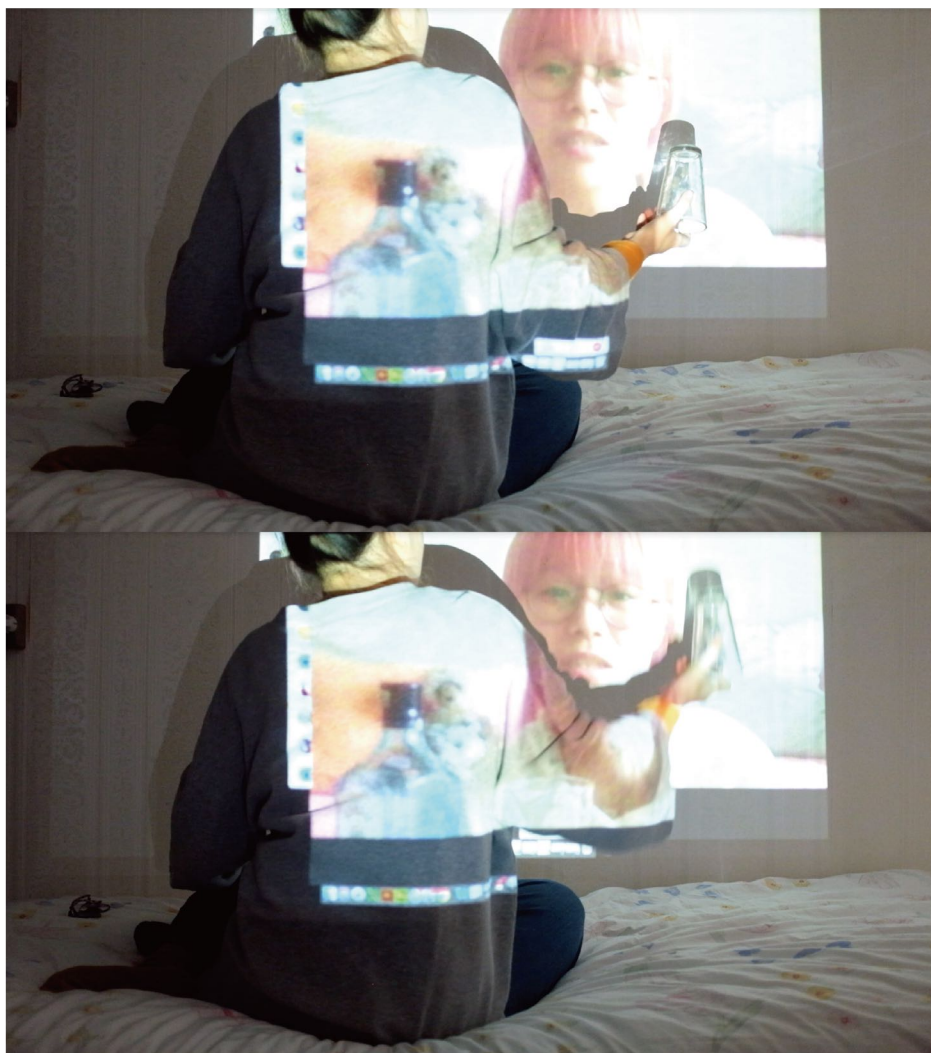


Image 14:
screenshots from documentation, drinking

PROPS:

A LAPTOP, A PROJECTOR, BEER, A GLASS, LIGHT

SOUND:

[HTTPS://FILES.PERSONA.CO/90687/6.MP3](https://files.persona.co/90687/6.mp3)

PARTY SOUND, CROWDED SOUND



EXPERIMENT 6: DRINKING

The sixth experiment is drinking, which occurred at 19:00 in China (11:00 in Iceland) .

Drinking with my friend Qi Wu is an event in my memory. Participants are Qi Wu and me. This event simulated a face-to-face drinking scene through projectors and a laptop.



Image 15:
screenshots from documentation, watching TV

PROPS:

A DOLL, A FAKE CAT, A PROJECTOR, TV

SOUND:

[HTTPS://FILES.PERSONA.CO/90687/7.MP3](https://files.persona.co/90687/7.MP3)

CAT SOUND, TV SOUND



EXPERIMENT 7: WATCHING TV

The seventh experiment is watching TV, which occurred at 22:00 in China (14:00 in Iceland) .

The props are a doll, namely Qi Wu and a fake cat, namely Little Pig (the prototype of them come from my friend and her cat) , TV, and an electronic device that can communicate online. They are used to simulate the scene of watching TV with my friend.



*Image 16:
screenshots from documentation, raining*

PROPS:
A PROJECTOR, SHOWER

SOUND:
[HTTPS://FILES.PERSONA.CO/90687/8.MP3](https://files.persona.co/90687/8.MP3)
WIND SOUND, STREET SOUND, SOUND, BIRD SOUND



EXPERIMENT 8: RAINING

The eighth experiment is raining, which occurred at 20:30 in China (12:30 in Iceland) .

The props include a shower, a fan, and a speaker that simulates the sound of the raining environment. And through a projector to simulates the raining scene.



*Image 17:
screenshots from documentation, starry sky*

PROPS:

A CARVED PAPER OF STARRY STAR, A FLASHLIGHT

SOUND:

[HTTPS://FILES.PERSONA.CO/90687/9.MP3](https://files.persona.co/90687/9.mp3)

WIND SOUND, STREET SOUND, INSECTS SOUND, BIRD
SOUND



EXPERIMENT 9: STARRY SKY

The ninth experiment is a starry sky, which occurred at 23:30 in China (15:30 in Iceland) .

The props are a doll, namely Qi Wu and a fake cat, namely Little Pig (the prototype of them come from my friend and her cat) , and a speaker that simulates the sound of the outdoor environment (birds sound and insects sound at night) . This experiment simulates the sense when I am looking at the stars with friends in China.

LIST OF IMAGES:

Image 1: Li, LU. *Metaphor image of Changing Time-keeping System*. 2020. Digital Image. Iceland. luliworks.com/LIVING-IN-THE-FAKE-FAITH. Accessed May 8, 2020.

Image 2: Li, LU. *Human is Controlled by the Time-keeping System (Clock 1), Brain and Body are Separated by Jat Lag (Clock 2)*. 2020. Digital Image. Iceland. luliworks.com/LIVING-IN-THE-FAKE-FAITH. Accessed May 8, 2020.

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