

Iconic Transfer

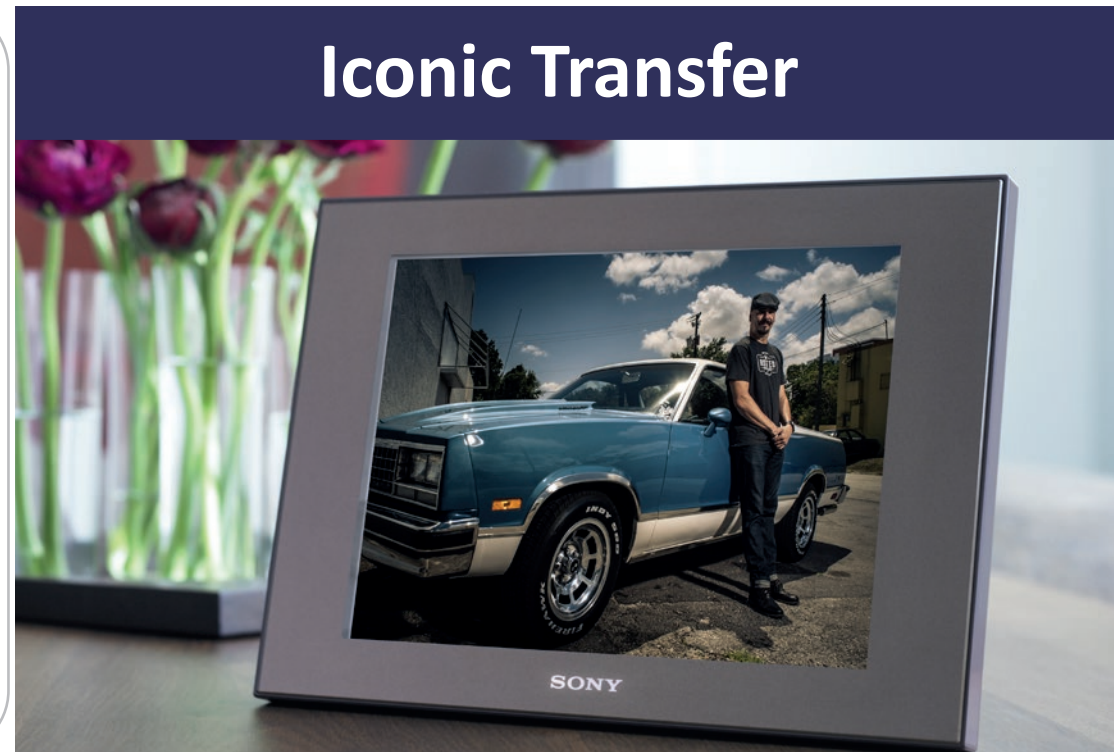
With Iconic Transfer, the private personal meaning of the to be separated product is transferred to another object: The icon.

Example

Someone who had an old-timer that was really special to him, but for some reason couldn't maintain it anymore and needed separate from it. The photograph preserves the memories and emotions attached to the car.

Extra explanation

The product is seen as a vessel that carries the meaning, but that special meaning can be detached from the original product and be attached to the icon. The original product is 'relieved' of the meaning, making it easier to separate from. This behaviour leaves the original product on the same quality level.



Gradual Garbaging

With Gradual Garbaging, the product is downgraded step by step in order to optimally use the product.

Example

A towel that has been used has become old and rough, but can be cut up and used as cleaning cloth.

Extra explanation

The product can be used for different purposes throughout its life. First serving its main intended purpose. Afterwards, it could serve secondary purposes. This can be continued until the product can't serve any purposes anymore, and becomes available for disposal. This behaviour ensures the end-of-life, and does not keep the product on the same quality level.



Brutal Use

With Brutal Use, the owner intentionally uses the product less carefully to make it break down faster.

Example

Someone with an old car that wants to buy a new one, knowing their current one is still functioning properly. Through careless use, the car will break down faster.

Extra explanation

The owner wants to have the feeling to have optimally used a product before separating from it. By letting the product break down faster, the owner has the feeling to have gotten everything out of it, and justifying separation/replacement. There are no lingering values at the point of separation.

This behaviour ensures the end-of-life, and does not keep the product on the same quality level.

Brutal Use



Cleaning object

With Cleaning Object, the product is rid of 'contamination' and removes personal meaning and memories. This could be both physically and digitally.

Example

Washing your clothes before you donate them, or bring them to a second hand store.

Extra explanation

The product is brought back to its neutral state. Now that the meaning is erased, it will be easier for the owner to separate from the product. The personal memories are protected from future unknown use by a future unknown new owner. The product gets a fresh new start.

This behaviour leaves the original product on the same quality level.

Cleaning Object



Storage without Use

With Storage without Use, the product is placed somewhere out of sight with the intention of eventually separate from it.

Example

A drawer full of old electronic devices that are initially kept as back-up but are now useless because they died as result of not been used for so long.

Extra explanation

The product is (unconsciously) placed in transition, that shows the intention to eventually separate from it. However, there are still some lingering values, so the owner put it up for a trial separation. If this trial goes right, it might become available for actual separation. But most of the times the product will be forgotten.

This behaviour ensures the end-of-life, and does not keep the product on the same quality level.



Image Sources

Picture sources Iconic Transfer:

Car: http://blog.jameswoodleyphotography.com/ngg_tag/muscle-car/

Frame: <https://www.sonyinsider.com/2008/08/25/sony-beta-tests-digital-darkroom/>

Picture sources Cleaning object:

<https://dutchdrycleaners.nl/wp-content/uploads/2017/10/kleding-wassen.jpg>

Picture sources Gradual garbaging:

Red towel: <http://moneygreenlife.com/awesome-5-coral-colored-towels/coral-colored-towels-coraltowels-kohls-red-bath-towels-hanging-on-the-silver-metal-towel-rack-beside-of-a-stack-bath-towels-on-thebrown-wooden-table/>

Red cloth: <https://www.vehicleservicepros.com/in-the-bay/tools-equipment/shop-equipment/towels/article/12030100/are-reusable-shop-towels-dangerous-to-workers#&gid=1&pid=2>

Picture sources Brutal use:

[https://www.lifewire.com/reasons-your-car-stinks-534676\)article/12030100/are-reusable-shop-towels-dangerous-to-workers#&gid=1&pid=2](https://www.lifewire.com/reasons-your-car-stinks-534676)article/12030100/are-reusable-shop-towels-dangerous-to-workers#&gid=1&pid=2)

Picture sources Storage without use:

Own photo