

-Branding Design

# SLEEP MANAGEMENT AUTHORITY

Whether it is the industrial revolution or the information age, capitalists have been breaking through a barrier that hinders development - **SLEEP**. Through various systems and media they have been able to undermine the duration and quality of sleep for the masses, even gradually making people forget their right to sleep.

In order to further regulate sleep and ensure the productivity of society, the Sleep Management Authority was set up in 2050 to strictly monitor and regulate the amount of time the public slept. A series of rewards and penalties and trading rules were established to keep society running at high speed 24 hours a day.



Project 02

# BACKGROUND



Arkwright's Cotton Mills by Night  
Joseph Wright

## Impact of Lighting Technology

The significance of this painting is not only to reveal industrialisation, but also to reflect the way in which lighting technology and the never-ending quest for profit have restructured the relationship between work and time.

## Impact of Digital Media

The average adult sleep time at the beginning of the 20th century was 10 hours, compared to 8 hours in the previous generation and 6.5 hours currently. The media has **reshaped our time rhythms** and changed our lifestyles, converting free time, into media consumption time or media labour time.



Staying up late to swipe the phone



Studying Live Streaming

Will mankind's sleep time continue to be compressed? What further steps will the capitalists take to preserve the world's sleep order?

# RESEARCH

## Historical Development

15th - 17th Century

Proto-industrial Era: labour time extends into the night



"Sleep, together with frenzy and madness, constitutes an obstacle to man's quest for knowledge..."



David Hume

18th Century

Industrial Revolution Era: Labour hours extended to the limit



Employment of Child Labour



Factory Work

19th Century

Workers' Campaign: for an 8-hour working day



Chicago Workers on Strike

The eight-hour working day was first proposed by the socialist Robert Owen in August 1817.

1980s

Globalisation and the internet further compress night time

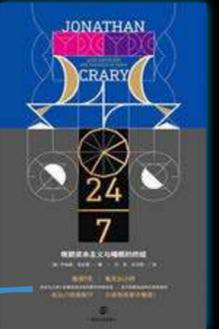


Capitalism takes over people's nights through nightlife.



21st Century

The Attention Economy: maximising the attention of the user or consumer.



Late Capitalism and the Ends of Sleep

## The boundary between wakefulness and sleep is being eroded

Timeless

The identifiable boundary between work and rest is gradually becoming blurred.

Compatibility

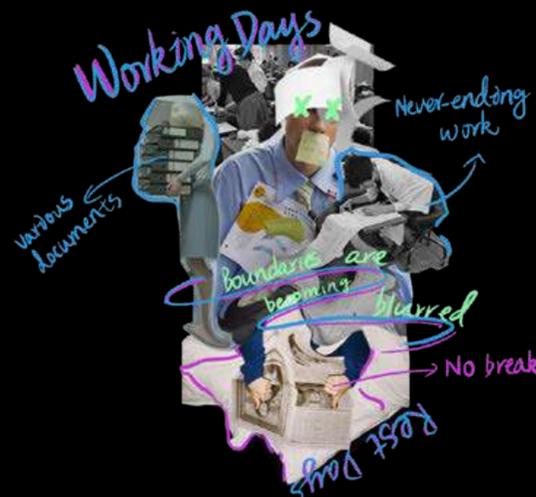
Capital implantation is becoming compatible with everyday human life.

Technical Expressions

Technological innovations are also making people increasingly adaptable and dependent on 24/7 procedures.

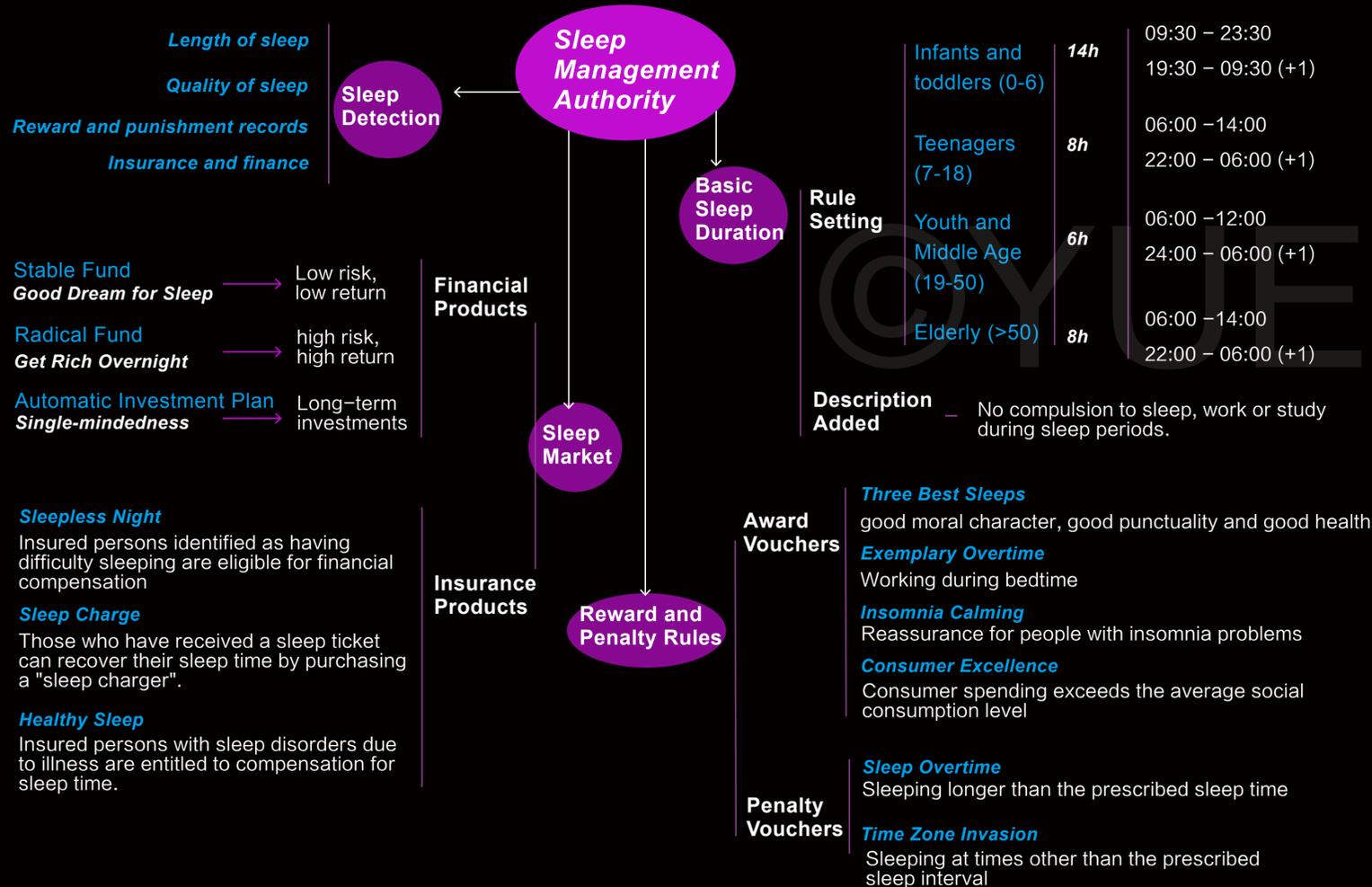
Constantly Up-to-date Products

The constant updating of products is a control of time and human experience.



# CONCEPT AND STRUCTURE

Capital is invading people's sleep time with digital entertainment and nighttime consumption. The changes in the medium have **reshaped our time rhythms and altered our lifestyles**, offering capitalists the possibility of shortening sleep. In order to further regulate sleep and ensure the productivity of society, the **Sleep Management Authority** was set up in 2050 to strictly monitor and regulate the amount of time the public slept. A series of rewards and penalties and trading rules were established to keep society running at high speed 24 hours a day.

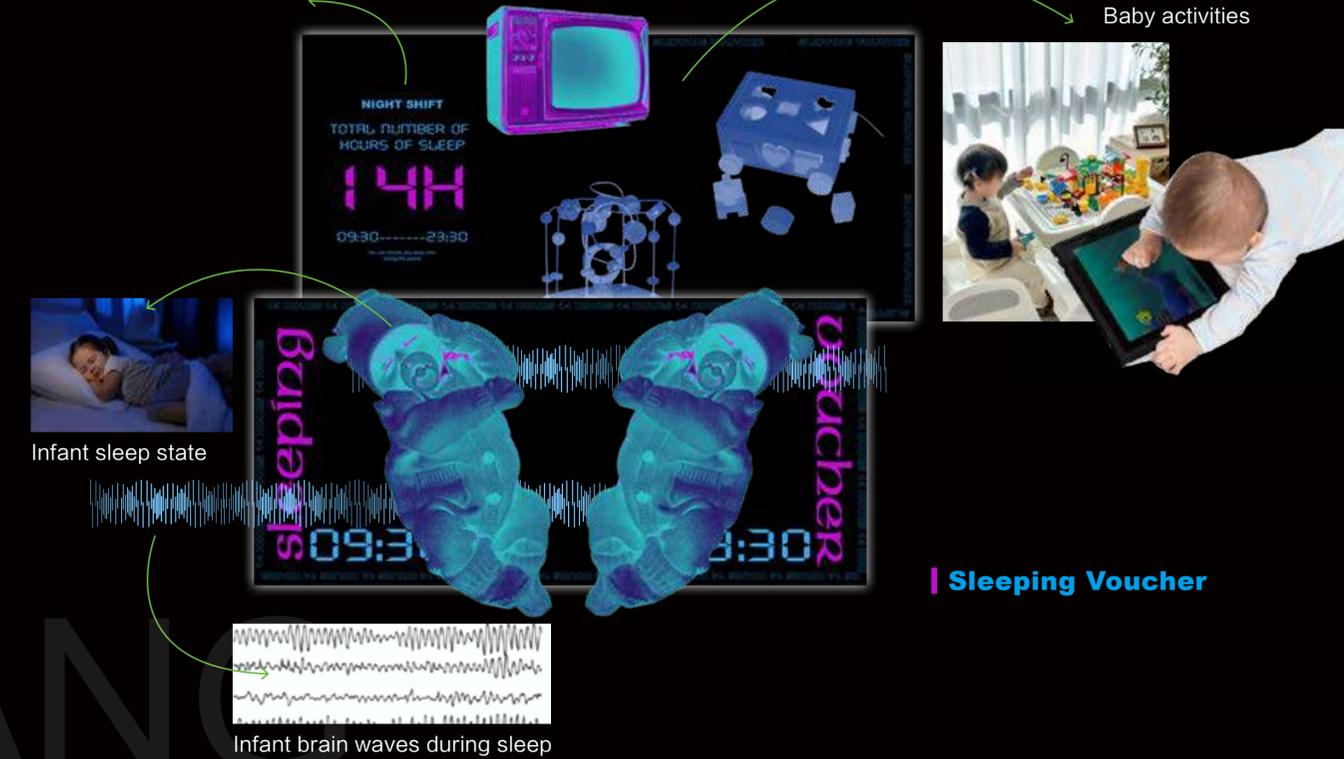


# DESIGN PROCESS

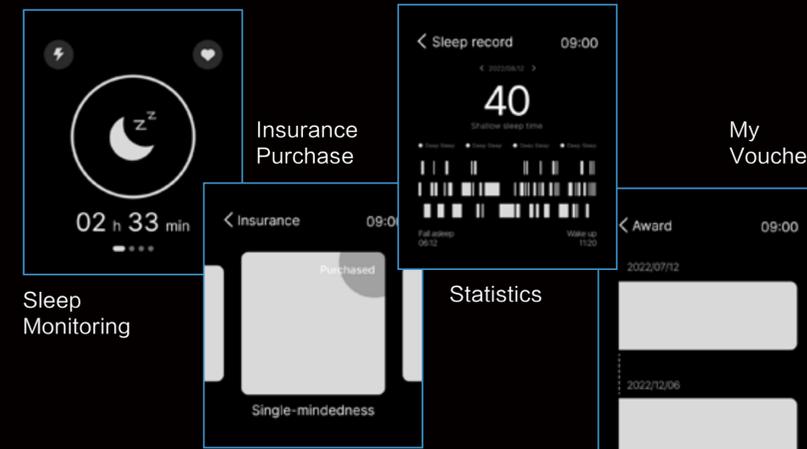
## Logo Design



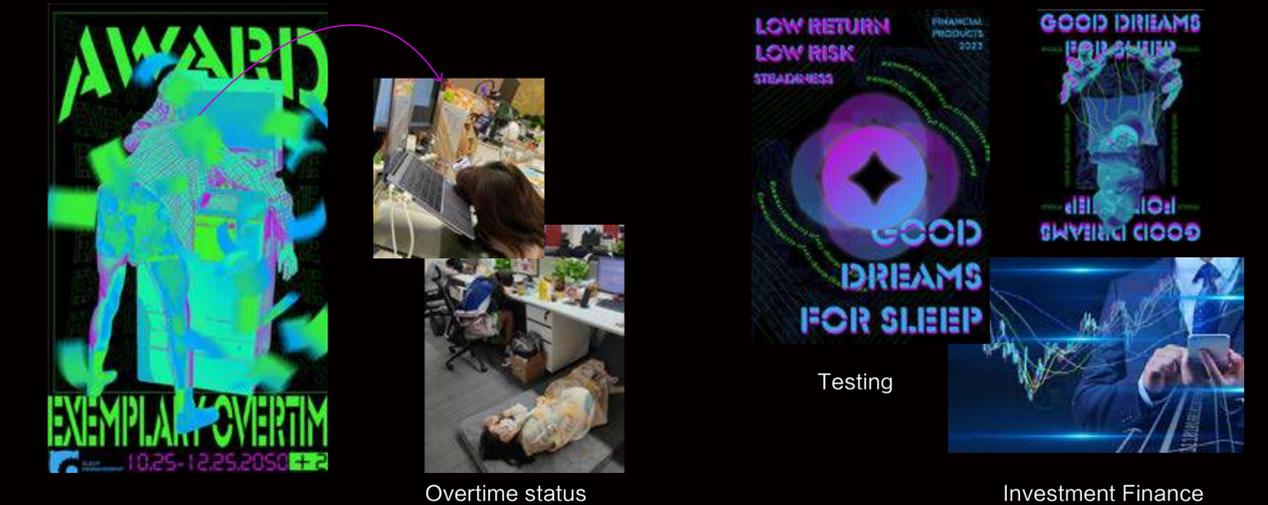
details



## Detection Bracelet Interface



## Reward and Penalty Vouchers





Teenagers



Youth and Middle Age



Infants and toddlers

Elderly

Sleeping Voucher



Reward and Penalty Vouchers



Financial Product Posters



Insurance Product Posters



Sleeping Market Posters



Detection Bracelet Interface

DISPLAY

