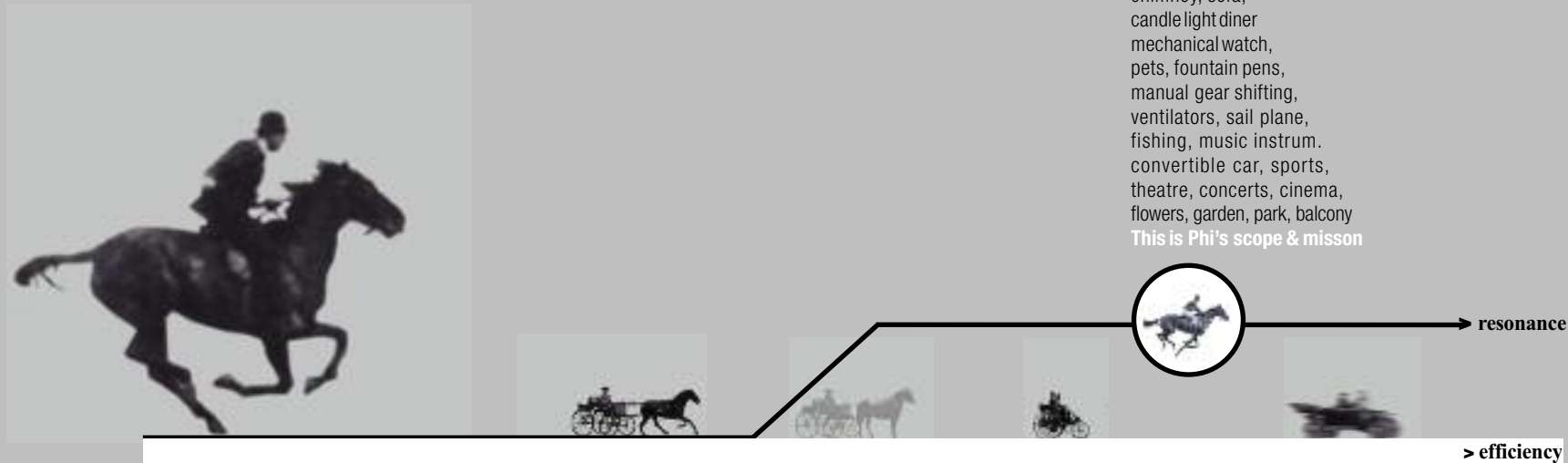


Thesis of Phi



f.e.:
 bbq
 market
 picknick
 ventilator
 fireplaces
horse riding
 chimney, sofa,
 candle light diner
 mechanical watch,
 pets, fountain pens,
 manual gear shifting,
 ventilators, sail plane,
 fishing, music instrum.
 convertible car, sports,
 theatre, concerts, cinema,
 flowers, garden, park, balcony
This is Phi's scope & misson

fig.1: Evolution of a cultural technique: f.e. locomotion via external propulsion

Domestication of the horse Invention of the wheel Internal combustion engine Massproduction

Every product category has its proper line of evolution. New technologies act as driving force behind this. Over time traditional things are replaced by more efficient new ones.

Thesis 1
 But some things survive their functional death: Freed from an utilitarian context they become important because they resonate with man. Therefore, they are incorporated into his body scheme.

Thesis 2
 One day, man's world will be dominated by such reversed efficient (by then mostly „invisible“) things such as internet services, subways or for example fast food.

(one-page abstract)