



Desirable Objects

We are a generation born to consume. The process of consuming started ever since human were born, but the word consumerism was only pushed to the stage by the growing middle-class standing for purchasing rather than necessity. We never have more possessions as we do now. We are longing for certain objects that do not belong to basic Safety and Physiological stage (defined by Maslow's Hierarchy of Needs) any more. We consume to fulfill our physical and spiritual world, whether on our own initiative or being unconsciously influenced.

The thesis aims to have a brief look into the history of desirable objects, mainly after Second Industrial Revolution. A few representative objects in different field are picked to discuss about the mechanism of it. Among those items, have a zoom-in in desirable but "totally pointless" objects. Help designers better understand the psychology behind desirable objects and get some inspirations to work in the commercial world.