

THE

CHALLENGE



DESIGN TO DE-STRESS

In the lead-up to each issue, *Frame* challenges emerging designers to answer a topical question with a future-forward concept. The pressures of today's fast-paced, performance-orientated world have made burnouts and insomnia rising concerns among (mainly) working professionals of an increasingly younger age. Alarmed by the growth of these and other stress-related conditions, we commissioned five makers to conceptualize a product, space or service intended to reduce stress and improve mental wellbeing.

Petioles of acacia trees and minerals found in the Dead Sea are the main 'ingredients' of Erez Nevi Pana's mask, which he believes will induce a meditative state when worn while the user floats on water.

Yair Meller



Fascinated by the applications of EREZ NEVI PANA's experiments with materials, *Frame* asked the researcher-slash-designer to come up with a concept for 'The Challenge'.

What inspired your concept? EREZ NEVI PANA: Most of us in the West are affected by stress-related illnesses, because we limit ourselves to one state of being, based on the idea that competition is the way to success. This attitude takes away the essence of harmony, the very thing that supports life's most enjoyable, peaceful experiences.

How do you plan to change the situation? I'm convinced that stress has an impact on people who do not meditate and who are most likely unaware of the power of consciousness. My design can help them use the state of consciousness for self-healing.

Can we call it a placebo? Possibly. Participants in medical experiments who are given placebo pills often have a positive outcome — one that's similar to that of participants who are given the actual drug. Body-mind researcher Dr Joe Dispenza says that magic at its greatest occurs when we are one with our consciousness and that meditation is a great tool. We can be our own cures.

Please explain your design. It's a mask made of natural, locally sourced materials. By covering the eyes with the mask while floating in water, you can connect to your inner self, block out distractions, and relax physically, mentally and emotionally. You're left with nothing other than consciousness itself, which inevitably leads to self-healing and to a deeper connection with the source.

How is wearing the mask different from floating in the sea and closing your eyes? Why do we use cutlery instead of eating with

our hands? Why do we sit on a chair instead of squatting on the ground? The mask is basically an eye covering that helps you to enter a meditative state. It's actually a tool more than a placebo.

Will each person who wears the mask have a different experience? The mask is more localized than personalized. I collected the petioles of acacia trees on the shores of the Dead Sea and wove them to make the mask. Then I immersed the mask in the Dead Sea for a week to create a crystalized layer of essential minerals that strengthened the mask and made it more opaque. Among the benefits of minerals from the Dead Sea are an improved sense of relaxation, a well-nourished skin and an activated blood system.

Do you need to be naked to wear the mask, as shown in the image? If you ask me, we should always be naked. — WG

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N° 4

Eye Opener

A mask that features materials from the Dead Sea is Israeli designer Erez Nevi Pana's proposal for MEDITATION AND SELF-HEALING.

