

# Simple solutions

A few considerations on the feasibility of body-conscious design and its implications for identity.

**Q: People involved in BCD (Body Conscious Design) like you, talk about the importance of the 135° degrees angle between the trunk and the legs in a sitting position: isn't it quite idealistic to think that people, apart from privileged groups, can afford expensive Scandinavian design to meet these standards?**

**A:** Sometimes it is a problem of money, sometimes of programming the entire environment with the right approach from the very beginning, sometimes it is a problem of time (as the demand for these products will rise, prices will go down, and variety will increase), but most of the time it is just a matter of creativity or lateral thinking.

**Q: What do you mean?**

**A:** Consider for example the use of large physioballs as seats. If their size is appropriate to the user they'll naturally keep the best angle between femur and spine, they offer a small but continuous movement in the spine which is essential in BCD, and they naturally move you toward verticality; that means to say they don't allow for any bad postural position because you would roll over right away. This kind of solution is quite body-conscious, economical and practical (you can move and store them easily when emptied).

**Q: But isn't this a solution more apt for schools and children rather than adults?**

**A:** For sure children love them because they are colourful and playful and because their bodies yield to them more naturally and therefore with great a sense of pleasure.

But more and more you can find them in offices and living rooms, especially of people who are involved in somatic activities, such as yoga, taichi, feldenkrais and pilates, ...

It is becoming a kind of identity logo for their homes, similar to what the Birkenstock shoes before and the Vibram Fivefingers now are for fashion. These products in some way carry an identity statement: I am aware of my body.

I think that when you are involved in this kind of somatic practices, you become so disturbed by situations that "destroy" what you have rediscovered through your body, that you really welcome in your house or on your body any product that respects it.

Excerpt of an interview to Jader Tolja for the magazine Somatica