

## Project case studies

### THE GOOD

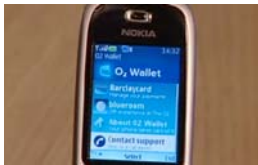


#### **Ça ne vaut pas un clou (it's not even worth a nail)**

Target concealment involves *hiding* an object in some kind of container or enclosure, or behind a barrier; or alternatively, *disguising* it to look like something less valuable than it really is. Khashayar Naimanan's box of nails from the *Hidden Wealth* project shown at MOMA 2005 are a brilliant example of one way to disguise valuable gold and silver as 'worthless' everyday household items. Just don't forget what they are the next time you bust out the hammer.

---

### THE BAD



#### **O2 wallet phone**

O2, TFL, and BarclayCard have teamed up to create the O2 wallet phone. You can also use your wallet phone to pay for goods at participating locations. And when you go to swipe your Oyster card at the Tube station, you can instead 'swipe' your phone and display it to all who are lurking.

One of the most basic safety principles is to keep your valuable items in separate places; keep your keys in your coat, your cash in one pocket, credit cards in another. That way if anything goes missing, most likely it won't be everything.

With all of these functions combined into one device, it makes for one highly C.R.A.V.E.D. item.

18% of thefts from person are mobile phones, just second highest below cash.<sup>1</sup> And one mobile phone is stolen every minute.<sup>2</sup> Thanks to the O2 wallet phone, when your phone gets nicked, not only will thieves have access to your credit card, they can also get away faster with a free Tube journey!

---

## THE UGLY



### Park Bench Theft Deterrent

A little surf on the internet brought us to this blog entry on streetuse.com. This photo sent in from a reader called John from San Diego displays an attempt at target hardening. This would probably be the council's first reaction to park bench theft, this extreme measure in deterring theft is less than desirable. We're sure that it's probably effective, but no doubt an atrocious solution based on our theory that socially responsive designs shouldn't look criminal or ugly.

---

## THE HAPPY



### Sweet Dreams Security™ Railing

Matthias Megyeri has created a line of security devices with a friendly contradictory approach. As we have noted before, target softening can be just as effective as target hardening. The formal depressing language of urban security gates has been transformed into humour and still does the job.

---

<sup>1</sup>Smith, J (2003) *'The nature of personal robbery'* [online]. Home Office Research Study 254. London: Home Office. Available from: <http://www.homeoffice.gov.uk/rds/pdfs2/hors254.pdf> [Accessed 20<sup>th</sup> November 2007].

<sup>2</sup>The Caudwell Group News Release (2005) [Accessed 7<sup>th</sup> January 2008]. Available from: [http://www.caudwell.com/pressreleases/051012\\_PAS\\_phone\\_insurance.pdf](http://www.caudwell.com/pressreleases/051012_PAS_phone_insurance.pdf)

---

## THE PARANOID



### Anti-Theft Coffee Cup

Target hardening seems to be the most common technique used in product design to deter theft. And what else should be under lock and key is none other than the cup in which you drink your morning latte. The specially sized key lock that plugs up the security hole (which would normally render the mug useless and the countertop messy) is a sneaky way to deny the potential thief benefits.

It's a clever concept for those who work in an office full of kleptomaniacs, or for those of us who have a panic attack at the mere *thought* of our favourite pens mysteriously disappearing.

---

## THE SILLY



### Ultra Poodle Disguise Kit for Dobermans™

Some who have found their family pets to be posted on the 'Dangerous Breeds' list<sup>3</sup> might feel pressured to alter their dog's appearance to make him look less threatening. If you find that you and your Doberman are being discriminated against by your neighbours, you can just disguise your pooch as an approachable loving Poodle! Isn't it true that all dogs can bite? So why go through all the trouble? Not to mention your dog may form a personality complex.

DAC Team

---

<sup>3</sup> Breed-specific legislation (BSL), is any law, ordinance or policy which pertains to a specific dog breed or breeds, but does not affect any others. The term is most commonly used to refer to legal restrictions or prohibitions on the breeding and ownership of certain breeds.