

Concept

HUMN PLUS explores the question of when healthy ambition turns into obsession and the desire for improvement loses its original meaning. The starting point is social phenomena such as hustle culture, self-optimization, consumerism, and the constant craving for "more." What initially appears to be motivation or progress increasingly evolves into a social ideal that prioritizes performance, efficiency, and optimization above all else. Our project examines these dynamics and asks what consequences arise when optimization becomes an end in itself. Through deliberate exaggeration and satirical intensification, we translate real-world trends into absurd scenarios. This exaggeration is not intended purely to provoke, but rather to reveal mechanisms that often go unnoticed in everyday life. HUMN PLUS sees itself as a mirror of a society in which the pursuit of perfection increasingly leads to a loss of control, a loss of identity, and a loss of meaning.

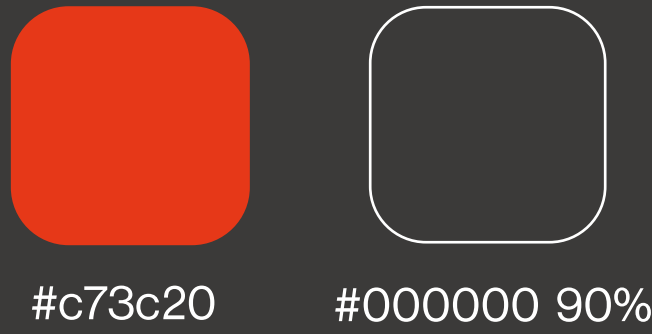
Realisation

The project is based on a combination of product design and photography. We developed self-optimization products that take familiar everyday objects, remove them from their original context, and assign them new, exaggerated functions. This results in seemingly plausible products whose true absurdity is only revealed upon closer inspection. They look like real drugstore items and are deliberately modeled after the visual language of lifestyle brands, ensuring that the critique remains particularly close to reality. The products are complemented by photographs that also employ shifts in context. The staged scenes depict everyday situations or familiar visual worlds whose meaning is altered by subtle disruptions. At first glance, the photographs seem self-evident, but on a deeper level, they reveal the delusion behind self-optimization. The images not only document the products but also expand their message and create independent narrative layers.

Result

The result is a conceptual work that uses design as a means of social reflection. The resulting products and photographs serve as exaggerated representations of real behaviors and reveal just how deeply the obsession with optimization is already embedded in our everyday lives. The satirical exaggeration initially provokes confusion or humor, but upon closer inspection, it sparks a critical examination of societal ideals. HUMN PLUS offers no solutions and provides no clear-cut answers. Instead, the project encourages viewers to question their own behavioral patterns and to reexamine the fine line between healthy ambition and self-destructive obsession. The work demonstrates that the constant drive for performance, control, and self-improvement does not necessarily lead to greater fulfillment; rather, in extreme cases, it destroys precisely what it actually strives for: identity, freedom, and meaning.

Colors



Logo



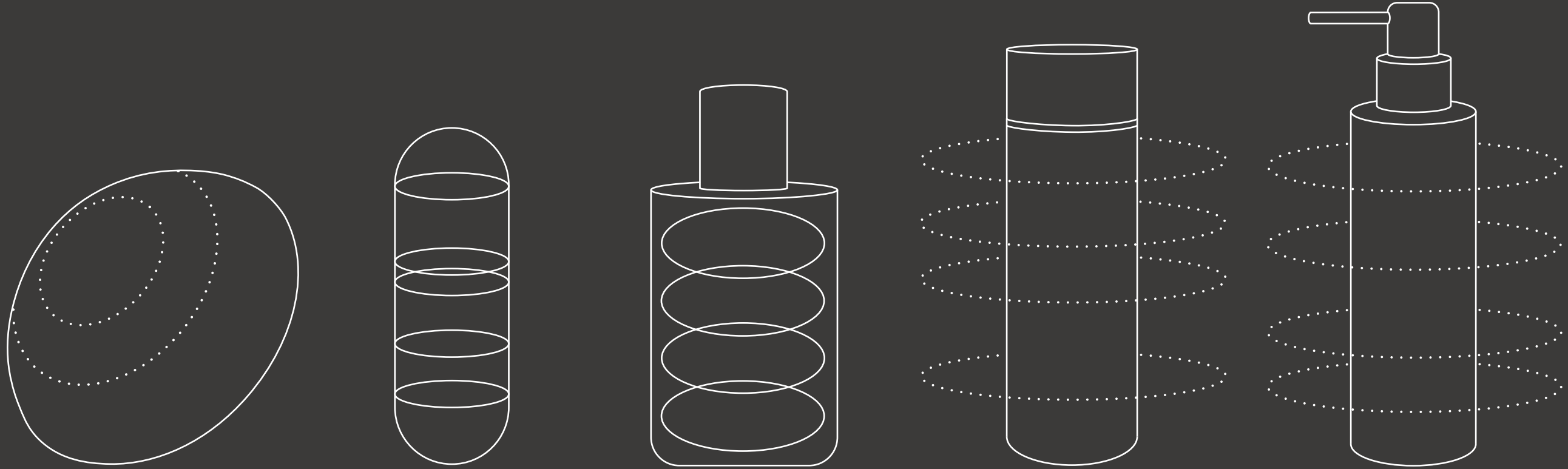
Fonts

Neue Haas Grotesk Display Pro
All Round Gothic Book

Elements



Data Graphics



Products

Resting Lenses



These resting lenses combine vision technology with advanced sleep optimization. Their adaptive microsimulation system uses neural entrainment and optical stimulation to create REM-like recovery phases, designed to support mental calm and improve sleep efficiency. Through intelligent calibration and responsive feedback technology, the lenses adapt stimulation patterns to the wearer's state, creating an optimized recovery experience without traditional sleep.

Meal Pills



These meal pills combine nutrition with continuous performance enhancement. Their advanced formula expands inside the stomach, creating a temporary feeling of fullness while simulated flavor systems and active compounds replicate the satisfaction and energy of a complete meal. By reducing hunger signals and minimizing time spent on eating, the capsule supports uninterrupted focus and maximum efficiency. Available in different flavors.

Mood-elevating Perfume



This confidence- and mood-enhancing fragrance combines scent with emotional activation. Its advanced formula uses responsive fragrance molecules that interact with body heat at pulse points, creating a targeted aromatic release designed to promote confidence, emotional balance, and reduced mental fatigue. By transforming scent into a sensory experience, the formula supports personal presence and an elevated state of mind.

Productivity Shampoo



This focus and productivity shampoo combines hair care with mental activation. Its advanced formula, enriched with cooling menthol, caffeine, and selected active compounds, creates an intense refreshing sensation when massaged into the scalp, designed to promote clarity, alertness, and enhanced focus. By activating the hair roots through sensory stimulation, the formula initiates a cooling and energizing response that prepares the mind for maximum productivity.

Sculpting Lotion



This sculpting lotion combines skincare with targeted performance enhancement. Its advanced formula uses warming and cooling sensory stimulation to activate the body's performance response, designed to support fat-burning and muscle-building pathways while promoting a more defined appearance. Through targeted application areas, the formula creates a localized activation effect that enhances body optimization without interrupting daily routines.

