Zoarmax 133 is a visitor from another planet, on a mission to understand our unfamiliar world. Using his alien technology, he scans three objects: a mouse, a flower and a gun. His scanner declares the mouse and the flower “Cool,” but can’t make sense of the gun. Zoarmax 133 then journeys around the world to find out whether the gun is “Cool” or “Uncool.” Go with him and decide for yourself!
Art Center College of Design
Founded in 1930 and located in Pasadena, California, Art Center College of Design is a global leader in art and design education. Art Center offers undergraduate and graduate degree programs, as well as non-degree public programs for all ages and levels of experience. Renowned for its ties to industry and professional rigor, Art Center is the first design school to receive Non-Governmental Organization (NGO) status from the United Nations, providing students with opportunities to create design-based solutions for humanitarian and nonprofit agencies around the world. Since its establishment, Art Center alumni have had a profound impact on popular culture, the way we live and important issues in our society.

Designmatters at Art Center
Designmatters is an educational department focused on a social impact art and design agenda. It partners with all disciplines taught at the College to develop curricula, project-based learning, and research opportunities that result in real-world outcomes benefiting local and international communities. Projects are implemented through unique partnerships and alliances with global development agencies, NGOs, nonprofits, government organizations, academic institutions and leading industry. They are made possible by national foundation and government grants, and partner sponsorship.

Designmatters manages a portfolio of a dozen funded collaborative projects that are integrated annually into the College curriculum, and also oversees the undergraduate course of study in the Designmatters Concentration; the Artmatters Concentration (in partnership with the Fine Art Department); and the Graduate Media Design Practices/Field track, an option in their MFA program.

designmattersatartcenter.org

designmatters
● Art Center College of Design

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ZOARMAX 133'S BIG QUESTION

KIN LOK
One day Zoarmax 133 landed on Earth. With his scanner device, he scanned three objects: a mouse, a flower and a gun.
“Oh, a mouse is cool and a flower is cool... but hmm, what about the gun? Why does my scanner just have a ‘?’”

MOUSE = COOL
FLOWER = COOL
GUN = ?
“HOW CAN I FIGURE OUT IF GUNS ARE COOL OR UNCOOL?”
"I know, I’ll go out and I’ll ask everyone I meet to see what they think!"
"I have good chemistry. Children and guns don't."
"ROAR! Guns are too loud. I like to be the loudest."
"A GUN CAN'T SOUND AS GOOD AS I CAN."
"I have a race car that is faster than a gun."
"GUNS BREAK THINGS, I BUILD THINGS."
"I DON'T NEED A GUN, HIYA!"
“I’d rather have a snowball fight, than a gun fight.”
"I SHOOT HOOPS NOT GUNS."
"I think guns are very unwise."
“GUNS DESTROY BEAUTIFUL THINGS. I CREATE THEM.”
"Guns are not as sweet and loving as I am."
“So I think guns are uncool.

What do you think?”

Mouse = cool
Flower = cool
Gun = uncool
Nathan Cummings Foundation

The Uncool project was made possible through the generosity of the Nathan Cummings Foundation, which supports projects and organizations operating at the intersection of art and social justice. NCF is rooted in the Jewish tradition and committed to democratic values and social justice, including fairness, diversity, and community. The nonprofit family foundation seeks to build a socially and economically just society that values nature and protects the ecological balance for future generations; promotes humane health care; and fosters arts and culture that enriches underserved communities.

Uncool: A Designmatters Initiative

Students created this book as part of Uncool: The Anti-Gun Violence Project, a funded educational initiative led by Designmatters at Art Center College of Design. This 14-week studio, hosted by Art Center’s Illustration department and its Chair, Ann Field, focused on the development of children’s books as a vehicle for anti-gun messages. Led by faculty member David Tillinghast, and through consultation with guest experts working in child development and education, the class examined ways that young children are exposed to glamorized images of guns. Inundated with messages that guns are both fun and empowering, many children grow up feeling that guns are cool. The challenge of the class was to devise materials that inspire the opposite belief—that guns are actually Uncool.