

**79% Work  
Clock x Critical  
Making**

**Ginnie Lee Goz**

# VIDEO



A person is holding a square wooden clock. A yellow arc highlights the upper portion of the clock face, starting at the 9 o'clock position and ending at the 5 o'clock position. A callout box labeled "9:00" points to the start of the arc, and another callout box labeled "5:00" points to the end of the arc. The clock face also shows a temperature of "79°".

9:00

79%

5:00

 79% WORK CLOCK

# 79% WORK CLOCK

The daily reminder that  
the wage gap is real



# 79% Work Clock

- Collaboration between a creative lab based in Tokyo and New York PARTY and MTV's Look Different campaign
- A social commentary of the wage inequality in the modern workforce
- Fun visual tool to understand an important subject
- Digital version of the clock/ digital calculator available online

# 79% Calculator

Input your start and end time for a typical work day. We'll show you when 79% of your day has passed and you (or your female colleagues) are no longer being paid. The times even change based on your race.

TIME YOU START WORK

Hour



Minute



AM



TIME YOU FINISH WORK

Hour



Minute



PM



Calculate

# 79% Work Clock

- The goal of making actual clocks was to give concrete embodiment to an abstract issue.
- MTV's Ronnie Cho: "We wanted a physical item to make it tangible, to actually manifest the idea"
- Jamie Carreiro of PARTY: "We also like to build physical and experiential things."

# Critical Making?

- Uses material engagement with technology
- Opens up and extends critical social reflection
- Allows users into more complex emotional and psychological territory by questioning social norms
- Highlights people, perspectives and practices that are forgotten in conventional product development workflows

- Critical making is more focused on the constructive process of making as opposed to building an artifact
- Critical making emphasises on the making than on the final product
  
- Critical design is focused on building industrial design prototypes that question the way products reinforce a banal and comfortable status quo by being efficient, optimised or comfortable

CRITICAL DESIGN VS CRITICAL MAKING?



# Critical Making

- The idea and concept of the work is constructed physically in the form of the work clock, and hence made accessible to the public
- There is an emphasis on value of material production as a site for critical reflection)
- Critically made objects and appeal to audience's emotions and can get the message across clearly if through fully implemented.

Thank  
you