

Tosti Time



Dear System

Dear System is a study into our increasingly amorphous relationships with appliances within the home. In the connected home, objects are market-driven to cannibalise attention and work in increasingly complex ways to keep it. Learning, it attempts to exploit the complexities of our connected future and produce a vision of the future home; with the toaster as metaphor. The device burns targeted advertising onto toast as a means of paying for itself; while gathering seemingly useless data to build a worryingly comprehensive portrait of its owner, to be sold back to advertisers.

DESIGNER:

Leon Brown, Scotland

