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Paper title:

“The time of my life”: The construction of meaningful social relationships through the Qloq watches.

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Abstract:

Every reflection about the production of sense ends up rediscovering general epistemological notions such as those of the Self and the Others (Greimas, 1970). In the particular case of our everyday relationships, such a “rediscovery” inevitably takes an experiential, intuitive and pluri-dimensional form (Maffesoli, 1993), leading us to an understanding of reality as an ongoing process of construction (Niesser, 1976) within which our ways of “being” and “transform“ things are determined by contingency (De Certeau, 1984). As part of this complex epistemological dynamic, objects play a fundamental role as means to encourage or block the social development of subjects (Moles, 1975). Standing on these premises, this paper presents an analysis of the set of criteria used to conceive a family of three digital watches, especially created to work as “transitional objects” (Winicott, 1974) for helping young employees to fit socially into new working environments. The idea of this project was to approach social relationships at work in a theatrical manner, where people play similar roles to actors (Goffman, 1971), turning modal categories like those of “being” and “seeming” into the focus of study.

Key words: Qloq watches, transitional objects, working environment, socialization, being-seeming.