13 février 2019

SÉMINAIRE DESIGN WITH CARE

COURS #5:

VERS UN IMAGINAIRE DU DESIGN WITH CARE

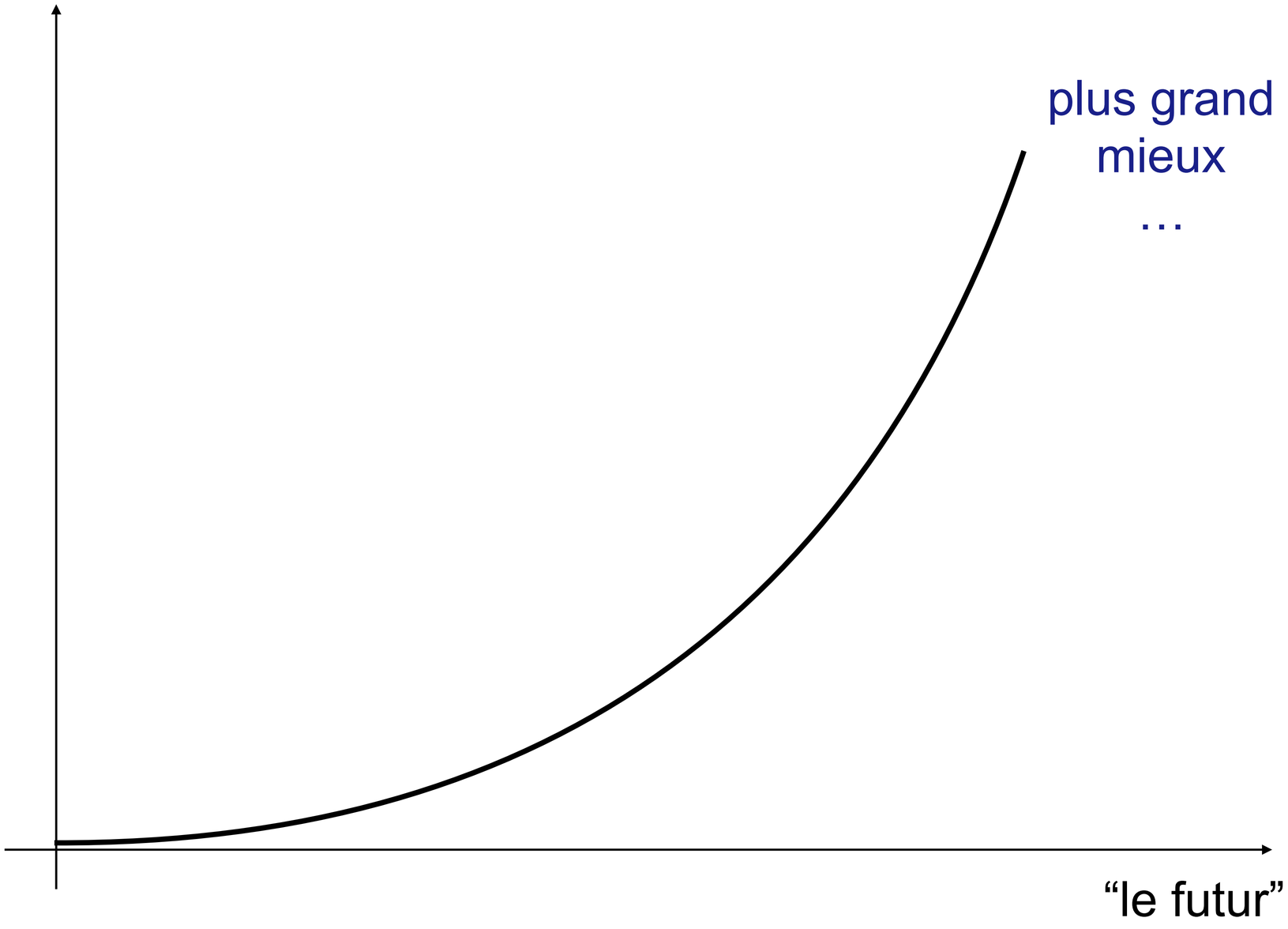
Nicolas Nova – Haute École d’art et de design (Genève), Near Future Laboratory
Antoine Fenoglio – Les Sismo

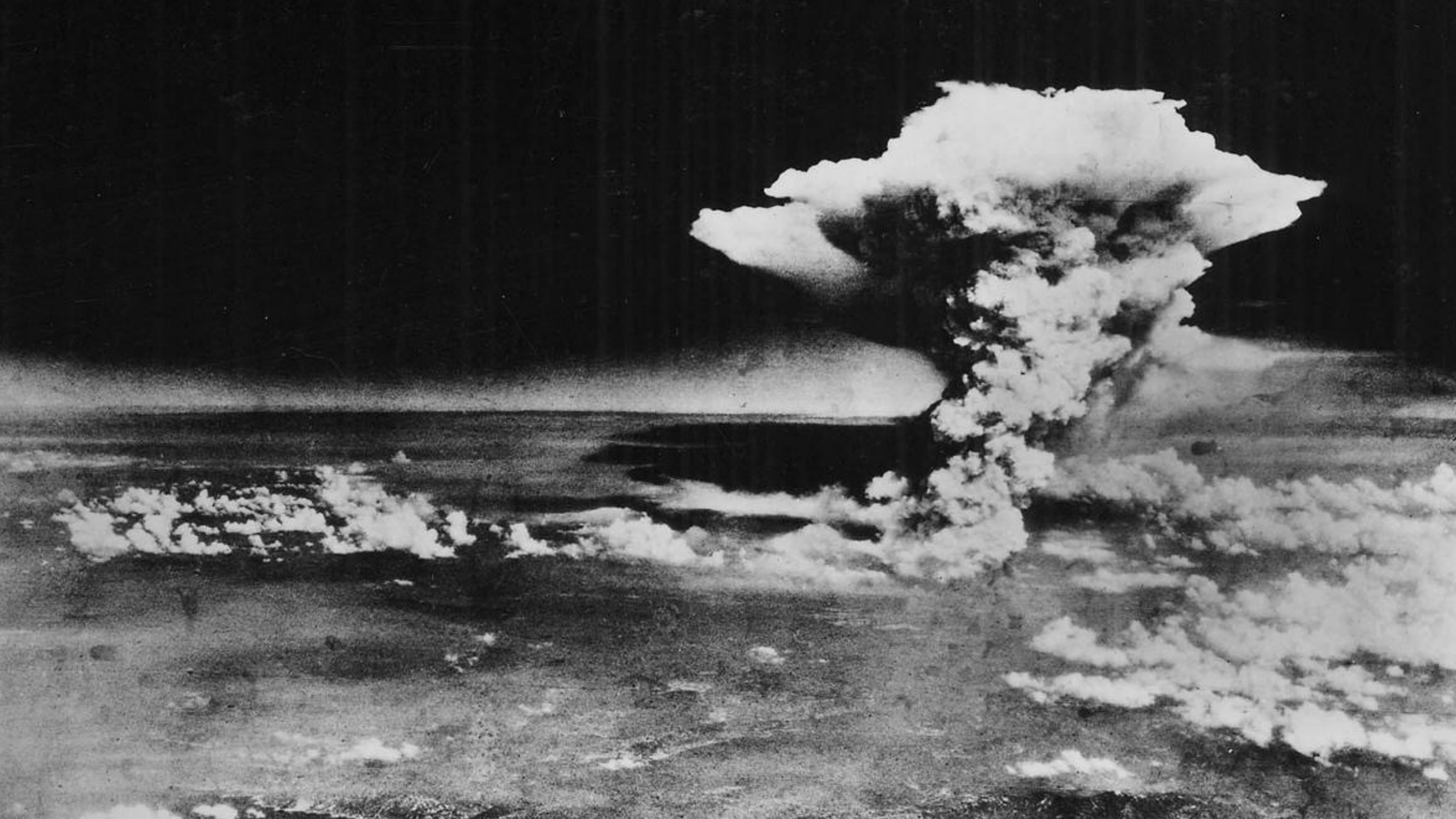
CHAIRE HUMANITÉS ET SANTÉ
le cnam

les Sismo
experience design

#DesignWithCare @les_sismo @LeCnam @hospiphilo @CynthiaFleury
www.chaire-philo.fr www.sismodesign.com

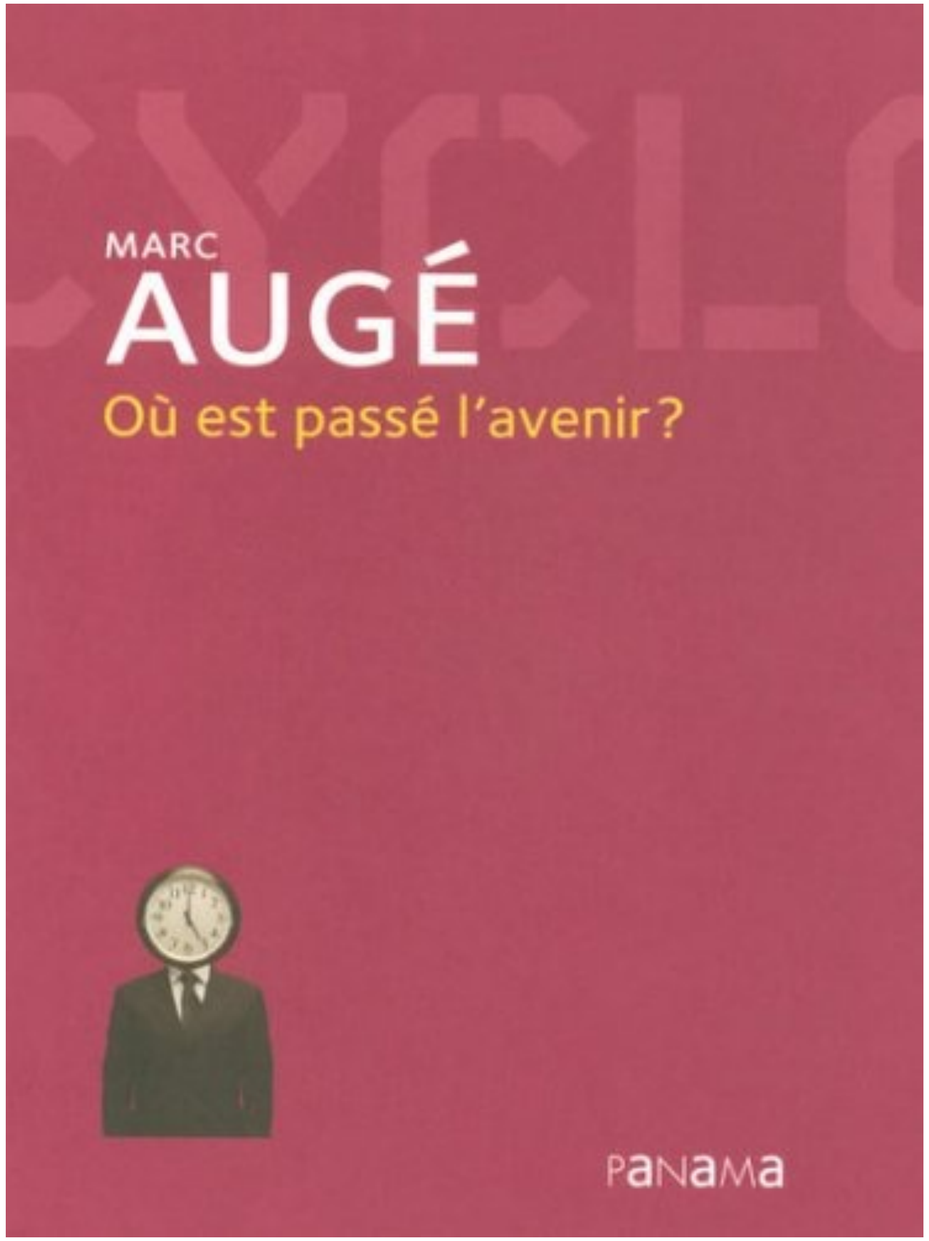
un constat de présentisme


plus grand
mieux
…
“le futur”



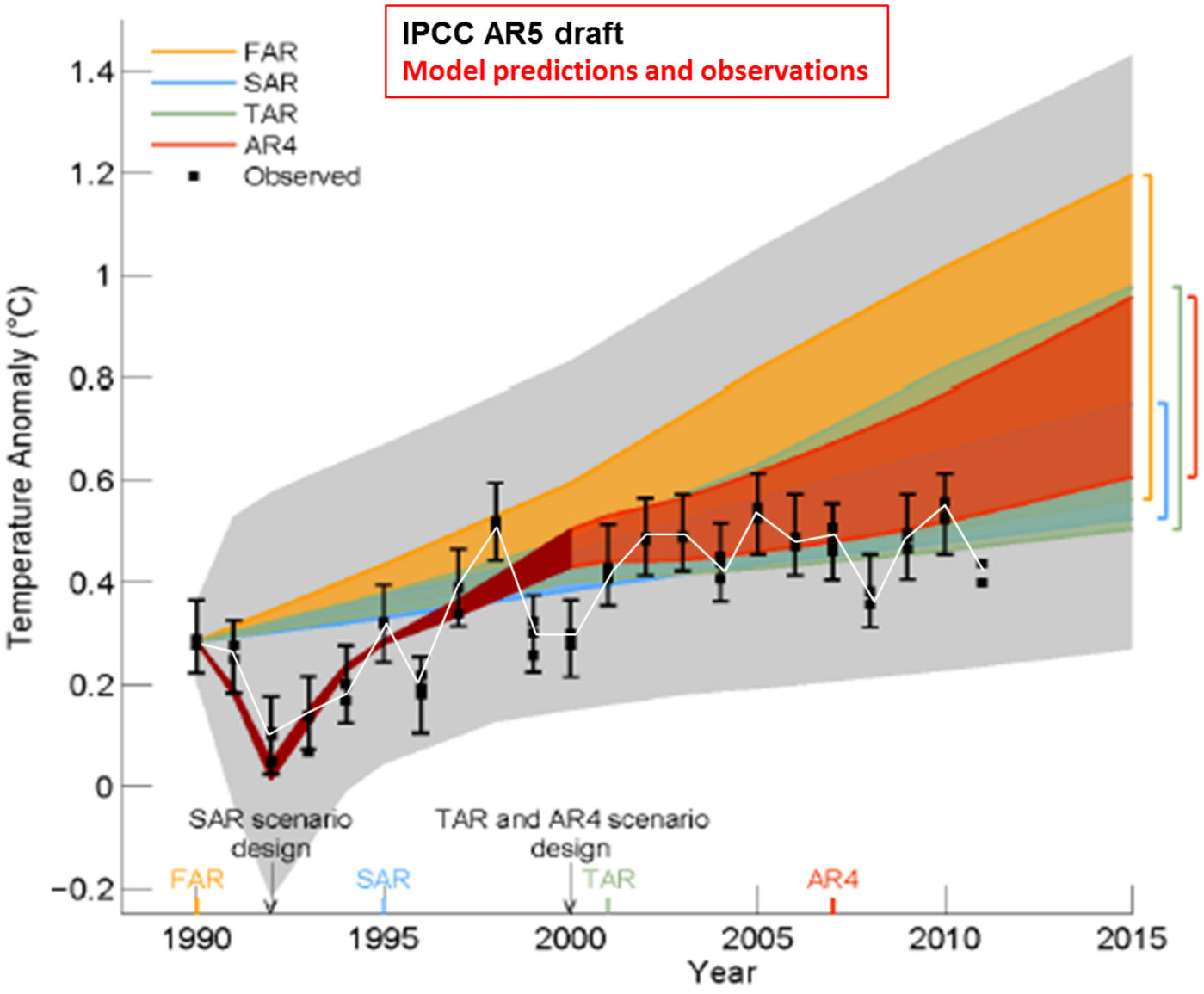
“L’histoire a rattrapé la science ou, plus exactement, la science est entrée dans l'histoire. Non pas simplement au sens où les conséquences de la sciences, ses applications, peuvent poser des problèmes éthiques, mais au sens où les objets de la spéculation scientifique sont devenus des objets historiques. La 'conquête de l'espace' ou l'exploration du vivant font maintenant partie de l'état des lieux”

Marc Augé



“De ces négations de l’humanité de l’homme, ni le futur, ni le progrès ne se sont remis, même si les nécessités des reconstructions et la guerre froid ont d’abord conduit à une ruée vers le progrès, dont l’ampleur et le rythme ont été stupéfiants. Puis des failles sont apparues… Le futur est du coup devenu progressivement perçu comme fermé, le présent devenant la seule catégorie temporelle disponible, cannibalisant futur et passé. Dès lors, la mémoire, les commémorations et l’identité s’imposèrent et devinrent les maitres-mots de ce moment que j’appelle présentiste.”

François Hartog


IPCC AR5 draft
Model predictions and observations
FAR
SAR
TAR
AR4
Observed
Temperature Anomaly (°C)
1.4
1.2
1
0.8
0.6
0.4
0.2
0
−0.2
SAR scenario design
TAR and AR4 scenario design
FAR
SAR
TAR
AR4
1990
1995
2000
2005
2010
2015
Year

“Le futur colonise le présent car les promesses créent un état de nécessité et s’opposent à la liberté d’imaginer plusieurs avenirs possibles” (Giddens, 2005)

Comment sortir de ce cul-de-sac ? De quelles manières reprendre liberté ?

Neal Stephenson: Innovation Starvation

BY NEAL STEPHENSON 10.27.11 | 1:59 PM | PERMALINK

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My lifespan encompasses the era when the United States of America was capable of launching human beings into space. Some of my earliest memories are of sitting on a braided rug before a hulking black-and-white television, watching the early Gemini missions. This summer, at the age of 51 — not even old — I watched on a flatscreen as the last Space Shuttle lifted off the pad.

I have followed the dwindling of the space program with sadness, even bitterness. Where's my donut-shaped space station? Where's my ticket to Mars? Until recently, though, I have kept my feelings to myself. Space exploration has always had its detractors. To complain about its demise is to expose oneself to attack from those who have no sympathy that an affluent, middle-aged white American has not lived to see his boyhood fantasies fulfilled.

Still, I worry that our inability to match the achievements of the 1960s space program might be symptomatic of a general failure of our society to get big things

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“Ce que permet l’anthropologie […] c’est d’apporter la preuve que d’autres manières d’habiter le monde sont possibles puisque certaines d’entres elles, aussi improbables qu’elles puissent paraître, ont été explorées ailleurs ou jadis, montrer donc que l’avenir n’est pas un simple prolongement linéaire du présent, qu’il est gros de potentialités inouïes dont nous devons imaginer la réalisation afin d’édifier au plus tôt une véritable maison commune, avant que l’ancienne ne s’écroule sous l’effet de la dévastation désinvolte auquel certains humains l’ont soumis”.

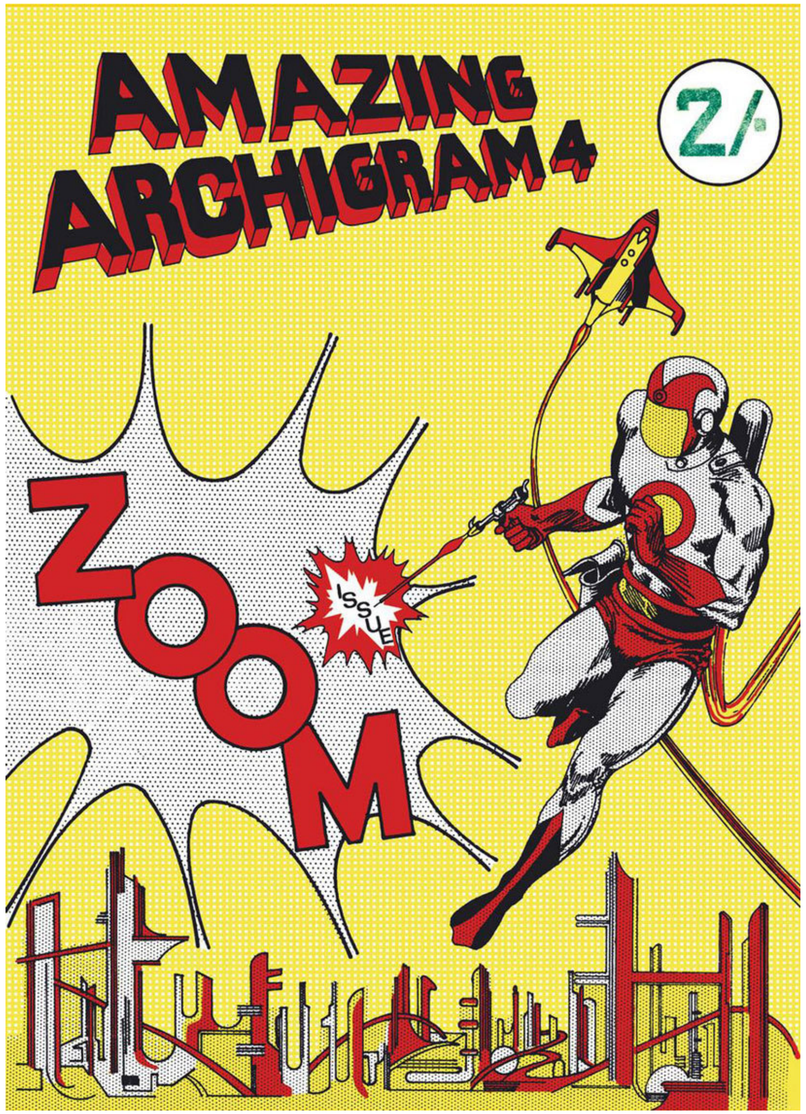
Philippe Descola (2015), Humain trop humain, Revue Esprit #420, p22

design fiction

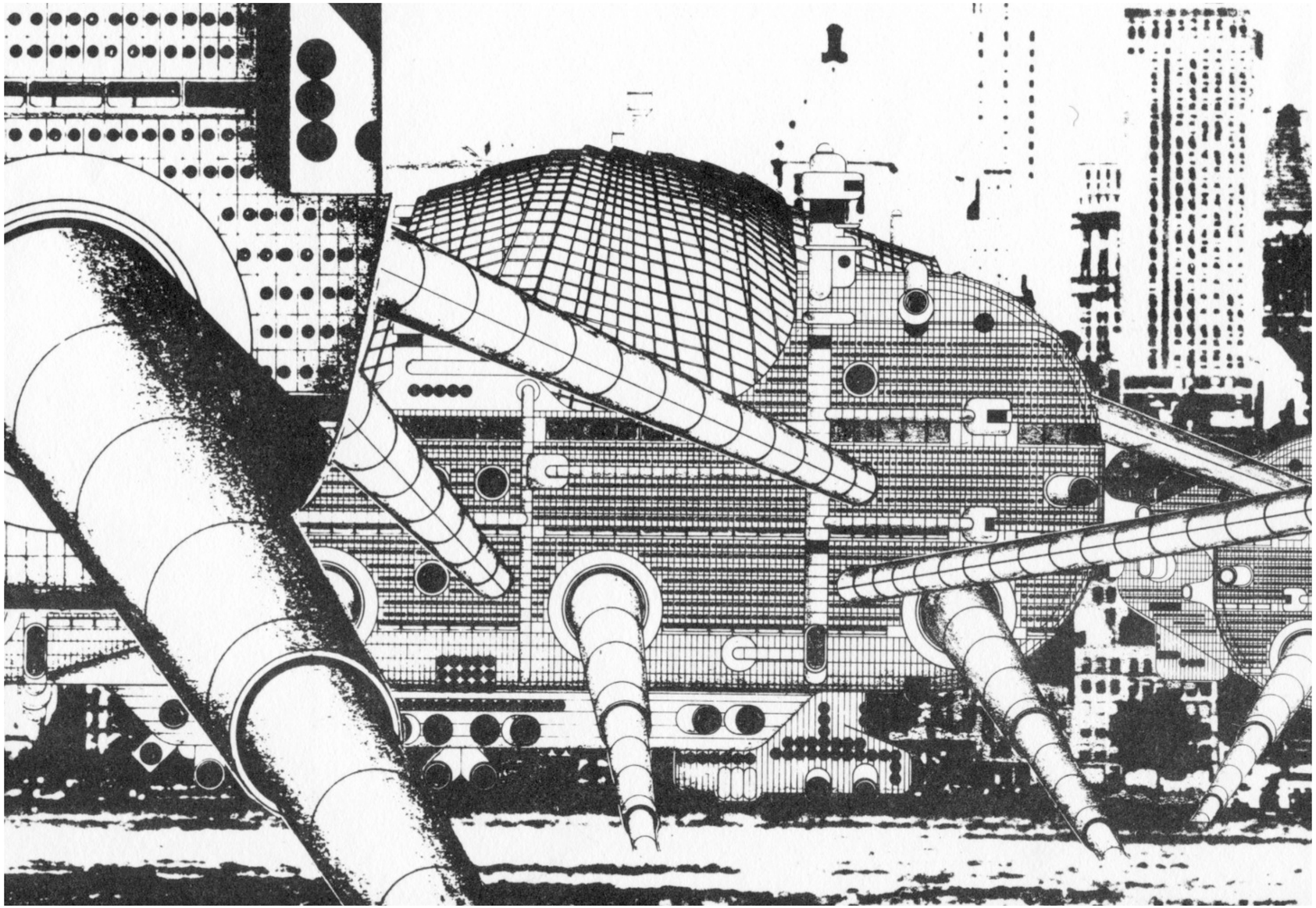
Speculative Design : une démarche de design qui ne consiste pas à chercher des solutions, mais plutôt à interroger des situations, et à mettre en lumière des voies d’avenir alternatives.

L’objectif, pour les pionniers de cette approche, Anthony Dunne et Fiona Raby, consiste à permettre une réflexion critique sur la base de récits incarnés par des objets qui mettent en scène ces questions.

Grand Hotel Colosseum (Superstudio, 1969)

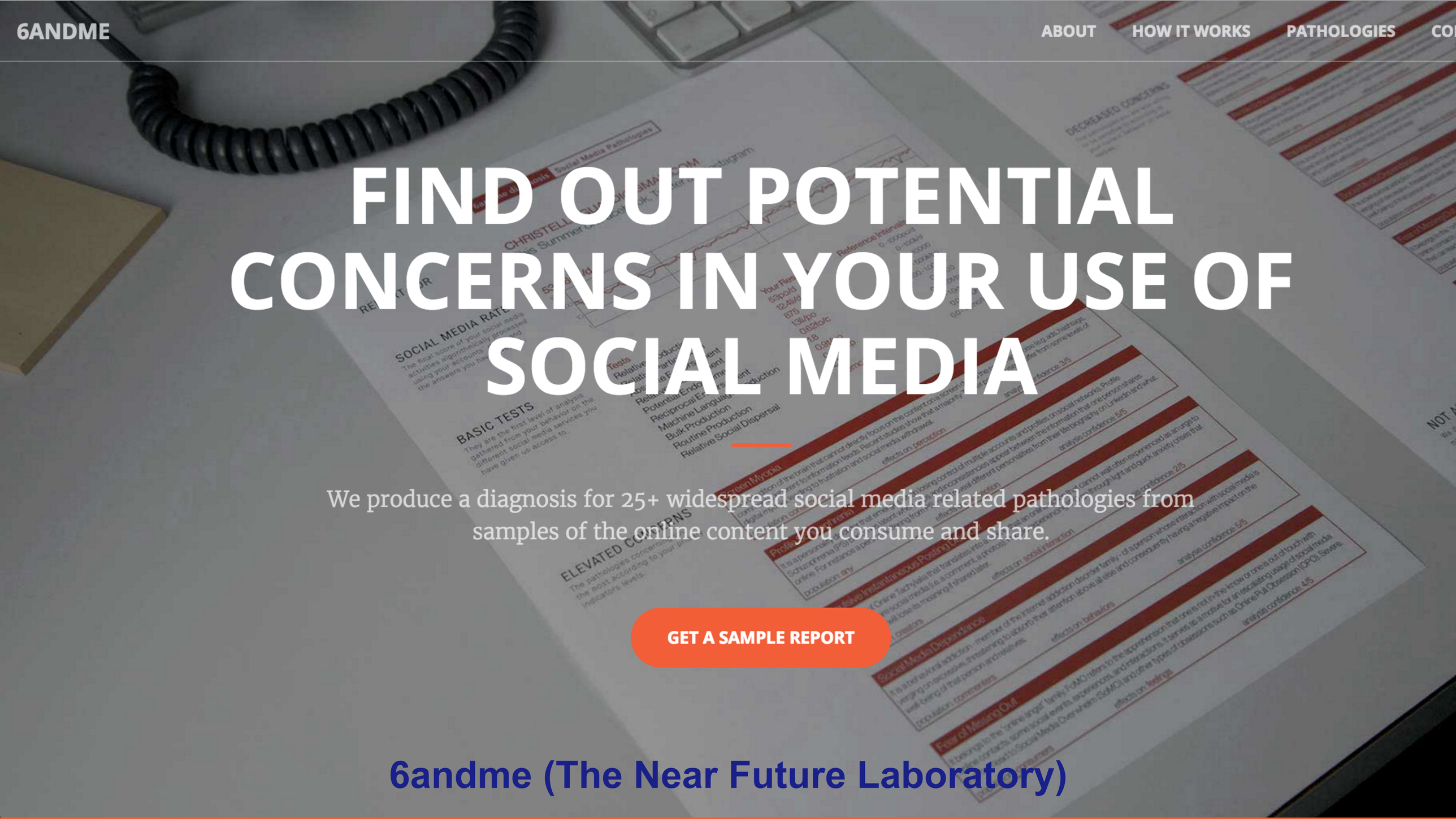


Archigram, 1960



A Walking City (Archigram, 1960)

Faraday chair (Dunne and Raby, 1995)



6andme (The Near Future Laboratory)

1. Register

Register with your email address. We strictly follow FDA, EMA, W3C and ISO best practices on privacy and confidentiality. We erase all personal data after analysis.

2. Authorize

Answer a brief survey and connect 6andMe to the social network services you use. Our system will then collect and analysis a sample of your social media activity.

3. Report

14 days later you or your data hygiene instructor receive a personal report with basic test results and a diagnosis of elevated concerns of social media related pathologies.

Since 2018 we detect the most widespread social media related disorders and anxieties

Systrom's Anxiety (SA)

Systrom's Anxiety is a feel of having to capture and share moment for the fear of not being able to get to live them again. It happens in situations when one has to decide whether a moment is best enjoyed in the present tense or preserved for posterity online.

6andme (The Near Future Laboratory)

Online Tachylalia (OT)

SOCIAL MEDIA RATE

The final score of your social media activities algorithmically processed using your accounts' datas and the answers you have given us.

BASIC TESTS

They are the first level of analysis gathered from your behavior on the different social media services you have given us access to.

Tests	Your Results	Reference Intervals
Relative Production	53po/d	0-1000po/d
Relative Participation	12.4li/d	0-100li/d
Absolute Endorsement	875	1-10000
Relative Endorsement	13li/po	0-500li/po
Potential Endorsement	0.62fo/c	0.00-1.00fo/c
Reciprocal Endorsement	1.8	0.0-10.0
Machine Language Production	0.9t/po	0.0-1.0t/po
Bulk Production	0.4gp/tp	0.0-1.0gp/tp
Routine Production	2.2h	0.0-72.0h
Relative Social Dispersal	0.9mc/tc	0.0-1.0mc/tc

ELEVATED CONCERNS

The pathologies concerning you the most according to your primary indicators levels.

Screen Myopia

It is a condition of the brain that cannot directly focus on the content on a screen due to the speed and noise (e.g. ads, comments) inherent to information feeds. Recent studies show that a majority Twitter passive users suffer from som digital myopia, leading to frustration and social media withdrawal.

analysis confidence: 3/5

effects on: perception

popular consumers

control of multiple accounts and profiles on social networ

pear between the information that on

their life biography o

6andme (The Near Future Laboratory)

MITIGATION OF SHOCK

Featured 1,745 18 | Posted Dec. 21, 2017 in Workshop > Hydroponics | PUBLICDOMAIN

By **Superflux**
http://www.superflux.in
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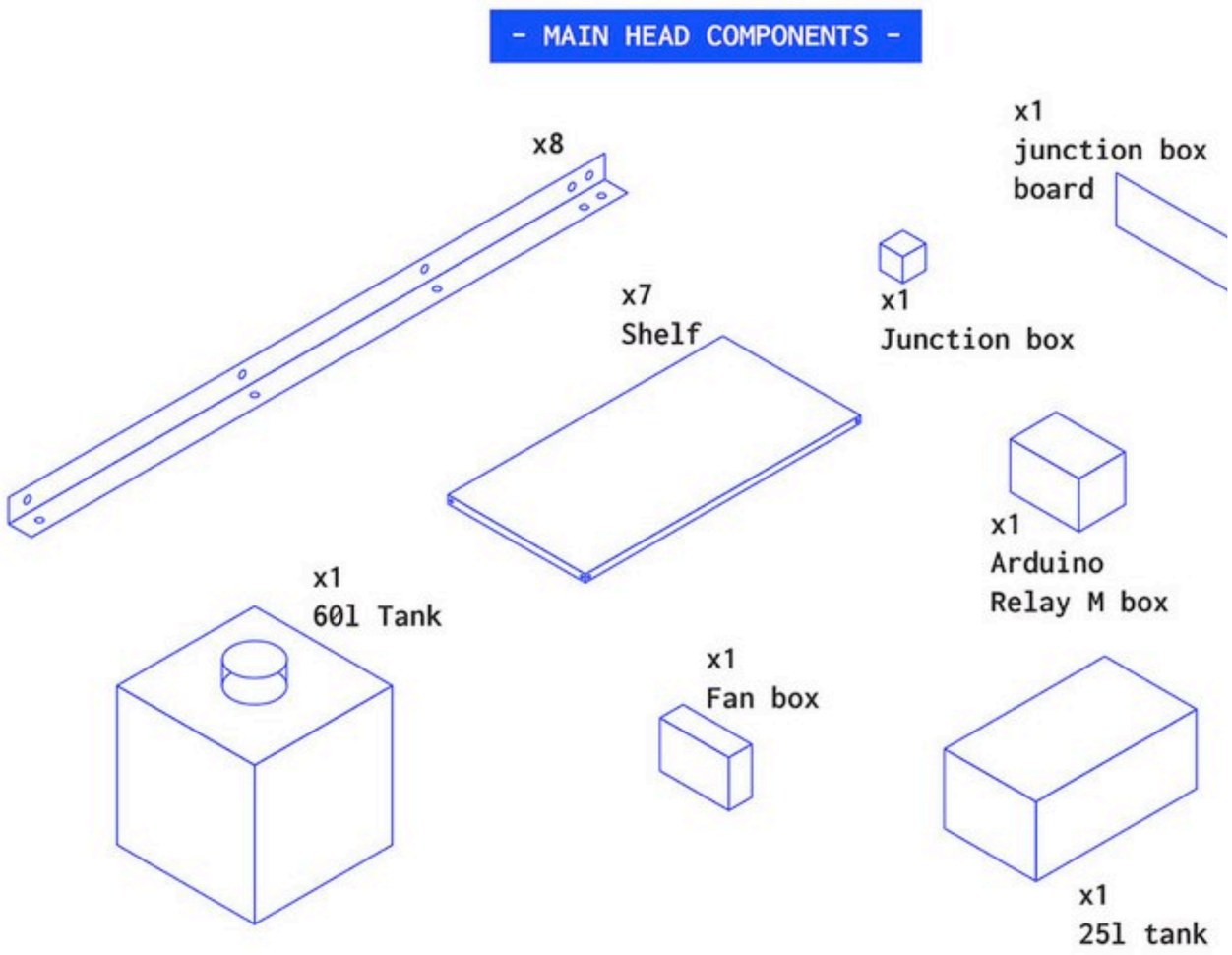
About: We are a research, design and foresight company. We translate future uncertainties into present-day choices. More About Superflux »

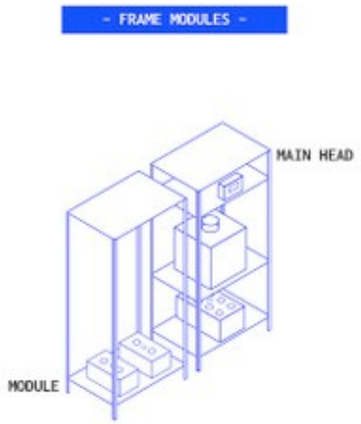
Mitigation of Shock by Superflux: Our website

Mitigation of Shock' endeavours to design responses to near future first world disasters, by prototyping alternatives today.

Mitigation of Shock (Superflux, 2018)

As the promise of climate change comes into season, and the fruits of its harvest ripen. It will soon overrun the world we have grown to expect. The days of supermarket shelves





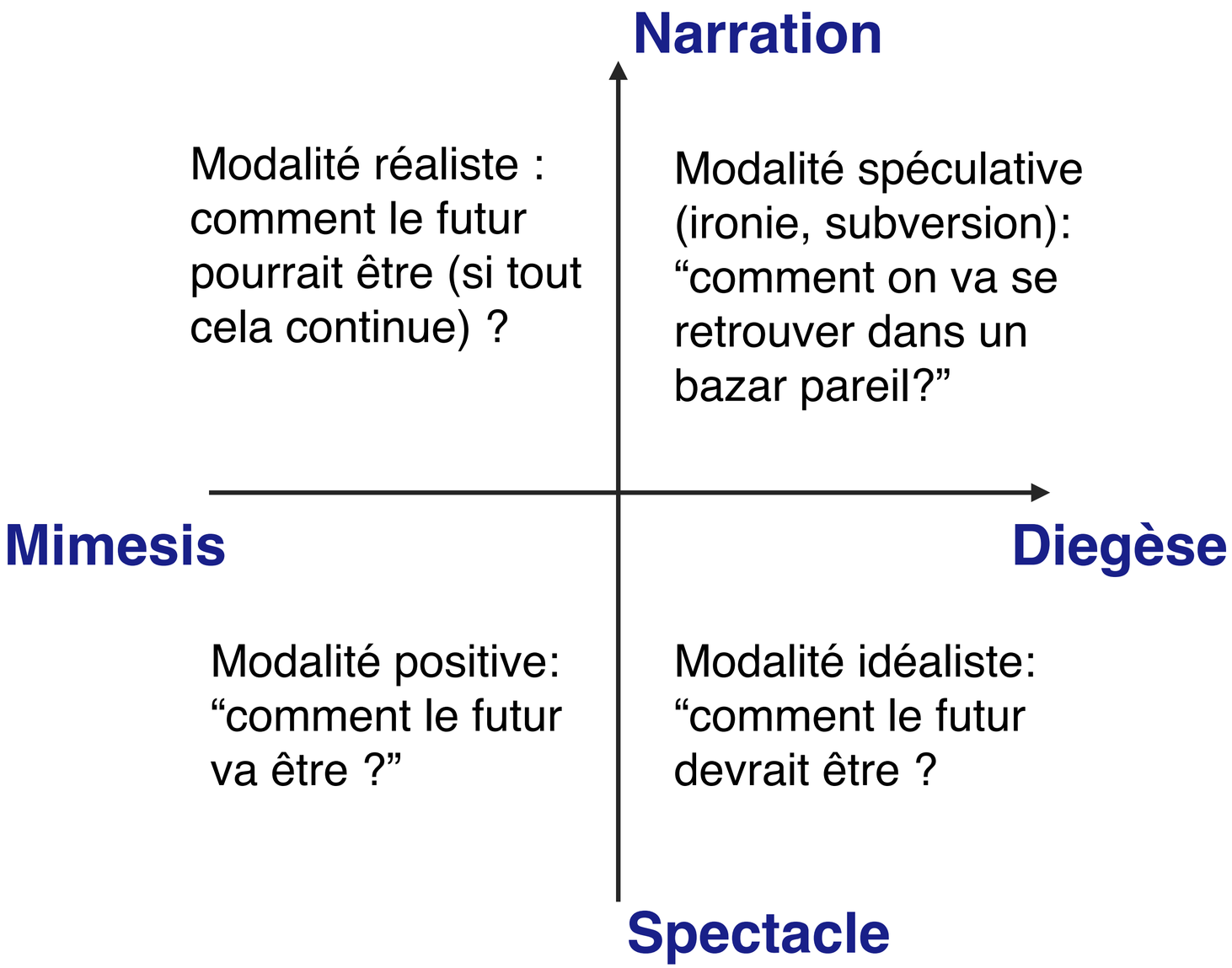
Mitigation of Shock (Superflux, 2018)

Algaculture Symbiosis Suit (Michael Burton and Michiko Nitta, 2010)

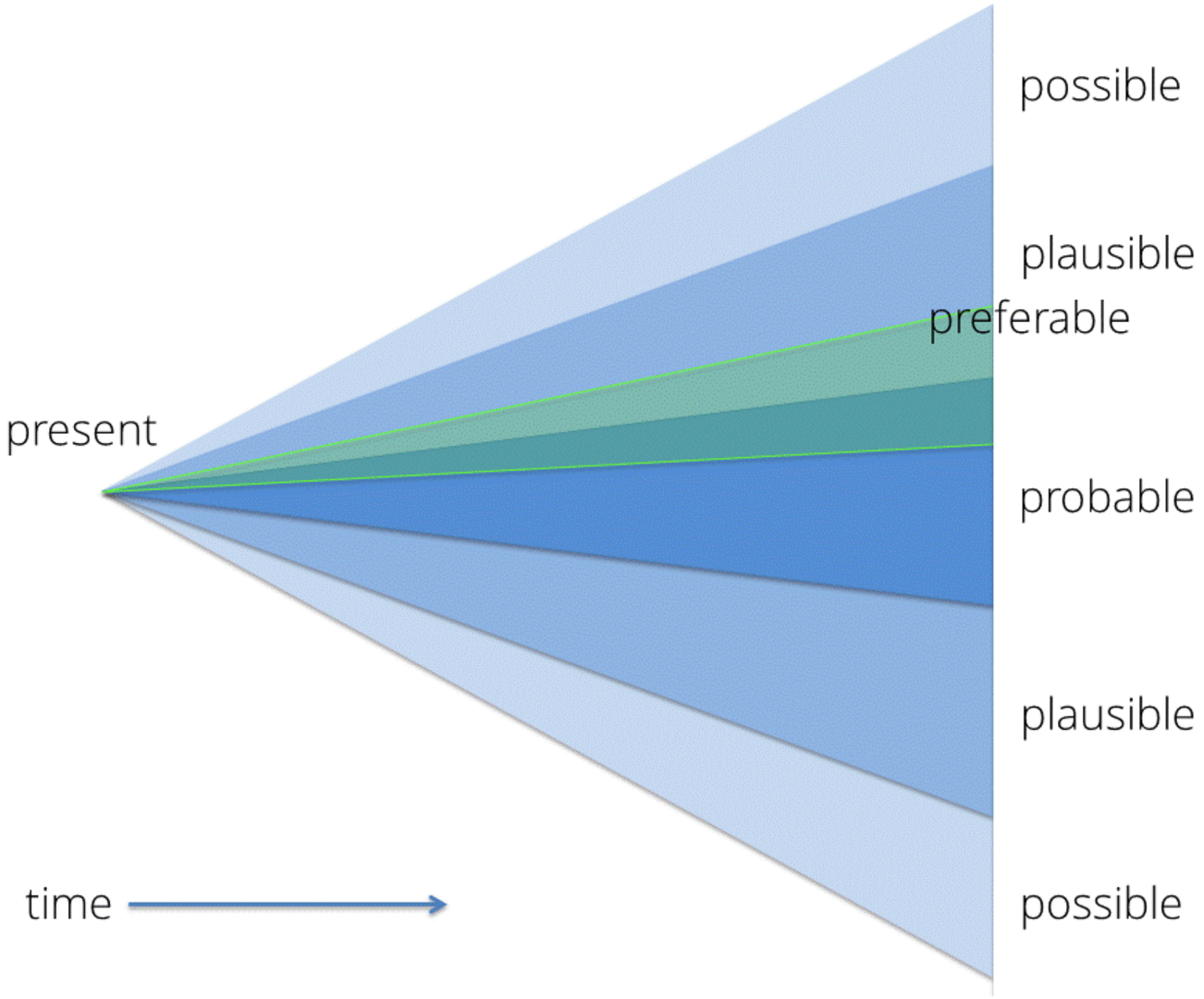
Fungi mutarium, Livin studio

umk (Dunne and Raby, 2014)

quelques enjeux



4 modalités d’intervention (Paul-Graham Raven)



Future cone (PPPP-model, Norman Henchey, d'après J. Voros)

“your dystopia is happening to us, right now” (Luiza Prado)
Source: Hunter Vaughan

“provocation is necessary, as the very first moment of, but not sufficient for, researching – at some point, you need to try to answer” (C. Tonkinwise)

en conclusion

We Begin with Noticing

The seductive simplifications of industrial production threaten to render us blind to monstrosity in all its forms by covering over both lively and destructive connections. They bury once-vibrant rivers under urban concrete and obscure increasing inequalities beneath discourses of freedom and personal responsibility. Somehow, in the midst of ruins, we must maintain enough curiosity to notice the strange and wonderful as well as the terrible and terrifying. Natural history and ethnographic attentiveness—themselves products of modern projects—offer starting points for such curiosity, along with vernacular and indigenous knowledge practices. Such curiosity also means working against singular notions of modernity. How can we repurpose the tools of modernity against the terrors of Progress to make visible the other worlds it has ignored and damaged? Living in a time of planetary catastrophe [illegible] begins with a practice at once humble and difficult: [illegible] landscapes of entangle- [illegible] help us notice [illegible] times. They aid us in [illegible] inspi-

Arts of Living on a Damaged Planet (Tsing et al.)

"Ethnographies of the possible” (Joachim Halse, 2013)

“… are a way of materializing ideas, concerns and speculations through committed ethnographic attention to the people potentially affected by them. It is about crafting accounts that link the imagination to its material forms. And it is about creating artifacts that allow participants to revitalize their pasts, reflect upon the present, and extrapolate into possible futures. These ambitions lie at the borderland between design and anthropology.”

“les représentations cinématographiques des technologies futures sont des prototypes dits “diégétiques” qui montrent au grand public les besoins, la bienveillance et la viabilité des techniques. Elles ont un avantage rhétorique majeur en comparaison des vrais prototypes : elles existent comme des objets “réels” qui marchent vraiment et que les gens utilisent.”

David Kirby

merci !

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