

Faculty of Design

2015

Gigamaps: Their role as bridging artefacts and a new Sense Sharing Mode

Sevaldson, Birger

Suggested citation:

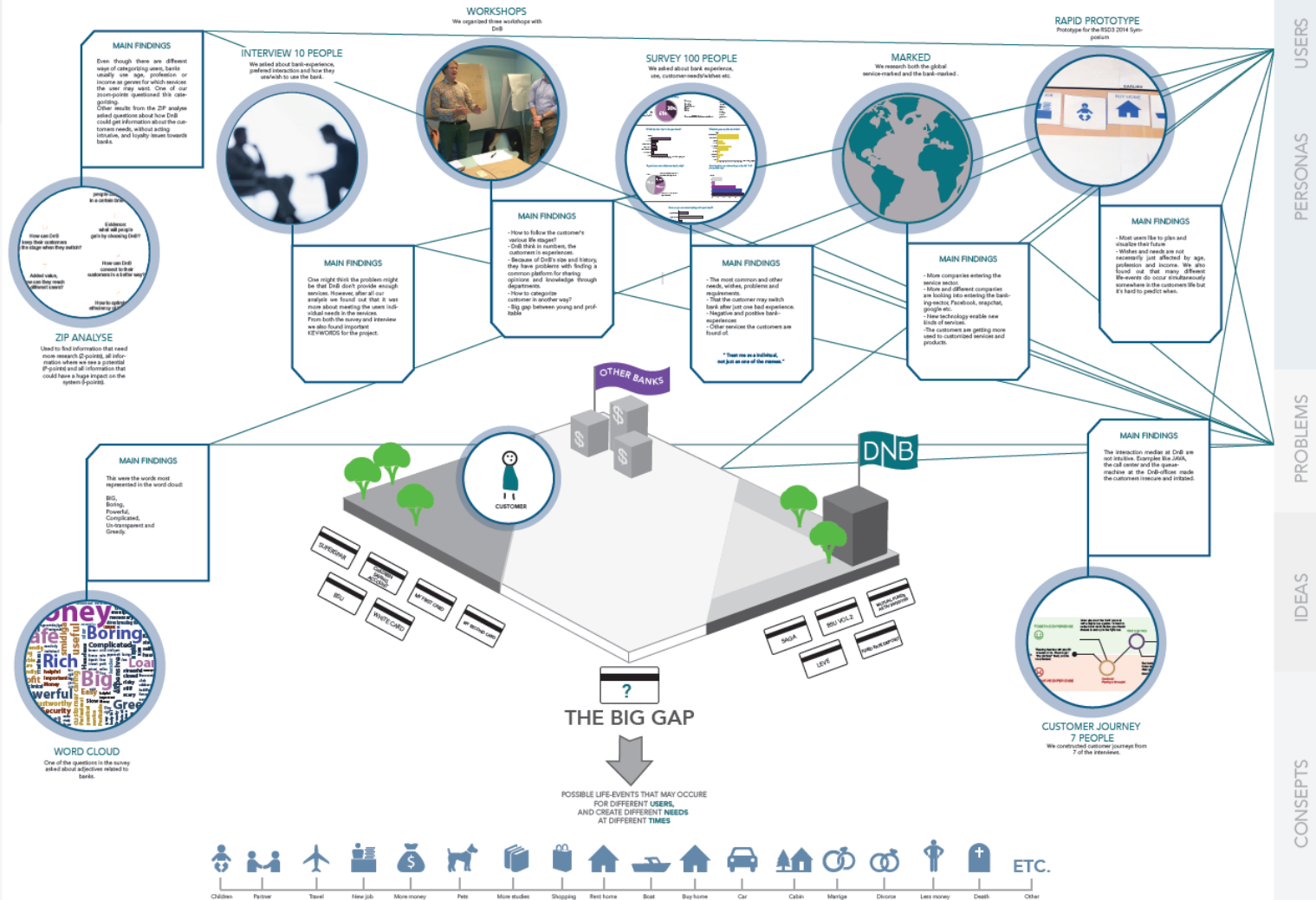
Sevaldson, Birger (2015) Gigamaps: Their role as bridging artefacts and a new Sense Sharing Mode. In: Relating Systems Thinking and Design (RSD4) 2015 Symposium, 1-3 Sep 2015, Banff, Canada. Available at <http://openresearch.ocadu.ca/id/eprint/2049/>

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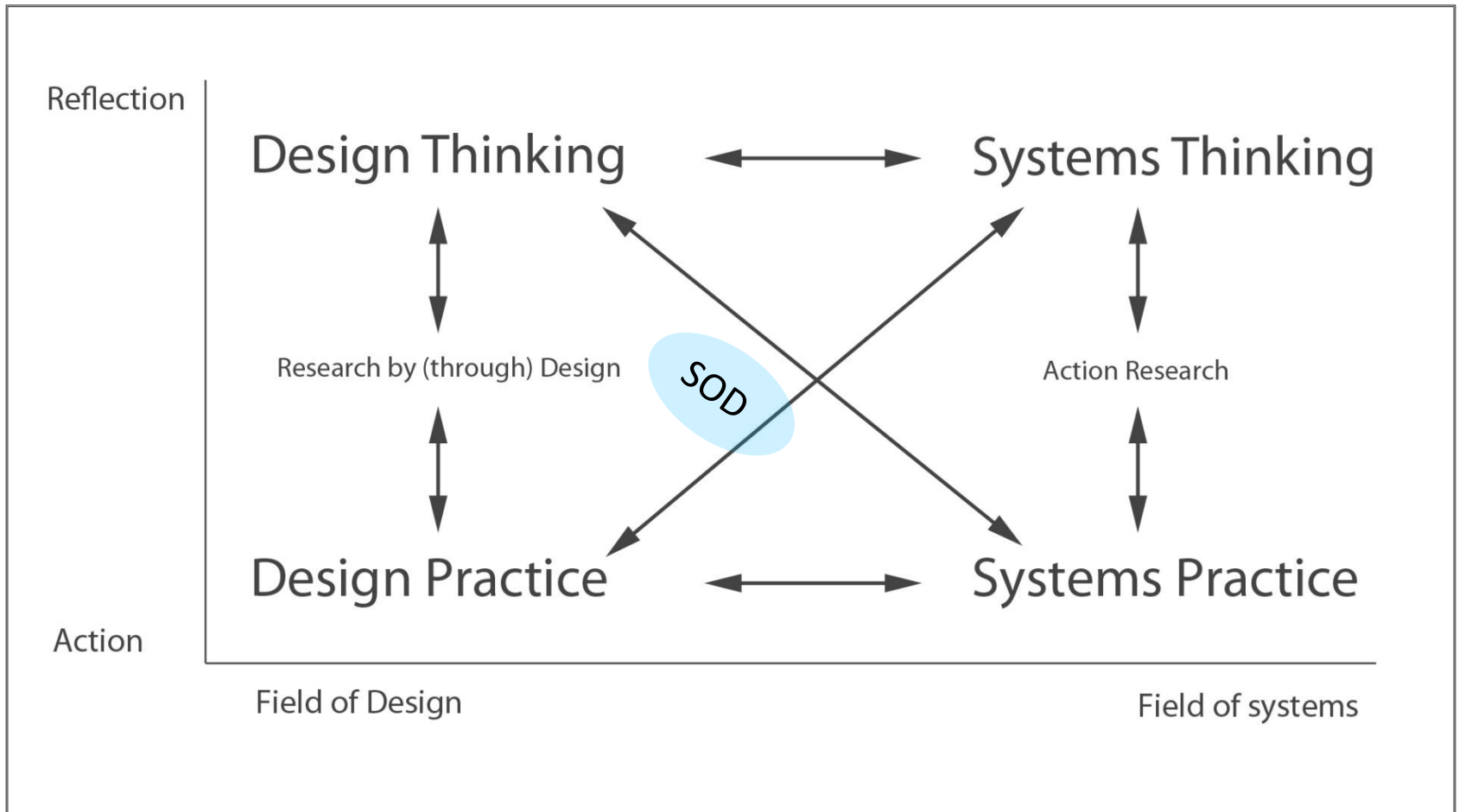
DiB have over the past years done an offensive marketing to get new customers. This includes commercials, a new graphic profile, and changes in the product, service and package range. Their aim have been strategically to target a young customer group, with the belief that if they catch customers when they are young they will wish to stay in the bank when they become older and more profitable.

But the strategy has not completely succeeded – and a large number of customers leave the bank when they are in a phase of life when they are considered more profitable.



Anna Lisa Skoog, Siri Skoog, Beate Romslo. SOD, AHO 2014

Holistic and dynamic concepts in design: What design brings to systems thinking. Birger Sevaldson



Birger Sevaldson 2013

“Field of possibilities” in relating systems and design.
Systems Oriented Design (SOD) is maybe the most designerly
approach?

Systems thinking as design process

- Visual thinking
- Media is important
- Co-process
- From descriptive seamlessly to the generative

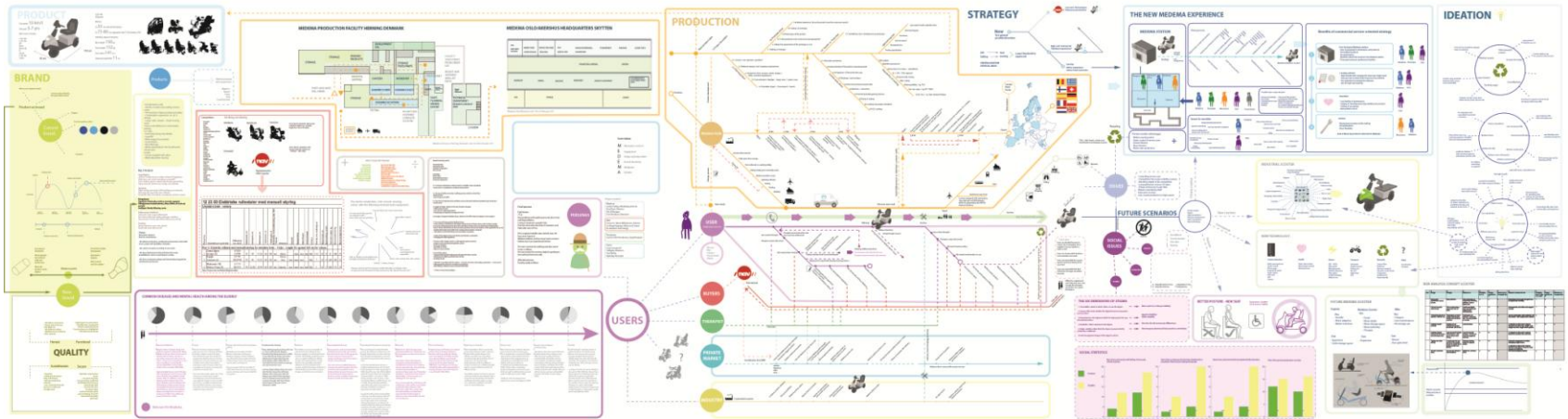
Aesthetic concepts in SOD

- Collage : Mixing different type of data and elements
- Composition
- Choreography
- Orchestration
- The New Gesamtkunstwerk

Gestalt

- Gestalt psychology
- The whole
- Christian von Ehrenfels:
- “The whole is **DIFFERENT** than the sum of its parts”
- Rudolf Arnheim: “Visual Thinking”

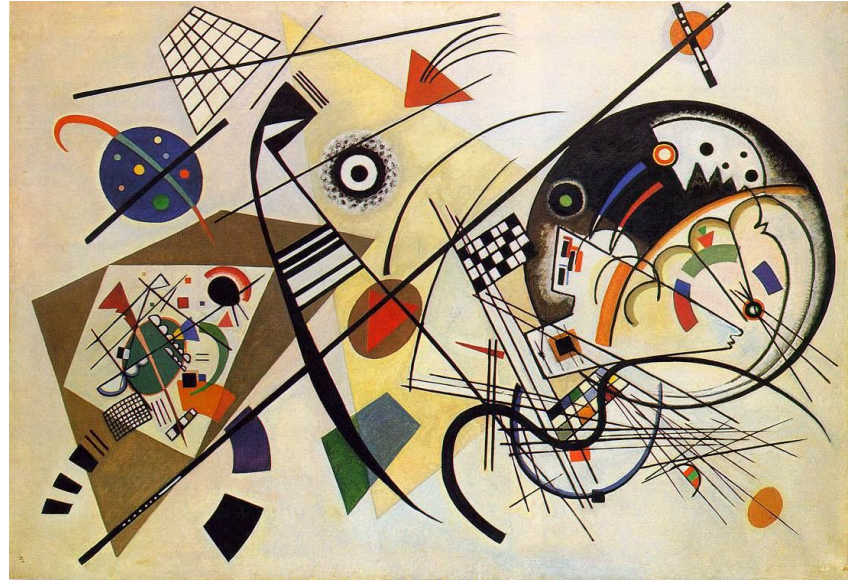
From Constructivism to designed knowledge?



MEDEMA Gigamap Christian von Hanno and Julian Guribye SOD 2012

How to design the Gigamap
How to design your knowledge.
Constructivist knowledge
Designed knowledge

Composition



Wassily Kandinsky 1923 (Public Domain)

Balance and imbalance

Relating categorically different entities

Objects are primitives and freeform

Composed figures

Fields and boundaries

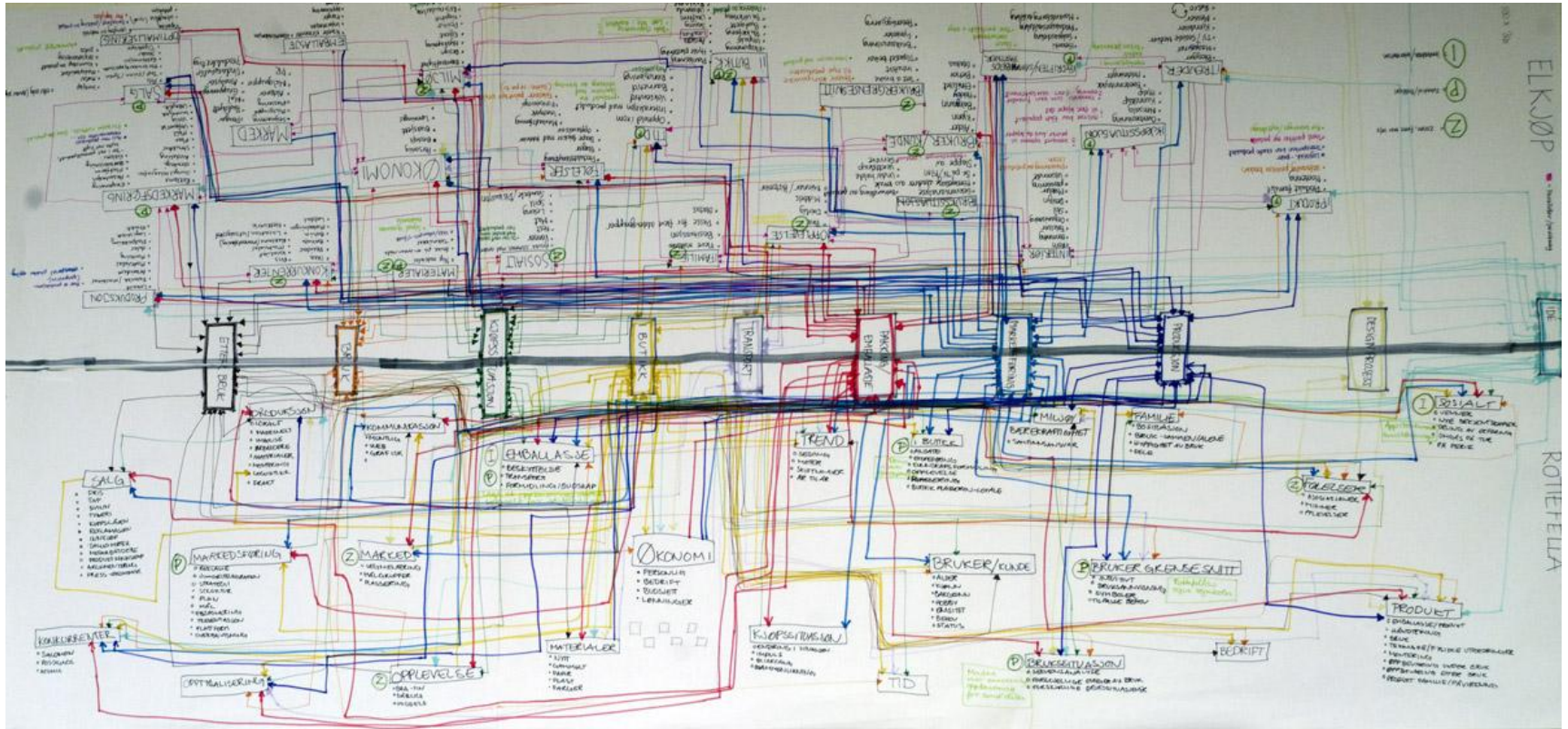
Colours

Creating tension but generating a sense of a holistic resolution



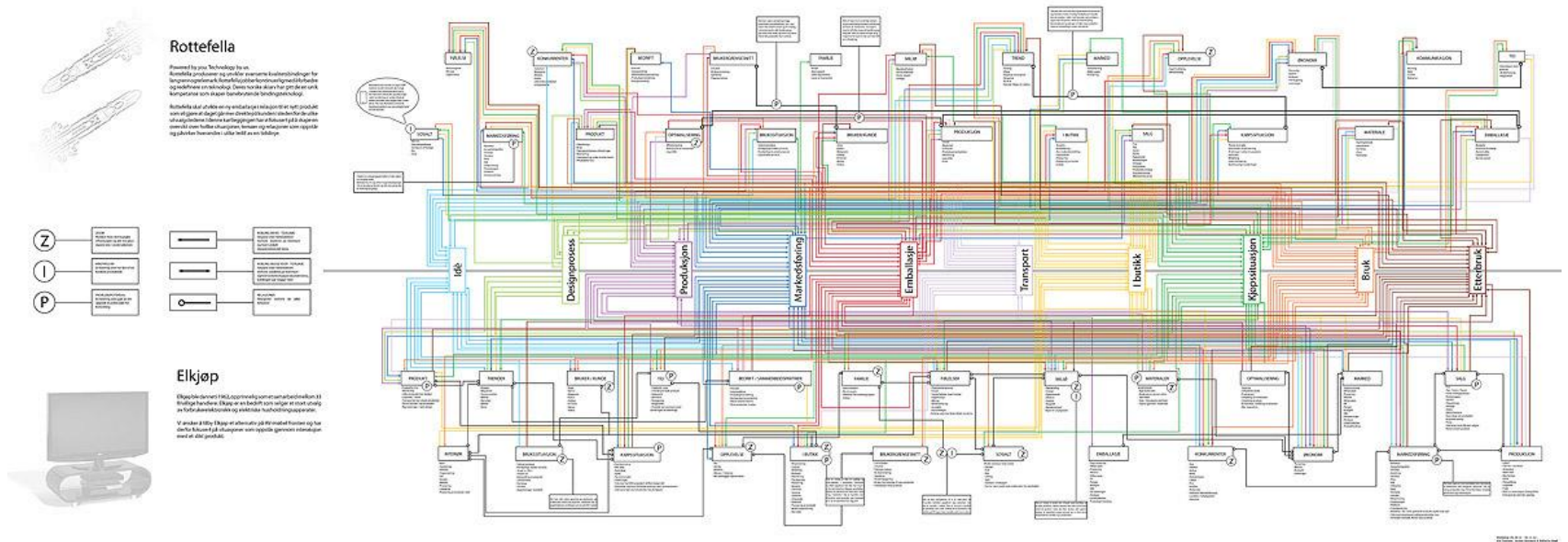
[Kurt Schwitters](#), *Das Unbild*, 1919

Developing the sketch in iterations and co-design



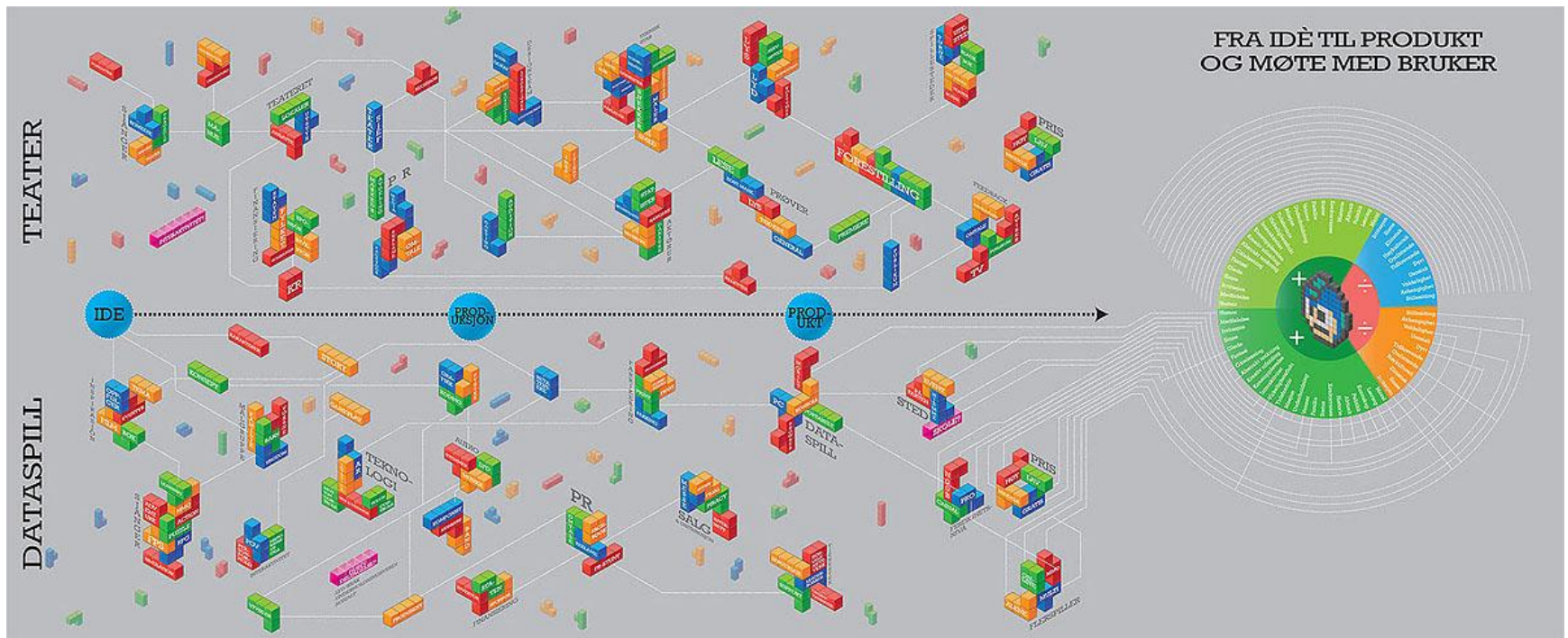
Comparative maps SOD HIOA 2013

Towards the final picture

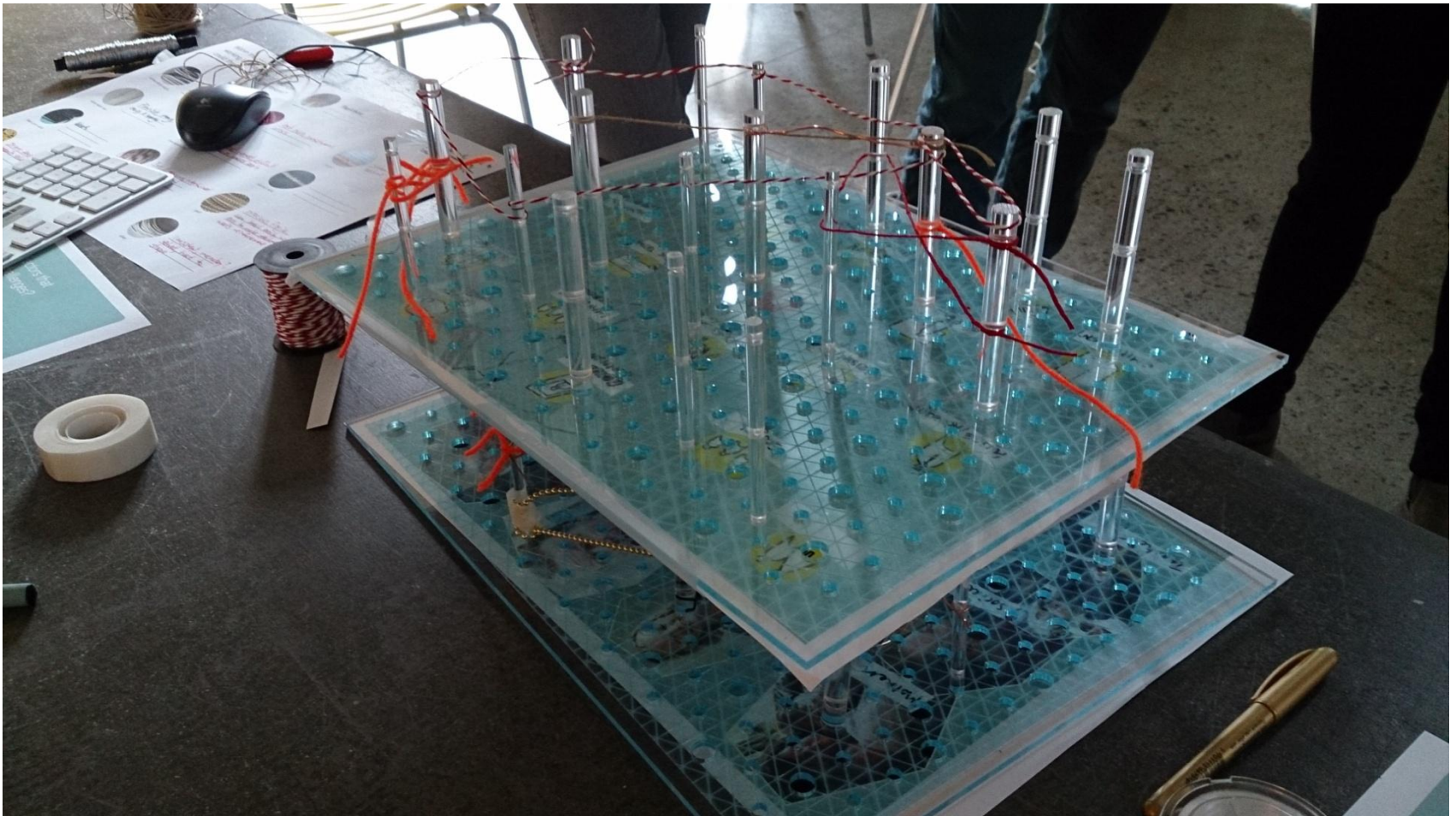


Comparative maps SOD HIOA 2013

Design intention and interpretation



Designing systemic design processes



Choreography



The triangle game RSD3 2014 Praveen Nahar and Maham Goose, From the Systems Thinking Playbook.

- Service choreography
- Service choreographies are not executed: they are *enacted*
- <http://www.youtube.com/watch?v=lrr06TfrYxI>

Orchestration

- Orchestration in computing
- describes the automated arrangement, coordination, and management of complex computer systems, [middleware](#), and services (Wikip)
- Orchestration and choreography used in the context of cloud computing

Organic Unity

- Platon Aristoteles
- In Aristotle's [*Poetics*](#), organic unity is described by how writing relies internally on narration and drama to remain cohesive to one another, not as separate entities (wikipedia)
- The main theme of organic unity relies on a free spirited style of writing and by following any guidelines or genre-based habits, the true nature of a work becomes stifled and unreliable on an artistic plane (encyclopedia britannica)
- Gesamtkunstwerk

The “New Gesamtkunstwerk”



From Ulstein Bridge concept research project AHO 2012