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Form follows meaning, meaning follows form: Surrendering the innocence of design

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Suggested citation:

Ruttonsha, Perin (2016) Form follows meaning, meaning follows form: Surrendering the innocence of design. In: Relating Systems Thinking and Design Symposium (RSD), 13-15 Oct 2016, Toronto, Canada. Available at http://openresearch.ocadu.ca/id/eprint/1945/

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FORM FOLLOWS MEANING.

MEANING FOLLOWS FORM

Surrendering the Innocence of Design

@ P Ruttonsha

SHIFTING ROLE OF DESIGN PRACTICE

I Post-Normal Science (Ravetz, 2006)
II Critical Transition (Scheffer, 2009)
III Extended Peer Community (Ravetz, 2006)

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TO WHAT

END

DO WE ENGAGE IN ACTS OF DESIGN?

I Creative Expression
II Problem-Solving
III Change-Making

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ON WHOSE AGENDA?

I Community
II Government
III Corporate

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SYSTEMIC DESIGN HAS THE POTENTIAL TO PLAY AN **INTEGRATIVE** ROLE, WHEREIN BROAD **AGENDAS** CAN BE FORMULATED

(as is already taking place through participatory design approaches)

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DESIGN IDEAS BECOME MEDIATORS

(hidden significance)

@ P Ruttonsha

DESIGN AS ‘FIRST TRADITION’*

(*Nelson and Stolterman, 2012)

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“As human beings, we continuously create things that help reshape the reality and essence of the world as we know it.”

Nelson & Stolterman, 2012, p.1.

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CULTURAL MEANING MAKING

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CREATIVE DIVERSION

@ P Ruttonsha

REPRESENTATIONS OF CREATIVITY IN POPULAR MEDIA

Rainbows
Exploding Brains
Lightbulbs
Splattered Paint

The Social Innovation Blog, University of Cambridge Judge Business School, 2015

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THERE
IS SOMETIMES
AN IMPLICIT
ASSUMPTION
THAT CREATIVITY
IS **DESIRABLE**
AND/OR
MORALLY
NEUTRAL

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WITH THE PROMISE OF CREATIVITY, WE ARE OFTEN GRANTED OPEN EXPRESSIVE LICENSE

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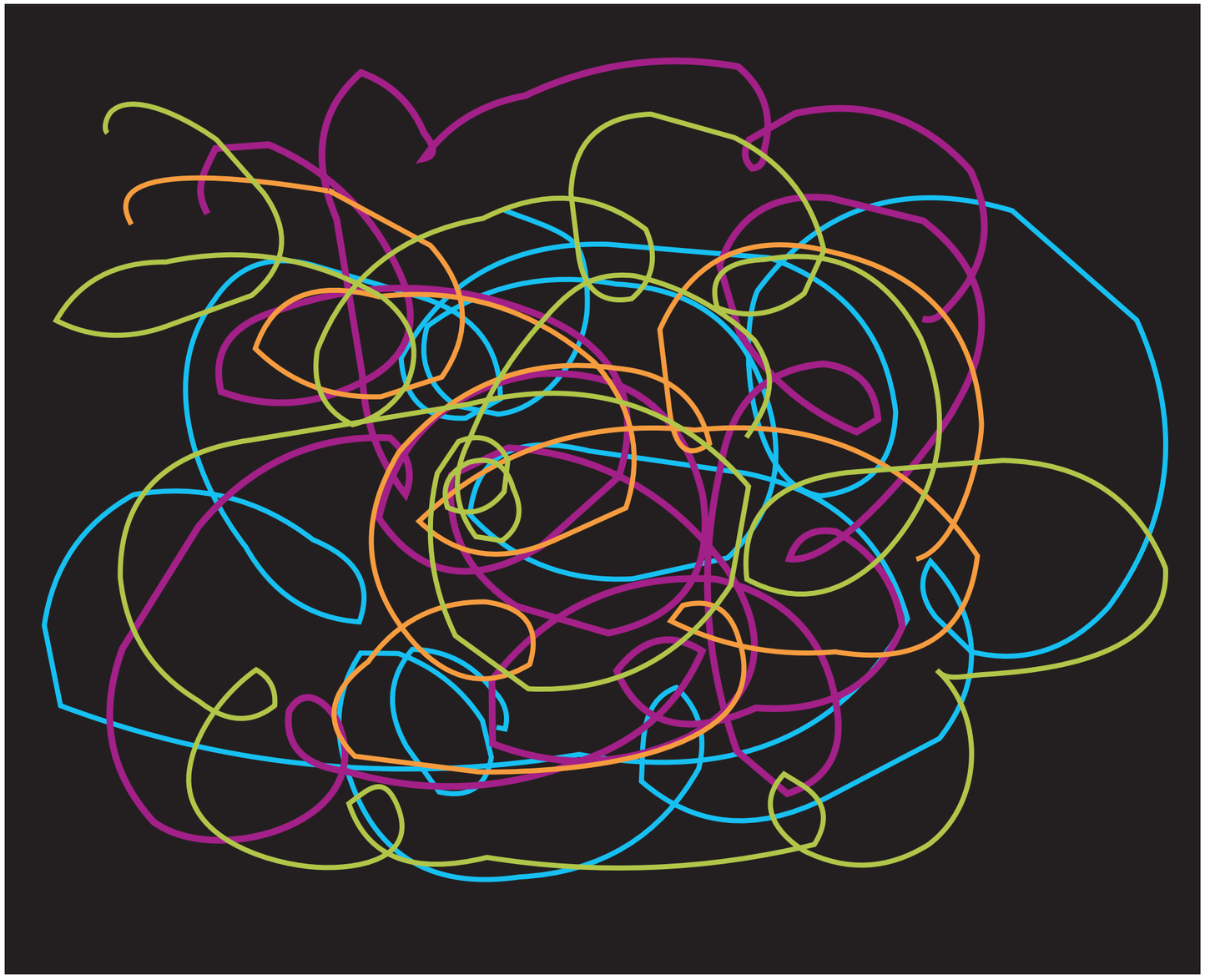

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‘SOUL OF SOCIETY’

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WHERE DO WE SITUATE CREATIVE WORK WITHIN SOCIETIES?

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IN DESIGN,
WE MAY
ENLIST
CREATIVITY
FOR THE
DELIVERY OF
PRE-DETERMINED
ENDS

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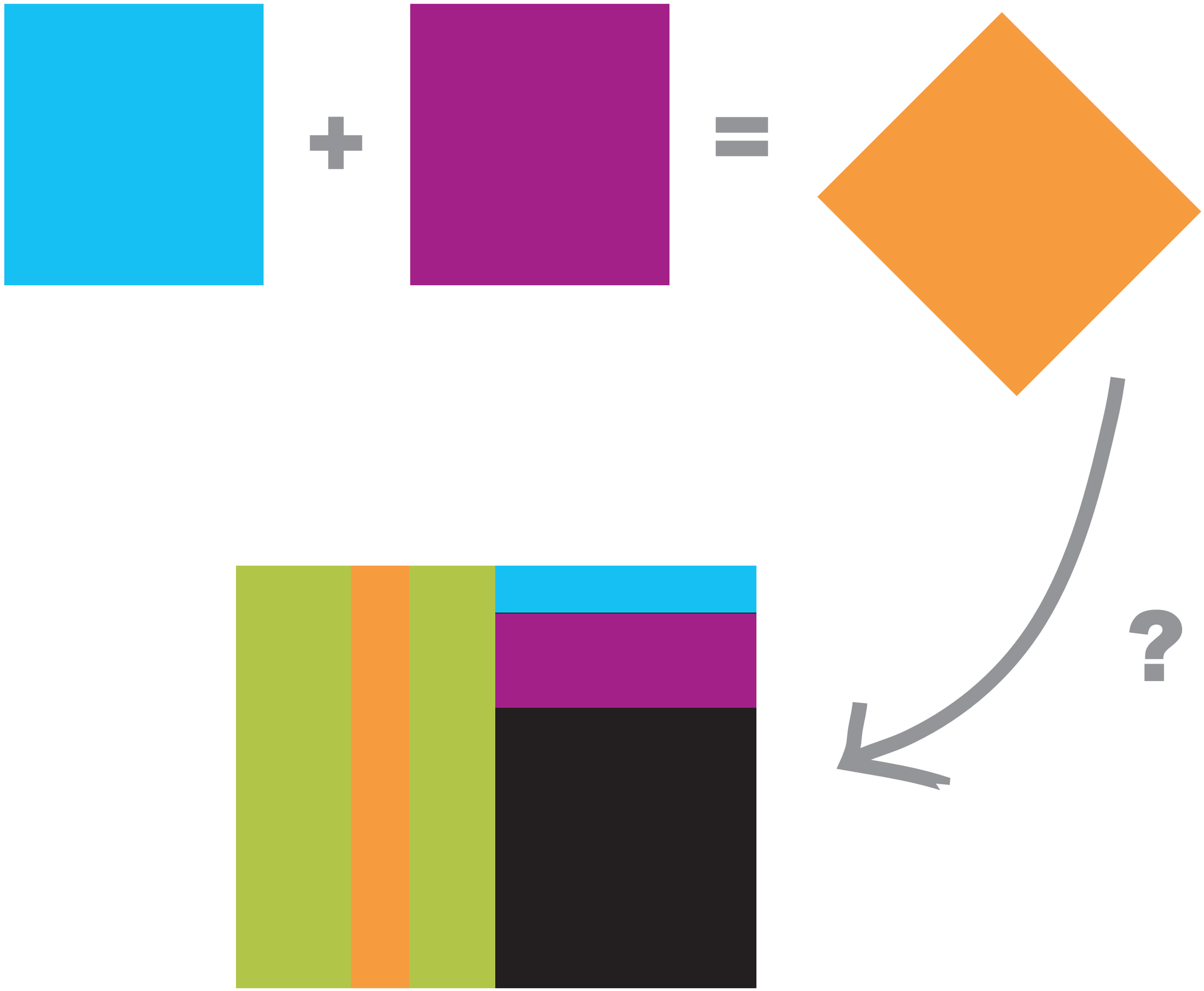

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SEDUCTION

BY DESIGN

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WHAT IS THE PARADIGM?

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BRANDED LIFE EXPERIENCES

(see Klein, 2009[2000])

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1990s GTA BRANDING BRIGADE

Gas Stations
Banks
Convenience Stores
Grocery Stores
Clothing Stores

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WHAT ARE THE IMPLICATIONS?

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DILUTED SOCIAL COMPLEXITY

(or homogenization of cultural significance)

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EXPECTED REGULARITY

(trust)

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WHEN OUR CONSTRUCTED WORLD PRESENTS AN ILLUSION OF CERTAINTY, DOES THIS LEAVE US UNPREPARED TO COPE WITH DIVERSITY & EMERGENCE?

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COULD WE CREATE A DESIGN LANGUAGE THAT IS EQUALLY COMPLEX AS COMPLEX ADAPTIVE SYSTEMS?

@ P Ruttonsha

ANTI BRAND

@ P Ruttonsha

DECLINING RELEVANCE OF MODERN PREFERENCES

(see Beck, Giddens & Lash, 1994)

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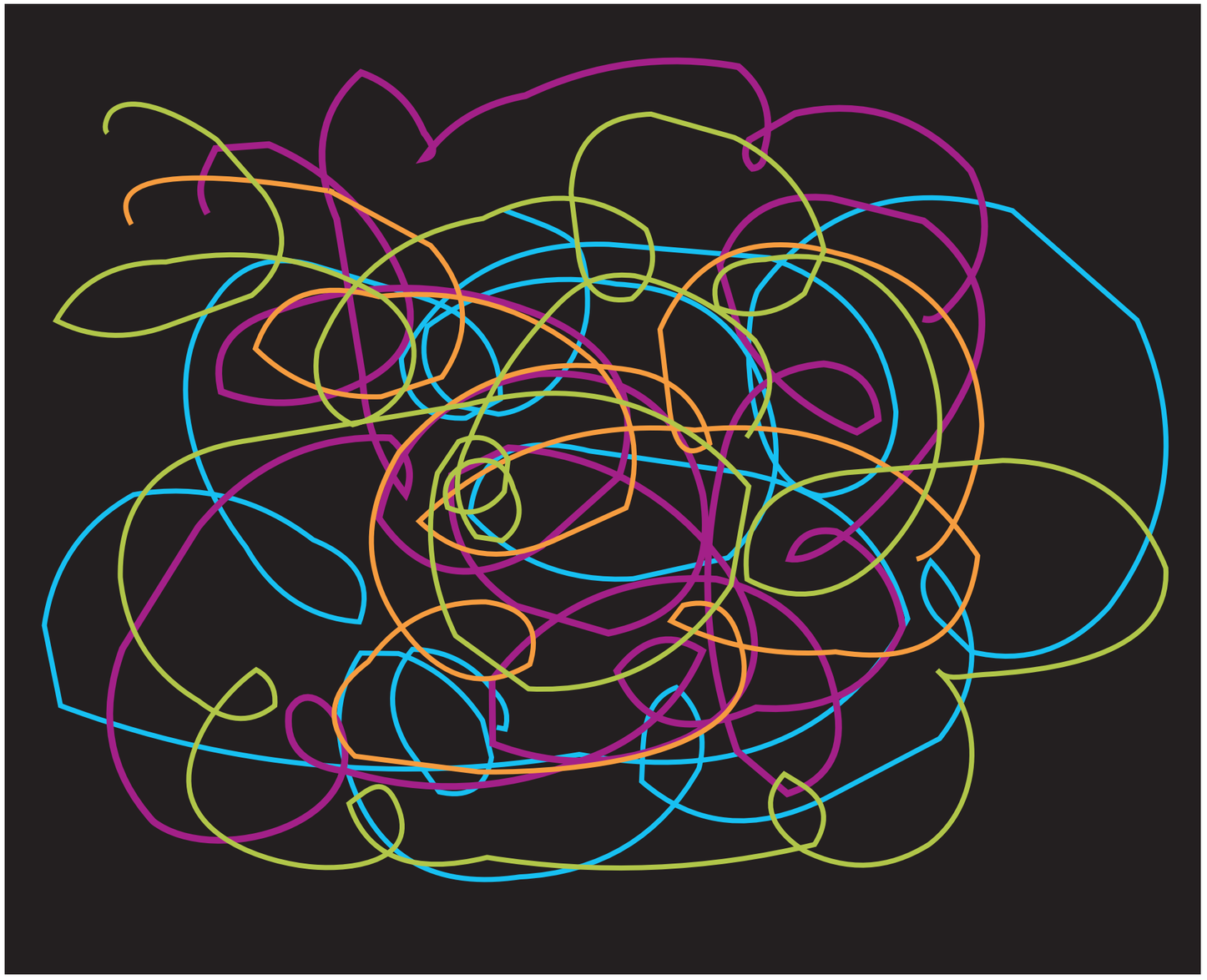

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THANK YOU FOR YOUR TIME

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