Desma 10
Design Culture - an Introduction

Meeting 9 (Dec. 20, 2015)

Alternative Design
Design for Sustainable Development

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EVALUATE DESMA 10 !!!!
What do you know about this sign?
Design for Sustainable Development
- An urgent issue in a deeply troubled world
Victor Papanek’s juice can radios. On the right, one of them decorated by a user in Indonesia.

Read Papanek’s Design for the Real World!
Radio Lifeline, 2003, Freeplay Foundation

Radio receivers charged by solar power or by mechanical cranking.

Distributed with the help of individual and institutional sponsors, and exchanged for firearms.

Educational radio programs provided.
Masai women in Kenya listening to radio Lifeline
One Laptop Per Child (OLPC) Project (started 2006)

http://laptop.org
http://wiki.laptop-org

The goal: a ‘100 dollar laptop’, distributed to children in developing countries through governmental channels.
Olafur Eliasson, Little Sun Project
Supergas by Superflex (Denmark), 1997-

Designed to produce gas for cooking and lighting from animal waste.
A Supergas unit installed in Morogoro, Tanzania
The reactor and the gas chamber
1997 Tanzania - The First Test

In August 1997, SUPERFLEX installed and tested the first Supergas biogas system. The experiment was carried out at a small farm in central Tanzania, in co-operation with the African organisation SURUDE (Sustainable Rural Development). The plant produces enough 0.6 cubic metres of gas per day from the dung from 2-3 cattle. This is enough for a family of 6-10 members for cooking purposes and to run one gas lamp in the evening.

1998 Louisiana Museum of Modern Art, Denmark

"SUPERFLEX Biogas in Africa” installation at The Louisiana Exhibition 1997. The results from the pilot installation in Tanzania 1997 were shown in the museum. The museum was a main sponsor of the first biogas installation in Tanzania.

2001 Cambodia

Test carried out in collaboration with UTA University of Tropical Agriculture in Cambodia and Thomas Preston.

2002 Chiang Mai

A new version of the Supergas system, using hard watercontainers, was installed at The Land in Chiang Mai, Thailand.

2007 Zanzibar

Based on the installation in Chiang Mai two new Supergas systems were installed on Zanzibar in collaboration with the organisations "Danida" and "ZALWEDA”. SUPERFLEX helped installing two pilot system – ZALWEDA has been installing several systems since.

2011 Mexico

Development of prototypes of a new design made for mass production in Mexico. The prototypes are done in collaboration with YGA and CIRIA.
Supergas in Cheing Mai, Thailand
How Green is “Green”?

The Body Shop’s Announced Principles

The use of only natural ingredients

Does not use or sell finished products or ingredients tested on animals.

Engages in social activism. 1986 pact with Greenpeace to save the whales.

Community Trade as principle.

Claims to have donated large part of revenues to charities through Body Shop Foundation (1990-)
The Body Shop Controversies

Roddick stole the name, store design, marketing concept and most product line ideas from The Body Shop in Berkeley.

Claims of charity work found exaggerated. For 11 years gave nothing, even later ethics questioned.

Accused of “greenwashing” its image and activities.

Sold in 2006 to the huge cosmetics company L’Oréal is claimed to have compromised The Body Shop’s principles. L’Oréal was not engaged in green design.
“Sustainable Basics” - but can you trust it?
What if it is just a hip marketing gimmick?
Caribou Coffee - the Greening of the Coffee Chain

Second largest coffee shop chain in the US after Starbucks; rebranding done in 2010.

Logo 1992 - Feb. 28, 2010
“Coffee Bean Caribou” logo March 1, 2010 -
Part of the Rainforest Alliance, www.rainforest-alliance.org
Plan to offer only coffees that are composed of 100% Rainforest Alliance certified beans by the end of 2011.
A paper cup used in a Deutsch Bahn (German Railways) sleeping car to offer morning coffee, September 2011.

Where is the difference?
“These Come From Trees” Sticker Campaign
“These Come From Trees” Campaign Website:
http://thesecomefromtrees.blogspot.com
In a poorly designed Broad Art Center bathroom...
Disgusting waste at UCLA's Broad Art Center, caused partly by poor design!
Meanwhile, elsewhere on the UCLA campus...
Against Megastructure: Alternative Design Ideas, 1960s and 70s

**Megastructure**: “A single, vast, unified structure, encompassing all areas of human activity”.
Buckminster Fuller’s “Old Man River’s City” (1971), Archigram-group (UK), Syd Mead: Megastructure (1969), etc.

Paolo Soleri: **Arcology**, an alternative to Megastructure: dense, small model community modeled on Italian hill top city (Arcosanti in Arizona desert; still under construction!)

E. F. Schumacher’s *The Small is Beautiful* (1973) - an influential book.

The beginnings of ecologically conscious design: the use of recycled material, search for appropriate designs for the Third World (the “bible” of the movement: Papanek’s *Design for the Real World*)
Archigram (UK, 1961-74), was a radical group of urban designers and architects. Few of its ideas were built...

Urban utopianism meets pop, play, cybernetics and social need: “Walking Cities”, “Plug-in Universities”, “Suits that are Homes”
Drop City, an Utopian housing project and artist community, southern Colorado, 1965-1970s (last inhabitant left 1977). The houses were made of car tops bought from scrapyard and other recycled elements. Inspired by Buckminster Fuller (geodesic dome). An underground hippie commune that inspired other similar communities.
John Habraken: prototype of WOBO (WOld BOttle) house, early 1960s - Heineken's bier bottles that could be used as bricks - idea for the Third World, not realized.
Tin can wall in New Mexico, 1970s, created by architect Mike Reynolds
Tin can architecture for Lesotho, introduced at Hannover Expo 2000
Tin-Can Villages (TCV) Project for AIDS Orphans, Lesotho

German initiated project (by artist Michael Hönes) to build villages from littered cans. Initial project for 25 houses, four workshops, one kindergarten, one nursery, one clinic, one infrastructure. Idea of forming child-headed ‘families’ of Lesotho orphans, many by them orphaned by AIDS. Also tin can furniture and stoves.

Financed by private and corporate sponsors. Idea to have built by families themselves after being trained by Can-Products experts. Inhabitants will form an association to create sustainable income through running the nursery, kindergarten and sale of goods from the workshops. At the same time counseling and education of HIV/AIDS.

Prototype exhibited at Hannover Expo, Germany, in 2000. Has had problems with building permit, current state unknown. Maying warehouses and public structures built.
Sabon Yelwa, Nigeria, 2011: houses made of plastic bottles filled with sand. 14,000 bottles per house.

In Nigeria, three millions plastic bottles thrown away every day; 160 million people in the country, many with poor housing.
Canstruction was founded in 1992 (based in Atlanta, Georgia)

www.castruction.org
Issey Miyake (1938-) Design and Innovation

PLEATS PLEASE: innovative heat pressing method
Issey Miyake & Dai Fujiwara:
A-POC (A Piece of Cloth), 1998-

Clothes produced as a continuous roll, then simply separated and cut into shape
Miyake’s innovation where tradition means high technology and ecology:

“132 5″ collection (2010)

1 - one piece of cloth
3 - three-dimensionality
2- return to two-dimensionality

5- jump to the unknown, over the fourth dimension; from production to wearing
The starting point: computer-produced digital origami (paper-folding) by computer scientist Jun Mitani. Turned into paper models and manipulated by Miyake’s Reality Lab team.
Three-dimensional shape flatted into 2-D, pleated and heat-pressed with a PLEATS PLEASE-like method.

Material: 100% recycled polyester (from drink bottles, discarded fabrics, by the Teijin “Eco Circle” Method)
Second design line: IN-EI lamp shades (2011)
The stiff washi-paper needs no frame, and can be folded to different shapes (differs from Isamu Noguchi famous Akari light sculpture series).
Issey Miyake’s **21_21 Design Sight** in Tokyo Midtown, Roppongi - a must!

Designed by Tadao Ando
Excursion: Design as a Weapon

Design is often identified with commercial products. However, this is only one part of design culture. There are many radical design practices and philosophies, ideas about sustainable development, ecological design, alternative designs, guerrilla design, design meant to question the political and ideological hegemony of the western world, design for “fair trade”, design in the service of sexual minorities, etc.

- Graphic design can serve corporate identity and branding, but it also can be used as a weapon to fight against political corruption, racial and gender-based discrimination, economic exploitation, social injustice, pollution, war, AIDS...The possibilities are endless. The origins of many such strategies can be found from the 1960s...
Actions: What You Can Do With The City

Wonderful exhibition about design that goes beyond postmodernism, to address real issue in the urban environment. Canadian Centre for Architecture, 2009. check: http://cca-actions.org/
Urban Repair Squad (Toronto, 2005-): DIY bicycle lanes; painted while disguised as municipal workers.
Sarah Ross, Los Angeles (2005): Foamy velour suits challenge authority
Maider Lopez: soccer field painted on a public square in Sharjah, United Arab Emirates (2007). Integration of relaxation and sports.
Michael Rakowitz (Chicago, 2004-): (P)LOT. Car-shaped tents used to reclaim parking space for pedestrian camping grounds.
Hermann Knoflacher (Austria, 1975-); Gehzeug, or walkmobile. Gives pedestrians the same amount of space as cars have.
Parkour ("Freewalking") is a way of counter-designing the city, giving it new functions, and turning it into an urban playground. Invented by Frenchmen David Belle and Sébastien Foucan, late 1980s.
But it leads to the Authorities’ Counteractions...

Anti-sitting devices, skateboard stoppers, bird repellers...
but counteractions against counteractions are always possible...
“Hedonistic Sustainability”
Bjarke Ingels Group (BIG), Mountain Dwellings, Copenhagen, 2010

Parkour as a fashionable way of promoting new ‘hip’ urban architecture
Cycling through the Danish Pavilion, Shanghai Expo, 2010. Architect: BIG (Bjarke Ingels Group, Denmark)
The Future of Cycling?
The Copenhagen Wheel (2013)
Conrad Pole Climbing Bicycle Lock (ad for German electronics store)

Joshua Allen Harris: Inflatable Bag Monsters
Design Is Everywhere...

But don’t forget to ask:

What kind design?
For whom? For what purposes?
Could it be made better?
Could it be made to serve better goals?

And remember: design is for us, humans!
We make the design, we use the design!

It is up to all of us to make the world a better place, every day, every minute!
Have a Wonderful Weekend!
Happy Thanksgiving!
And Remember:
EVALUATE!