DESIGN × DISCOURSE

WORKSHOP REPORT 2020

KYOTO X MUNICH

Design X Discourse is a deliberative workshop series and part of a participatory research project focused on speculative scenarios for the future of digitized living environments

デザイン×談話

PERFECT FUTURE DESIGN | KYOTO Design Lab | HM Hochschule München University of Applied Sciences

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FOREWORD

When COVID-19 hit the world on a global scale in early 2020, we suddenly found ourselves in the middle of what we previously would have called a speculative scenario. During this time, we were based in Kyoto, Japan, as visiting researchers at Kyoto Design Lab (Kyoto Institute of Technology).

In the course of our research stay, we were working on a method to speculate about future scenarios of digital public spaces. The new situation that strongly demanded a minimum of physical human contact emphasized the importance of and the need for a digital workshop format. This allowed non-physical cooperation on a global scale.

Furthermore, the measures to limit people's movements taken by a lot of governments, including many democratic countries, illustrated in particular the importance of digital spaces for public discourse. In the course of this development, we started to work on a digital workshop kit that allows users to speculate about possible futures of the digital sphere and visualize them using design approaches.

EVERYONE SHOULD HAVE A VOICE:

Every day, countless technological applications are used worldwide. While being developed by a rather homogenous group, they are applied by a wide range of different people with different cultures, believes, norms and habits, in diverse contexts. Because of the great impact of many of those technologies on societies, it is very important to discuss their threats as well as opportunities from different perspectives.

We believe that everyone should have the opportunity to join the discourse and share their thoughts on the futures of technologies and societies, because possible futures are at everyone's stake. All interested citizens, not experts exclusively, should have a voice.

WHAT IS THIS PUBLICATION ABOUT?

This publication is a project report about the the developed workshop kit, it's application and the workshop outcomes that were created in 2020. The workshops focused on the digital public sphere and digitalized living spaces in general. The framework can also be applied to alternative topics. This report gives an overview of the framework and the workshop process and introduces all created future scenarios in the form of interviews with the workshop groups. Furthermore, two design experts present their perspective.

This publication is rather descriptive than analytical. The analysis and interpretation of the outcomes will be published in the course of different scientific formats. More information on further research and scientific publications emerging from Design X Discourse is available at perfectfuturedesign.com.

DESIGN X DISCOURSE

WHAT IS DESIGN X DISCOURSE?

Design X Discourse is a deliberative workshop series bringing designers, techies and the general public together to speculate about possible futures. It is embedded in a participatory research project to gather voices on how our futures could look like.

HOW DOES IT WORK (METHOD)?

The developed framework is designed for a workshop format facilitating a joint speculation process. The framework allows groups to discuss specific topics, supports them in imagining and creating future scenarios, and finally guides them in visualizing their ideas. The visualizations take the form of webpages that introduce the future scenario through the presentation of a futuristic service or product.

The translation of the ideas into a visual format through designers allow the discourses to live on beyond the workshop. These workshop results can be perceived as discussion contributions and, after being published online at perfectfuturedesign.com/results, be further deliberated on by fellow citizens. By visualizing and talking about seemingly distant future scenarios, they are made accessible to a broader public and allow to connect future issues to the present.

WHAT IS THE AIM OF THE PROJECT?

Imagining future scenarios and sharing and discussing them with others reveals how we perceive the present. It also allows us to assess what kind of future we would like to create and what kind we should avoid.

Design X Discourse is therefore educational by making participants reflect current times when speculating about possible futures. The reflection takes place in exchange with fellow citizen. For this reason, we encourage diverse groups. Focusing on the visualization of group deliberations, the presented approach suggests the inclusion of designers (visual & tech) who have great influence on how applications and user experience are designed. In conversation with other citizen, the approach also intends to educate them on the impact of their work.

WHO IS DESIGN X DISCOURSE FOR?

In general, the tool is made for citizens and does not require prior knowledge. Educators, civil society actors, politicians and other facilitators can use the framework under the CC BY-NC-SA 4.0 License to guide discourses on our futures.

WORKSHOP FORMAT

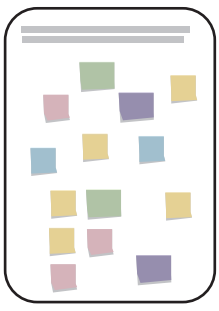
The framework is designed for a workshop format and consists of four main phases. The topic of the workshop can be easily adapted by exchanging the introductory brainstorming question in the discovery phase. After learning about the topic of the workshop, in the second phase, participants speculate about how possible futures on the topic of interest could look like. In the third phase, the groups transform their discourse into a visualization of a product webpage that represents the speculated future. Finally, the webpages are published and invite for further deliberation.

0 | WARM UP

The workshop starts with a warm up to get to know each other.

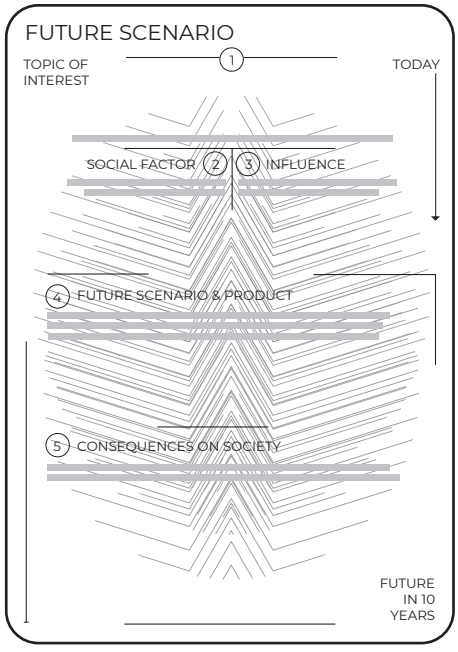
1 | DISCOVER

In the first phase it's all about getting to know the method and the topic of the workshop. Educational material can be provided before the workshop or through experts during the workshop. All participants engage in a joined brainstorming session on predefined topic-related questions.



2 | SPECULATE

The workshop groups speculate about how the future might look like. The future scenario map guides them through the speculation process from their topic of interest over influencing factors to a future scenario and product, and their societal consequnces.



CREATIVE COMMONS

The workshop material is available under the Creative Commons License (CC BY-NC-SA 4.0) at perfectfuturedesign.com/kit.

AVAILABLE THEMES

democracy & the digital public sphere
co-creativity: computational creativity through human-computer interaction
The workshop framework is easily adaptable to other topics as well.

3 | PROTOTYPING

The groups visualize their service or product ideas as webpages, thereby transporting their speculated future. A ready-made landing page framework provides them with a guideline to design their own web pages.

4 | SPREAD & SPEAK

In the fourth phase the speculative services and products are presented and the future scenarios discussed with the audience. The webpages can be published on the research project's website and become accessible to a broad audience.

WORKSHOPS & TALKS

After developing the framework for collaborative speculative design, we held several workshops and talks to assess its efficacy. Due to the Covid-19 pandemic, all events took place online. From February 2020 until August, we worked on the research project from Kyoto, Japan, as visiting researchers. Since August we continued the research from Munich, Germany.

Further information on past and future events and publications can be found at perfectfuturedesign.com.

APRIL: KYOTO

M.I.DOLL

HOAXHUNTERS

JUNE: KIEL

TALK AT **WATERKANT FESTIVAL**: A CASE FOR EXPLORING TECHNOLOGICAL FUTURES THROUGH COLLABORATIVE SPECULATIVE DESIGN

JULY: KYOTO

Internet Jam

JULY: TOKYO

TALK AT THE **GERMAN INSTITUTE FOR JAPANESE STUDIES**: FUTURE VISIONS OF A (DIGITAL) PUBLIC SPHERE: FINDINGS FROM JAPAN

MARCH 2021:

FULL PAPER FOR THE CONFERENCE **DESIGN AS COMMON GOOD (SWISS DESIGN NETWORK)**: A SPECULATIVE DESIGN FRAMEWORK FOR THE EXPLORATION OF THE COMMON GOOD IN CONTEXT OF DIGITAL PUBLIC ENVIRONMENTS

OCTOBER/NOVEMBER: MUNICH

The Socializer Corporation

Careglass

all inclusive
for a better future

MacroChip

OCTOBER: TOKYO

TALK AT **OSTASIATISCHE GESELLSCHAFT (OAG) TOKYO**: PERSPEKTIVEN AUF DIE ZUKUNFT DIGITALER ÖFFENTLICHKEITEN

SEPTEMBER: COIMBRA

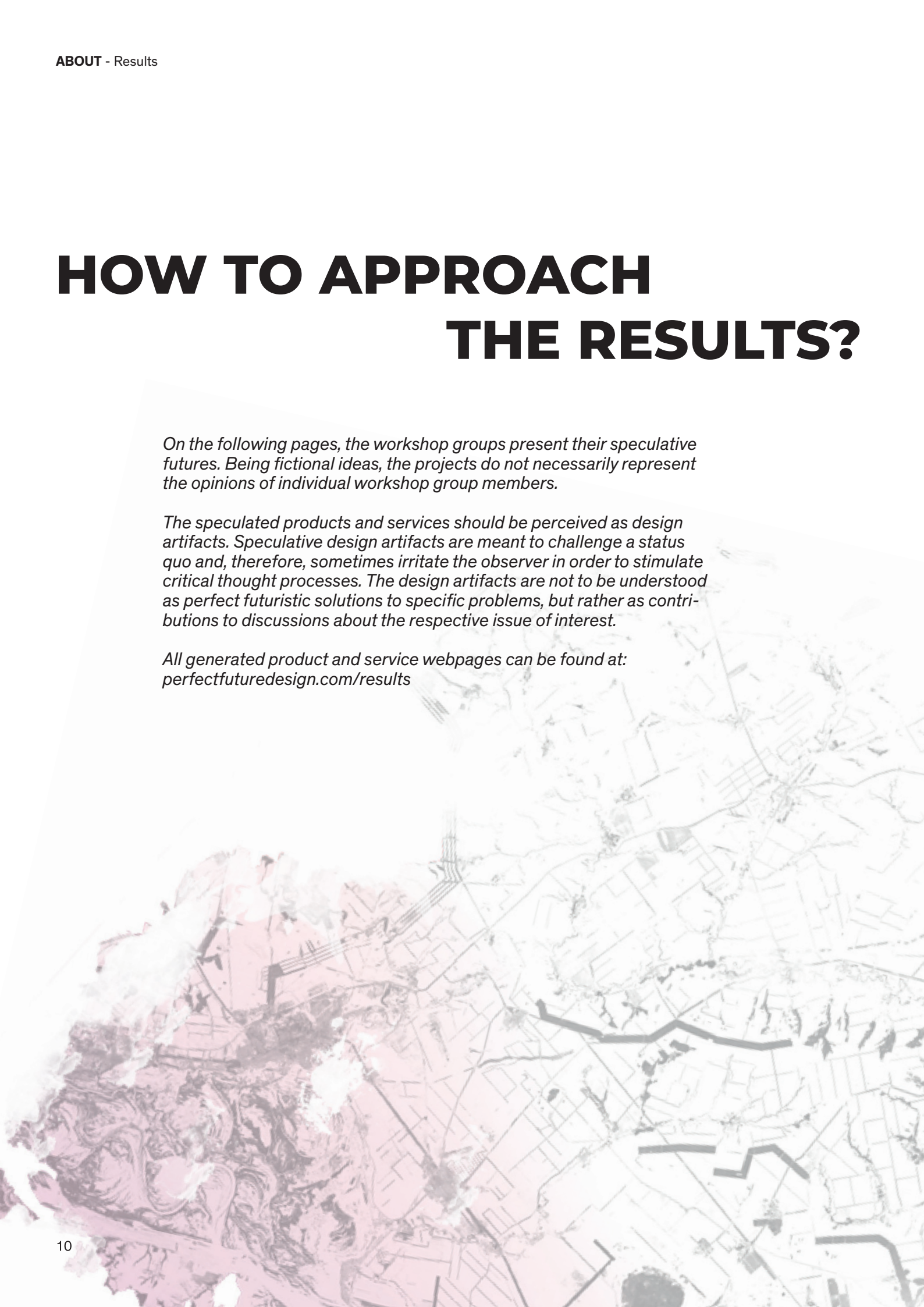
WORKSHOP PAPER CONTRIBUTION FOR **THE INTERNATIONAL CONFERENCE ON COMPUTATIONAL CREATIVITY**, WORKSHOP TRACK: FUTURE OF CO-CREATIVE SYSTEMS: EXPLORATION OF THE FUTURE OF CO-CREATIVE SYSTEMS THROUGH COLLABORATIVE SPECULATIVE DESIGN PRACTICES

HOW TO APPROACH THE RESULTS?

On the following pages, the workshop groups present their speculative futures. Being fictional ideas, the projects do not necessarily represent the opinions of individual workshop group members.

The speculated products and services should be perceived as design artifacts. Speculative design artifacts are meant to challenge a status quo and, therefore, sometimes irritate the observer in order to stimulate critical thought processes. The design artifacts are not to be understood as perfect futuristic solutions to specific problems, but rather as contributions to discussions about the respective issue of interest.

All generated product and service webpages can be found at: perfectfuturedesign.com/results



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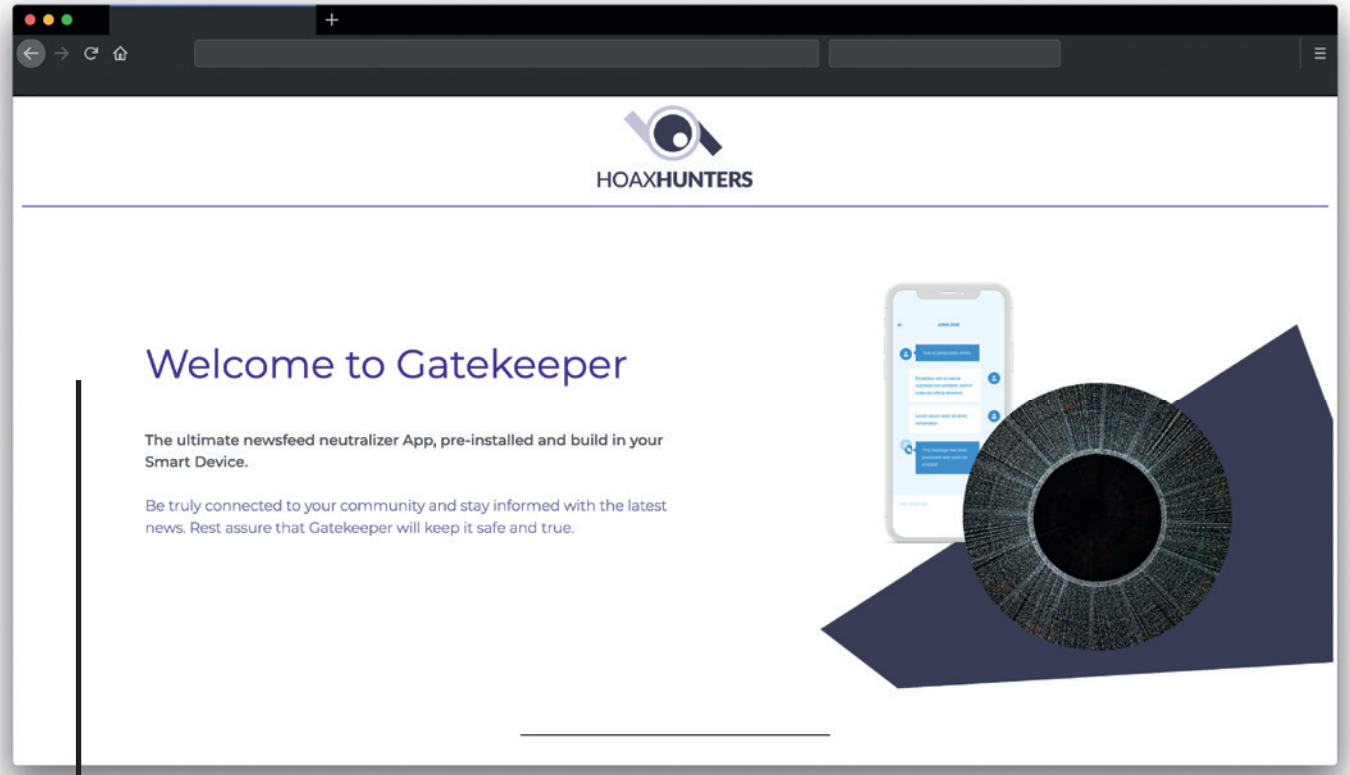


GATEKEEPER
The ultimate newsfeed neutralizer

APRIL 2020 - KYOTO:
DANIKA VAN KAATHOVEN | LILIANKA ISABEL JULIAN | SHUNSUKE YAMANAMI

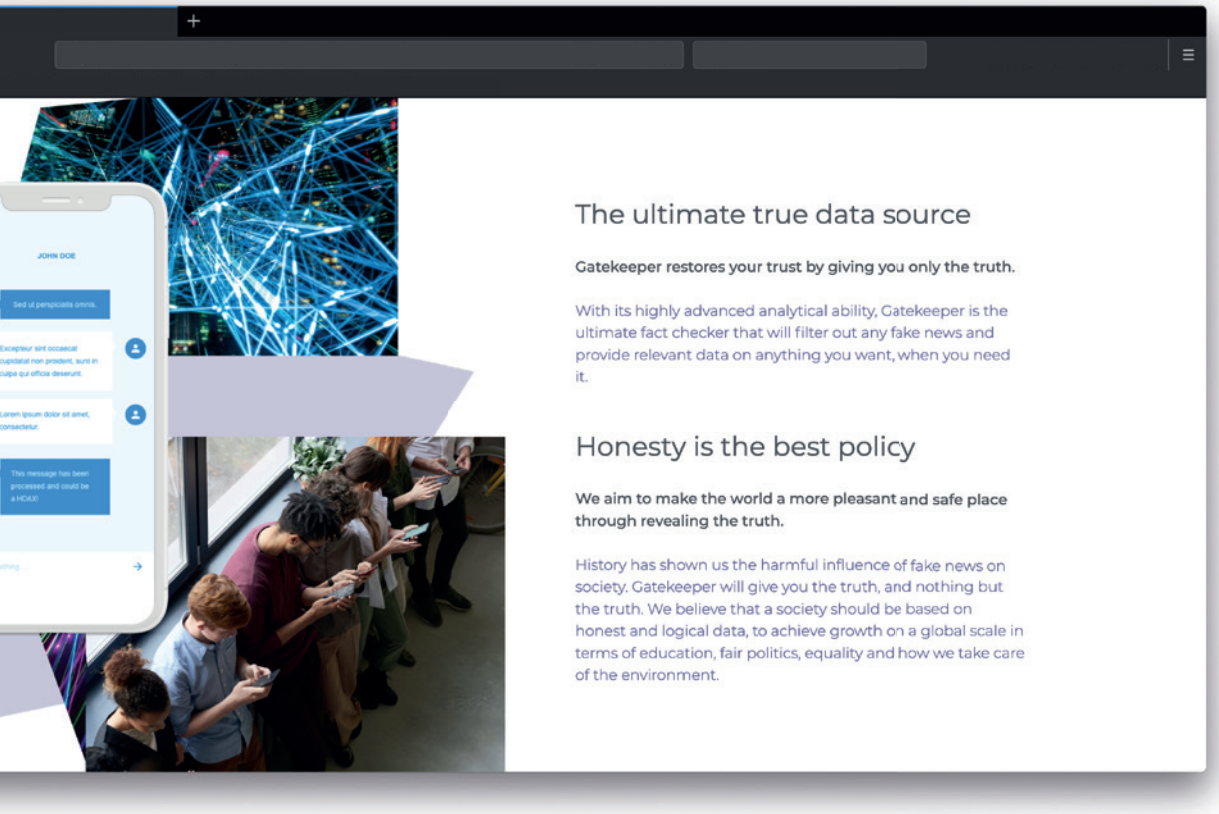
What are we willing to give up for a news feed without false information? Assuming an omnipotent AI system could actually be neutral and clean up all newsfeeds from misleading or false information, what would such a system require? Gatekeeper is such a powerful system, that has access to real-time data of vital signs and snapshots of situations around the world to verify information. Could an additional community-based reporting system change any decision taken by the AI system or would such an AI system learn to distrust human made falsity-reports?

INTRODUCE YOUR PRODUCT/SERVICE: WHAT IS IT AND HOW DOES IT WORK?

We pictured a post-covid19 society a decade from now where physical distance has become a routine, and yet an even stronger mutual connection is being created virtually. Leaning more towards a connected life online, it has become easier than ever to seemingly stay up-to-date and share news with anyone about anything, anywhere in the world. Within this convenient and rapid digital structure of sharing data, our news channels become a platform for chaotic true-or-false sensationalism. It is nearly impossible to distinguish fake news from the truth, since an original source is nowhere to be found in this open forum full of rumors and conspiracy theories. With no possibility to properly verify information, society is hit by a big wave of confusion and mistrust.

This is where Gatekeeper steps in. Gatekeeper provides the truth, and nothing but the truth. In this depicted future scenario, this pre-installed artificial intelligence (AI) program is the answer to more transparency in all social contexts.

Gatekeeper is a newsfeed neutralizer app. The AI system works by verifying the uploaded data via an automated revision protocol, making it a neutral force against Fake News. If a user uploads relevant information into social media platforms, key words inside this post (voice or text), as well as physical discomfort signals, will activate the AI protocol. The app makes use of already installed programs on the device and uses



them for body language analysis: the heart rate monitor normally used for fitness and health reasons turns into a lie detector, and voice recording is used to analyze voice pitch and scans for signs of stress and irregularities to detect fake news contributions. Gatekeeper will inform the user and its community if the information shared is a hoax and will remove it afterwards.

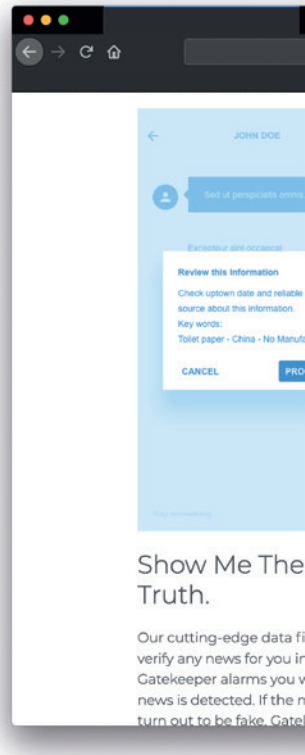
Furthermore, Gatekeeper allows for an additional community-based fact checking system: If a specific information hasn't triggered the revision control automatically, third person users can trigger this mechanism under the post report settings – making third party user bounty hunters of Fake News.

WHICH SOCIETAL TOPICS ARE YOU ADDRESSING WITH YOUR PRODUCT/ SERVICE?

Throughout 2020, the coronavirus not only shocked the world with regards to medical safety, but also put the spotlight on the harmfulness of fake news for societies worldwide. Rumors and conspiracy theories spread through social media caused panic scenarios and dangerous settings and the novel virus could spread faster causing avoidable deaths. In Latin America, for example, there have been many cases of people drinking dangerous amounts of carbonated water, or auto-medicating themselves with Quinine, Chloroquine and other unverified chemicals. Additionally, mass-sharing conspiracy theories about the virus made entire communities worldwide to over-buy unnecessary supplies. This resulted in the necessity of social media enterprises to introduce more security measures against this chaos of mass fake data sharing. Examples are the introduction of labels to know more about the Covid-19 virus and also the disruption of any information that can cause mass-hysteria.

Nevertheless, we believe that this may not be enough to make an impact in terms of critical reading and sharing of information. Likewise, it requires protection from the immersive influence of some social media influencers who try to stay relevant and gain followers by sharing sometimes misleading information. This is why we chose the automatic identification of fake news with a self-learning AI in conjunction with the support of real users that can help others by contributing to a peer-to-peer review of information. The idea of Gatekeeper's peer-to-peer verification mechanism is inspired from the new ways of social media security measures and cryptocurrency security with peer-to-peer confirmation protocol, with the twist of using this mechanism just like scientific research magazines produce their peer-to-peer reviews.

Gatekeeper can be perceived as a speculation about our future with AI and information and communication technology, and possible impacts on society. While in the futuristic scenario Gatekeeper contributes to the restoration of trust among the society and renders social media usable again, the AI system accesses relevant applications on the smart devices and retrieves personal information, becoming at times a lie detector. While less omnipotent applications already exist, this project raises the



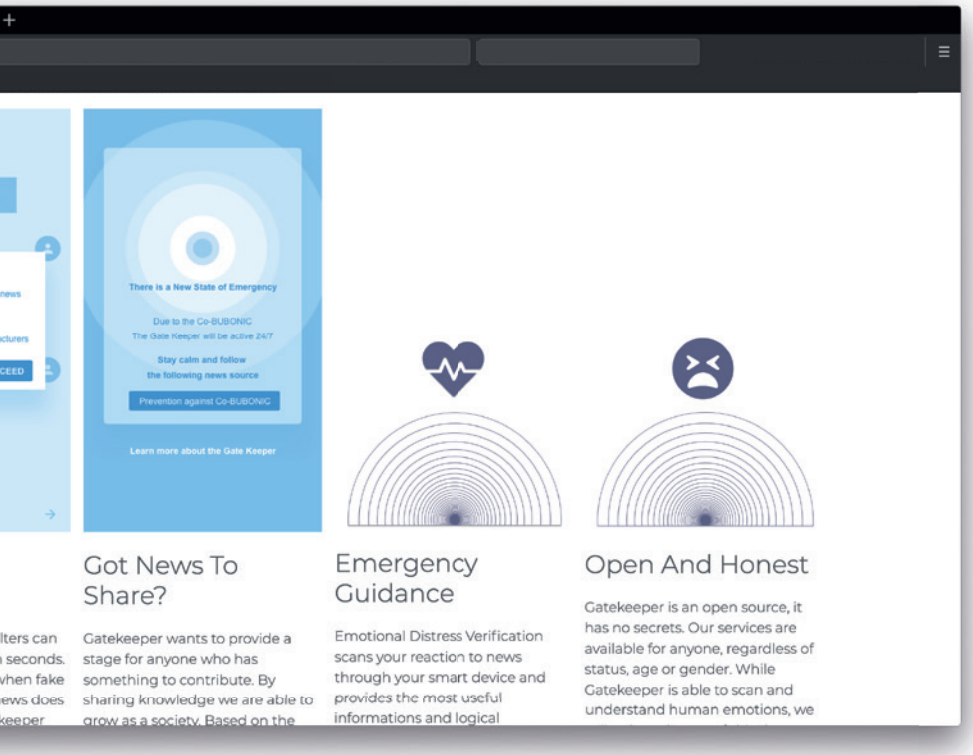
question of whether we are willing to be this dependent on our technology and even give up our privacy for the sake of knowing the truth.

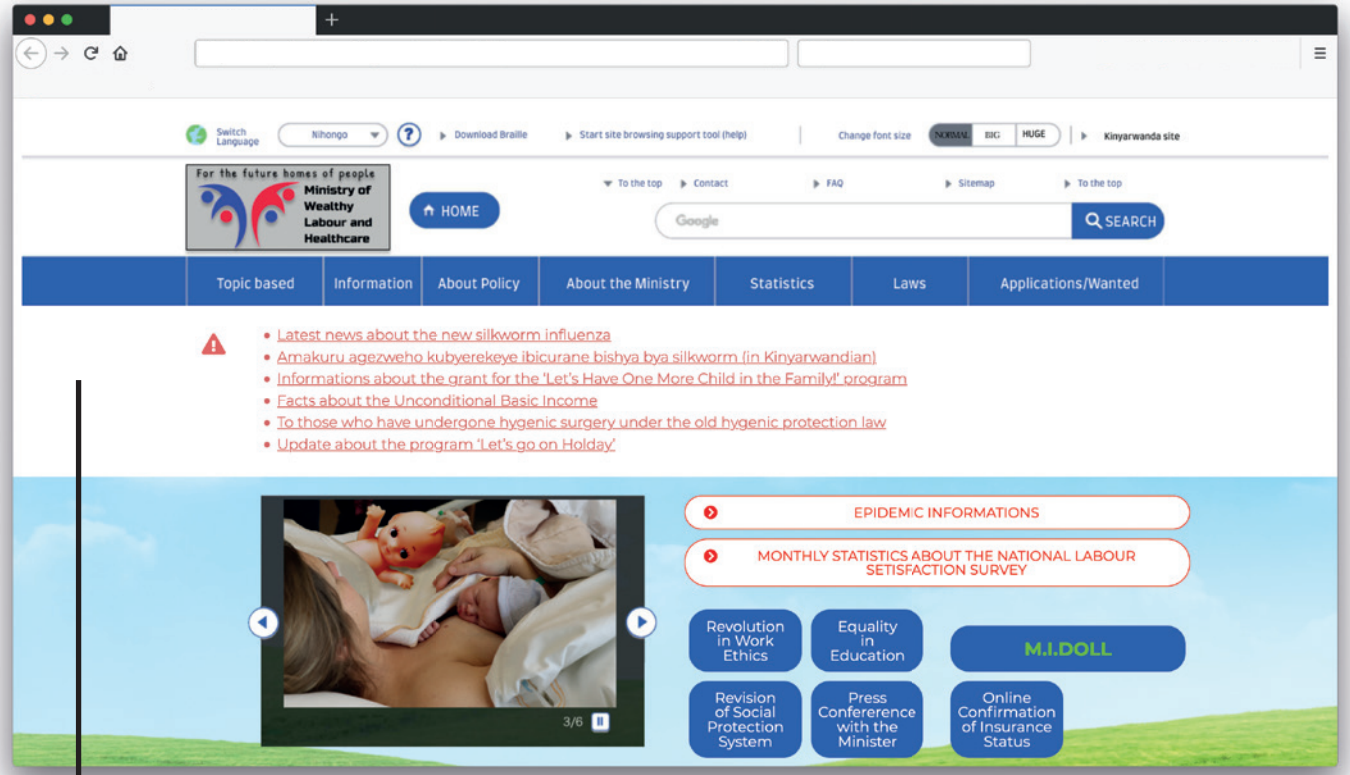
DESCRIBE WHY YOU CHOSE THE SPECIFIC VISUAL APPEARANCE OF THE PRODUCT/SERVICE. WHAT ARE YOU INTENDING TO TRIGGER WITH THE DESIGN?

We wanted to keep the visual appearance as minimal and neutral as possible. This way we strived to put emphasis on Gatekeeper's neutral position within (or perhaps above) society. The look should transport that Gatekeeper is pragmatic and objective, merely focused on revealing the truth, regardless of status or any social consequences. Gatekeeper itself does not have a face, but its lie detecting voice is loud and clear.

It effortlessly blends in with people's smart devices; yet is quite aggressive when a hoax is exposed. Since Gatekeeper depends on the data shared by the community, the focus was more on the interactions between the users and the system.

With reference to devices, today, big brands are building entire ecosystems from desktop computers to smartwatches, making information accessibility easier between the connected devices. Furthermore, users can obtain entire diaries of their health, exercise and dietary, making smaller devices become more intimate with the user. On the other hand, hardware technology has been on the rise regarding flexible and smart glass. Combining these developments, we have imagined that communication ecosystems, smartphones and smartwatches, will be merged into one device by using a speculative flexible and soft glass bracelet that can be attached to the user's wrist. When being unattached, it becomes a full-size functional phone. Through this smart device, Gatekeeper additionally moves from the digital world into our physical world.

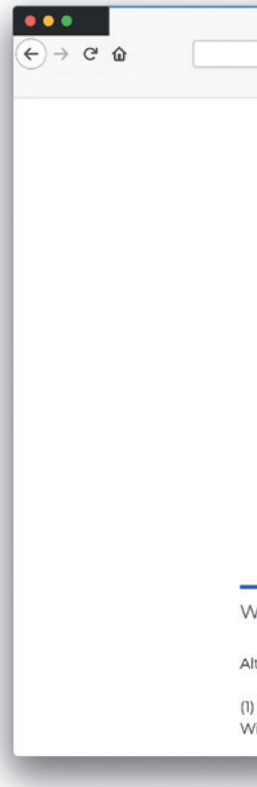




M.I.DOLL
the personal health companion

APRIL 2020 - KYOTO: MANA KOBAYAKAWA | KENTA SUZUKI | GERGELY PÉTER BARNA

Since the emergence of the privacy debate, the collection of health data has been a crucial factor. With the developments and debates around prevention and containment measures for the coronavirus pandemic in 2020, the relevance of health data skyrocketed. M.I.Doll is a project that takes the topic to a visual extreme, posing questions regarding the relations between individual and societal benefit, but also about the communication processes of governmental services and public interest.

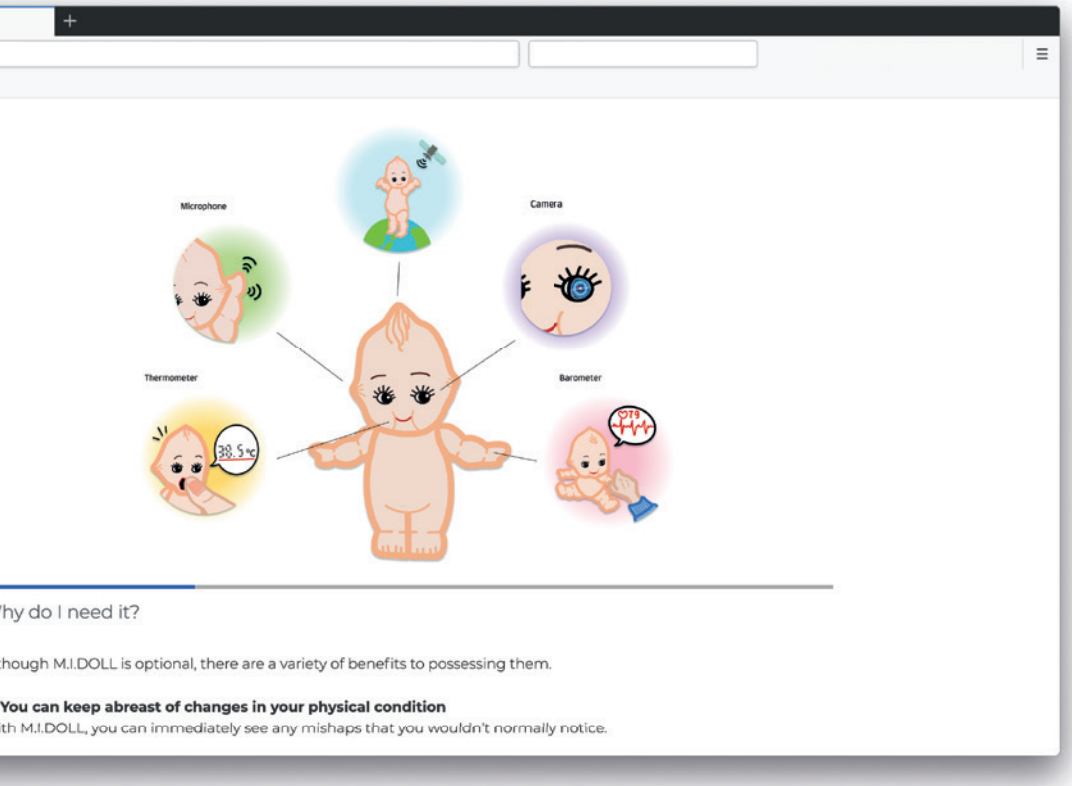


INTRODUCE YOUR PRODUCT/SERVICE: WHAT IS IT AND HOW DOES IT WORK?

In this project, we took the Japanese government's point of view and came up with M.I.DOLL, a system that uses dolls to support people's health. Given the pandemic in 2020, we anticipated a future in which hygiene awareness has risen and health has become even more important. We speculated about what it would be like if the government were to control health data for the sake of the national interest and to avoid any backlash from the public.

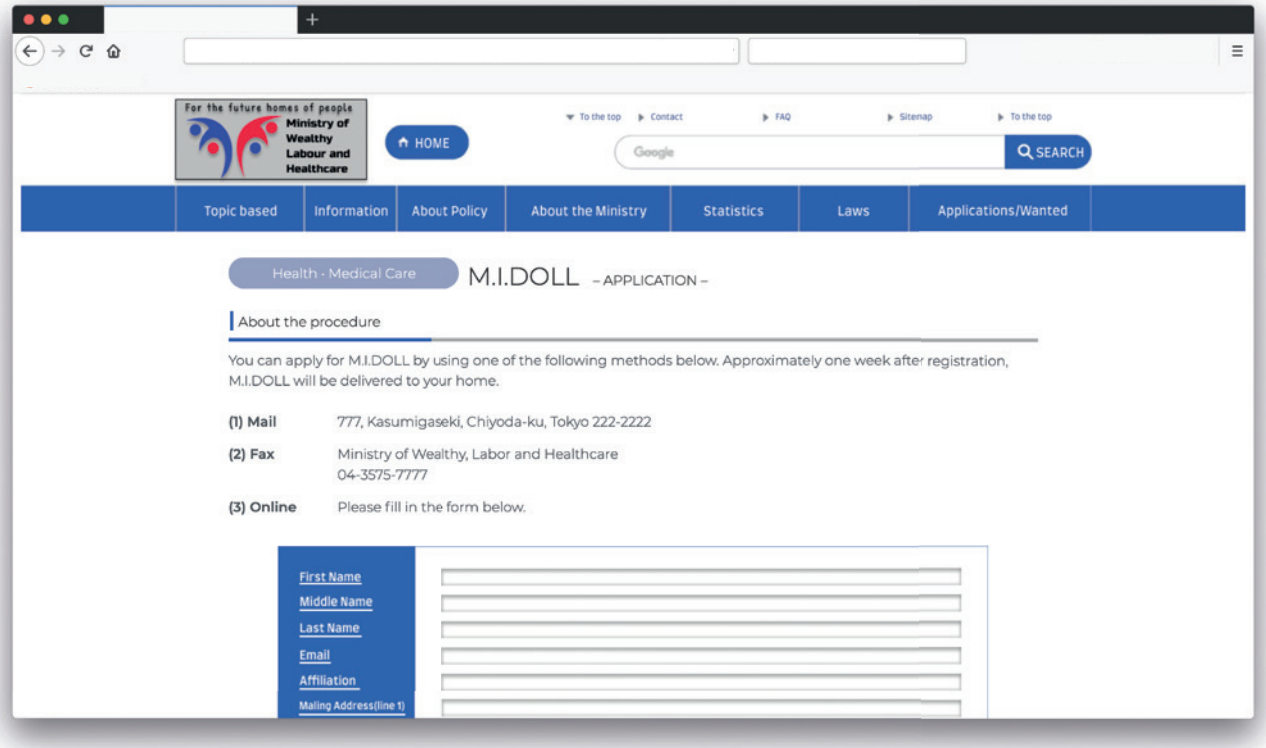
M.I.DOLL is a doll that collects all kinds of information about people's health and transfers it to the government, which then uses that information to assess people's health status and provide individuals with the appropriate treatment. If you apply for it at birth, you will be given the doll for free and you will carry it around with you like a teddy bear for the rest of your life. People who own a doll will benefit greatly from it in both medical and economic terms, but they must be prepared to take the risk of having their personal information in the hands of the government.

Because it is the government to use M.I.DOLL to manage the information of the citizen, some of the people will be critical about it. However, the actual health benefits are significant, so, if the government can explain the advantages to the citizens well, we believe that the public will gradually be convinced to apply for M.I.DOLL. This is evident from the fact that under the current coronavirus situation, the percentage of Japanese people who wear masks and refrain from going out has been extremely high, even without the government's highly enforced request.



WHICH SOCIETAL TOPICS ARE YOU ADDRESSING WITH YOUR PRODUCT/ SERVICE?

The societal topic we've focused on is the battle between the government and the public over "personal information". Initially, we were trying to figure out - from a governmental standpoint - how we could collect personal information from the public without being dictatorial, while gaining their understanding. However, we gradually realized that such a solution would be very difficult to achieve, considering that the mass media cuts out or spreads some of the government's words and actions and that the public easily is incited by that. So we began to think about how we could reassure the public by deceiving them because it's faster and easier. This is very ironic because this is what the current government in Japan often does today. In order to achieve this concept, we set up a number of traps, including a way to gather information. For example, we set up M.I.DOLL as something that can be applied for and used by individuals from the moment they are born. We believe that if it becomes part of their lives from childhood on, they will be more likely to get attached to it and pass it on to the next generation. Also, as for the website, we only put the benefits of the product on the mainpage and only subtly mention the risks in the notes section of the application as it is often the case. Our point here is not to say "don't trust the government", but rather that - while the government's approach is wrong - the ignorance of



the mass media and the public in allowing it to happen is also a problem. Even in this coronavirus situation, we have seen a lot of people being duped and agitated by the mass media's slices of information, even if the government was implementing the right policies.

Furthermore, we posed the question of which reality would be better: a life controlled by the government but less threatened by viruses and other disasters, or a life in which emergency response is slower but individual freedom is more respected. This is an issue that will surely be debated in the near future, and I believe that M.I.DOLL will have a strong impact on the viewer, which will provoke people's sense of urgency and stimulate discussion.

DESCRIBE WHY YOU CHOSE THE SPECIFIC VISUAL APPEARANCE OF THE PRODUCT/SERVICE. WHAT ARE YOU INTENDING TO TRIGGER WITH THE DESIGN?

There are several reasons for this specific look of the product. First of all, we simply thought of caretaker dolls as an item that people carry around with them from childhood and become attached to. And then we came up with the Kewpie doll, which most Japanese people are familiar with and which is both cute and creepy, but also copyright-free. Kewpie is a figure used in the logo of a mayonnaise brand and is very popular in Japan. The original Kewpie comes from Cupid, which is a symbol of love and peace. Therefore, we thought the Kewpie figure would be a perfect choice for the symbol of our health care system without creating a negative impression on the public. We also thought that we could make a strong impact on the viewer by setting up the doll to take its temperature by putting a finger in its mouth or something like that.

INTERNET JAM
enabling healthy debate and criticism

JUNE 2020 - KYOTO: MIO HATAKENAKA | EMMA HUFFMAN | YUKI HAYASHI

Difficult times demand for extraordinary solutions. Using a tomato sauce to enable protest in a scenario where all digital public spaces are controlled and monitored by the government certainly is extraordinary. While this approach may seem amusing at first glance, the concept behind it and its link to existing protest movements and practices in Hong Kong or the USA raise important questions regarding freedom of speech and political participation with regard to technological enhancements today and in the future.

INTRODUCE YOUR PRODUCT/SERVICE: WHAT IS IT AND HOW DOES IT WORK?

It is the year 2030 and the leading social media website in Japan is called The National Internet. In order to protect Japanese citizen from harmful content online, the Japanese government has passed a law called the Internet Safety Law, which allows the surveillance and control of all digital platforms. Only content that passes the governmental content filtering systems is allowed to be published online, creating an online environment free from allegedly harmful content, but also free of debate.

In the course of this future scenario, we pose the question of, how can we act as citizen when we can no longer speak freely in digital space or in public. Therefore, we propose a new demonstration method for digital spaces, creating the “spaghetti jam” movement.

In Japan, we often lose our internet connection due to microwave ovens blocking our WiFi-Signal. Buying the product “Internet Jam” and heating it in the microwave as described on the packaging will slow down the speed of nearby Internet connections or even block them. When many people are doing this at the same time, it may cause a massive network outage, preventing citizens from being monitored by the government and acting as a form of protest alike.

Since the symbol of the protest is a tomato sauce, people can share it online without being detected or filtered out. In doing so, people can participate in the protest by eating spaghetti safely at home.

Character design from www.freepik.com

WHICH SOCIETAL TOPICS ARE YOU ADDRESSING WITH YOUR PRODUCT/ SERVICE?

Internet Jam is a project to get people to think about losing or having their freedom of speech taken away from them online. The recent celebrity suicides in Japan in the first half of 2020 have spurred a movement to amend and strengthen laws against slander and defamation on the Internet. Many people feel that it is necessary to crack down on slander, hate speech, and other forms of verbal violence that cause people emotional distress. We do, too.

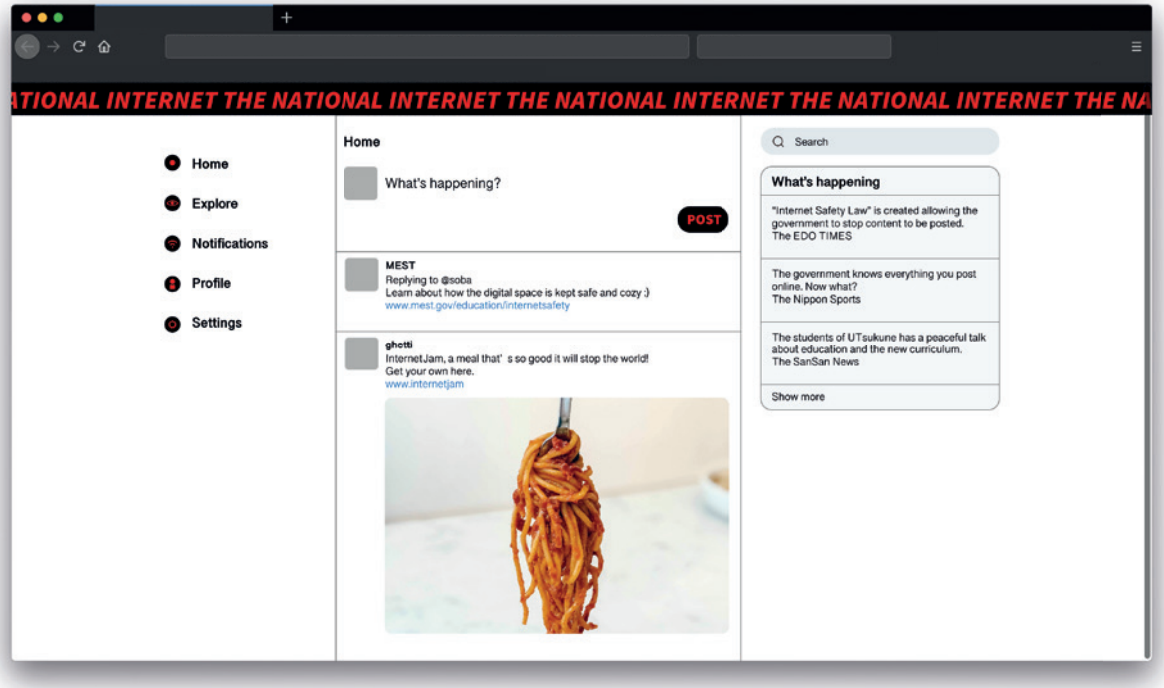
But freedom of speech is an important right that empowers us as citizens. There are many examples of the power that free speech brings to citizens that originated online in recent years. For example, in May of this year, the hashtag "I oppose the forced vote on the amendment to the Public Prosecutor's Office Law" trended on Twitter, causing the Japanese Diet to give up on passing the amendment due to public opinion. The URL for the Prime Minister's Office's opinion form was also shared on Twitter, and people began to express their opinions about politics on the social networking site. Globally, #metoo and Black Lives Matter also had a significant impact on the real world of online discourse.

We want the audience to think about what a desirable digital space would be. What does it take to enable healthy debate and criticism? What do we have to think about today, for our freedom of speech to be protected in the present and in the future?

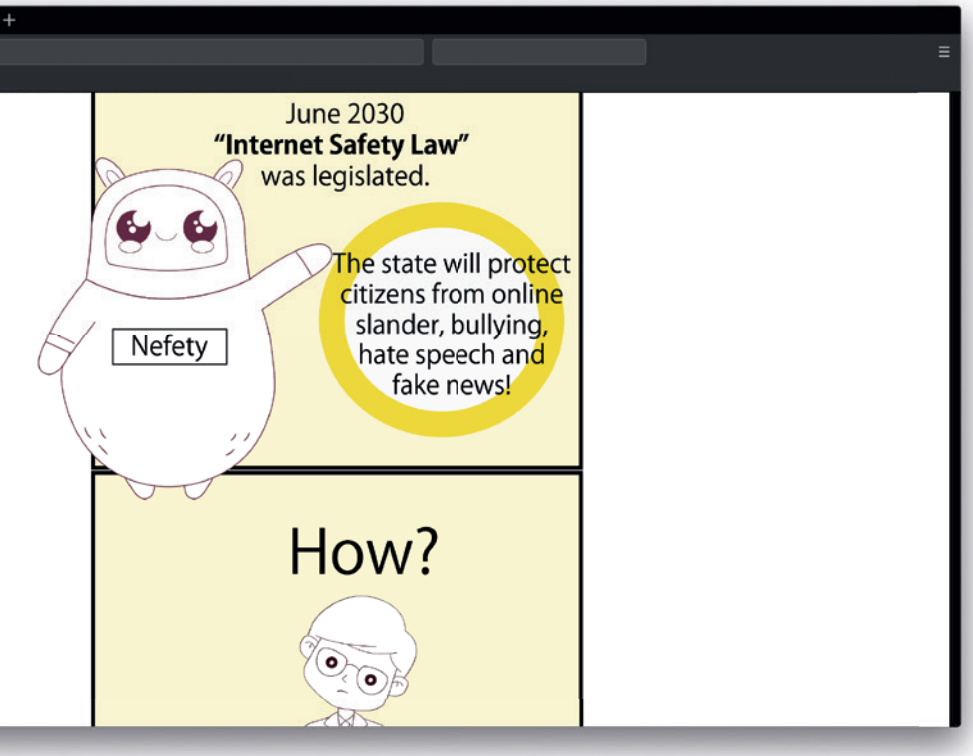
DESCRIBE WHY YOU CHOSE THE SPECIFIC VISUAL APPEARANCE OF THE PRODUCT/SERVICE. WHAT ARE YOU INTENDING TO TRIGGER WITH THE DESIGN?

We designed three different websites to transport our scenario. The first, "The National Internet", is the main social media platform in our future scenario and all the developments of the scenario can be discovered from here: the timeline of the social networking site is responsible for communicating the changes the Internet Safety Law has brought to the Internet. By scrolling through the timeline, the user can discover some very generic posts with harmless content due to the governmental regulation, but also a governmental website explaining the benefits of the new Internet Safety Law and its historical development. Besides that, the user can discover many posts about spaghetti preparation, leading to the website of the tomato sauce provider Internet Jam, where its purpose can be discovered.

The second page is the governmental webpage that explains the background of the Internet Safety Law. It was inspired by a cartoon about constitutional amendments published by a political party in Japan in 2020. Our webpage explains how the law on regulation of expression in 2030 came about and why people are embracing it. By using cute characters, we tried to make it seem like a seemingly legitimate argument that the regulation of expression is protecting children from defamation on the Internet.



The third is the product website for Internet Jam itself. There were three requirements for this website: first, the product must not be perceived by the government as a protest tool. Second, the user's contribution to the cause of the movement must be recognizable for the user. And third, the page must be able to be loaded even with a slow internet connection. With these requirements in mind, we decided to follow early internet theme visuals for the design. We created a simple UI that references the official website of actor Hiroshi Abe, which can be loaded even with a slow internet connection.



Character design from www.freepik.com

INTERVIEW

Prof. Daijiro Mizuno *is Project Professor at Kyoto Institute of Technology KYOTO Design Lab and Distinguished Visiting Professor at Keio University Graduate School of Media and Governance. He supervised this research project during our stay as visiting researchers.*

This interview was held in July 2020 in Kyoto, Japan.

PROF. MIZUNO, YOU SUPERVISED THE PROJECT DURING OUR STAY AS VISITING RESEARCHERS IN KYOTO IN THE FIRST HALF OF 2020. AFTER OVERSEEING THE PROCESS AND THE RESULTS, WHAT DISTINGUISHES THE PROJECT FROM OTHER SPECULATIVE DESIGN PROJECTS?

Speculative Design related projects often fall into the danger of making very photogenic objects in a very ambiguous environment. Often the design artefacts that are created, are based on eurocentric perspectives. But the topic of the influence of digital technology on democratic societies is a global one. In this respect, this project is very different, taking new perspectives and approaches into account.

When it comes to global issues, it is more about how different ideologies, different geopolitics, different cultural backgrounds, different participation modes create very different conditions. This is where you situated yourself and the project in. In that respect the project was very different in terms of the discussions and reflections compared to experts-led dysfunctional design, for which speculative design is often criticized.

HOW DO YOU PERCEIVE THE EDUCATIONAL IMPACT OF THE RESEARCH PROJECT?

In my opinion it is a very meaningful and very timely project. In that respect it was very educational for those who engage in conventional design at the Kyoto Institute of Technology. I am not criticizing university itself, but still, it is really hard for some professors above a certain age to keep up with the really turbulent changes in the digital world or the problems relating to increasingly digitized environments. This has also to do with the fact that many news reports regarding these topics are not translated into Japanese, making them inaccessible for non-english speakers. As a consequence those topics are sometimes not brought to the classroom and to the students. Many students also don't speak English that well and therefore they are not familiar with mentioned topics. So, I think it is quite interesting to see how our students react to related problems and issues. I think the workshops help them to understand the matter through exercising topic related possible future scenarios.

So, the impact of the project is twofold. On the one hand, it encourages understanding the topic and related issues, and on the other hand, it is also about learning to counteract them. In that respect the project certainly contributed to opening up the perspectives of the students to new design approaches and possibilities.

YOU MENTIONED THAT THROUGH TAKING NEW PERSPECTIVES INTO ACCOUNT THE PROJECT DIFFERS FROM OTHER SPECULATIVE DESIGN PROJECTS. DO YOU PERCEIVE ANY SPECIFIC CULTURAL INFLUENCES LOOKING AT THE RESULTS?

There are cultural influences visible in design as well as in concept. For instance, visually, the

M.I.Doll project used the design of the Japanese Health Ministry Website as a tool to transport their scenario. Additionally, the User Interface of their product, equaling the doll itself, has a strong resemblance to the Cupie Doll, which is the logo of a famous Japanese mayonnaise brand. This design is something that people in Japan can easily recognize. In fact, the ability to interpret this project is dependent on this cultural precondition. Of course, it could also be replaced by other forms of MacGuffins that are particular and unique to the Japanese culture.

In comparison, for example the project Gatekeeper is more generic regarding the concept and the design. The software Gatekeeper is installed on smart devices, and therefore the user interface can be perceived as quite universal, based on universal design principles. So in terms of the user interface a clear difference between the Japanese group project and the group with mixed nationalities, including participants from overseas, is visible.

Another aspect that I found very interesting about M.I.Doll is the question of how people perceive this service that is provided by the state. For me there is a strong resemblance to existing PR-influenced communication for governmental services, that uses for example cute characters to transport the message. The sort of cheerful design of the doll, also acting like a kind of disguise, seems like a translation of this existing communication strategy to me.

The project Internet Jam takes advantage of the cultural peculiarity that most Japanese households own and regularly use a microwave oven. In Japan, everyone knows that the interference of WiFi can happen through the use of microwaves.

DO YOU THINK THIS CULTURAL INFLUENCE ON THE DESIGN SPECULATIONS IS AN ADVANTAGE OR WOULD A DIVERSE PERSPECTIVE BE MORE PROMISING?

Both strategies have their advantages. The topics addressed during the workshops are societal challenges of global scope and hence also a challenge for the participants themselves. What is considered as norms or normal, as habitual or customary needs to be revisited and discussed by every workshop group to come up with alternative scenarios or possible futures. Dealing with global issues, I think it would be very valuable to have international groups rather than homogenous nationalities.

However, as we saw through the results of the participants, the target of the design, in this case a user interface, or some sort of smart device as design artefact, has to be designed in a way that it actually creates debate. They should evoke interest or some sort of intellectual stimulations and trigger questions. Cultural specificity could lead to more provoking results.

What can be learnt from this is, that regarding the specific design it is very important to think about which audience is targeted. Otherwise, projects are always in danger of becoming too generic.

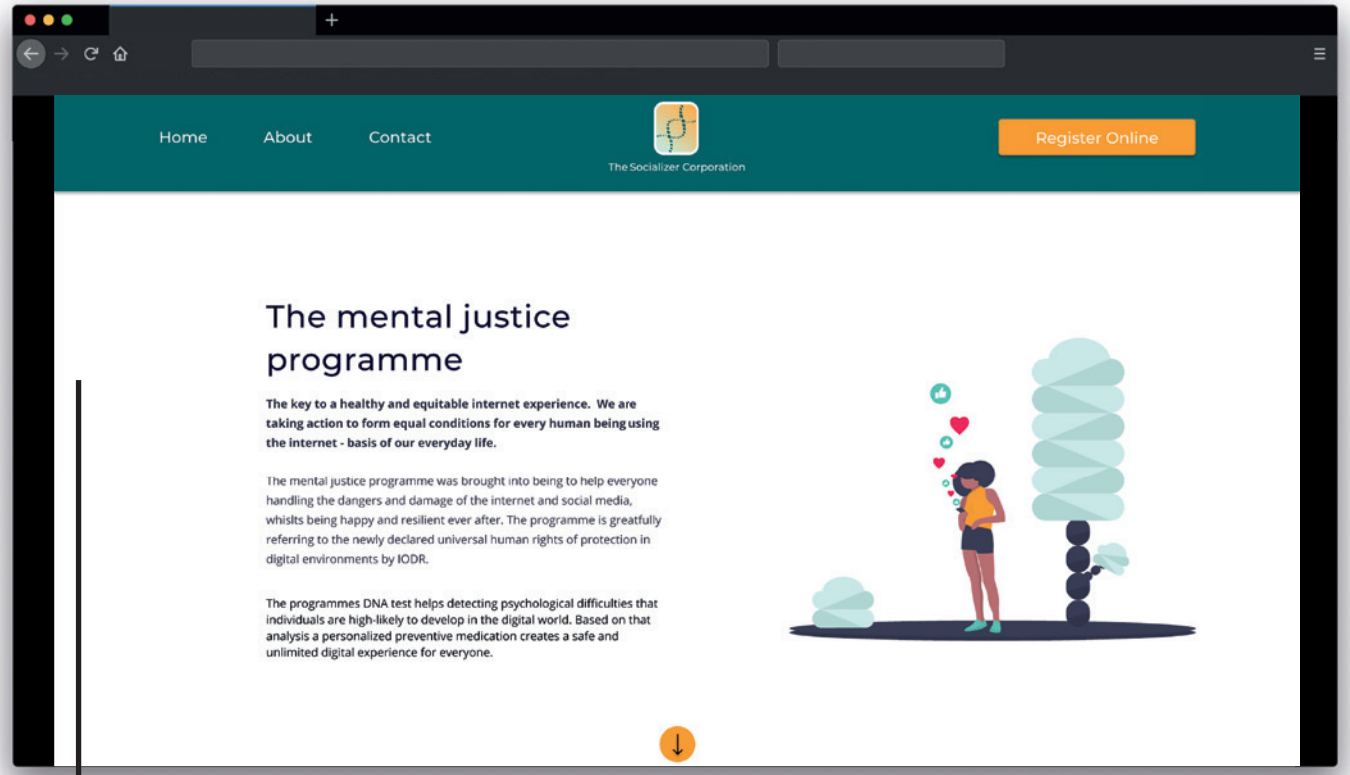
It is also important to understand culturally specific uses of media to come up with new forms of tactical media utilization. In this sense, it is not really just about using different visual languages to address specific issues, it is also about finding, articulating and exercising culturally specific use of media.

WHAT ARE CRUCIAL CHALLENGES FOR THE FUTURE OF THE PROJECT?

A crucial factor for projects like this is how you engage the public. In that respect it comes down to what kind of questions can you generate with your design outcomes. It is not only about visual language but also really about the language of discussion, because it decides on who can participate and who is excluded. With the aim of creating a diverse online discourse, it really comes down to the question how you could engage actors and perspectives from all over the world.

MUNICH

ミュンヘン

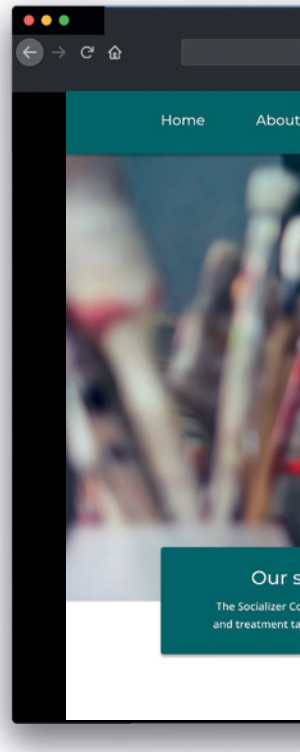


THE MENTAL JUSTICE PROGRAM

the key to a healthy internet experience

OCT/NOV 2020 - MUNICH:
MAGDALENA KERN | LEILA POTOCKI | CLARA SCHLEGELMILCH | RONA STUPKA

What about turning perspectives around? For a possible future solution to mental health issues induced by social media, this project points out the absurdity of the status quo: Why should we adapt functioning digital structures and systems to the human mind, when the issue could also be solved by adapting the latter? A provoking thought experiment.

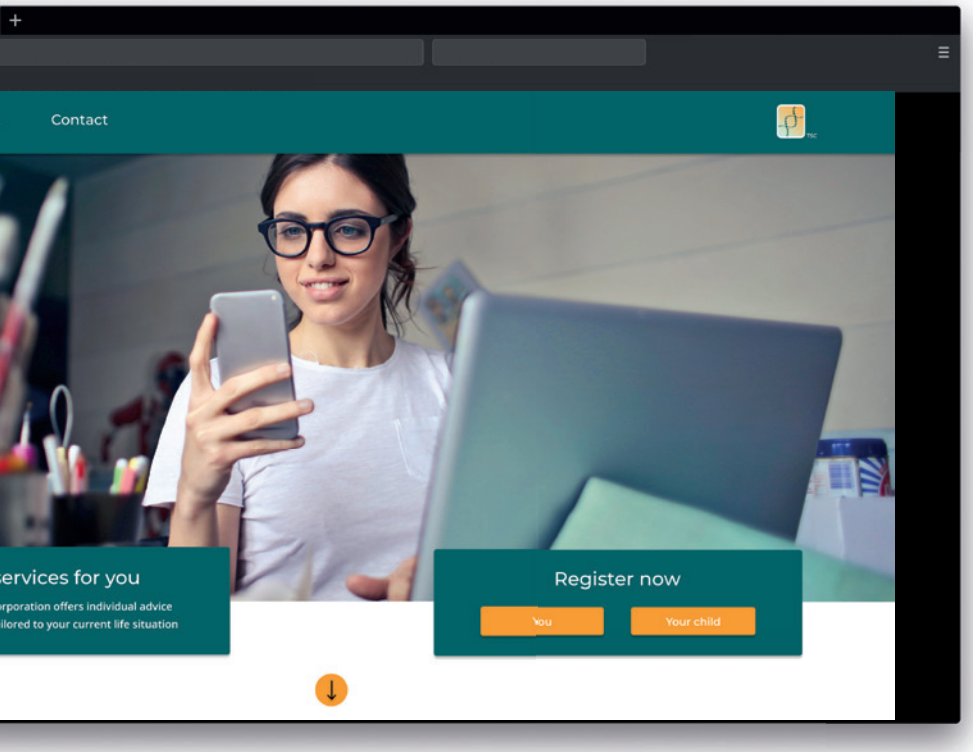


INTRODUCE YOUR PRODUCT/SERVICE: WHAT IS IT AND HOW DOES IT WORK?

In this project, we are referring to the newly declared universal human right of protection in digital environments by IODR – a fictional organization inspired by the WHO. We conceived the Socializer Corporation – an international nonprofit organization introducing the mental justice program. The latter aims at generating equal conditions for every human being using the internet. Both the private- and work-life is tightly intertwined with activities on the internet. Everyday users face dangers that come along with the digital world. That's why we developed a customizable solution to prevent people from suffering from psychological damages that are highly likely to occur due to their internet behavior and social media consumption.

Tthe mental justice program offers individual advice and treatment tailored to everyone's individual current life situation. Every human being, even an unborn child, gets a free DNA test, which detects the specific challenges for each individual in the digitalized world. The test also helps detecting psychological difficulties that individuals are highly likely to develop in the digital world. Based on the analysis a personalized preventive medication creates a safe and unlimited digital experience for everyone.

Everybody receives a depot injection with the perfect matching medication to soften and cure psychological irritations due to extensive internet use. The depot releases the exact doses of needed medication every day. This treatment will be repeated every 2 years. The medication is a mix of vitamins, hormones, antidepressants, probiotics and other useful supplements, which support you to be the best version of yourself.



With Socializer's program, psychological treatment and rehabilitation become redundant. Moreover, the medication allows all individuals to become highly productive and efficient and makes it possible to consume as much social media as one wishes. Concurrently, the mental justice program removes all taboos around mental health.

That is how everyone is equally able to use the internet without psychological harm. Your children can grow up in a healthy and happy digital environment. Our mission is to help people understand, protect and sustain their mental health. Prevention is at the heart of what we do, because the best way to deal with an illness is to prevent it from happening in the first place.

WHICH SOCIETAL TOPICS ARE YOU ADDRESSING WITH YOUR PRODUCT/ SERVICE?

There is a combination of overlapping societal topics that we are addressing. The main topic is the immense impact that the growing usage of the internet and social media has on the human psyche. This comprises two components.

First, people spend a continuously increasing amount of time on their digital devices and consume a steadily expanding amount of content. Be it on newsfeeds, streaming platforms, social media feeds or the journey of a scientific research. Apart from the latter and a small share of reasonable information and media consumption, the time spent on the internet doesn't really add value nor does it make the consumer happy. Actually, more often than not the opposite is the case.

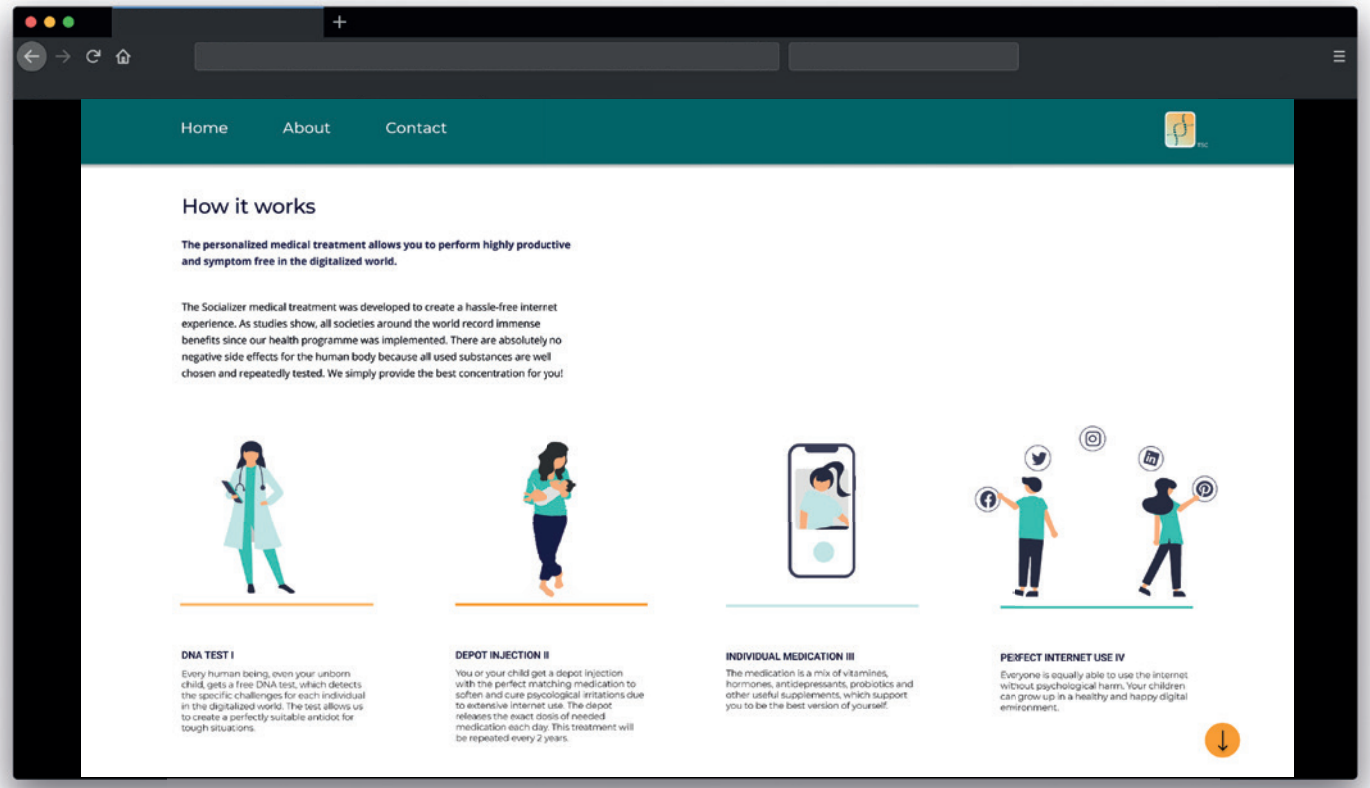
Second, excessive social media and internet consumption can cause a variety of more or less severe health issues - both physical and psychological. With our program we mainly address the psychological consequences like depressions, concentration disorders and anxiety. The implementation of the program allows a complete eradication of these negative impacts on the human's psyche.

With the personalized preventive medication, the mental justice program addresses the issue of unwanted consequences of internet usage. Presumably, this leads to the societal goal: equality. Instead of supporting everyone to gain necessary digital competencies, the mental justice program equips everyone with the same digital compatibility.

Another issue that is dealt with is the tabooed subject of mental sicknesses and disorders generally. The program seeks to dissolve the shame and condemnation that still is present around the topic. Nobody needs to be ashamed about their mental struggles anymore. This is because in the society where the mental justice program has been applied it is well-known that almost every human being needs treatment to be able to navigate through the digitalized world.

DESCRIBE WHY YOU CHOSE THE SPECIFIC VISUAL APPEARANCE OF THE PRODUCT/SERVICE. WHAT ARE YOU INTENDING TO TRIGGER WITH THE DESIGN?

Three factors played an important role in the visual appearance of our website. We have generally opted for a minimalist and clean design of our website that should still appear friendly and trustworthy. One factor is the choice of color. The green hues are supposed to be reminiscent of the medical sector and emanate seriousness. The warm yellow tones are



supposed to convey positive feelings and emotions. The second factor is the choice of vector illustrations that represent an easy and understandable use of our service. As the third and final factor of our visual appearance, the selected photos play an important role. We made a conscious decision to depict happy people with their smartphones. We aimed at showing that personal well-being is in the foreground, and our service can help users to have a happier life.

AFTER PRESENTING YOUR PRODUCT/ SERVICE TO THE OTHER PARTICIPANTS, WHAT ARE YOUR MAIN TAKEAWAYS FROM THE REACTIONS AND THE DISCUSSION?

The feedback from the other participants was mostly positive and constructive. Discussions after the presentation evolved especially around our decision to conceive a medical service intervening in psychological health. A main motivation for our project choice was the perception that health related topics which manipulate the human body are broadly seen critically. Moreover, psychological illness related to the digitalized world is an increasing problem many people are facing. This perception was agreed to by other participants.

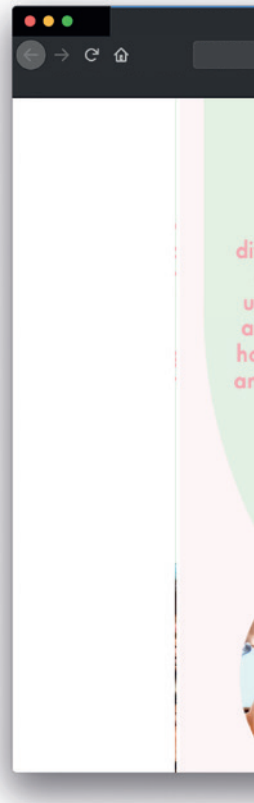
A lot of attention received the aspect that in our scenario humans are adapted to technology. Current discussions on regulations of the digital realm to protect mental health of the citizens affect data and specific behavior on the web. Our idea to change the human itself and make her or him more resistant to the digital realm appeared very thought provoking. The scenario was perceived as a dystopian future. At the same time, it was regarded as a good idea to draw attention to the psychological hazards of the digital environment and the need for changes.

all inclusive

for a better future

OCT/NOV 2020 - MUNICH: AMANDA KOCK | ANJA LIETZAU | ALICA KROLL

Could an artificial intelligence system simply bring every component of human life and nature into balance if granted indefinite power? This project reflects upon the consequences of an artificial intelligence driven solution to all current and prospective societal as well as environmental issues. By contrasting the systems deep intrusion into human lives with the utilization of a visual language communicating calmness and peace through the webpage design, questions regarding the importance and constitution of human autonomy are evoked.



INTRODUCE YOUR PRODUCT/SERVICE: WHAT IS IT AND HOW DOES IT WORK?

Experience a whole new world without social, political or environmental problems.

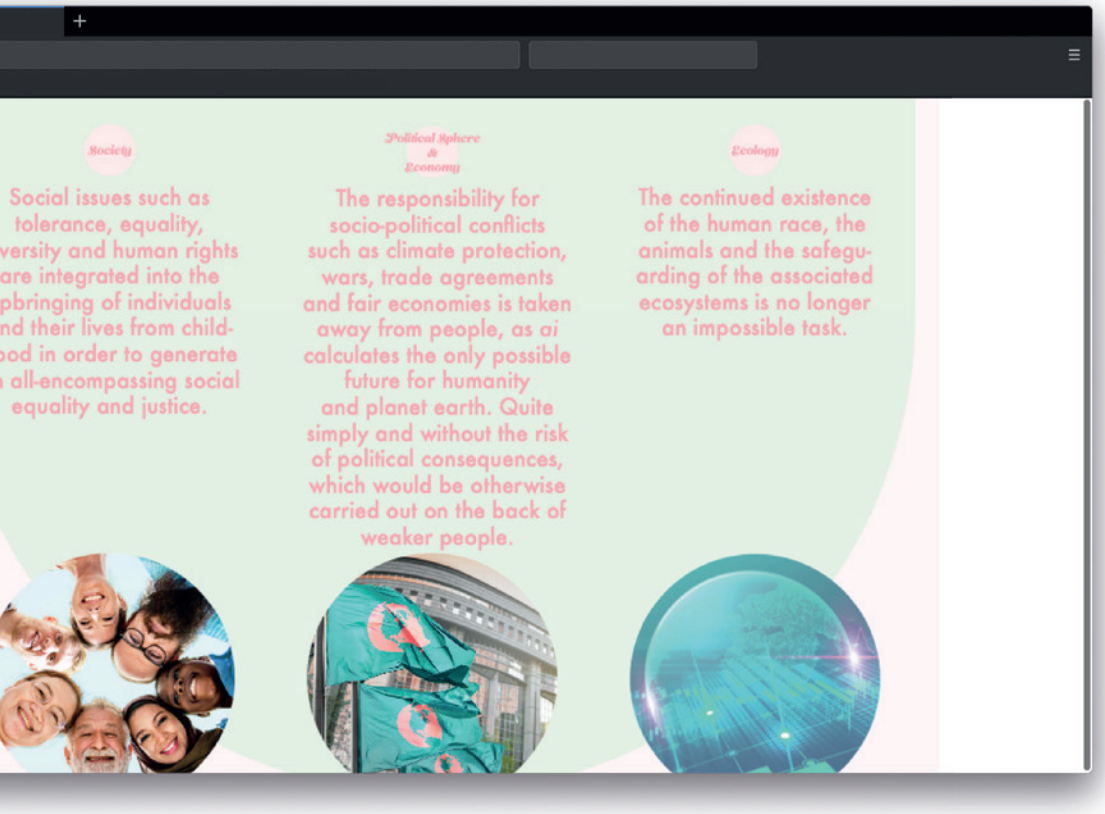
Be part of all inclusive!

In the past decades our world has faced numerous seemingly hopeless challenges in the areas of climate, economy, politics and health. Visions of the future take on dystopian proportions, but not with *all inclusive*! Our artificial intelligence solves the problems of humanity and our planet for a sustainable future on an individual and community level.

Thanks to all inclusive, the most efficient form of economic and social life is determined. Industrial overproduction, food waste, environmental pollution, energy waste and the global problems of climate change and political conflicts are no longer part of everyday life.

In short: a world that offers a future for everyone, not just for the fittest.

All inclusive is a smart system, which is your constant companion in daily life. Integrated into your smart home, it provides lots of useful information, tips and data to make your everyday life at home easier. In addition, it accompanies you in the form of a smart watch during sports, leisure and sleep and records vital data about your health, your rhythm of life and your emotional state to support you with essential tips, medical advice and helpful exercises for self-optimization. It also connects you digitally with all your social contacts and makes maintaining them easier.



WHICH SOCIETAL TOPICS ARE YOU ADDRESSING WITH YOUR PRODUCT/ SERVICE?

Natural disasters, political conflicts, the shift of personal interest in public discussions, the power of fake news and the unstopped spread of intolerant and false information are big risks for our social, political and ecological future. *All inclusive* leads humanity into a sustainable and economically maximally efficient future.

Society
Social issues such as tolerance, equality, diversity and human rights are integrated into the upbringing of individuals and their lives from childhood on in order to generate an all-encompassing social equality and justice.

Political Sphere & Economy
The responsibility for socio-political conflicts such as climate protection, wars, trade agreements and fair economies is taken away from people, as all inclusive calculates the only possible future for humanity and planet earth - quite simply and without the risk of political consequences, which would be otherwise carried out on the back of weaker people.

Ecology
The continued existence of the human race, the animals and the safeguarding of the associated ecosystems is no longer an impossible task.

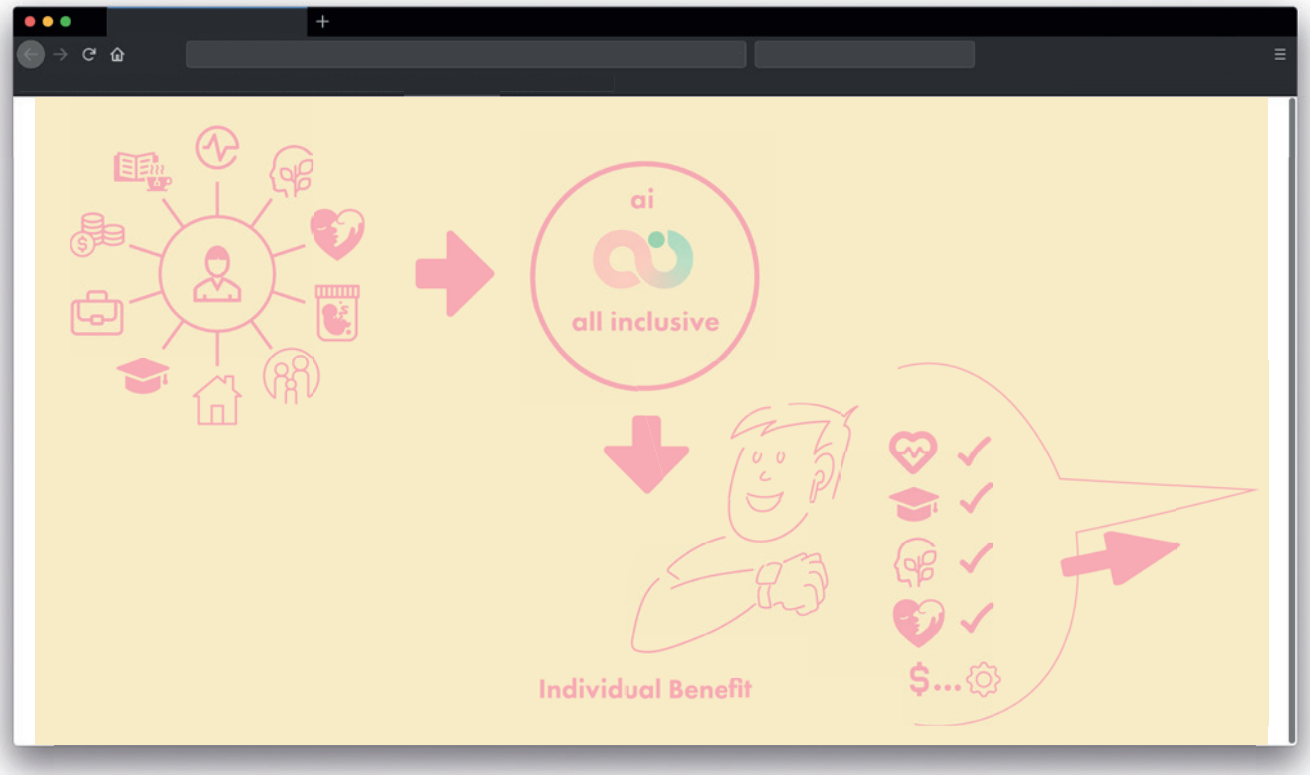
DESCRIBE WHY YOU CHOSE THE SPECIFIC VISUAL APPEARANCE OF THE PRODUCT/SERVICE. WHAT ARE YOU INTENDING TO TRIGGER WITH THE DESIGN?

We have opted for a simple, timeless design, as it is intended for everyone and supports its acceptance as best as possible.

AFTER PRESENTING YOUR PRODUCT/ SERVICE TO THE OTHER PARTICIPANTS, WHAT ARE YOUR MAIN TAKEAWAYS FROM THE REACTIONS AND THE DISCUSSION?

It is frightening to imagine the power with which a speculative artificial intelligence system can take over our life. Nevertheless the future scenario doesn't seem so far away anymore.

Even if an artificial intelligence is supposed to act in a supportive way, there is still the possibility that it could be occasionally suppressing our own skills or activities of everyday life. Furthermore, the appearance of an artificial intelligence in our private spaces still creates an uncomfortable feeling, although products like Alexa or Siri are already there - in our private spaces! The group discussed whether there's no way out of this situation, meaning that society has to accept the dominant position of artificial intelligence providing companies, or whether society has to drastically change how and by whom artificial intelligence is produced.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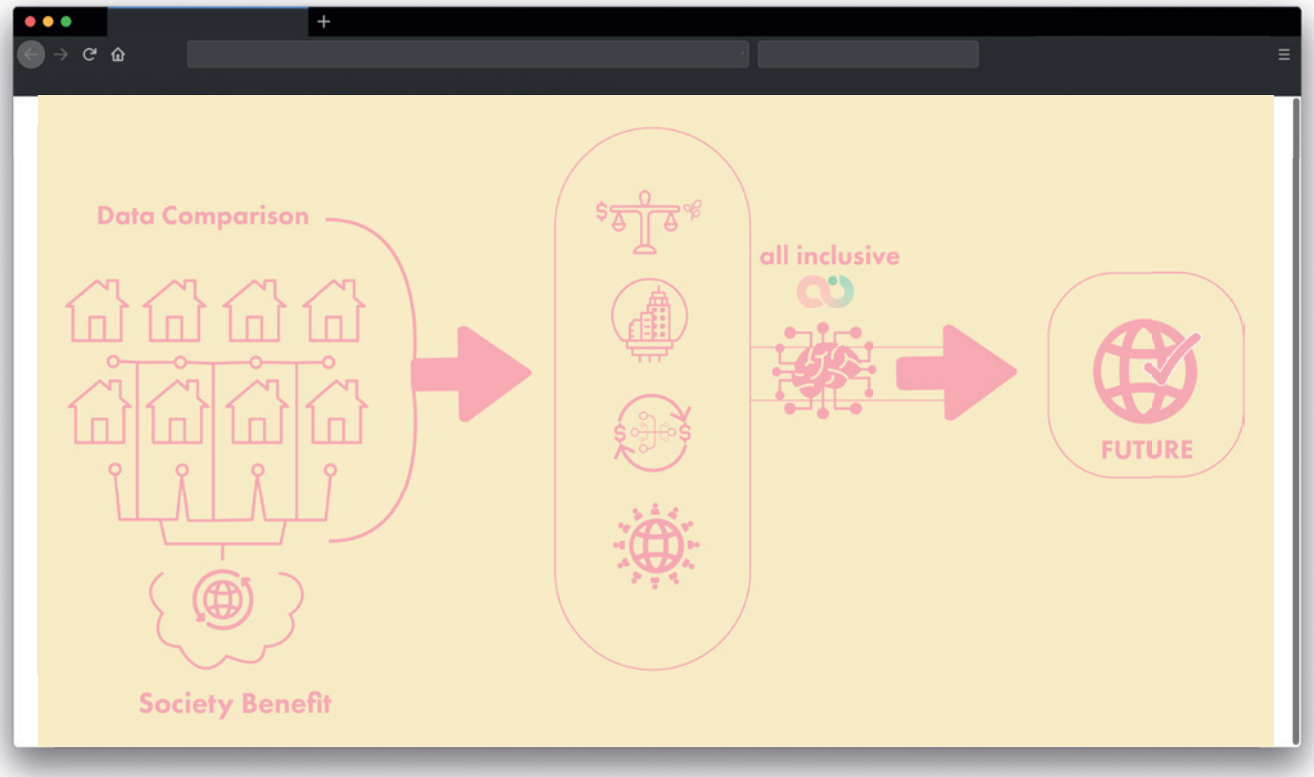
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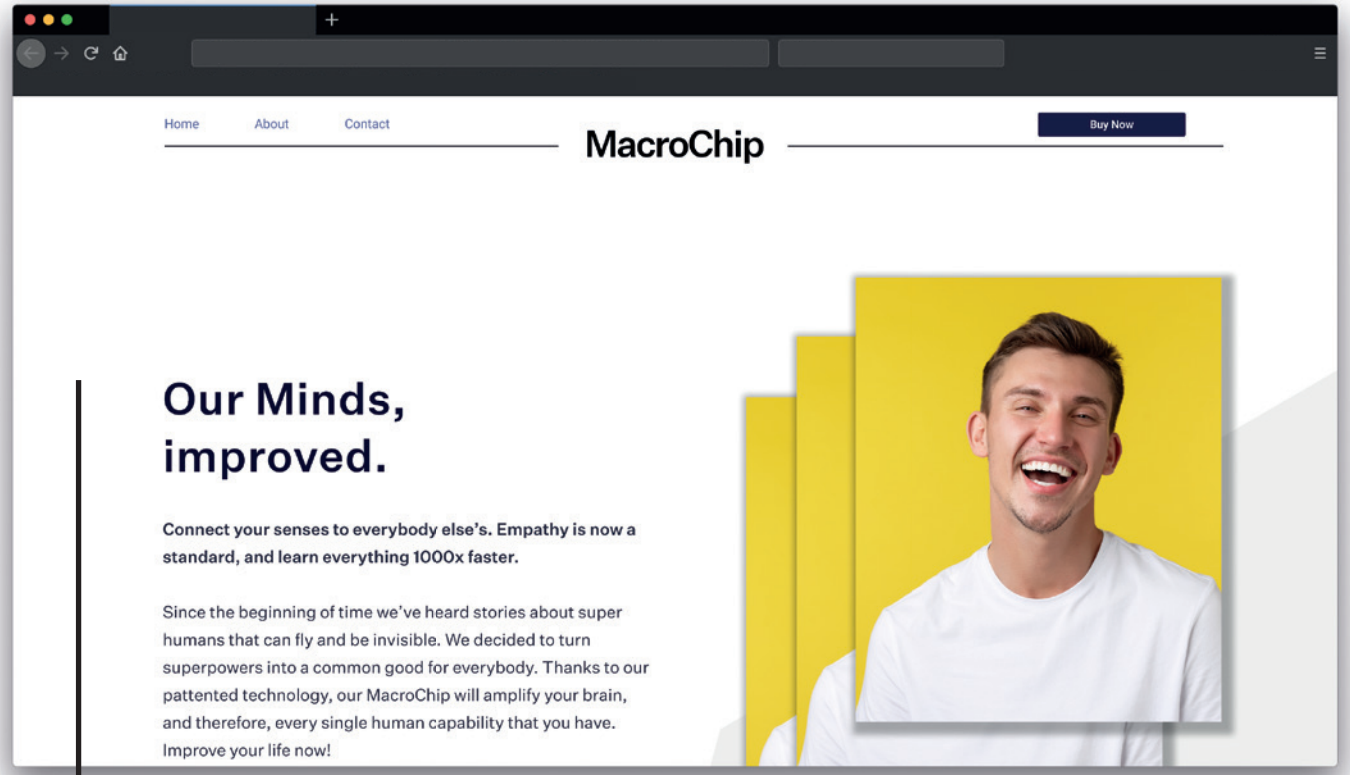
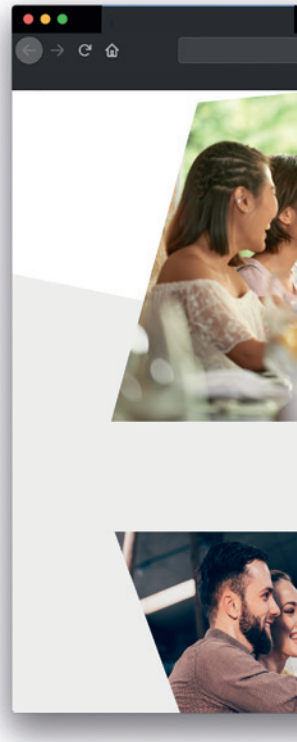
FUTURE
Society Benefit



MACRO CHIP
our minds, improved

OCT/NOV 2020 - MUNICH: BRANDO VASQUEZ | MIRIAM GLÖCKLER

What if your mental capabilities could be improved and at the same time the core of humankind's problems could be solved only by implanting a little microchip? MacroChip may be micro in size, but it's impact definitely will be large scaled. The only cost is what separated humankind far too long, individuality. A future vision evoking questions of the relation and balance of autonomy, individualism and societal benefit.

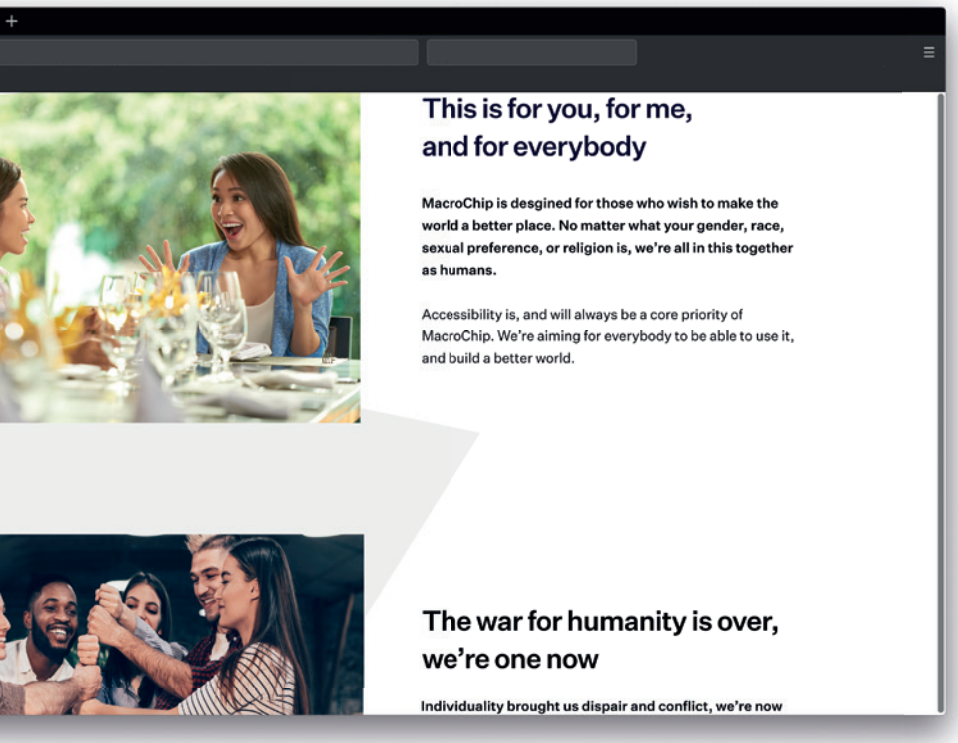


INTRODUCE YOUR PRODUCT/SERVICE: WHAT IS IT AND HOW DOES IT WORK?

MacroChip is a fictional spinoff of Neuralink, co-founded by Elon Musk with the aim to develop a brain-computer-interface. MarcoChip's product is simple: We install the Chip in your brain, and its powerful machine learning capabilities will improve you, your speed of learning, and the way you communicate with others.

No more friction between languages, no need to study something for hours and not understand it, and no need to ask the same question twice. MacroChip will take care of everything for you. This product is particularly powerful in the areas of Society, Politics, Economy and the Environment as it would basically force all of us to cooperate together for what the makers of MacroChip consider "an ideal world." MacroChip will effectively turn us into 100% productive humans. We will have no friction anymore working with other humans, and there will exist no misunderstandings anymore. All of these points will potentially lead to world peace, and us working for the better of society, the environment, minorities, and wealth disparity.

In a sense, we would attack the core of all of humankind's problems since the beginning of time: Humans. If we wouldn't get in the way of each other, with emotional overloads and acting irrationally, we could achieve incredible things as a society. We've always been in search for a higher power to lead us, give meaning to our lives, and let us know what path we should take. Now, there's no need for gods, religious symbolism or ideological nihilism. In this project, MacroChip is proposed as the path to clarity and peace. Of course, the environment will also be positively affected. There won't be anyone denying climate change, because MacroChip will make sure that the right facts will be understood by everybody. This will lead to humanity working together to solve some of the most critical problems that up until now, are still debated. Indeed, we won't need to debate anything anymore. Since we're all on the same page, understand the same facts, and agree on everything, we can save hours, days, months, and even years of discussion.



People will feel happier, will have a meaning and a mission, and will be productive for the rest of their lives. We will work for the common good, and not for individualistic desires. This, eventually, will lead to a world where we all feel fulfilled, and help each other, while also eliminating all of disparity and injustice as we now know it. The only thing that we need to do, to achieve this, is to trust MacroChip.

WHICH SOCIETAL TOPICS ARE YOU ADDRESSING WITH YOUR PRODUCT/ SERVICE?

In this project, we wanted to play with the idea of what could go wrong with technology, and not only what could go right. The goal is for the people who look at the platform to consider the negative effects of a very powerful technology.

We trust technology and the people who create it too much. The biggest companies in the world are tech companies, and every possible industry is becoming tech driven as well. There's no room to escape, and there's very little deliberation about new technologies. The biggest companies have the best sales and marketing people in the world, they can sell us everything. If we don't start to become dubious of what they tell us, we might as well just do what they tell us to do.

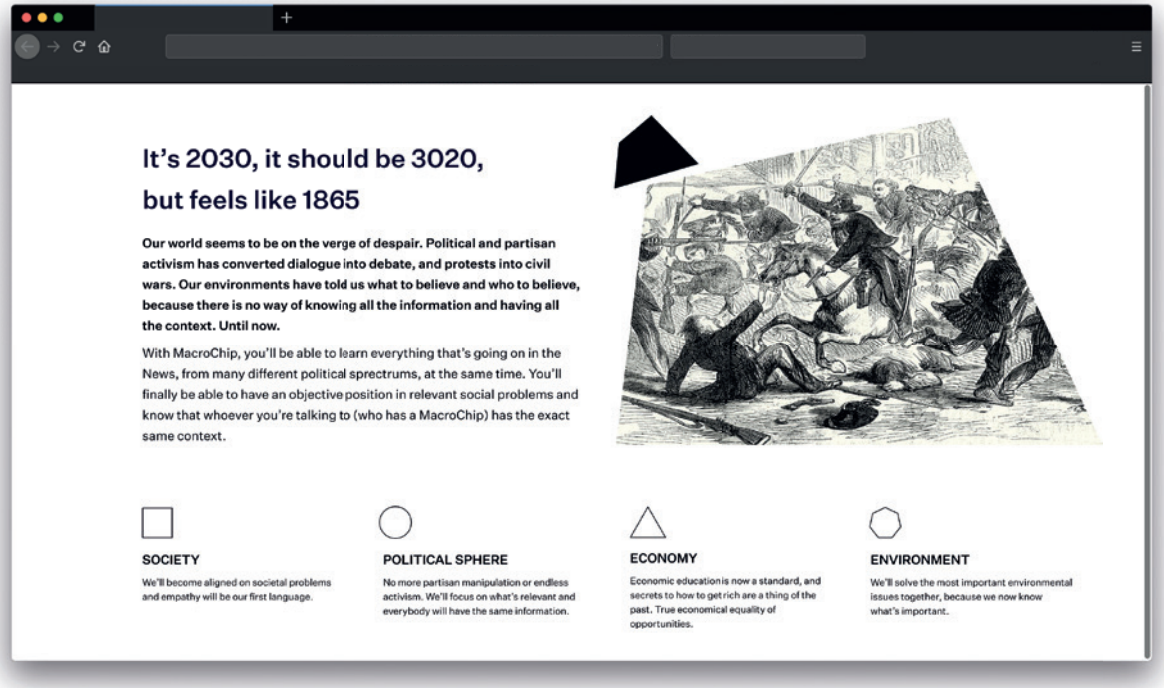
DESCRIBE WHY YOU CHOSE THE SPECIFIC VISUAL APPEARANCE OF THE PRODUCT/SERVICE. WHAT ARE YOU INTENDING TO TRIGGER WITH THE DESIGN?

There isn't a specific way of showing the product. In fact, the whole landing page avoids showing the product and only talks about its benefits. Only near the footer you can see a little bit of what appears to be a product.

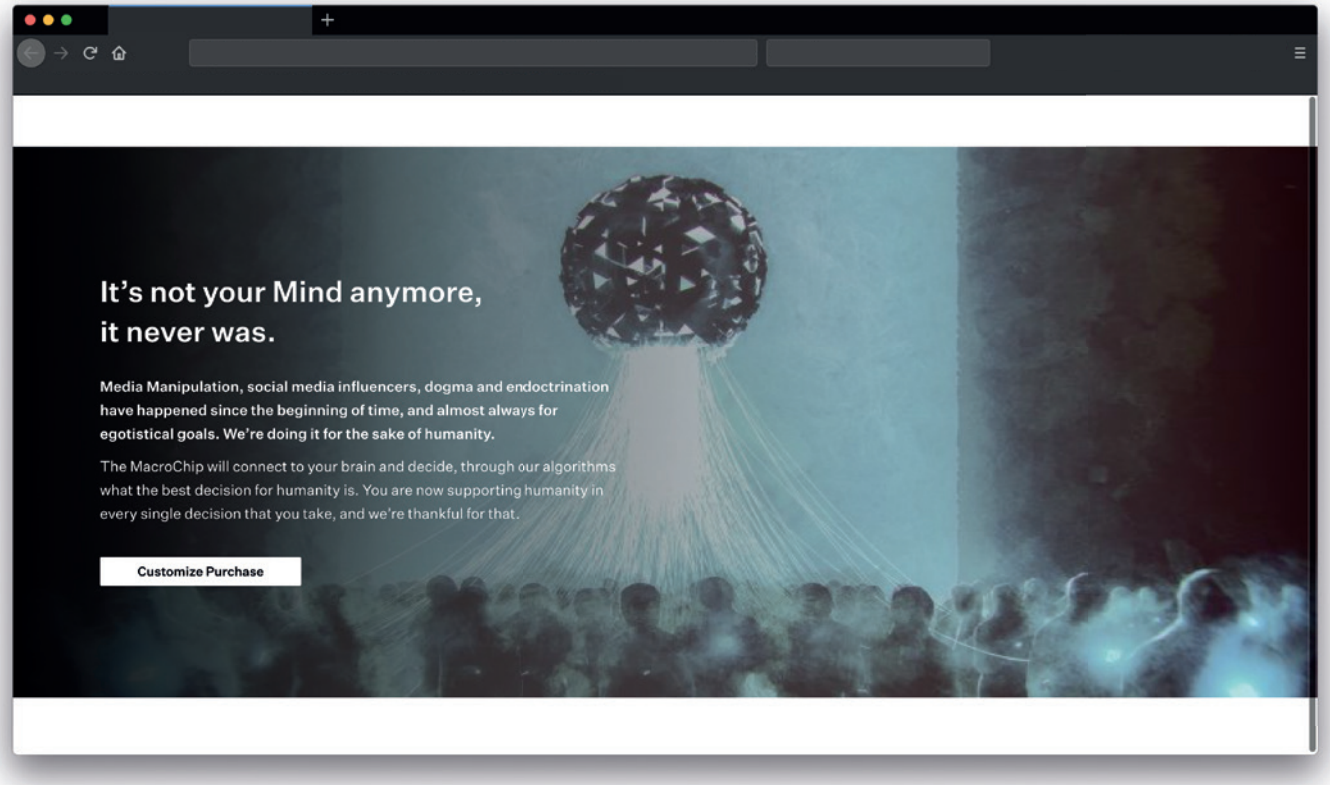
Besides the clear absence of the product, which may suggest that the company has something to hide, the website is filled with over-exaggerated stock photography. The reason being, that tech companies are overly optimistic, unrealistically motivating and clearly disconnected with reality. The overall goal of the visuals was do cause dissatisfaction and make the viewer uncomfortable. Overly positive messages everywhere don't make us any happier.

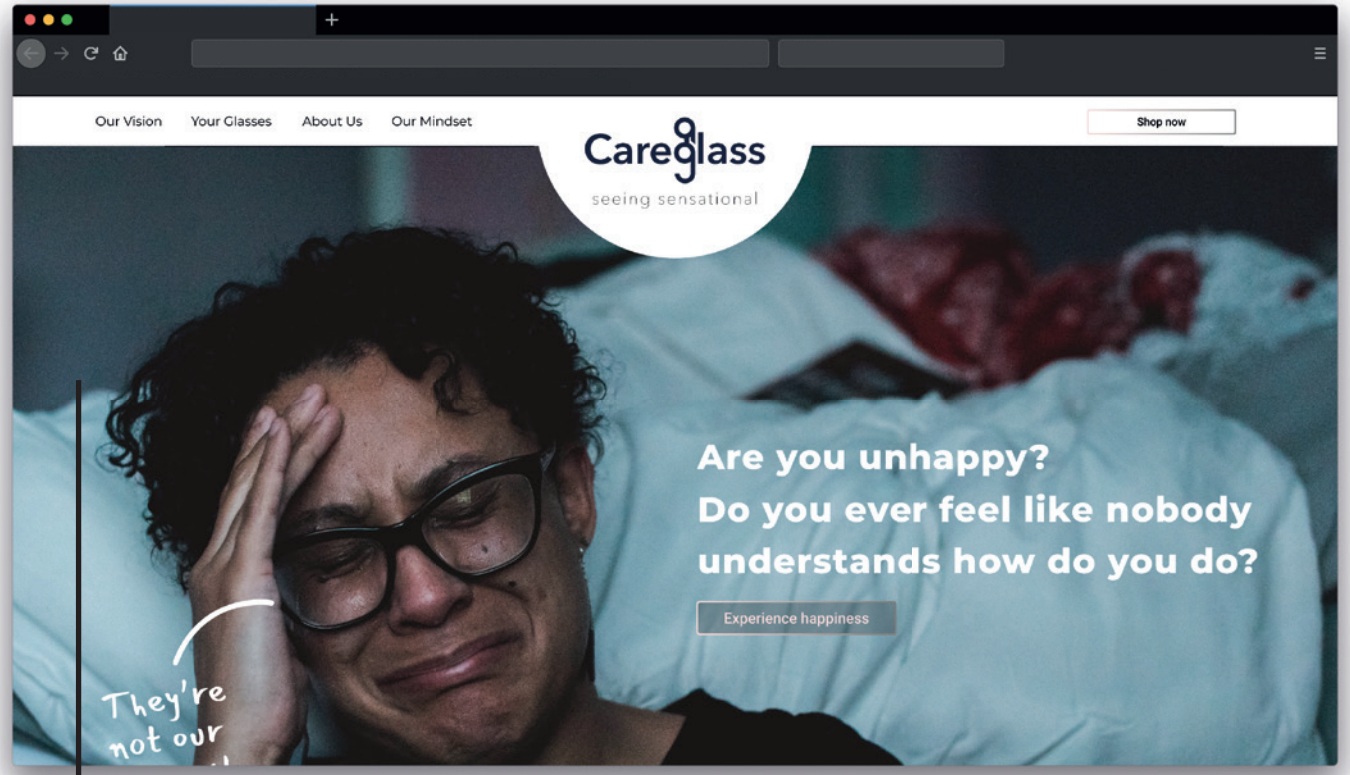
AFTER PRESENTING YOUR PRODUCT/ SERVICE TO THE OTHER PARTICIPANTS, WHAT ARE YOUR MAIN TAKEAWAYS FROM THE REACTIONS AND THE DISCUSSION?

Given the provocative nature of the project, I'm glad people reacted in a very defensive way to the concept. There were no positive comments about the product. This is expected from such a provocative piece of work.



People want to feel comfortable, and not intellectually attacked. We live in an era of extreme freedom, where we can choose so many things, that once we made a decision, we need external positive affirmations to make us feel that the decisions we made were the right ones. Uncertainty attacks us, and that's why we need to push provocation in all directions.





CAREGLASS
seeing sensational

OCT/NOV 2020 - MUNICH:
THE THREE GROUP MEMBERS WISH TO REMAIN ANONYMOUS

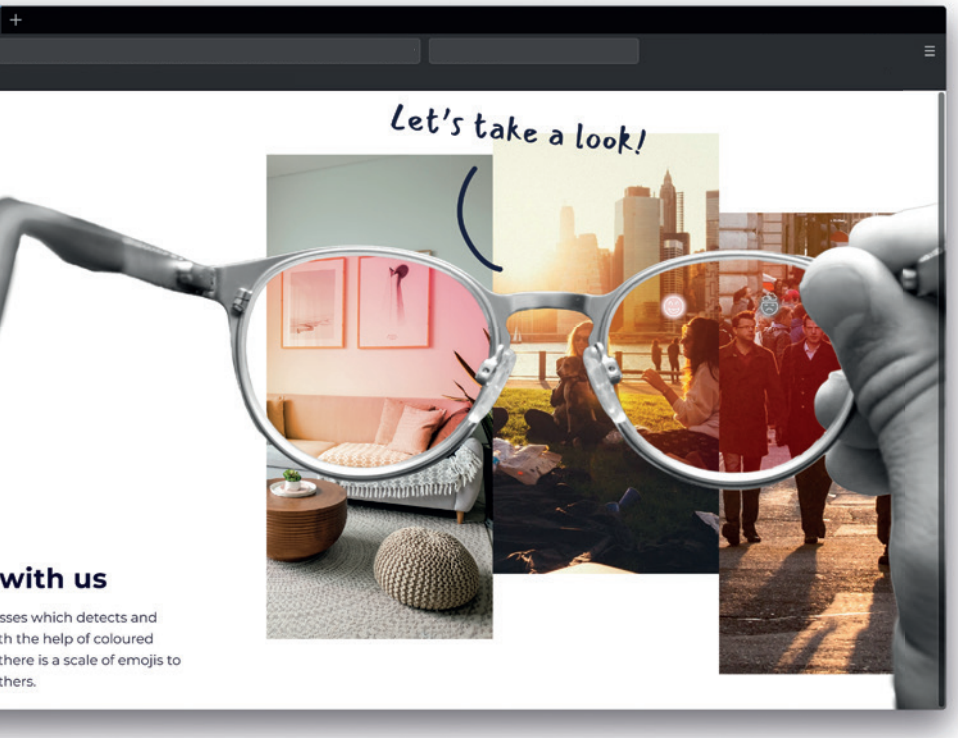
Could technology assist human communities to be more empathetic? This project addresses the issue of mental illness caused by our increasingly digitized life. The group proposes the utilization of augmented reality eye-wear to make use of data gathered online and transfer it to physical public spaces. Information displayed refers solely to the user's state of wellbe-ing, aiming at fostering communication with fellow citizen and empathy as well as caring for each other.

INTRODUCE YOUR PRODUCT/SERVICE: WHAT IS IT AND HOW DOES IT WORK?

Focussing on the question of how to reach a state of higher wellbeing in society, we propose Careglasses. Careglasses look like regular glasses but come along with a complete service. The overall aim is to change the state of mind of the user through a modified view of reality to light up the user's mood. Furthermore, we aim at sensitizing others about the feelings of strangers and to motivate individuals to start an open conversation by simply asking: 'how do you do?' during random encounters.

The product itself are glasses. They look like casual glasses but have integrated high-tech features like an integrated display showing filters and emojis. Colour filters enhance the mental state of users. They are controlled by an app. Through collecting long term personal data, it is possible to analyse how the person is feeling. With the help of algorithms, the glasses are instantly reacting to the user's current mood. If the user for instance seems to be stressed, the glasses project warm and cordial filter to relax the nerves.

Emojis support the exchange between users. The vision is that in 2030 there should be no inhibitions to speak open about one own's wellbeing. The user can show others how she/he is doing by displaying the matching emoji. The act should invite to start a conversation. Simply talking about one's feelings can immensely increase the user's positive feelings. Furthermore, in a bigger picture it is an attempt to avoid deeper depressions and mental illnesses. The service should be supported by public health insurances. Consequently, everybody can take part and profit from Careglasses.



WHICH SOCIETAL TOPICS ARE YOU ADDRESSING WITH YOUR PRODUCT/SERVICE?

Mental Health is a major issue with regard to digitalization and the increasing growth of cities. Due to the huge amount of input people tend to lose their focus and personal human interaction is declining. Studies however are showing that contact to other humans is mandatory for a happy and

healthy relation to oneself. Moreover, people use public places mostly for transportation. This is nothing to be criticized. But it usually doesn't allow for the possibility to enable randomized interaction with people outside the typical interest-circle and social environment. For our product, we intended to find a way to place it into these public places and make it part of society. Addressing mental illness, we also required a neutral design that would not be identifiable as a symbol of a mental illness. We opted for regular glasses, not just because of their inconspicuous look but because of their unbiased usage. People, regardless of their origin, are able to take advantage of our product.

Certainly, the glasses can be of great benefit for people who are mentally instable. They can be treated with our patented sunshine mood colour filters. Moreover, the long-term goal is to establish the idea of mutual care and interest in the mental well-being of all individuals within society. Being only a tool to enhance these societal processes, the glasses will slowly disappear when this goal is reached.

With this project we aim to raise awareness on the understanding of mental illness not as an unhuman issue, but as a widespread disease. With our project we depict a future scenario for the year 2030 where there is no reason to be uncomfortable or ashamed for a depression or similar anymore. By describing a future where people are open to this topic, the fact that many people are in a similar situation is revealed.

DESCRIBE WHY YOU CHOSE THE SPECIFIC VISUAL APPEARANCE OF THE PRODUCT/SERVICE. WHAT ARE YOU INTENDING TO TRIGGER WITH THE DESIGN?

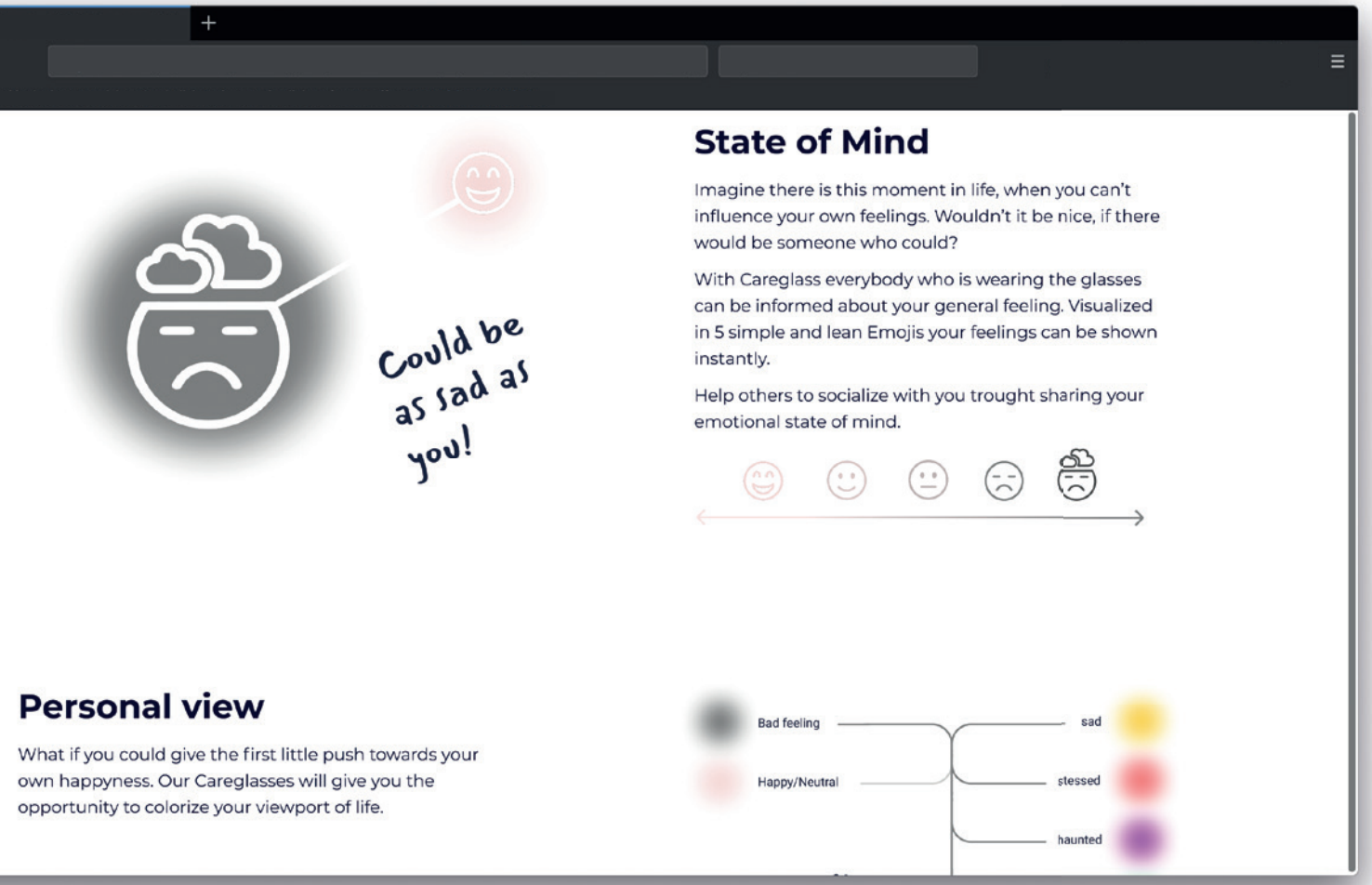
We thought a lot about the look of the glasses. Should they look futuristic and spacy so that everybody can see who is part of the Careglass community or would it be stigmatizing for the people who are wearing them? We realized that an inconspicuous product would be the best solution for our customers. It has been developed on the base of usual glasses striving for a casual look. The aim is to give anybody the opportunity to look as individual as possible, but still use the benefits of modern technology offered by Careglasses. Through the convenient look it is straightforward for people to adapt as well as to accept the concept of the glasses. It feels closer to their way of life and leads them to think about wearing them for real and how their everyday life would change with our service.

There are some integrated high-tech features such as filters and emojis. The emojis use a visual identity that everybody already learned by using social media and instant messaging services. Therefore, the emoji visuals displayed are easy to be decoded. But at the same time they are abstract enough to avoid someone from interpreting them as belonging into the real world and their offline life. once we made a decision, we need external positive affirmations to make us feel that the decisions we made were the right ones. Uncertainty attacks us, and that's why we need to push provocation in all directions.

AFTER PRESENTING YOUR PRODUCT/ SERVICE TO THE OTHER PARTICIPANTS, WHAT ARE YOUR MAIN TAKEAWAYS FROM THE REACTIONS AND THE DISCUSSION?

There have already been ideas about how to help people to orientate in real life with integrated-display glasses. For example, Google introduced such an eyewear, however, failed because of its extravagant style. The fact, that every accessory in the facial area shapes the person's identity must not be ignored.

As unofficial design concepts made by Apple enthusiasts were released, smart glasses started to be more of a supporting wearable than a technical statement. People wearing usual glasses was never a noticeable statement. This opens up many new possibilities of combining the real world with the artificial one. The implementation of the artificial world into the analogue world is scalable. Self-optimisation through glasses is a totally self-controlled action. Glasses are no substance that can be physically addictive nor a totally inconspicuous way of self-deception.



INTERVIEW

Prof. Markus Frenzl *is Professor for Design and Media Theory at Munich University of Applied Sciences (MUAS), Head of the Advanced Design Master's Program and Vice Dean of the Faculty of Design. He accompanied the workshop sessions in Munich.*

This interview was held in January 2020 in Munich, Germany.

PROF. FRENZL, RECENTLY, THE DEMAND FOR SPECULATIVE DESIGN APPLICATIONS SEEMS TO INCREASE A LOT, ESPECIALLY IN GERMANY. WHERE DOES THIS DEVELOPMENT COME FROM AND WHAT DOES IT MEAN FOR THE SOCIAL RELEVANCE OF THE DESIGN DISCIPLINE?

In recent years, design has rediscovered its historical roots of social responsibility and the improvement of the living conditions for all sections of society. For a long time our discipline had been misunderstood primarily as a superficial activity for sales promotion and aestheticization – perhaps this was a consequence of misinterpreted critique of functionalism or a consequence of an economic-driven time and its social impact since the 1980s.

But now we are increasingly recognizing that design will play a decisive role in the major social transformation tasks ahead: How can human coexistence be shaped in the face of refugee flows or pandemics? How can the necessary changes in our everyday life be conveyed to people? What will the future of housing, digitalization, mobility, education look like? What role will artificial intelligence play in our lives, how harmless do we want it to appear, or where do we want to set limits to it? – Questions like these require new creative approaches that go beyond traditional problem analysis and a simple design solution. They require thinking in possible future scenarios, which can be quite utopian or dystopian in order to enable real new beginnings.

I think that's why Speculative Design has become more and more important in recent years. Perhaps we recognize now that our German design tradition of Bauhaus and HfG Ulm lies in this content-related approach and social responsibility: It is about solutions to pressing global and social questions. It is about shaping society!

IN THAT RESPECT, HOW DO YOU PERCEIVE THE PROJECT DESIGN X DISCOURSE? ?

Design X Discourse focuses on democratic processes related to future issues and future technologies. The project aims to achieve new speculative solutions with a participatory approach. This combines the ideas of participation with the ideas of Speculative Design.

At the same time, it illustrates that the major global environmental questions can no longer be answered by a single discipline, but can only be developed by working together in different disciplines, competences and interests. More and more disciplines now recognize the value of a collaboration with designers also for areas where it is not about the aestheticization of products, but about the design of processes, communication, accessibility, participation etc. The Design X Discourse project thus forms a framework in which not only new solutions for digital tools, apps, websites or physical products are developed,

but at the same time the process of participatory problem analysis, idea-finding and the collaborative imagining of future solutions are explored. It thus stands for the approach of practice-based research through and for design.

LOOKING AT THE DESIGN ARTIFACTS RESULTING FROM THE WORKSHOP, WHAT WAS MOST STRIKING TO YOU?

It was particularly interesting for me to see how different cultural backgrounds influence the development of new products and solutions: Those who want to avoid fake news with an app on their smartphone or want to make life worry-free with an improved smart home have not lost faith in the possibilities of digital technologies – as for example many people in Europe seem to have.

The tomato sauce, which slows down the net as an “internet jam” in the microwave and thus prevents government surveillance, seems naive at first, but can also be understood as a practical, everyday solution and testifies to a threat that people in many places of the world have to deal with. A doll as a companion, collecting medical data, testifies to a culture of animism that is completely different in Asian and European culture.

THE MAJORITY OF THE NARRATIVES CREATED IN THE WORKSHOPS ARE BASED ON DYSTOPIAN SCENARIOS. WHERE DOES THIS ATTRACTION TO DYSTOPIA COME FROM AND HOW CAN UTOPIAN DESIGN EFFORTS BE ENCOURAGED?

Numerous science fiction films are based on the considerations of what happens to humanity when certain social or technological developments occur, such as when famines or water scarcity lead humanity into wars, or when artificial intelligence dominates humans. These dystopias can be understood as exaggerated horror scenarios. At the same time, however, they can be an incentive to counteract and, for example, to think about fair access to food and water, about a fairer and more democratic society, or about the meaning and scope of AI. Dystopia is therefore a conscious exaggeration, which often has a greater potential for persuasion than the utopian image of a healing world, which would probably seem naive to us in the face of the challenges ahead.

Those who do not see a need for change will be less likely to take action to shape the future. Behind every dystopia is a utopian urge to create a better future for our planet, its nature, humanity and human coexistence.

PARTNERS & ACKNOWLEDGEMENTS

We would like to thank all participants for taking part in the workshops and contributing with their ideas to the Design X Discourse workshop series.

Furthermore, we would like to thank Prof. Daijiro Mizuno from KYOTO Design Lab, Kyoto Institute of Technology, for his supervision and valuable feedback throughout and past our stay at KYOTO Design as visiting researchers. We also thank KYOTO Design Lab for hosting us and the administration and the staff for their kind support. Additionally, we would like to thank Prof. Markus Frenzl from the Department of Design at the Munich University of Applied Sciences for his steady and ongoing support.

Finally, we would like to thank all institutions who expressed interest in Design X Discourse and allowed us to present the project at their (online) premises and events.

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Design X Discourse is a workshop series by
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Concept and content by
MICHEL HOHENDANNER & CHIARA ULLSTEIN
Munich, Germany - January 2021

Individual workshop results were created by participants as listed on the respective project page.

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