



The Fate of Things to Come: Deconstructing Design[s] Future[s]

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Goldsmiths
UNIVERSITY OF LONDON

RICK GUIDICE

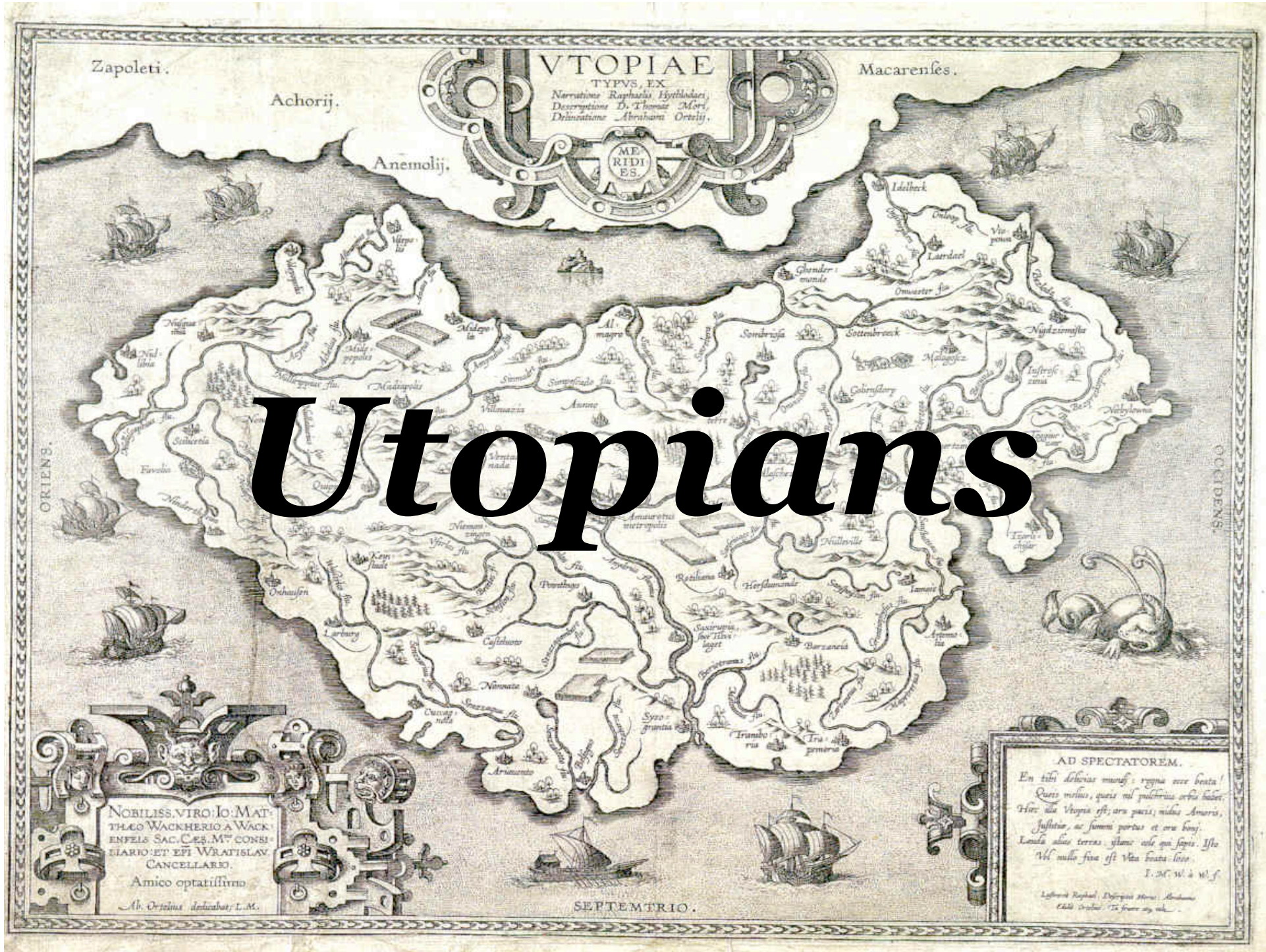
assumptions



Design is a product

A dense, colorful pile of various plastic brushes and combs. The brushes are in shades of blue, orange, yellow, and pink. Some have long handles, while others are more compact. The bristles are also in various colors, including blue, orange, and yellow. The brushes are scattered and overlapping, creating a vibrant, textured background.

Design is a producer



Zapoleti.

Achorij.

Anemolij.

Macarenfes.

UTOPIAE

TYPVS, EX

Narratione Raphaelis Hythlodæ,
Descriptione D. Thomæ Mori,
Dilatatione Abrahami Ortelij.

ME
RIDI
ES

Utopians

ORIENS.

OCCIDENS.

NOBILISS. VIRO IO. MATHEO WACKHERIO A WACKENFELS SAC. CES. M^o CONSILIARIO ET EPI WRATISLAV CANCELLARIO.

Amico optatissimo

Ab. Ortelius delinavit. L.M.

SEPTEMBRIO.

AD SPECTATOREM.

En tibi delicias mundi: regna ecce beata!
Quæ non melius, quæ non pulcherrima acta habent.
Hæc illa Utopia est; aræ pacis, nihil Amoris,
Iustitiae, ac summi portus et arcis bonæ.
Laudæ alius terras: gloriæ celsæq; sapientis.
Vel nullo finis est: Vana beatae lites.

I. M. W. à W. f.

Labovius Raphael, Descriptio Thomæ More, Abrahami
Ortelij, et aliorum.




BRAUHAUS

1516

AUGSBURG



A photograph of a grey, textured doormat with a black border. The mat is placed on a concrete floor in front of a wooden door. The mat features the text "There's no place like 127.0.0.1" in white, bold, sans-serif font. A yellow rectangular box highlights the words "no place".

There's no place
like 127.0.0.1



FREE
43

Property of the SAN FRANCISCO EXAMINER
433 Mission St., S.F., 94105

GS

TALKIN TO MY SHADOW HE
ADVISED ME NOT WORRY!
HE SAID I SHOULD PLANT MY
TREE AND LET IT RISE OUT
OF THE FURY! DE!

THIS LOOKS
LIKE A GOOD
PLACE TO PUT
A
STICKER.

SHAKE HANDS
AND DRINK
TEA.

MILITARY
55 LVO

Handwritten graffiti on a white piece of paper.

Handwritten graffiti on a white piece of paper.

BEEVA
LIFTER.

Handwritten graffiti on a white piece of paper.

Property of the
San Francisco Examiner
433 Mission St., S.F., 94105
1-800-451-3434

Sunday Game of Thrones
San Jose All

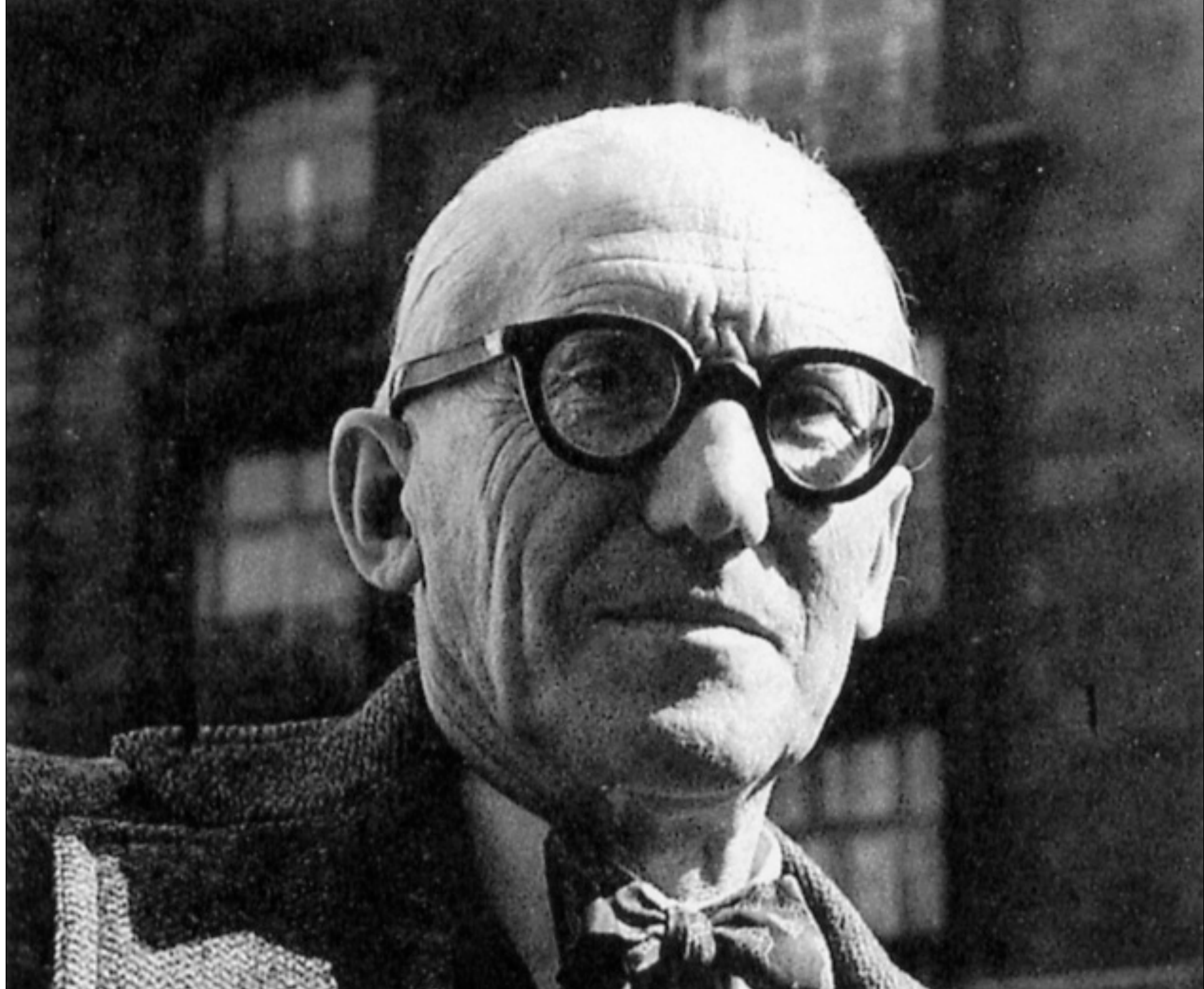
BEYOND T

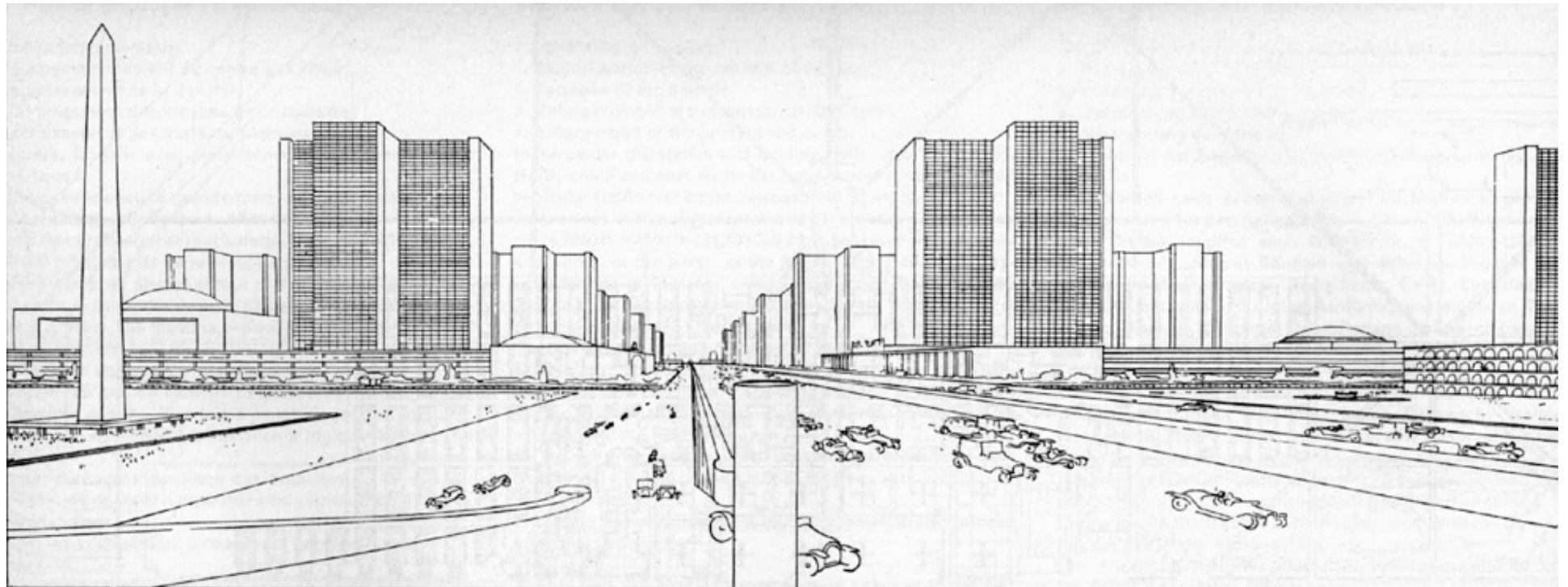
Utopia as a fictional,
ideal society

Utopia as a construction of
alternative organisation
(Parker Et. Al, 2007)

things





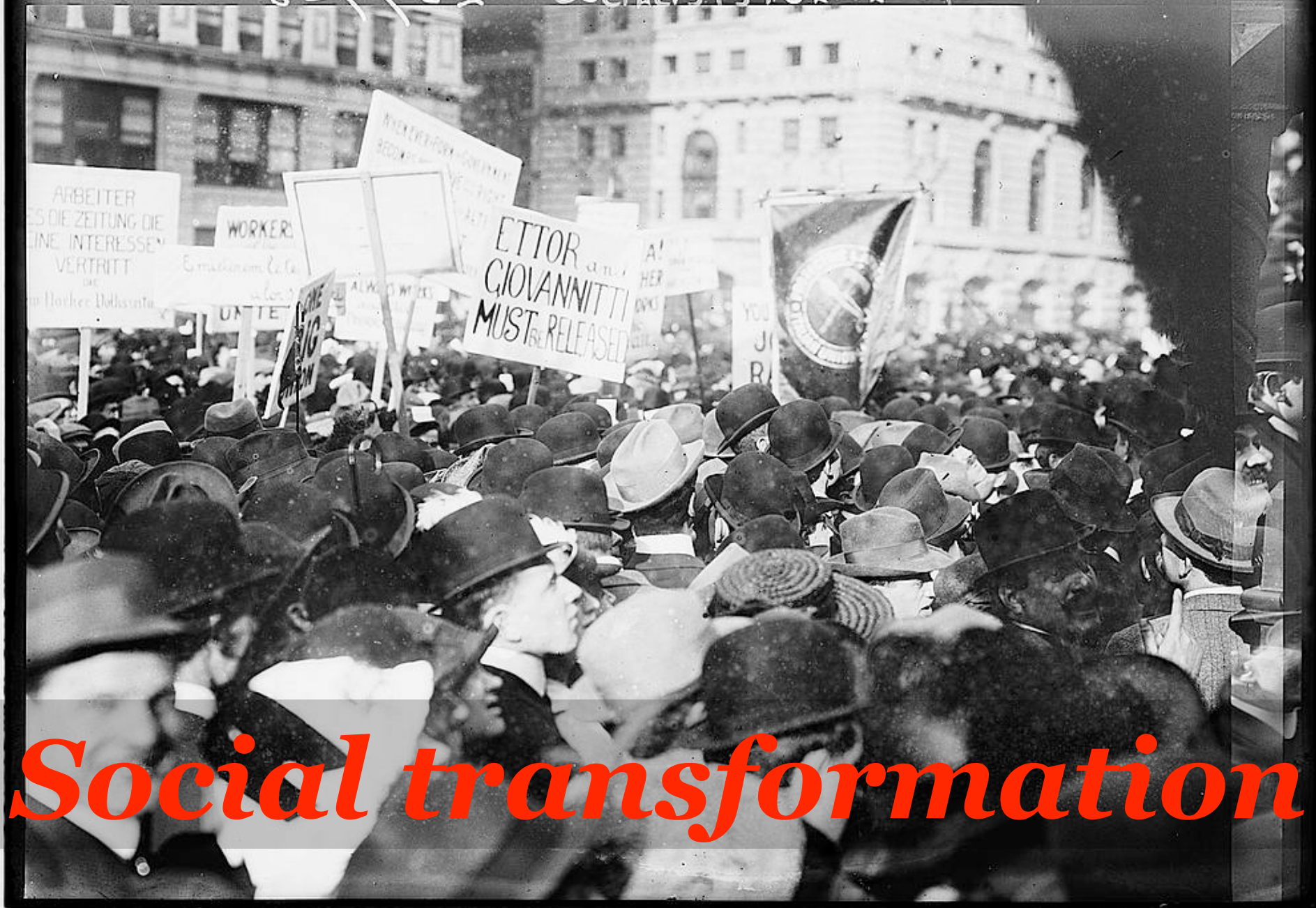




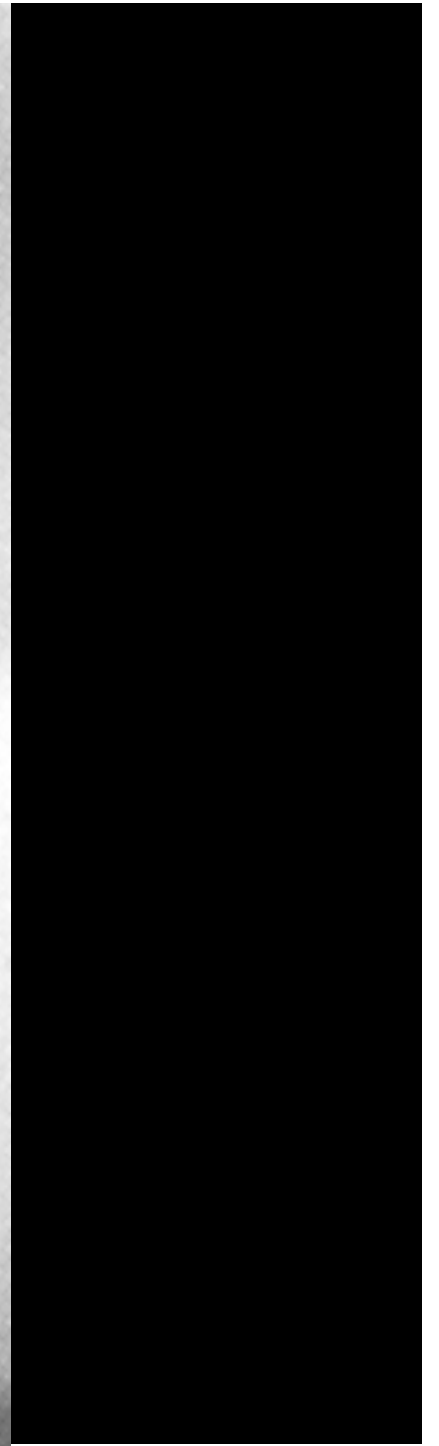
“Thus, trained in all learning, the mind of the Utopians are exceedingly apt in the invention of the arts which promote the advantage and convenience of life”

Designers are really powerful?!?

3-7-12 SOCIALISTS, UNION SQ. 5/1/12



Social transformation





“Get back in your place, where Mies
van der Rohe designed you to stand”

Judge Julius Hoffman

CONTROL AND POWER

“Accordingly they [critical utopias] attempt to realise the contours of a desired future society in their very textual form via incorporation of elements of contradiction, ambiguity, and openness. In doing so, they disrupt the unified and homogeneous narrative of the traditional utopia and demonstrate the multiplicity of possible futures.”

Tom Moylan *Dark Horizons: Science Fiction and the Dystopian Imagination*.
Routledge, 2003, p26

“The transformative potential of Utopia depends on locating it in the future, on thinking through the process of transformation from the present, and identifying the potential agents of transformation”

Ruth Levitas in Tom Moylan *Dark Horizons: Science Fiction and the Dystopian Imagination*.
Routledge, 2003, p14



The Future

eyewoo.com

“The future is like a dead wall or a thick mist hiding all objects from our view”

Hazlitt, 1822



Planning and projecting

The screenshot displays the iCal application window. The title bar shows 'iCal' and the location 'Europe/London'. The main calendar view is for November 2008, showing a grid of days from Monday to Sunday. The calendar is populated with several events:

- Monday 27:** Crit - IJP/JL/NJ/CG
- Thursday 30:** Briefing - JL, Methods and Processes
- Friday 3:** Territories presentation
- Saturday 4:** Territories presentations
- Wednesday 5:** Berlin - London Calling
- Thursday 6:** (highlighted in light blue)
- Friday 7:** (highlighted in light green)
- Sunday 9:** France
- Monday 10:** France
- Tuesday 11:** (highlighted in light blue)
- Wednesday 12:** Department Board
- Thursday 13:** Society and Culture Lecture, Methods and Processes
- Friday 14:** Joint project crit
- Monday 17:** Tutorials
- Tuesday 18:** Mentoring
- Wednesday 19:** (highlighted in light blue)
- Thursday 20:** Methods and Processes
- Monday 24:** Tutorials
- Tuesday 25:** (highlighted in light blue)
- Wednesday 26:** (highlighted in light blue)
- Thursday 27:** Society and Culture Lecture, Methods and Processes
- Friday 28:** (highlighted in light blue)

The sidebar on the left shows a list of calendars: Home, Work, Year 2, Year 3, and Year 1. Below this is a section for 'GOLDSMITHS'. At the bottom of the sidebar is a small monthly calendar for November 2008, with the 6th, 11th, 12th, 13th, 18th, 19th, 20th, 24th, 25th, 26th, 27th, 28th, and 29th highlighted in light blue.

The dock at the bottom of the screen contains various application icons, including Finder, Mail, Safari, and several utility icons.



Divination, prophesy, prediction,
forecasting, foresight and scenario planning

“future is not a noun, it’s a verb”

Bruce Stirling

Designing Futures

Conjecture, creation, colonisation
and control

This is your future

3D Color TV Wall Panel

Slide-back Roof

Personal Helicopter and
Roof Landing Area

Moving Stairway

House-control Panel



Glass Walls

Dust-free Floors

Menu Selector
and Microwave Stove

Giant-size Fruit

Ultrasonic Laundry

Electrical Heat Unit

Phono-vision Receiver

As with history, 'visions of the future' tell us a lot about the values, hopes and desires of the present

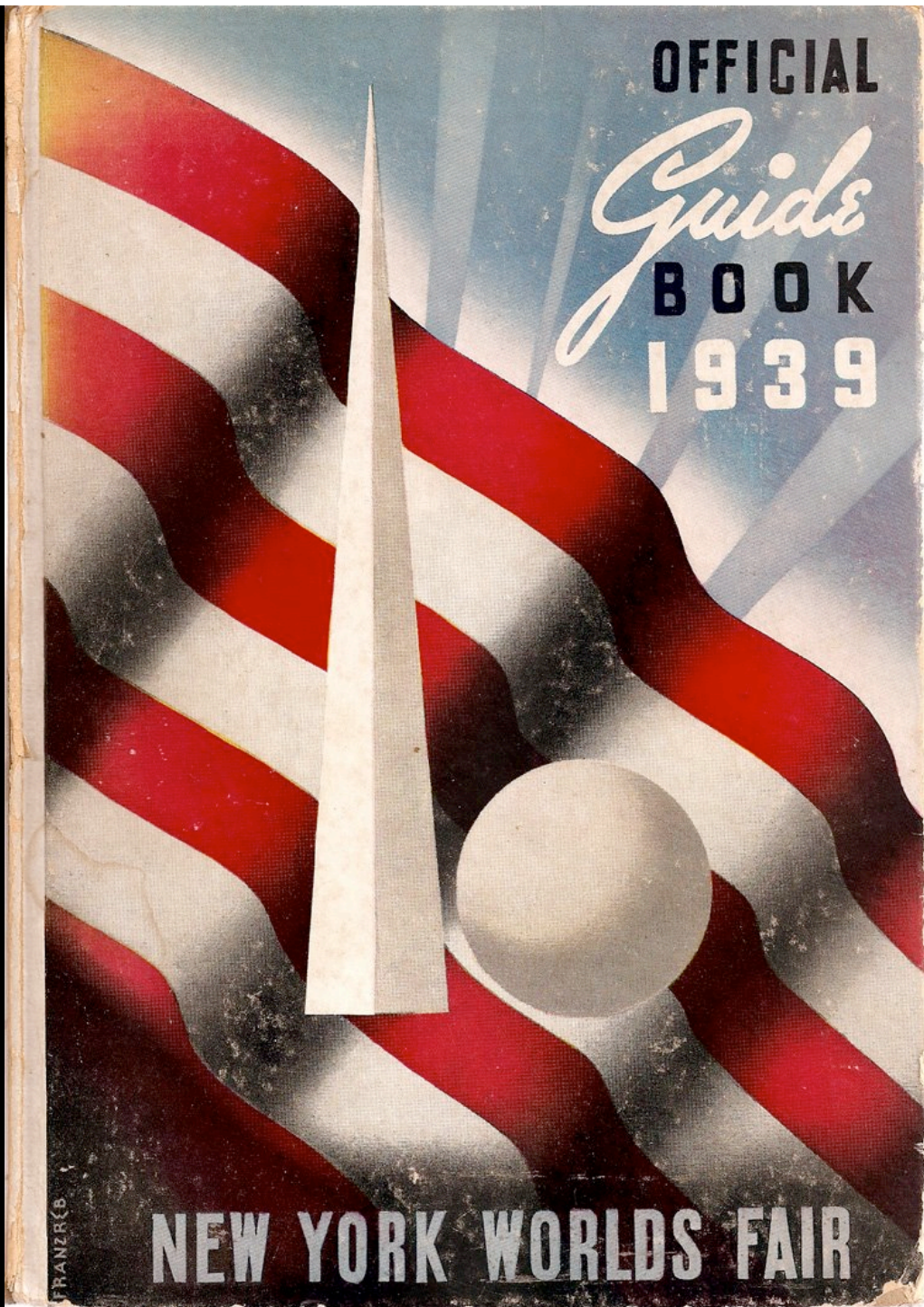
Super Chef
-1965?



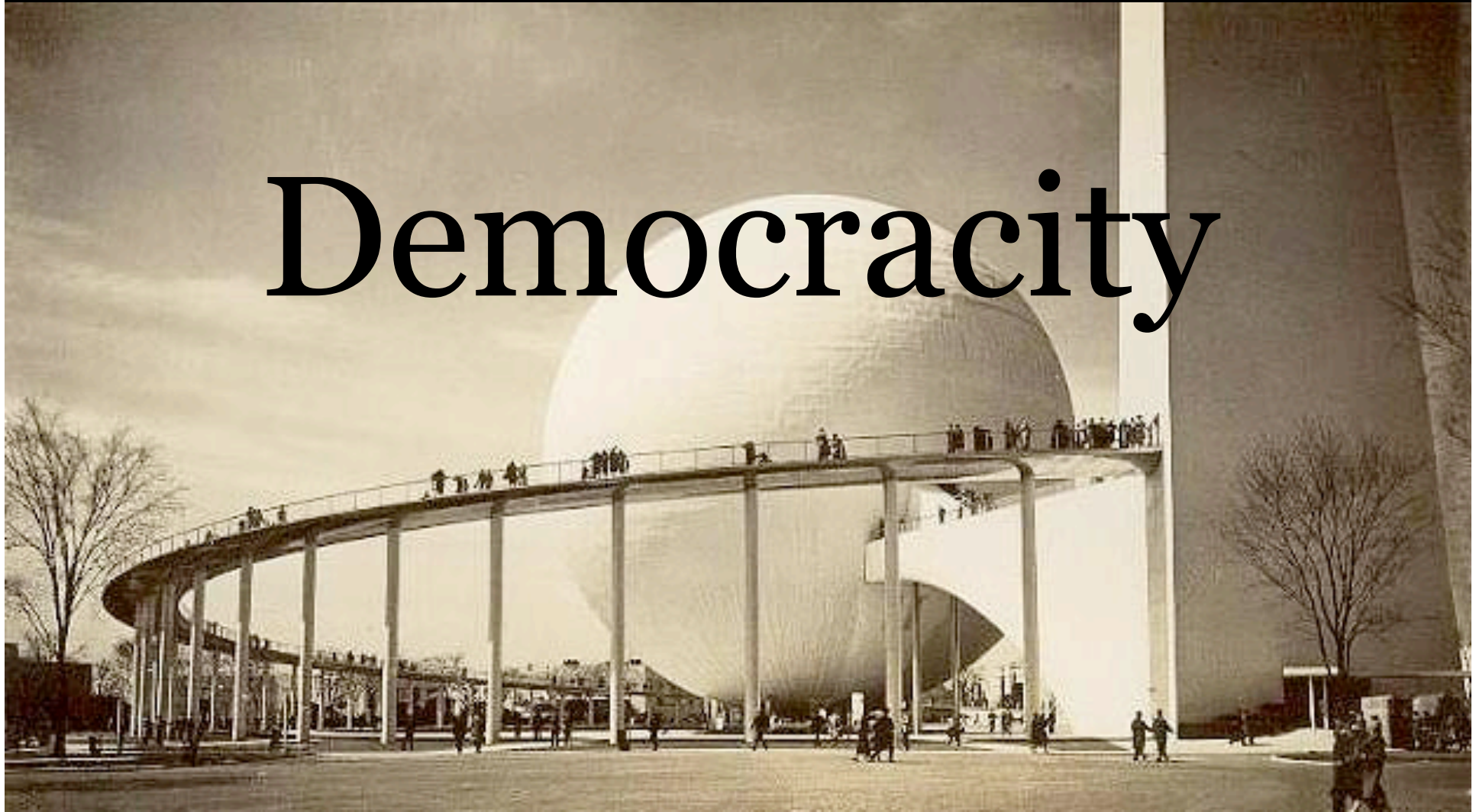
OFFICIAL
Guide
BOOK
1939

FRANZES

NEW YORK WORLDS FAIR



Democracy



What kind of society will we be
living in?

The Network Society: always on, always connected

کافی نت نگارہ

INTERNET



The Surveillance Society: watched and controlled

**WHAT ARE
YOU
LOOKING AT?**





The Cyborg Society: Upgraded and updated

<http://www.flickr.com/photos/garethfordwilliams/540537088/>



The Geneticised Society: Reconfiguring our genes



The Nano Society: Self cleaning, self constructing

<http://www.flickr.com/photos/sliver108/115992645/>

Stuffed futures*

*After Mike Michael

/problem free

/problem free
//personal

/problem free
//personal
///plentiful

/problem free

//personal

///plentiful

////nomadic

/problem free

//personal

///plentiful

////nomadic

/////chinese

/problem free

//personal

///plentiful

////nomadic

/////chinese

//////shared

/problem free

//personal

///plentiful

////nomadic

/////chinese

//////shared

////////obese

/problem free

//personal

///plentiful

////nomadic

/////chinese

//////shared

////////obese

/////////wet

*Designer as agent of
change*

Contested futures

Contingent futures

How does design
engage in these
futures?

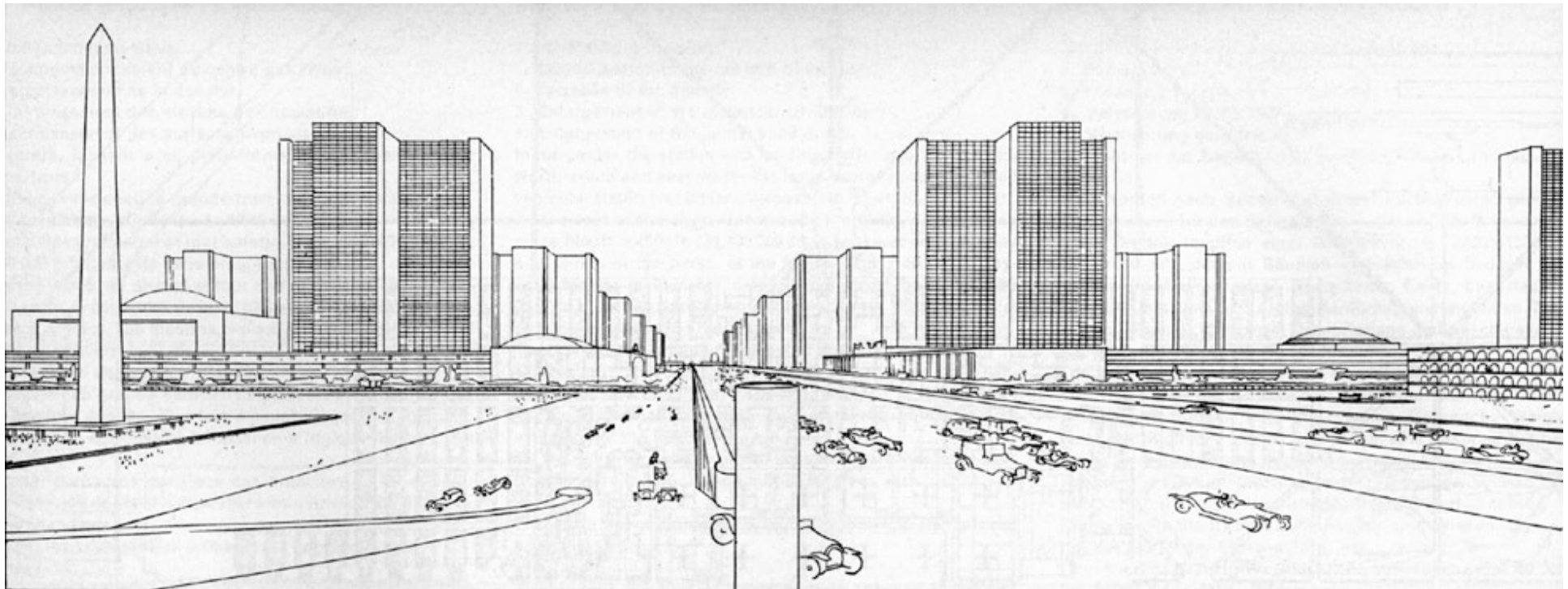
Negotiating expectations

Tight curl futures

‘Long now’
futures



Utopian futures: contentful, value laden



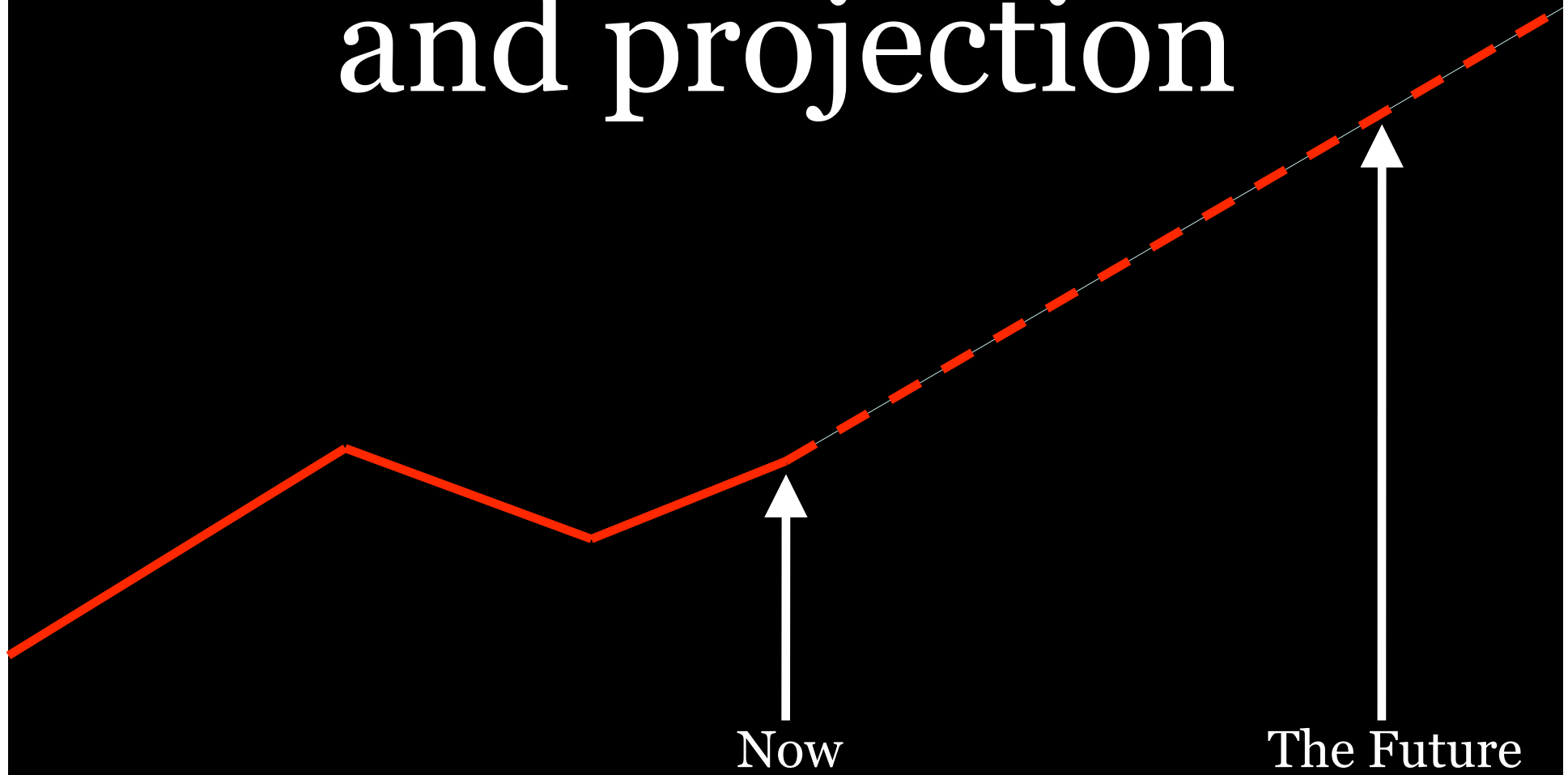
Dystopian futures: provocative, scare mongering



A colorful palmistry chart with a hand diagram in the center. The hand is yellow with various lines and symbols. The background is a circular chart with zodiac signs and colors. The text "How do we 'forecast'?" is overlaid in the center.

How do we 'forecast'?

Empirical examination and projection





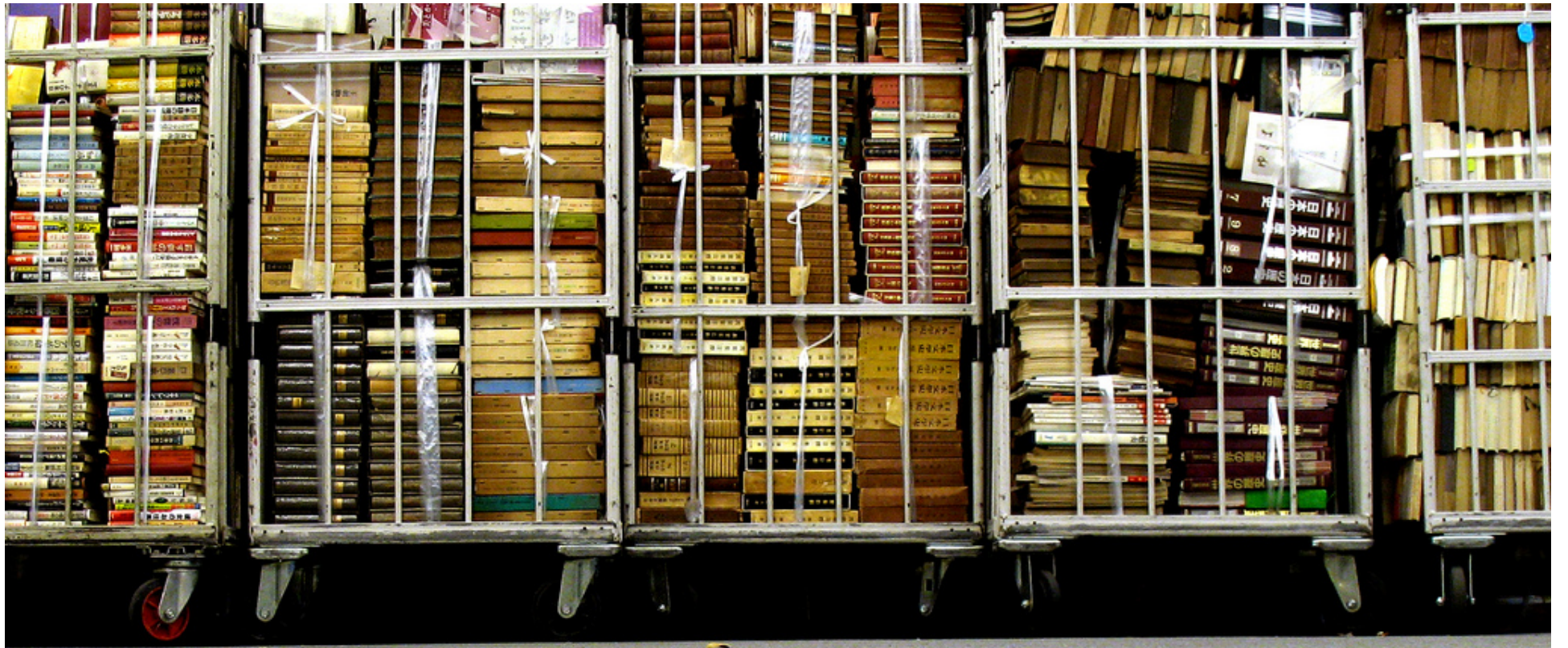
PEST

“Over 55’s spend £195M a year on improving their sex lives”

“Almost a quarter of men and women in England are now obese and the proportion is forecast to grow to 60 per cent by 2050”

“By 2050 one third of Europe’s population will be over 60”





Fiction



The Route to 5 a-day

Healthy blood, healthy bones, healthy heart, healthy body and a peaceful mind: all thanks to the healing powers of sex. Next time you're in the mood let her know you've got the doctor on your side!

The NHS is launching a brand new campaign to get people to have more sex, because of these benefits, for more advice about how to get your '5 a-day' please find your nearest clinic overleaf.

Your Local Clinic

Dr Berman & Partner
58 Vesta Road, London,
SE42NH
Tel: 020 7639 0654

The Medical Centre
24 Laurie Grove, London,
SE146NH
Tel: 020 8692 6427

St Johns medical Centre
56 - 60 Loampit Hill, Lewisham,
London, SE137SX
Tel: 020 8692 1354

Dr Butler
42 Gellatly Road, London,
SE145TT
Tel: 020 7639 1027

Mornington Surgery
433 New Cross Road, London,
SE146TD
Tel: 020 8692 8299

Honor Oak Group Practice
20 Turnham Road, London,
SE42LA
Tel: 020 7639 9797

Deptford Medical Centre
2 Pearsons Avenue, London,
SE146TG
Tel: 020 8692 0033

Deptford Medical Centre
2 Pearsons Avenue, London,
SE146TG
Tel: 020 8692 0033

Jayram Surgery
504 New Cross Road, London,
SE146TJ
Tel: 020 8694 1331

Clifton Rise Medical Centre
27 Clifton Rise, London,
SE146ER
Tel: 020 8692 1387

The Queen Road Partnership
387 Queens Road, London,
SE145HD
Tel: 08444 127296

Waldron Teaching Practice
Stanley Street, London, SE84BG
Tel: 020 3049 3630

Dr Batra's Practice
Waldron Health Centre, Stanley
Street, London, SE84BG
Tel: 020 3049 3650

Amersham Vale Training
Practice
Waldron Health Centre, Stanley
Street, London, SE84BG
Tel: 020 3049 3600



Sexual Health
For the over 55's

NHS

“it is the gaps, ruptures and voids that act as ‘stimuli or propellants for the reader's imagination’ (Dolezel, 1995). With this approach it calls into question the need for careful selection of the routes and traces we make throughout the network, how we stay silent in the our representations of tomorrow”

Ward, M. & Wilkie, A. (2008) *Made in Criticalland*

*Designer as material-semiotic
storyteller*

Design can be seen as 'starts' or 'departures' in the material relationships of objects: trajectories of a conceptual life and propellants for the imagination.

ANC

SCIENCE FICTION

NEW 2nd ISSUE

STORIES

35¢

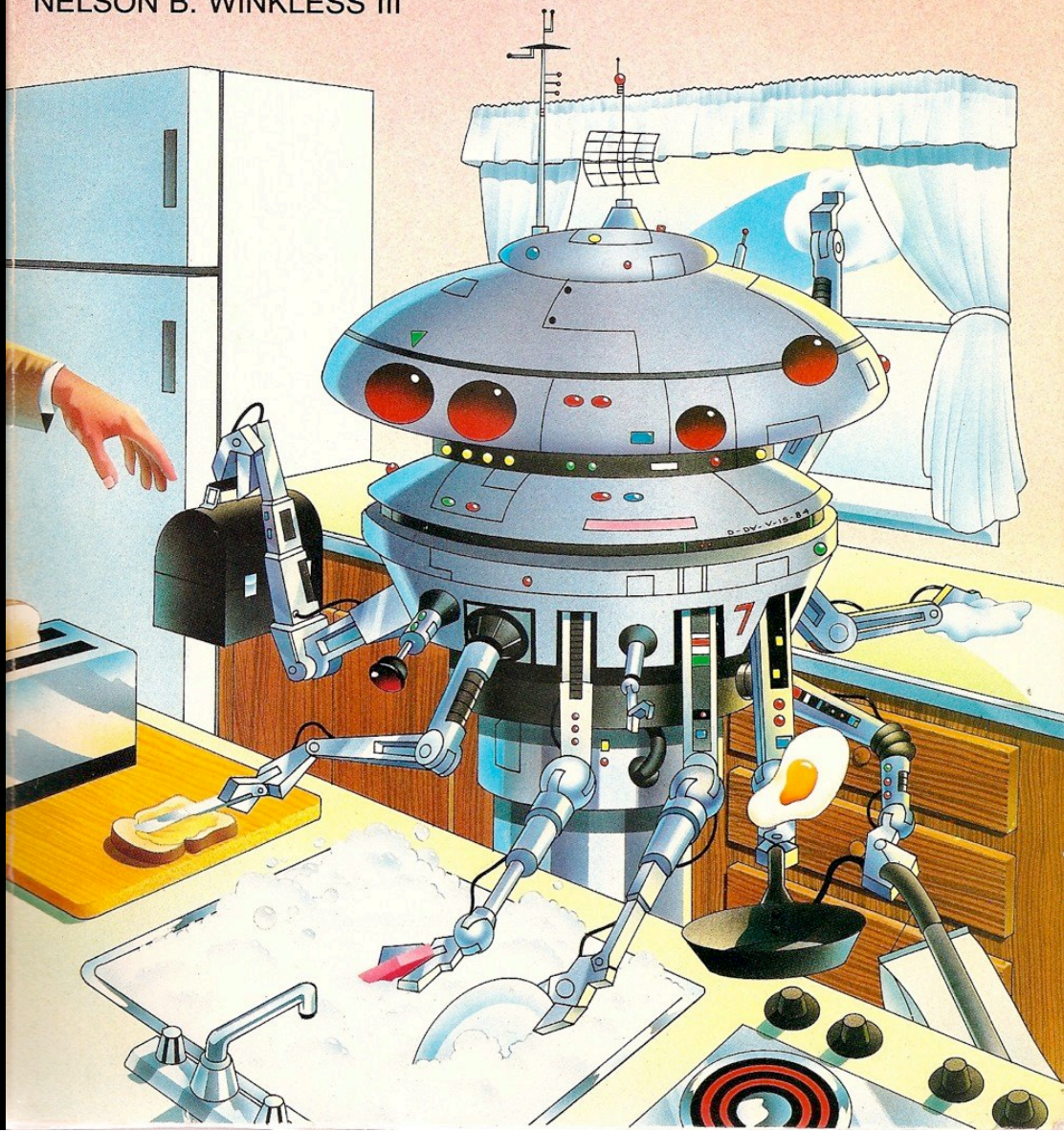
New Stories by

ALGIS BUDRYS	WINSTON K. MARKS
PHILIP K. DICK	M. C. PEASE
MILTON LESSER	MACK REYNOLDS



IF I HAD A ROBOT...

WHAT TO EXPECT FROM THE PERSONAL ROBOT
NELSON B. WINKLESS III



Trajectory, possibility and ethical ambiguity

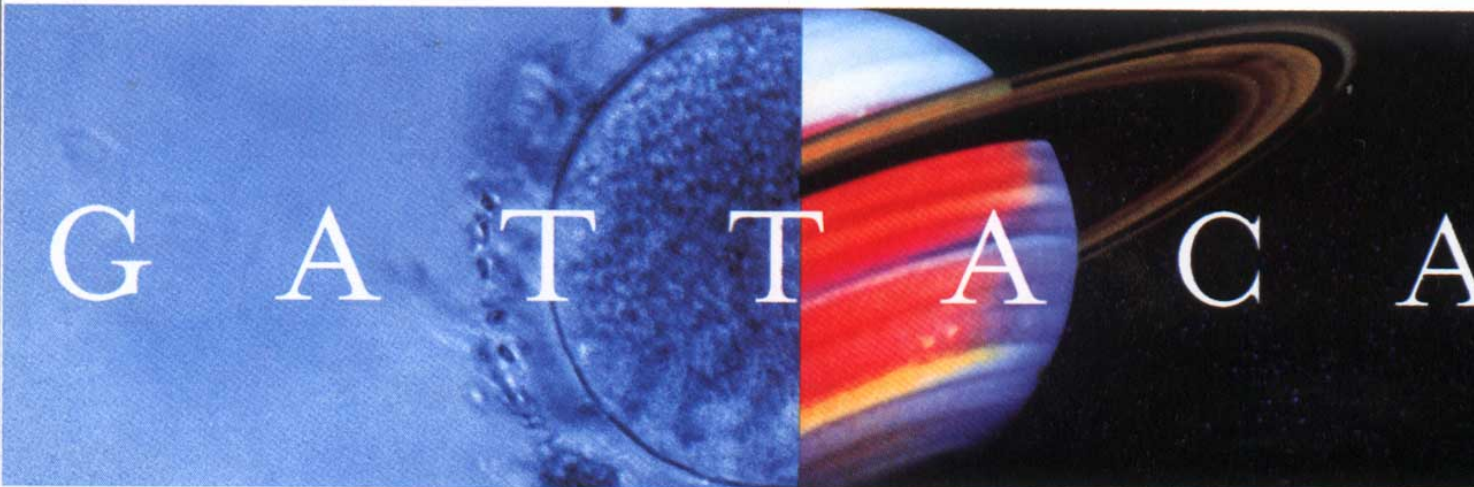


Revital Cohen, *Life Support*





ETHAN HAWKE



GATTACA

THERE IS NO GENE FOR THE HUMAN SPIRIT



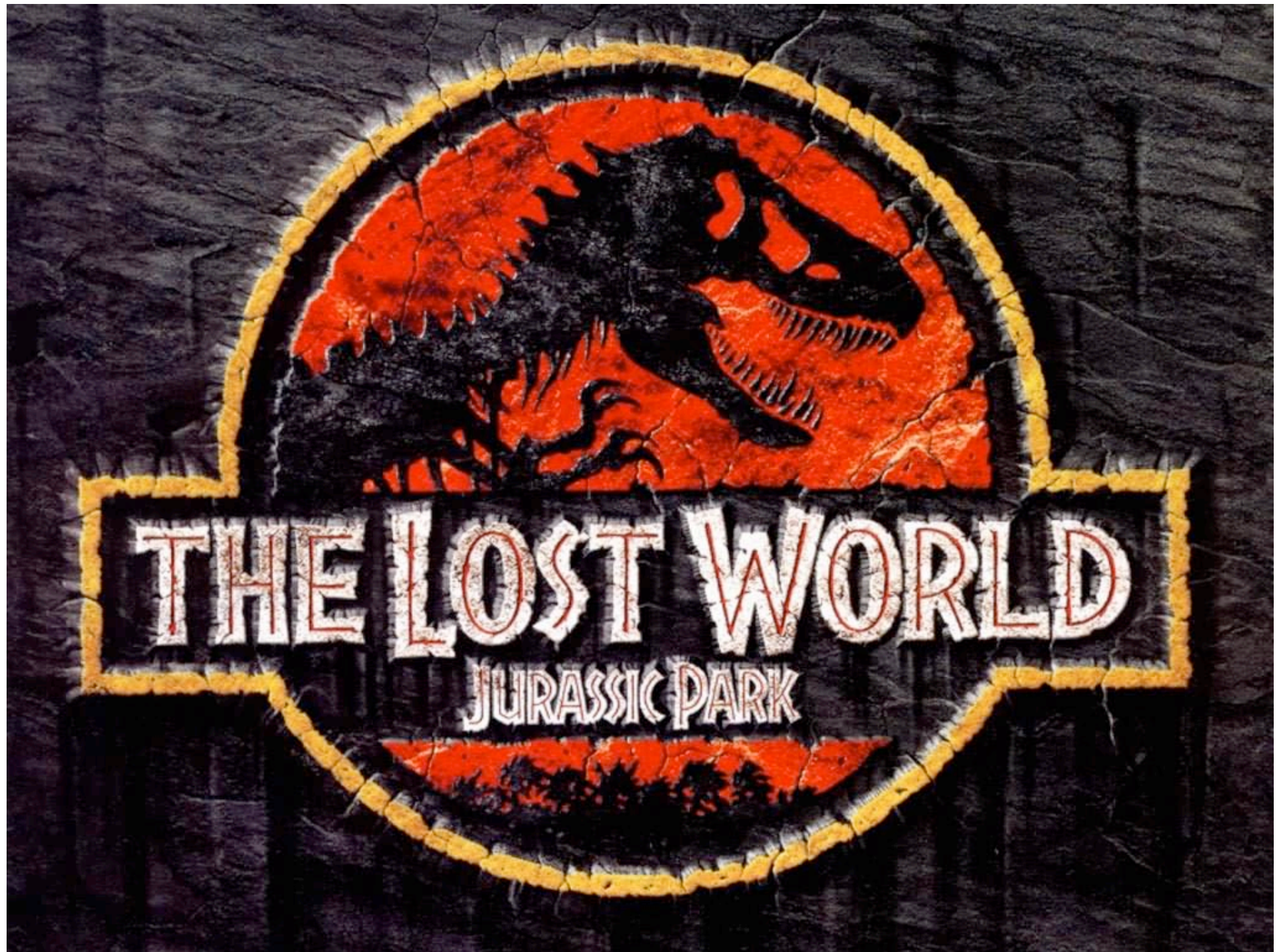
UMA THURMAN


VIDEO CD



Diegetic Prototype

Kirby, D. 2003






“[Scientists'] warnings went unheeded until two recent Hollywood films, Armageddon and Deep Impact, showed Earth being ravaged by such impacts. The publicity prompted scientists at the British National Space Centre (BNSC) to investigate the risk, and their report is said to have startled the government into action.”

(Leake & MacAskill, 1999)

Neil White

An aerial, bird's-eye view of a futuristic city. The city is built on a lush, green landscape with a winding river and a large, circular, multi-tiered structure in the center. The structure has a blue and white color scheme and a central tower. In the foreground, a group of people is gathered around a table, looking at a large map or plan. The scene is vibrant and detailed, with various buildings, trees, and a clear sky. The text "Fictional representation and perceptual reality" is overlaid in the center in a bold, white, italicized font.

***Fictional representation and
perceptual reality***

hype





Utopia as an expression
of the 'principle of hope'
(Bloch, 1986)