(Design) Activism

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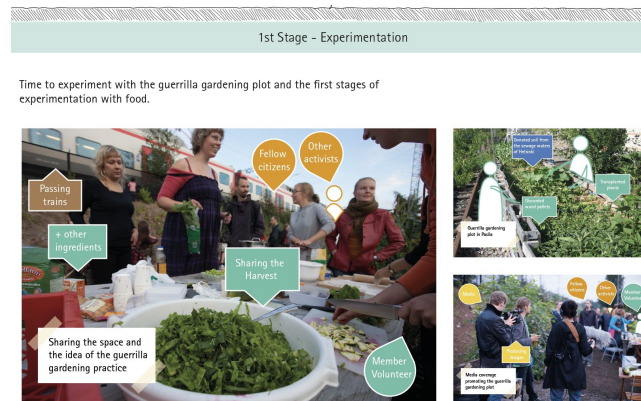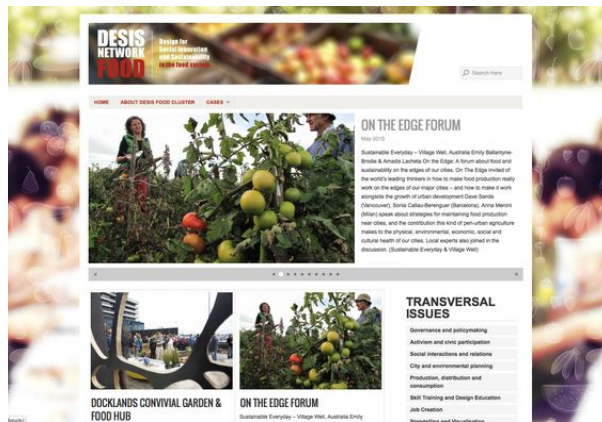
Social responsible design

(my journey)

Uruguay

Europe

GOVERNMENT
Design serving the state and municipalities in policy-making & implementation, planning and provisioning of public services

CIVIL SOCIETY
Design as form of activism and citizen empowerment

"GOVERNMENTALITY"
How we are being governed through design in everyday life; designs as embodiments of policies and governance

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Activism

"The policy or action of using vigorous campaigning to bring about political or social change." (Oxford dictionary, 2018)

Urban activism

Activism, grassroots: Shaping urban dynamics (Castells 1983, Mayer 2006, 2013)

Contemporary activism and its relationships with authority (Mayer 2013)

"Fordism and its crisis: the politicized opposition of the 1960s–1970s"
"Roll-back neoliberalization: the transformation of relations between urban movements and the state in the 1980s"
"Roll-out neoliberalization: fragmented movement milieus of the 1990s"
"First climax of neoliberalization: movements against the neoliberalizing city in the 2000s"

Change towards more pragmatic and professionalized forms of activism (Chatterton and Pickerill 2010)

Design activism

When did the talk started? (Fuad-Luke, 2009; Julier 2011; Thorpe 2012; Markussen 2013; Berglund 2013)

However, the starting point can be traced back to the mid XIX (Julier, 2011)

Related design perspectives
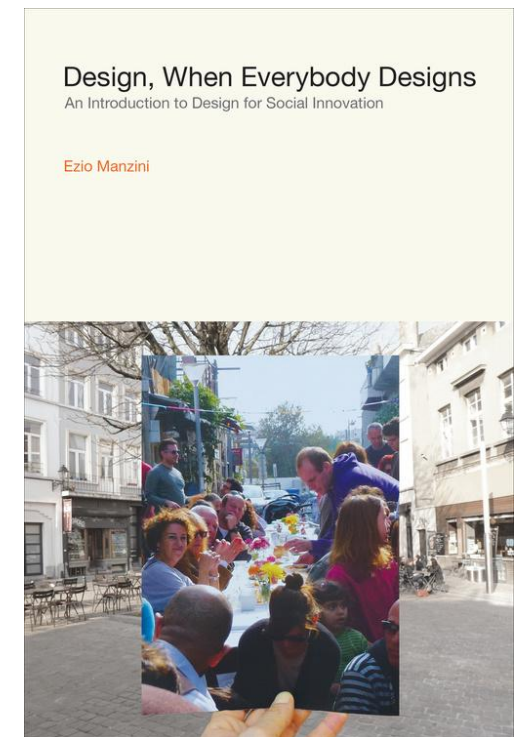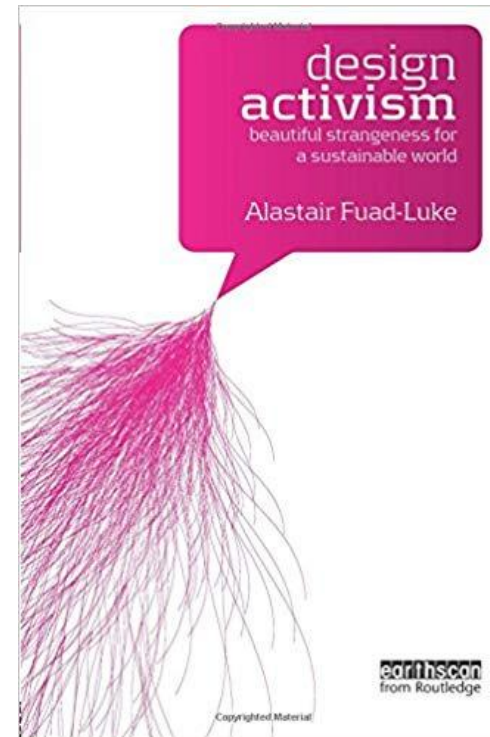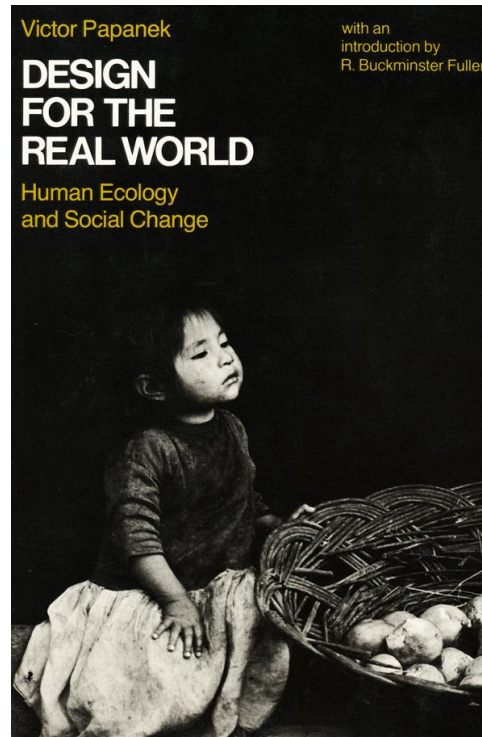
Urban Design

Sustainable Design

Participatory Design

Co-Design

Design for Social Innovation

Transition Design

Social Design

Victor Papanek

with an introduction by R. Buckminster Fuller

DESIGN FOR THE REAL WORLD

Human Ecology and Social Change

design activism

beautiful strangeness for a sustainable world

Alastair Fuad-Luke

earthscan from Routledge

Design, When Everybody Designs

An Introduction to Design for Social Innovation

Ezio Manzini

Social role of design

People Political

Design activism

Social Design

Social innovation

Sustainability

Design activism

"Design thinking, imagination and practice applied knowingly or unknowingly to create a counter-narrative aimed at generating and balancing positive social, institutional, environmental and economic change" (Fuad-Luke, 2009)

Material and aesthetic interventions which create frictions or revelations (Markussen 2013)

"affirms the world as it is, embracing contingency and complexity as fundamental" (Berglund, 2013)

"collaboration rather than persuasion" (Lenskjold, Olander, Hasle, 2015)

Design activism

More generative than opposing (Thorpe 2012) Generative and/ or opposing (Fuad-Luke 2015)

Changing from within or outside existing institutions?

Design activism acts on design cultures formed within neoliberal frameworks (Julier 2013)

"minor design activism…works from within hegemonic public institutions and agendas." (Lenskjold, Olander, Hasle, 2015)
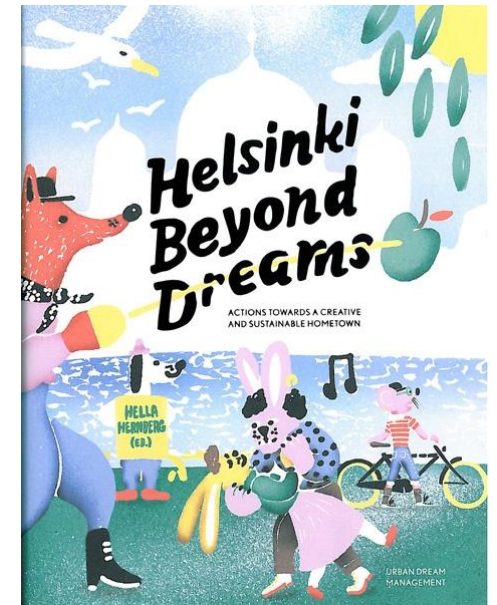
Activism in the Helsinki context

Two benchmarks: Helsinki European Capital of Culture (2000), World Design Capital (2012)

Finnish culture: Talkoot (working collectively), NGO´s proliferation

Research: urban activism, civic activism, design activism, DIY urbanism, NIMBY, YIMBY

Ideas behind: Creative cities

Dodo

Finnish non-governmental urban environmental organization

Different approaches to sustainable urban living: my focus on sustainable food production with the urban farmers group

Photos from Dodo's flickr account: Up left: Sasa Tkalcan, Down left: Maria Nordlund, Right: Kirmo Kivelä

Dodo and design activism

"only a few of the protagonist …actually used the term"

"It should also be noted that among the "doers" in this nexus are plenty of researchers, writers, and artists who are engaged in activism through documentation of their own." (Berglund, 2013)

Who?
What?

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Critical perspectives and questions

Hero activist figure or community efforts?

"More worrying is a creeping cult of the (eco)celebrity over the social movement activist, where willing activists are used as spokespeople by the media, sanitised and packaged for the public." (Chatterton 2010)

Doing good or widening the gap?

"they will remain meaningless as long as they do not address the basic conflict between privileged city users on the one side and growing 'advanced marginality' on the other" (Mayer 2013)
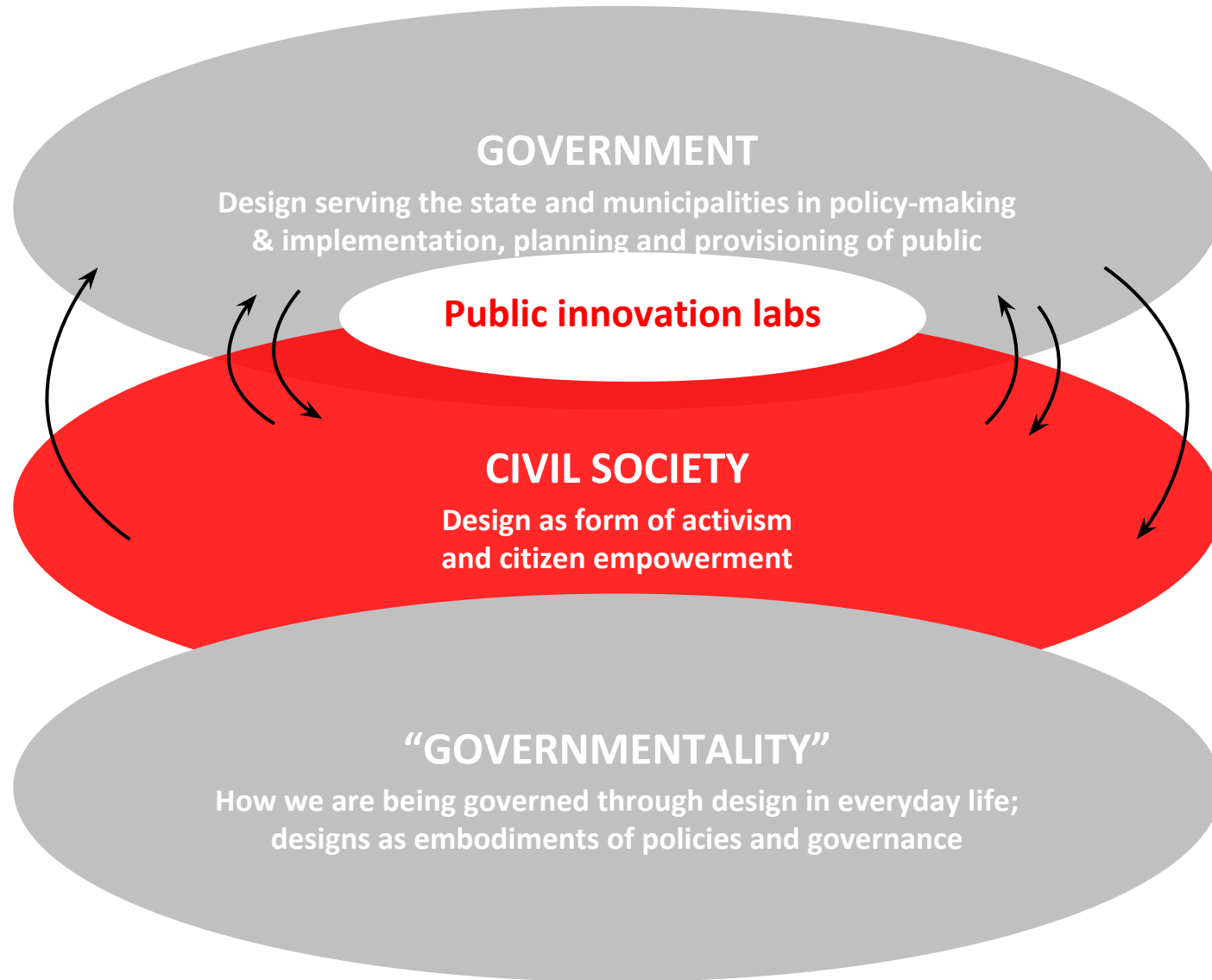
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Public innovation labs

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Public innovation labs and activism?

Left panel:

population →
people

Traditional government
- 'governing at a distance'
- Mentalities: top-down and "command-and-control"
- Instruments: regulation, taxation, subsidies…

Design…
1. Symbolic: Signs, graphics, sounds, instructions, etc.
2. Spatial: Plans, routes, boundaries, objects, tools, etc.
3. Interaction: Services, transactions, interfaces, etc.
4. Systems: Networks, connections, programs, rules, logics, etc.

Adapted 4 orders of design, see Richard Buchanan (1999) Design Research and New Learning, Design Issues 17 (14).
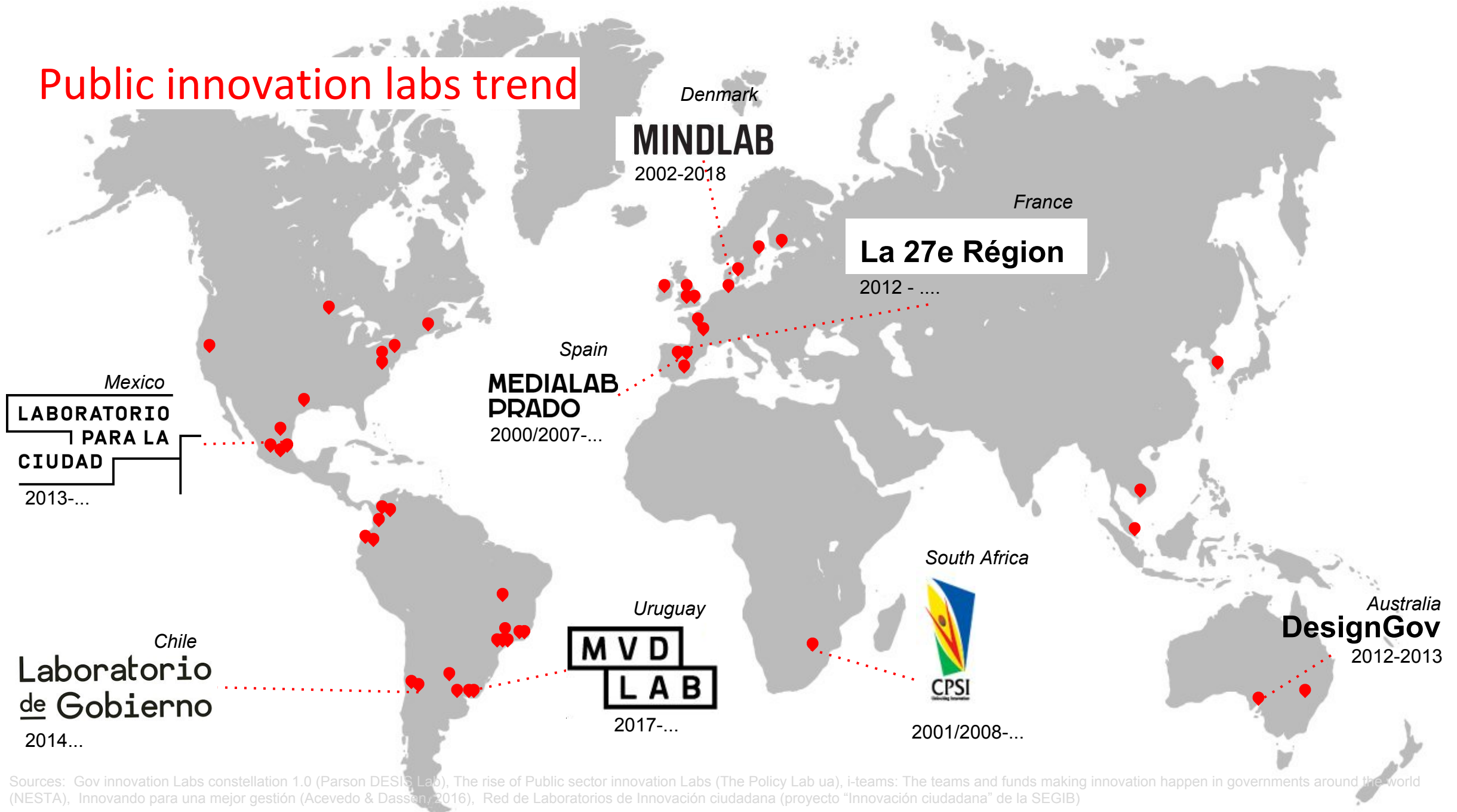
Right panel:

≠ Traditional government

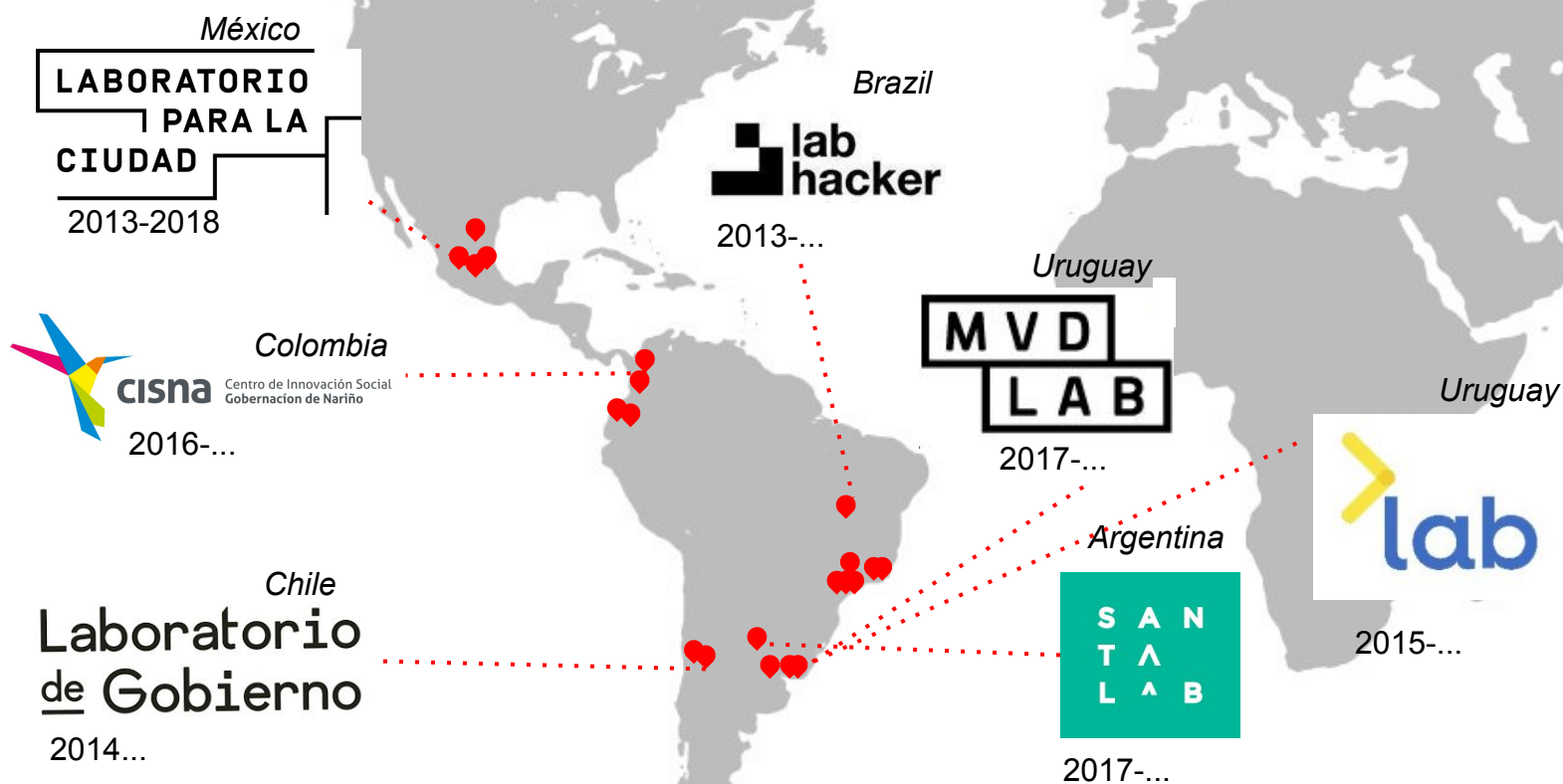Rapid change* in concepts and practices of governance
- *in European and OECD countries
- Due to neo-liberalization, New Public Management, etc.
- From vertical/hierarchical instruments to 'network' governance

'Innovative' instruments, i.e. indirect, horizontal, interactive, distributed, cross-sector, etc.
- Considerations
- Distribution of costs and complexity
- Transparency and accountability
- Actors and human factors

Lead Organization

Network Administrative Organization

Public innovation labs trend

Denmark
MINDLAB
2002-2018

France
La 27e Région
2012 - ....

Spain
MEDIALAB PRADO
2000/2007-...

Mexico
LABORATORIO PARA LA CIUDAD
2013-...

Uruguay
MVD LAB
2017-...

Chile
Laboratorio de Gobierno
2014...

South Africa
CPSI
2001/2008-...

Australia
DesignGov
2012-2013

Public innovation labs in Latin America

México
LABORATORIO PARA LA CIUDAD
2013-2018

Brazil
lab hacker
2013-...

Uruguay
MVD LAB
2017-...

Colombia
cisna Centro de Innovación Social Gobernación de Nariño
2016-...

Uruguay
>lab
2015-...

Chile
Laboratorio de Gobierno
2014...

Argentina
SANTA LAB
2017-...

Denmark

MINDLAB

2002-2018

México

LABORATORIO PARA LA CIUDAD

2013-2018

Uruguay

>lab

2015-...

Chile

Laboratorio de Gobierno

2014...

ref: Innovando para una mejor gestión (Acevedo & Dassen, 2016), Red de Laboratorios de Innovación ciudadana (proyecto "Innovación ciudadana" de la SEGIB)
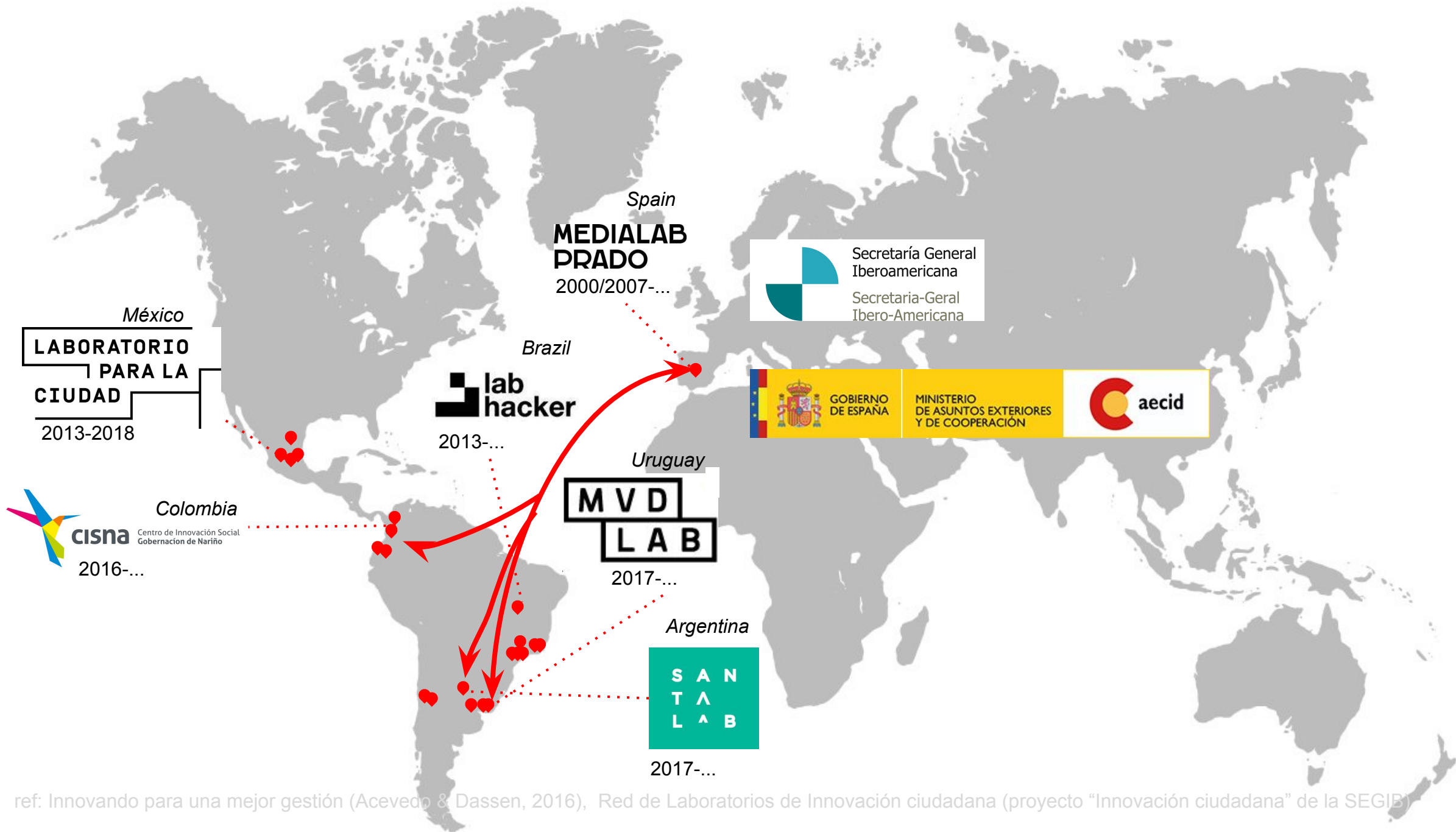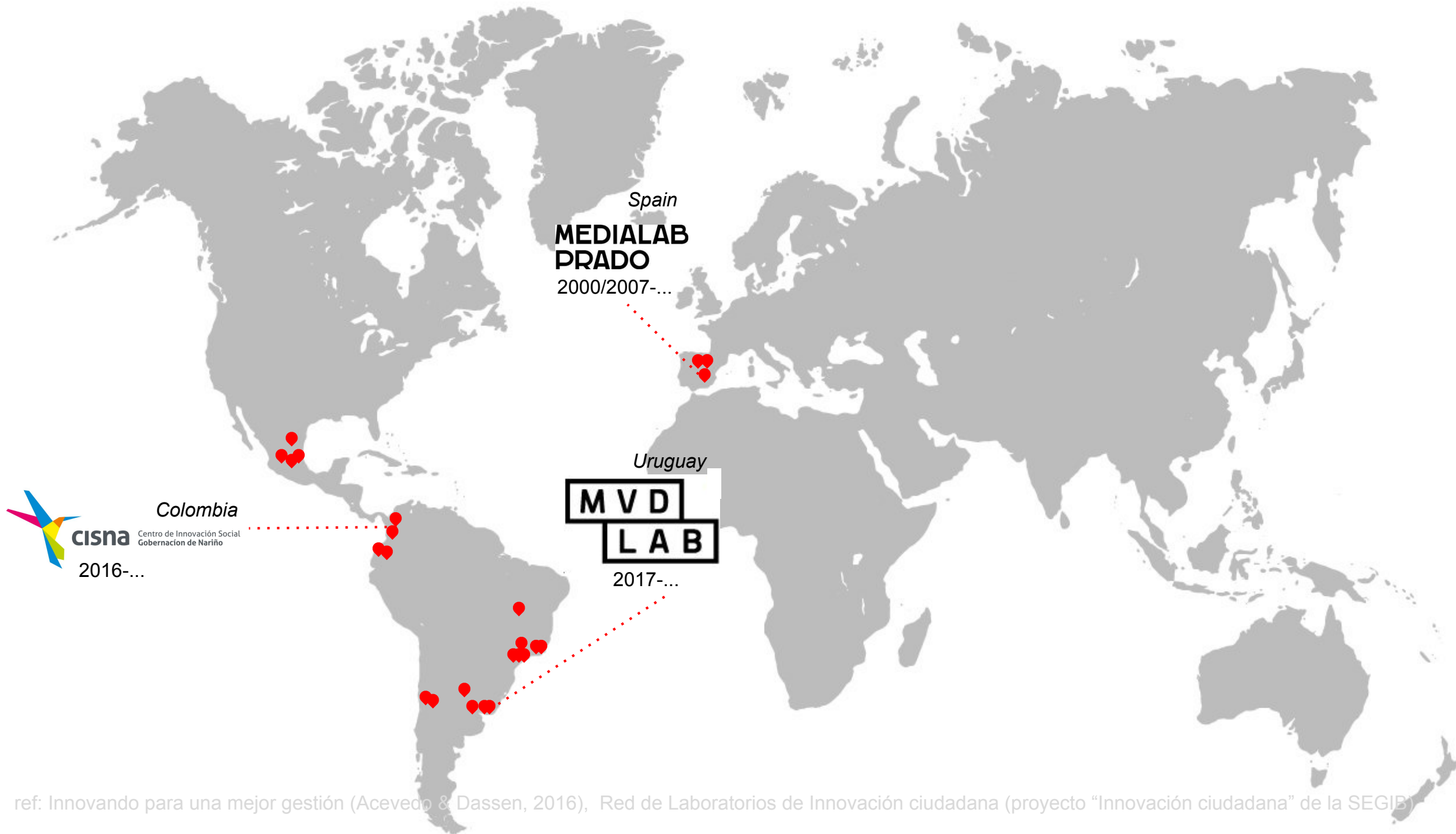
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Uruguay
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2017-...

Argentina
SANTA LAB
2017-...

Secretaría General Iberoamericana
Secretaria-Geral Ibero-Americana

GOBIERNO DE ESPAÑA — MINISTERIO DE ASUNTOS EXTERIORES Y DE COOPERACIÓN — aecid

Spain

MEDIALAB PRADO

2000/2007-...

Uruguay

MVD LAB

2017-...

Colombia

cisna Centro de Innovación Social
Gobernación de Nariño

2016-...

Uruguay

MVD
LAB
2017-...

In Uruguay, the municipal lab of Montevideo, the capital (2017-).

Started by the division "Montevideo sustainable and intelligent" and in relation to the project Civic innovation. Currently the lab is part of the "participation" division.

The lab engages with citizens initiatives, it maps them and support some.

Colombia

CISNA
Centro de Innovación Social
Gobernación de Nariño

2016-2019?

ref: Innovando para una mejor gestión (Acevedo & Dassen, 2016), Red de Laboratorios de Innovación ciudadana (proyecto "Innovación ciudadana" de la SEGIB)
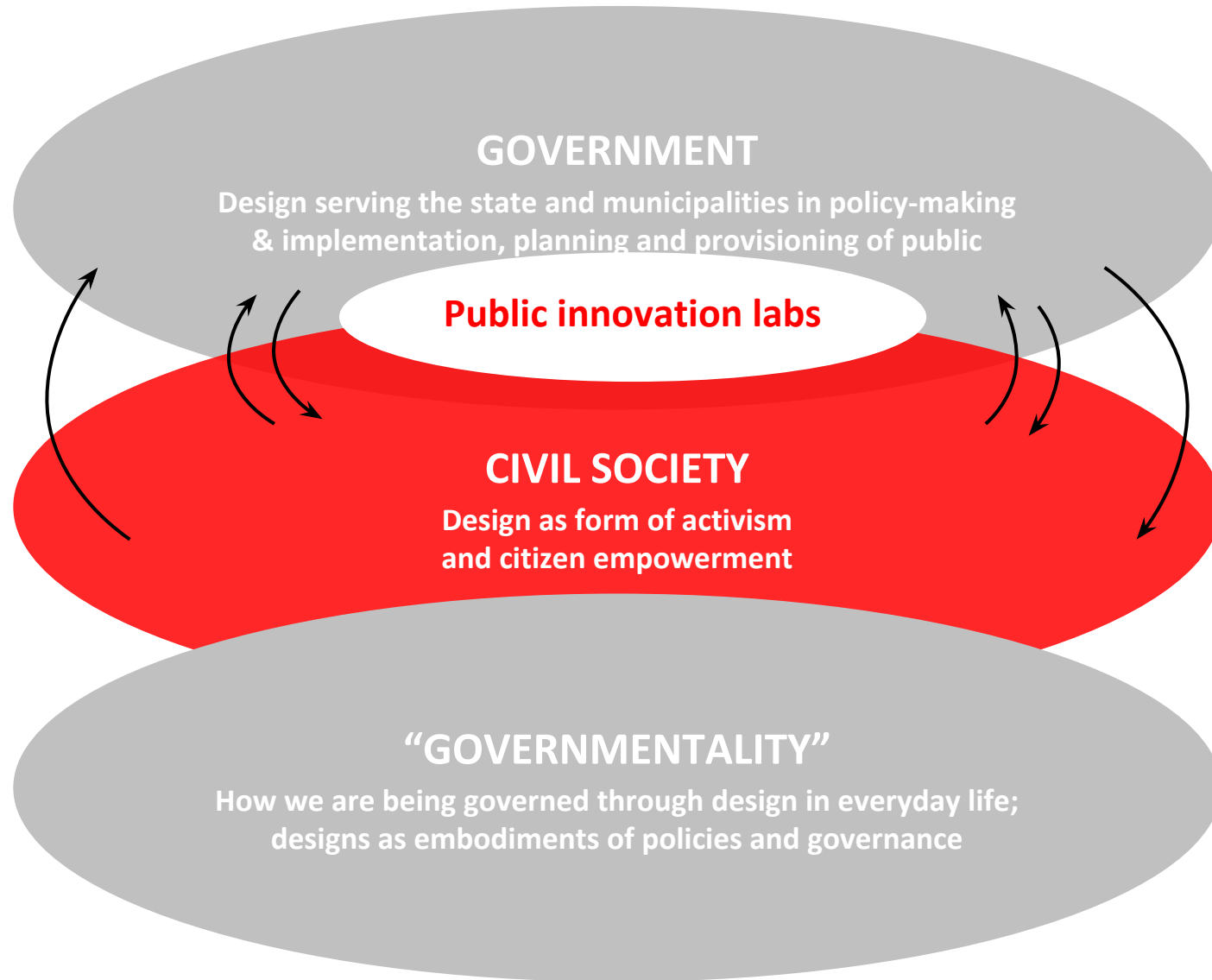
In Colombia, the municipal lab from Nariño, north-west of the capital Bogotá (2016-2019?).

Governor of Nariño promoted Open Government, and started the lab which was also connected to the Civic innovation project.

They worked with different actors and topics, such as indigenous knowledge and peace after the Colombian armed conflict.

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What?
How?
Why?

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Readings

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