DESIGN PARTICIPATION
in the urban context

MUO-E8026/USP-323 DESIGNING FOR URBAN GOVERNANCE AND SERVICES

Dr. Antti Pirinen, Aalto ARTS, Department of Architecture 26 MARCH 2019

WHY?

Justification for Participation

WHO?

The Dilemma of the User

HOW?

Designerly Methods and Approaches

WHAT?

Designs for Use and Participation

WHY?

Justification for Participation

- Including future users in the design process to achieve solutions that better meet their needs

- Empowering citizens and democratising design

- Roots in projects by trade unions in Scandinavia where workers were engaged to develop their collective resources (Ehn, Mumford)

- Participatory movement in architecture in the 1960's (Sanoff, Hertzberger, De Carlo, Habraken)

- Participatory planning, e-participation (Arnstein, Staffans, Kyttä)

- From local one-off projects towards collective innovation for broader populations and markets (co-design)

- From consensus building (Sanoff) to "agonistic space" addressing controversies & creating debate (Mouffe; Björgvinsson et al.)

- Transformation design, systems level and organisational change

- Infrastructuring, creating publics to enable and sustain participation around common issues (Ehn & Björgvinsson, DiSalvo)

DEMO-
CRACY &
EMPOWE
RMENT

COLLECTIVE
INNOVATION

SYSTEMS,
ORGANISATIONS
AND POLICY
LEVEL CHANGE

1. **There is no "best solution" to a design problem** – each problem has a number of solutions depending not only on facts but on the values and attitudes of decision makers

2. **"Expert" decisions are not necessarily better than "lay" decisions** – professionals as well as users are expected to identify possible alternatives and state opinions

3. **A design or planning task can be made transparent** – the alternatives developed by professionals and their mental frameworks can be brought to the surface for the users to discuss, work on and contest

4. **All individuals and interest groups should come together in an open forum** to voice opinions, make compromises and arrive at decisions that are acceptable to all concerned

5. **The process is continuous and ever changing** – the product is not the end of the process but needs management and adaptation, best done by the users
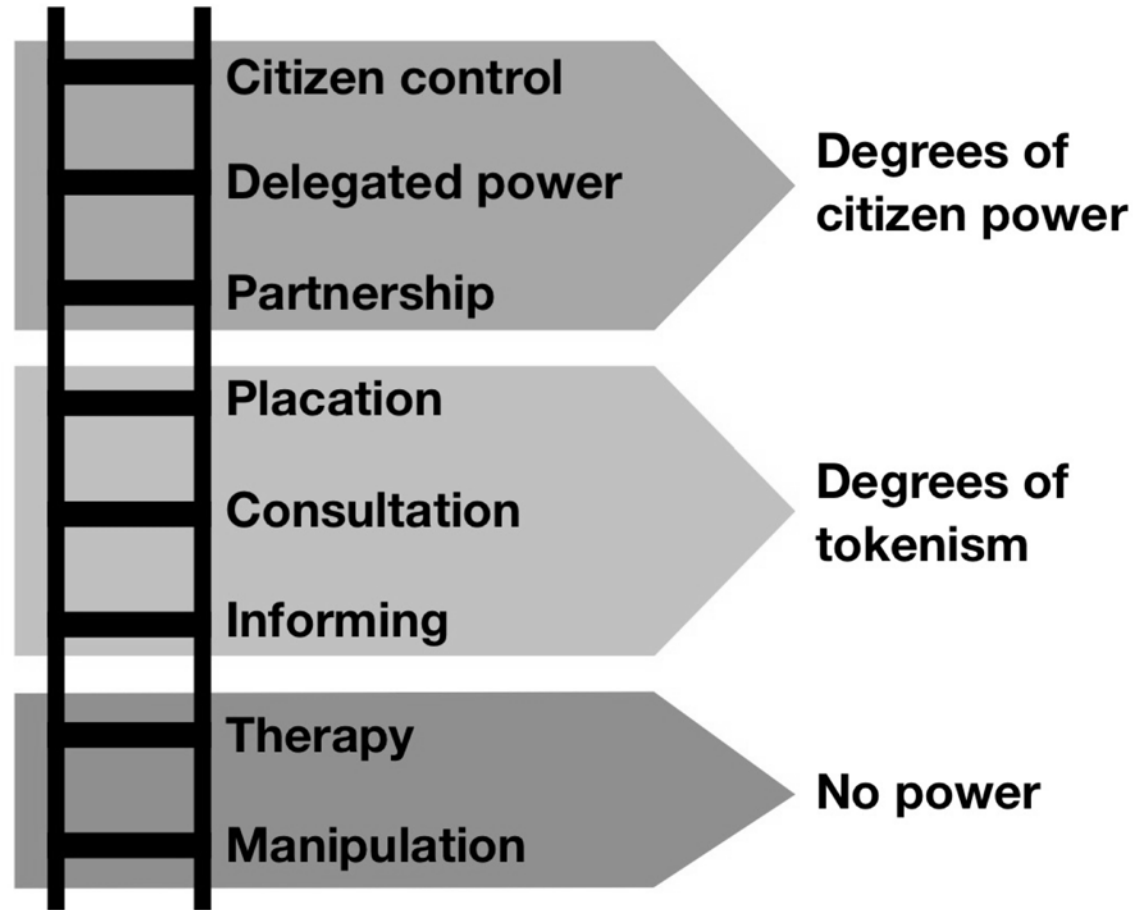
- **Why would participation be beneficial here? (value)**

- **Who are the parties to be involved? (actors)**

- **What do we wish to employ participation for? (focus)**

  - Identifying attitudes?
  - Generating ideas?
  - Developing a draft solution?
  - Making design decisions?
  - Reviewing a proposal?
  - Resolving conflicts?
  - As safety valve for emotions?

- **Where do we want the process to lead? (outcomes)**

- **How should people be involved? (methods)**

- **When in the process is participation needed? (timing)**

- Participation itself is not automatically "good" or does not necessarily imply a democratic process

- Participation can foster & sustain conflict

- Participation as manifestation of people's struggle to control their own lives, vs.

- Participation initiated and utilized by powerholders to further & seek support for their own goals

- Participation as an educational process making individuals to adapt to the goals of powerholders & feel belonging (Till) – as vehicle of governmentality?

- Participation as market for design services

Arnstein (1969) Ladder of citizen participation

BARRIERS AND ENABLERS (Pirinen 2016)
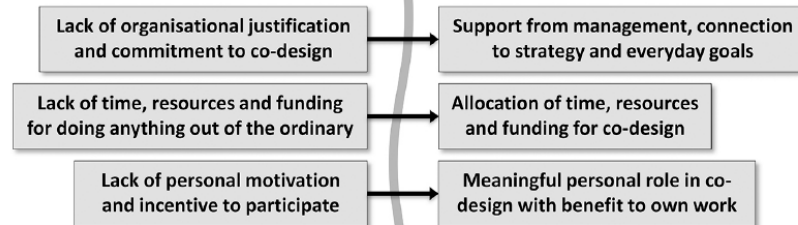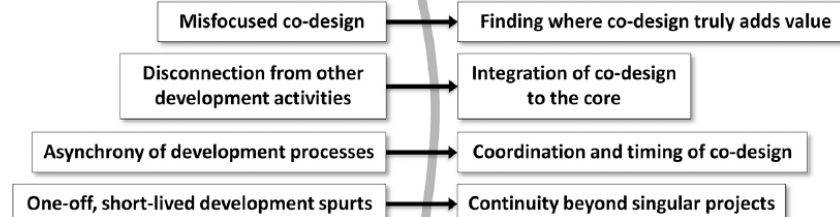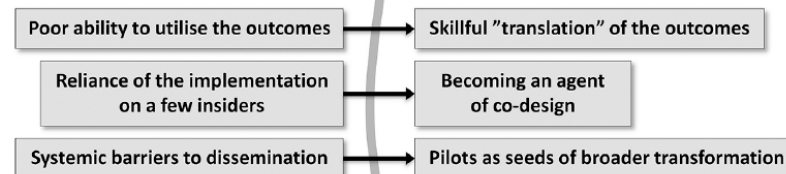
COLLABORATION
FINDING A COMMON GROUND

Prejudices and misconceptions	→	Trust through making together
Differences in language and culture	→	Credible, responsive communication
Conflicting goals and expectations	→	Search for mutual value
Complexity of organisations, processes and real-life contexts	→	In-depth understanding of the nature and characteristics of the target system
Systemic resistance and professional power hierarchies	→	An informal arena for different expertises to come together as equal
Lack of ownership and leadership	→	Taking responsibility of co-design

ORGANISATION
CREATING COMMITMENT

Lack of organisational justification and commitment to co-design	→	Support from management, connection to strategy and everyday goals
Lack of time, resources and funding for doing anything out of the ordinary	→	Allocation of time, resources and funding for co-design
Lack of personal motivation and incentive to participate	→	Meaningful personal role in co-design with benefit to own work

PROCESSES
BEING INTEGRATED

Misfocused co-design	→	Finding where co-design truly adds value
Disconnection from other development activities	→	Integration of co-design to the core
Asynchrony of development processes	→	Coordination and timing of co-design
One-off, short-lived development spurts	→	Continuity beyond singular projects

IMPLEMENTATION
MAKING AN IMPACT

Poor ability to utilise the outcomes	→	Skillful "translation" of the outcomes
Reliance of the implementation on a few insiders	→	Becoming an agent of co-design
Systemic barriers to dissemination	→	Pilots as seeds of broader transformation

METHODS
BECOMING A PRACTICE

| Superimposed methods with weak connection to implementation | → | Integration of co-design methods into project planning |
Poor leverage of the methods, unconvincing outcomes	→	Effective, well-focused and well-prepared methods, facilitation and reporting
Rigid, strenuous methods	→	Open and flexible methods
Reliance of the methods on an external facilitator	→	Portable method toolkits and facilitator training

The High Line, Manhattan, New York. Diller Scofidio + Renfro. Standard Hotel. Photo from Flickr.

WHO?

The Dilemma of the User
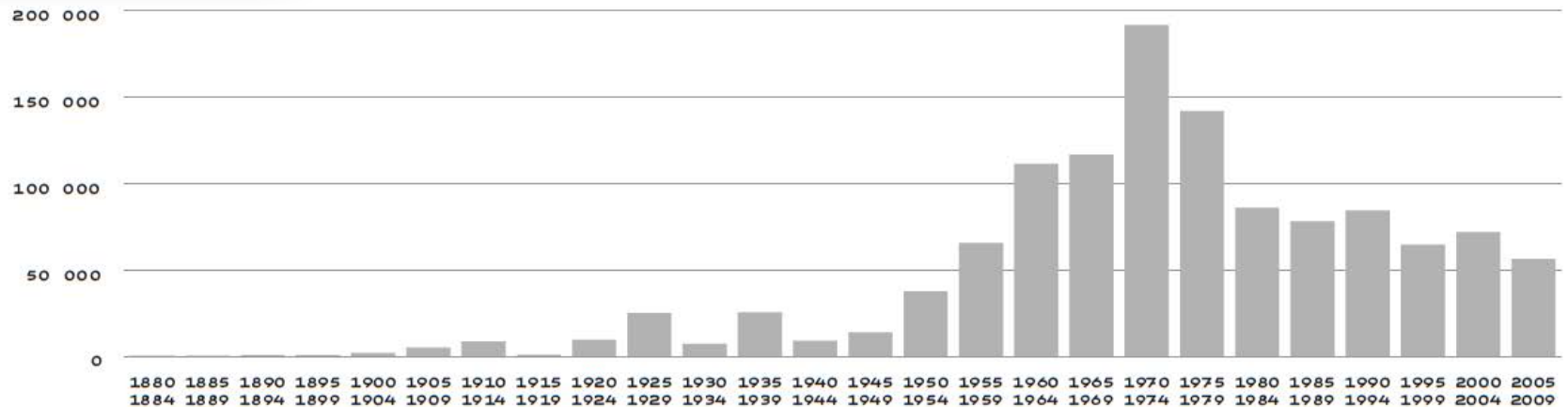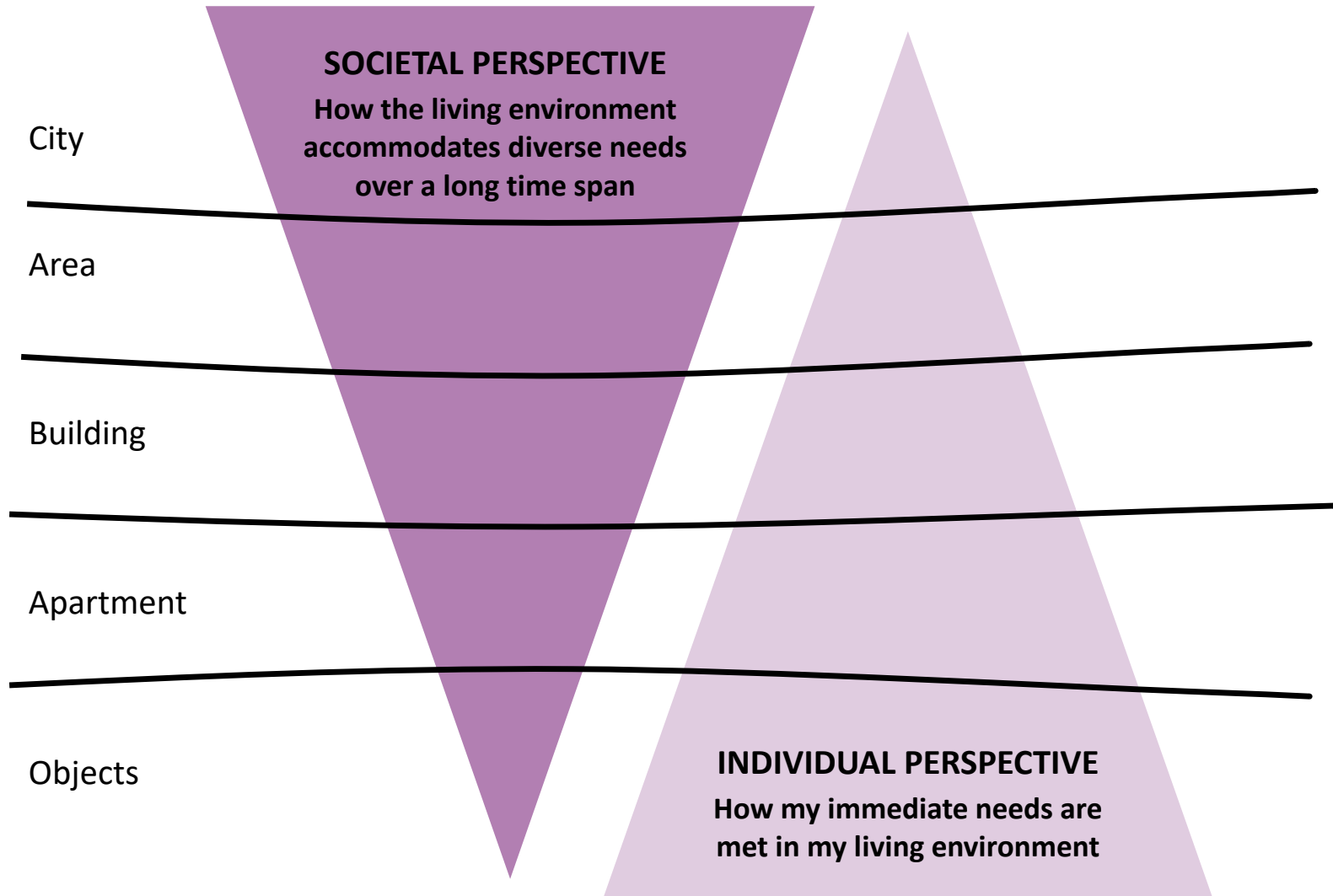
	SOCIAL DIFFERENTIATION	STANDARDISATION	INDIVIDUALISM
	EARLY INDUSTRIAL HOUSING CIRCA 1880–1940 Dense "stone urbanism" 1880–1920 Classicism and functionalism 1920–1940	INDUSTRIAL HOUSING CIRCA 1940–1975 Pre-industrial modernism 1940–1960 Industrial rationalism 1960–1975	LATE INDUSTRIAL HOUSING FROM CIRCA 1975 First (pre-recession) phase 1975–1995 Second (post-recession) phase from 1995
Perception of the user (2, 3)	Traditional: member of a social class with predetermined needs	Normative: anonymous model inhabitant (nuclear family) who performs functions	Individualistic: autonomous consumer with subjective demands and preferences
Development of the dwelling (3, 4, 6)	Parallel refinement of socially and spatially segregated dwelling types such as the bourgeois apartment and workers' housing	Establishment of the middle-class standard dwelling consisting of kitchen, living room and bedroom(s) as a norm	Partial questioning of the norm dwelling due to lifestyle changes, tendency for typological and contentual diversification
Discourses in housing (1, 3, 4, 7)	Social reform, education, housing for the underprivileged, healthiness and hygiene, stylistic and typological renewal	Type-planned dwellings, standardisation, rationalisation, industrialisation, efficiency, integrated systems, planning	Quality, diversity, flexibility, sustainability, regeneration, lifestyles, preferences, participatory design, partnerships

Pirinen, Antti 2014. *Dwelling as Product: Perspectives on Housing, Users and the Expansion of Design*. Helsinki: Aalto University.
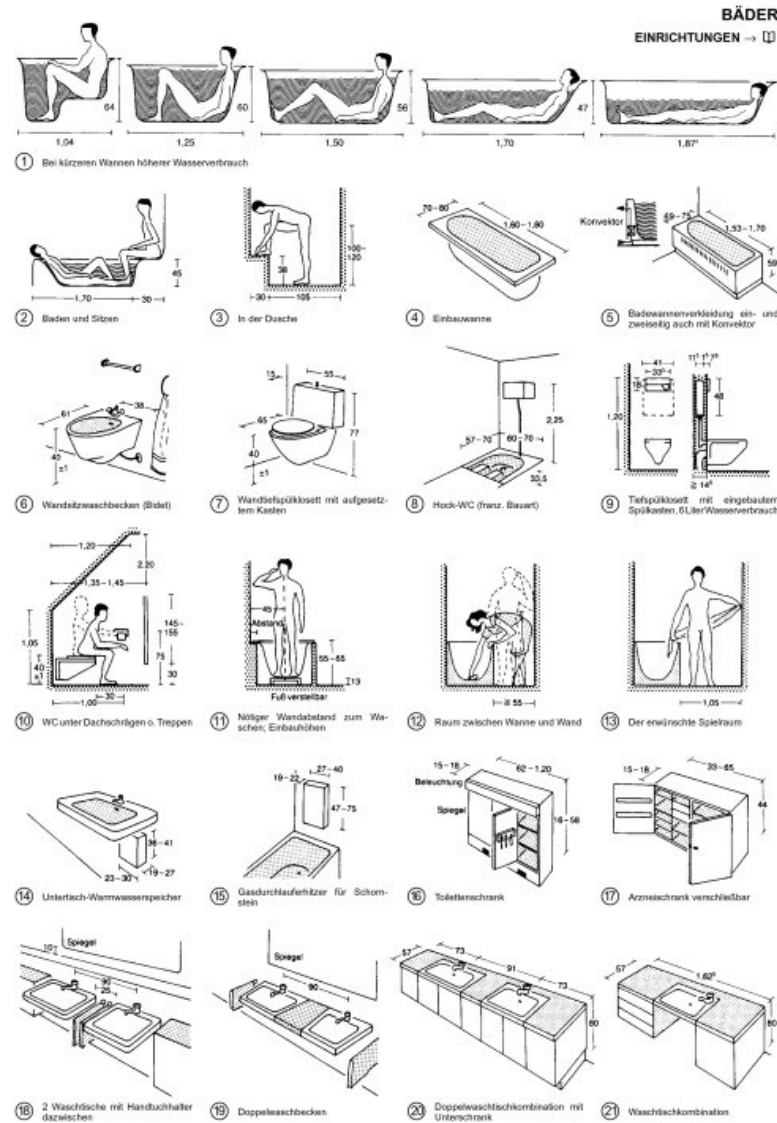
STEREOTYPICAL USER PERCEPTIONS

- **Ideal, universal user**, numeric, abstract and anonymous creation of modernity behind the norms, standards and dominant designs of housing

- **Passive, conservative user** with known needs, avoiding risks and anything unconventional, how laypeople often seen by housing professionals

- **Reactive, malleable user**, assumed by many avant-garde designers, her actions can be directed and experiences provoked by the designer, uses the designs as intended and accommodates her daily life to their demands

- **Active, creative user,** favorite of design researchers and participatory design activists, fundamentally "good" – inventive, resourceful, considerate towards others and the environment, always willing to participate

- **Rebellious, dangerous "misuser"**, present in the populist complaints among landlords and building managers, ignores the norms of living, doesn't know or care enough to use her dwelling the "correct" way

- **User as the "other"**, someone fundamentally different from "us" – e.g. the elderly, people with disabilities, ethnic or other minorities
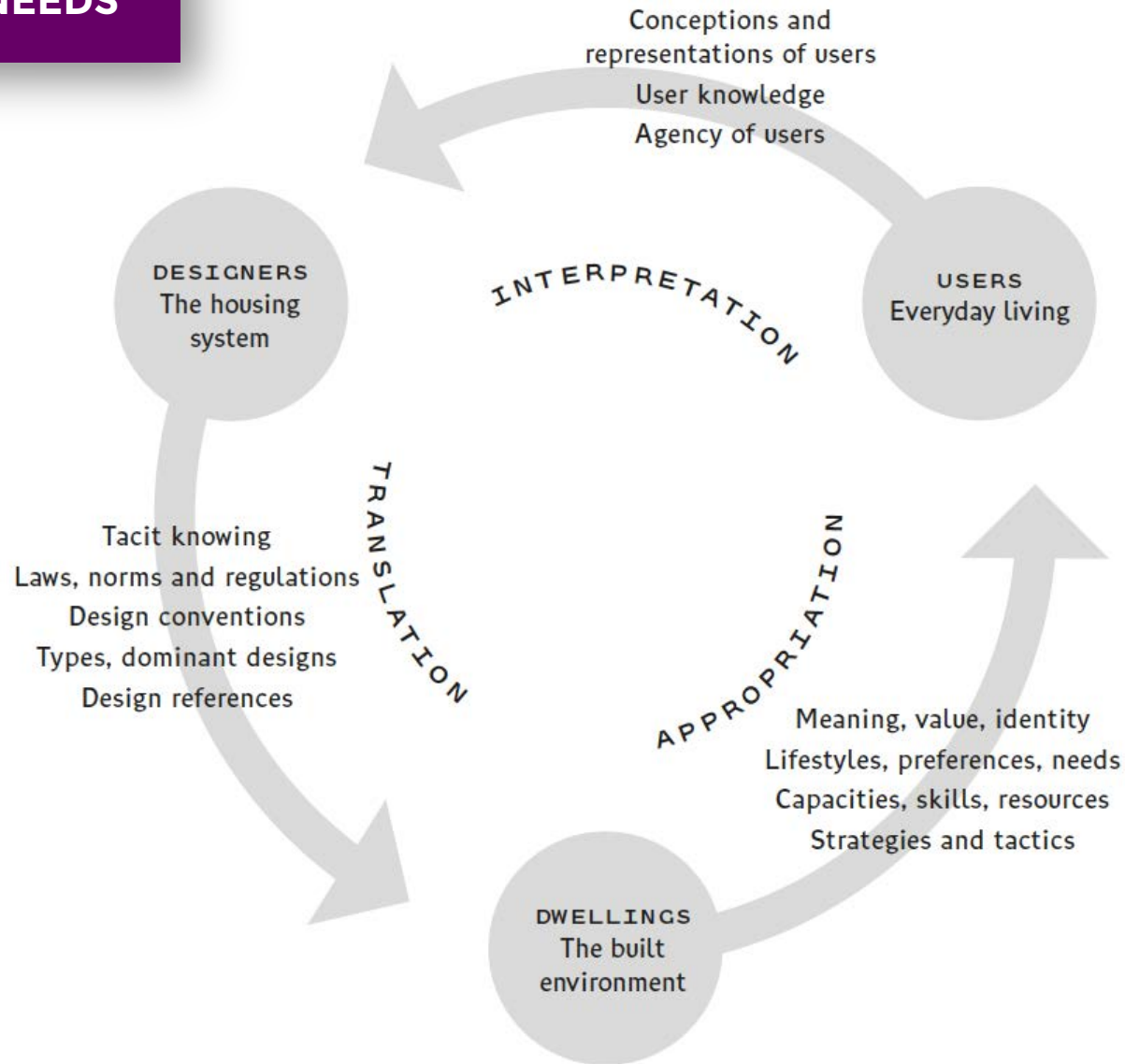
City

Area

Building

Apartment

Objects

SOCIETAL PERSPECTIVE
How the living environment accommodates diverse needs over a long time span

INDIVIDUAL PERSPECTIVE
How my immediate needs are met in my living environment

Neufert, Bauentwurfslehre

THE REALISATION OF USER NEEDS

Conceptions and representations of users
User knowledge
Agency of users

DESIGNERS
The housing system

USERS
Everyday living

INTERPRETATION

TRANSLATION

APPROPRIATION

Tacit knowing
Laws, norms and regulations
Design conventions
Types, dominant designs
Design references

Meaning, value, identity
Lifestyles, preferences, needs
Capacities, skills, resources
Strategies and tactics

DWELLINGS
The built environment

Pirinen, Antti 2014. *Dwelling as Product: Perspectives on Housing, Users and the Expansion of Design*. Helsinki: Aalto University.

HOW?

Designerly Methods and Approaches

ISO 9241-210:2010

Plan user-centered design process

1. Understand and specify the user context

Iterate as many times as necessary

System or product that meets requirements

4. Evaluate against the requirements

2. Specify user requirements

3. Produce design solutions to meet user requirements
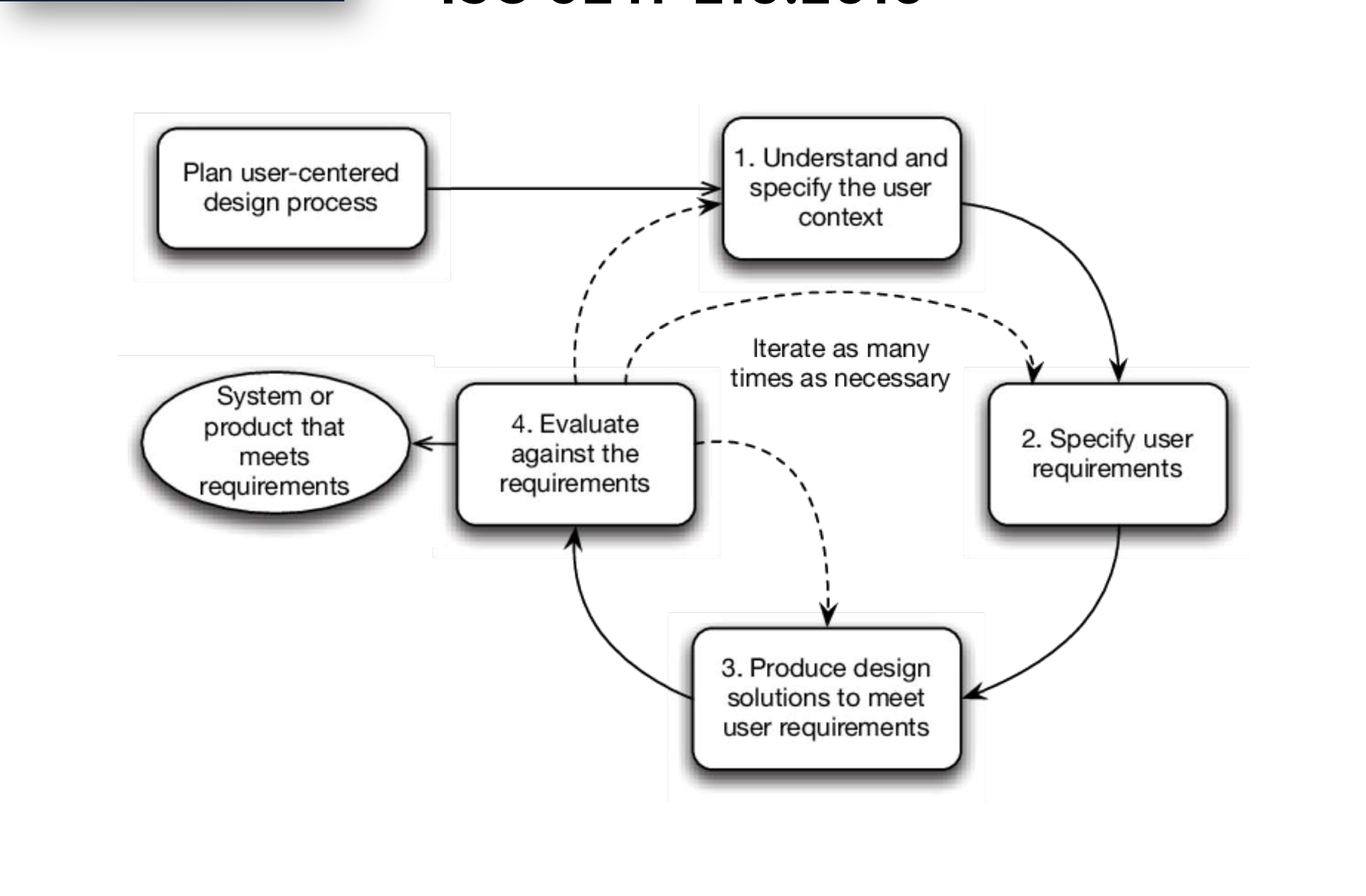
Steen, Marc (2011). Tensions in human-centred design. *CoDesign, 7*(1), 45-60.
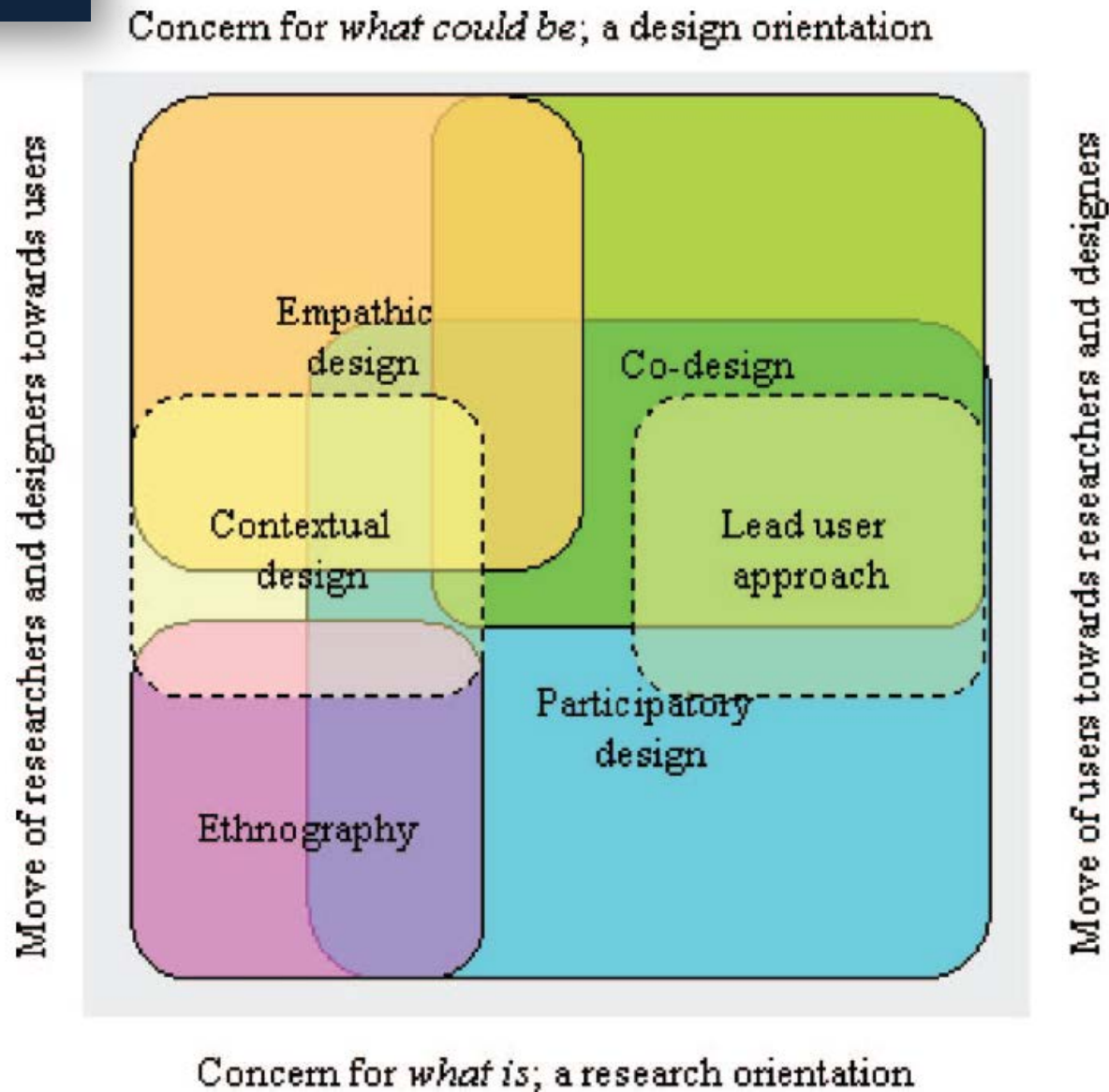
CONTINUUM OF METHODS

Co-design journey planner, Hyysalo et al., http://codesign.inuse.fi/approaches

CONSULTATION OF USERS

maptionnaire

WHY / HOW / FEATURES / USE CASES / CONTACTS / DEMO

LOG IN   SIGN UP

Crowdsource citizen insight on maps

Collaborate, Interact, Discuss

Ask, Collect data, Analyze

Map-based surveys for participatory planning, Marketta Kyttä & Maarit Kahila, www.maptionnaire.com
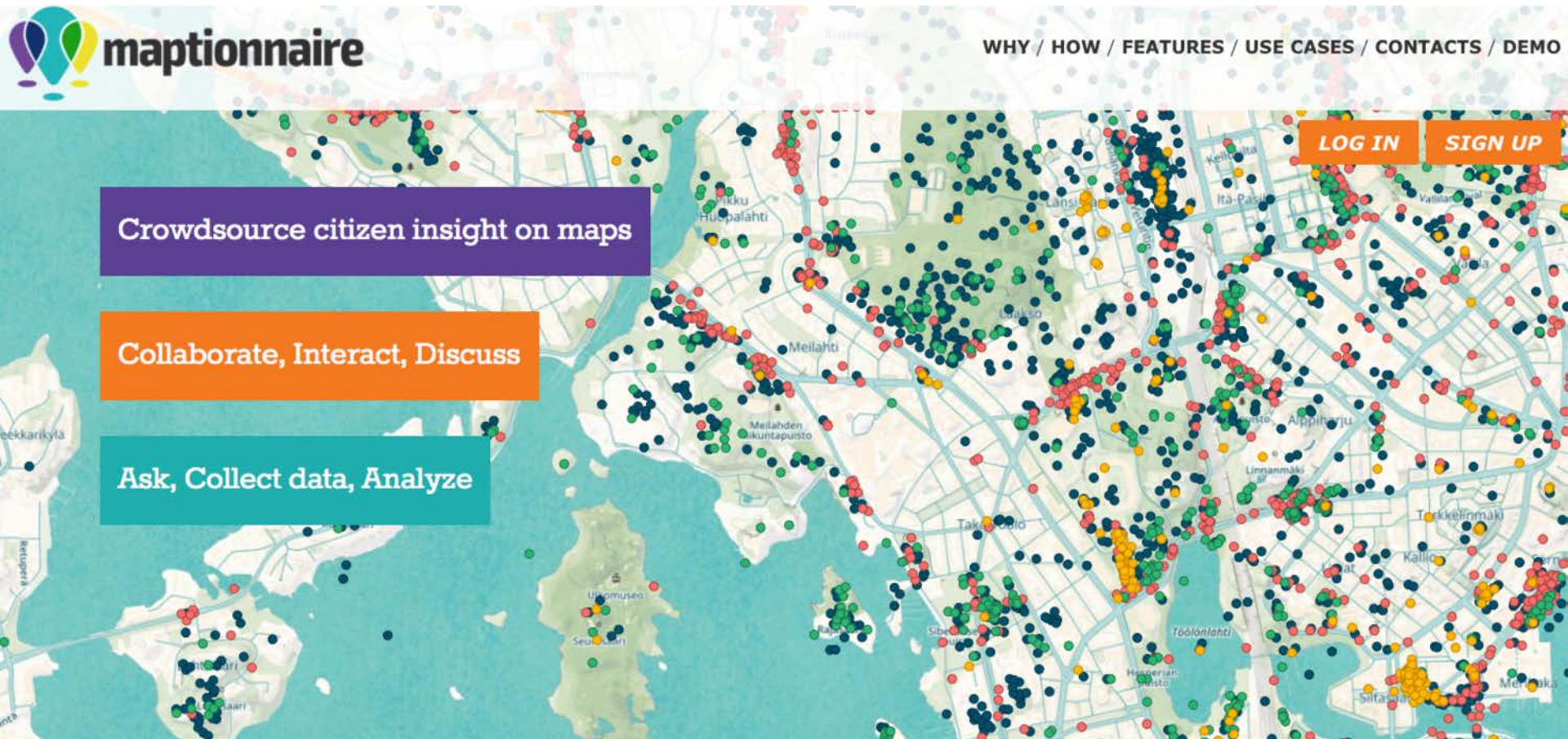
- You 'live in', immerse yourself in the setting
- You learn the language
- You become a member of the community

Unloading and sorting the trawl catch in Thailand

Removing catch from the gill net –
fishing boat on Lake Huron

Indonesia crab fishing landing site

FIELDWORK, CREATING A RICH PICTURE USING FIELD NOTES, VISUAL METHODS AND NARRATIVES (Jack Whalen)

Photo: Eloise Smith-Foster

MY HOME PROJECT 2014 – WORKING WITH YOUNG PERSONS WITH INTELLECTUAL DISABILITIES

Pirinen, A. & Verma, I. (2016). Levels of Inclusion: Design Concepts for Supporting the Everyday Living of Young Persons with Intellectual Disabilities. Sotamaa, Y. (Ed.), *Design for All Institute of India Newsletter.* New Delhi, India.

CO-DESIGN WORKSHOPS

DESIGN GAMES

OWN BLOCK / NEIGHBOURHOOD

SHARED SPACE IN COMMUNAL USE (USED WITH OTHERS)

OWN BUILDING

PYÖRÄN / AUTON HUOLTOTILA

OWN FLOOR

HYVIN VARUSTELTU KEITTIÖ

KASVIHUONE / VIHERHUONE

OWN APARTMENT

100e

75e

50e

VIERASHUONE

JUHLATILA

50e

25e

LEFFAHUONE

TUPA / KAHVILA

25e

10e
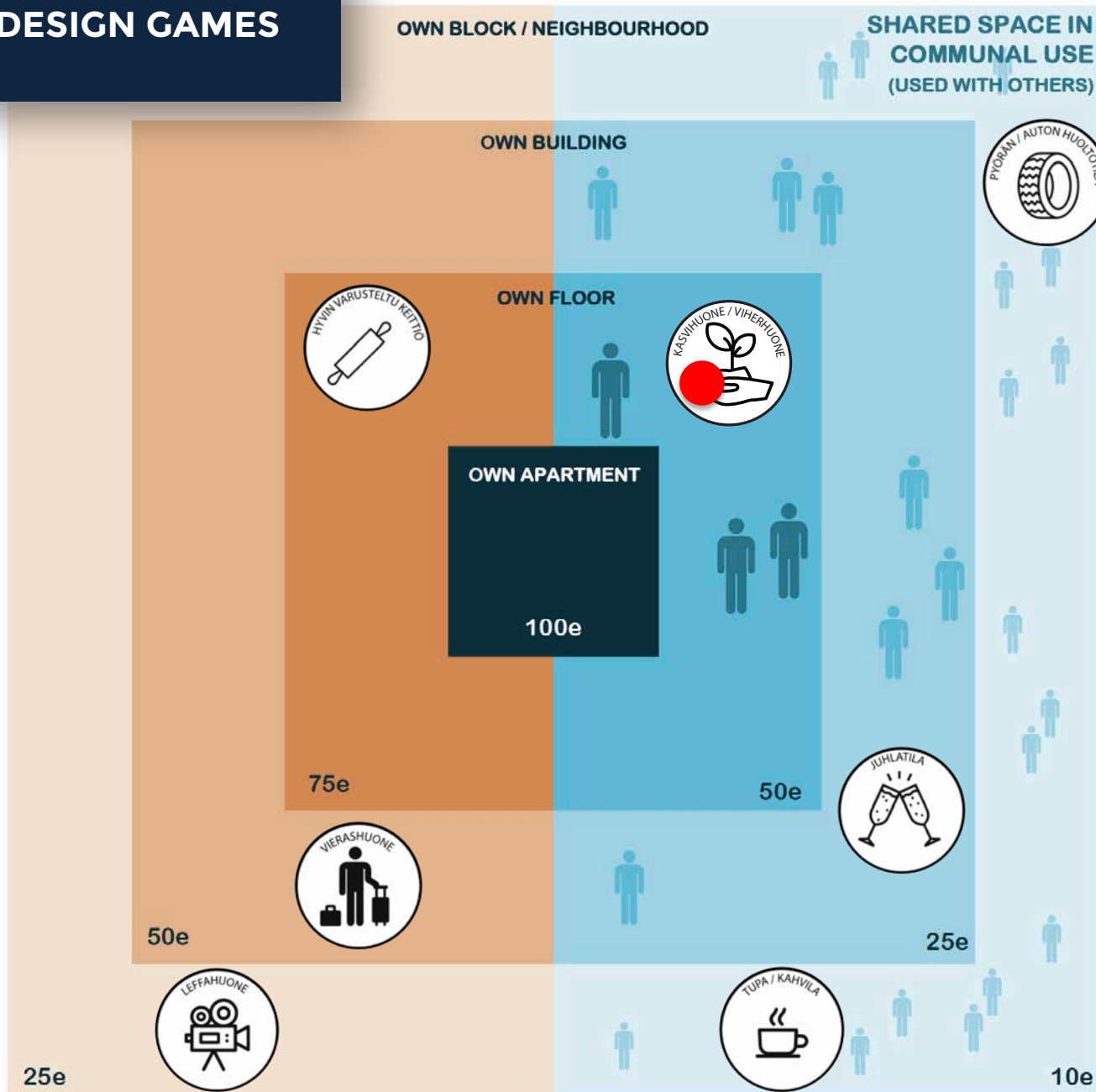
SERVICES 50 e/month

○ GROCERY DELIVERY

○ HOME CLEANING

○ RENOVATION/DIGI SUPPORT

○ HOUSE SITTER / PET SITTER

○ SHARED CAR

✕ PERSONAL TRAINER

○ LENDING OF TOOLS/EQUIPMENT

○ SOMETHING ELSE? (Specify)

LEAD USER THEORY (ERIC VON HIPPEL) – DISABLED PERSONS AS LEAD USERS IN THE DOMESTIC ENVIRONMENT

Von Hippelin käyttäjäinnovaatioteoria: edelläkävijät kehittämään tuotteita myös muille käyttäjille

Itse kehitellyt esteettiset esteettömät ratkaisut, olemassaolevien tuotteiden kekseliäs "väärinkäyttö" ja muokkaus erityistarpeisiin

Lähde: Erilaistuva asuminen –projekti (2006-2008), TaiK, FHI, Susanne Jacobson & Antti Pirinen

Roberto Verganti 2009, *Design-Driven Innovation* & Nigel Cross 2007, "Design leap"

WHAT?

Designs for Use and Participation

Löyly sauna, Helsinki, Avanto Architects
Photo: Kuvio Architecture Photography

Sompasauna, Helsinki
Photo: www.sompasauna.fi

Herman Hertzberger, Centraal Beheer, Apeldoorn, 1969-1972. Polyvalent, user-interpretable office building. www.carusostjohn.com
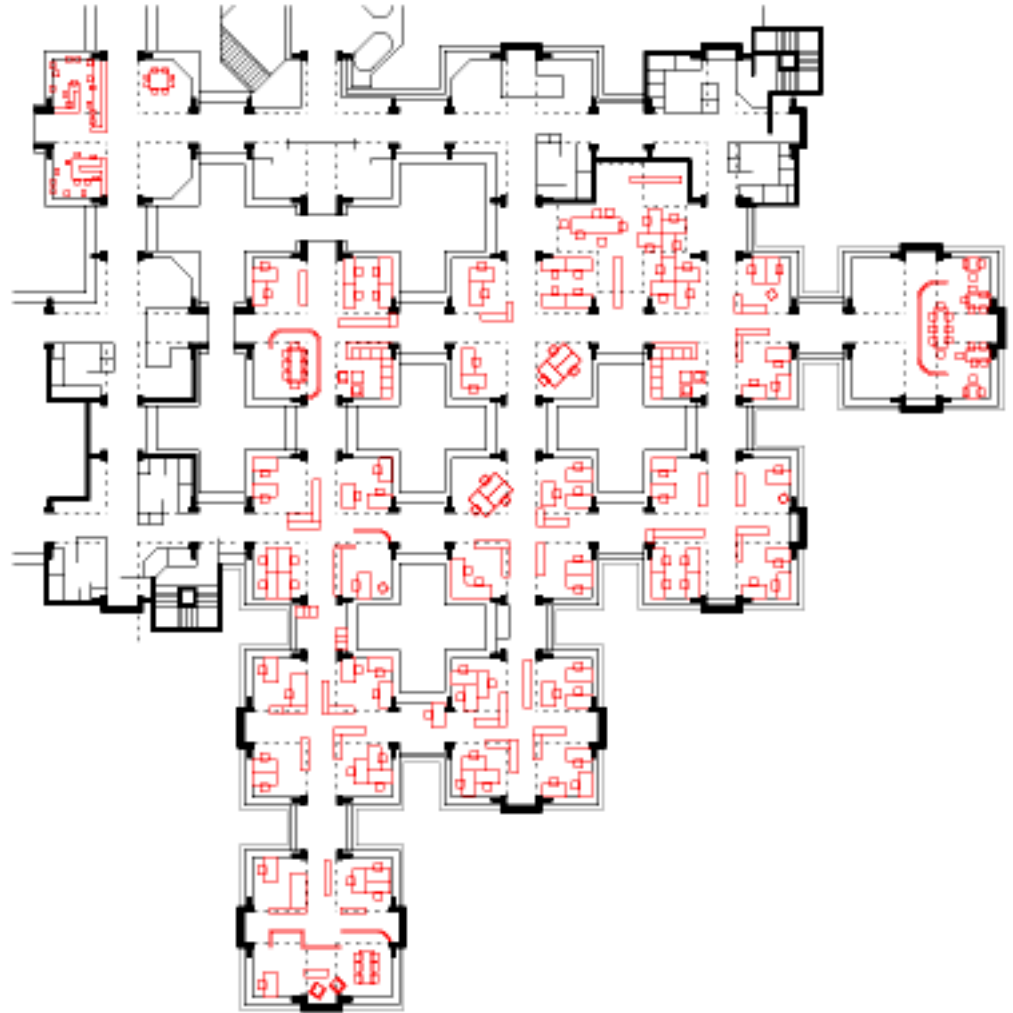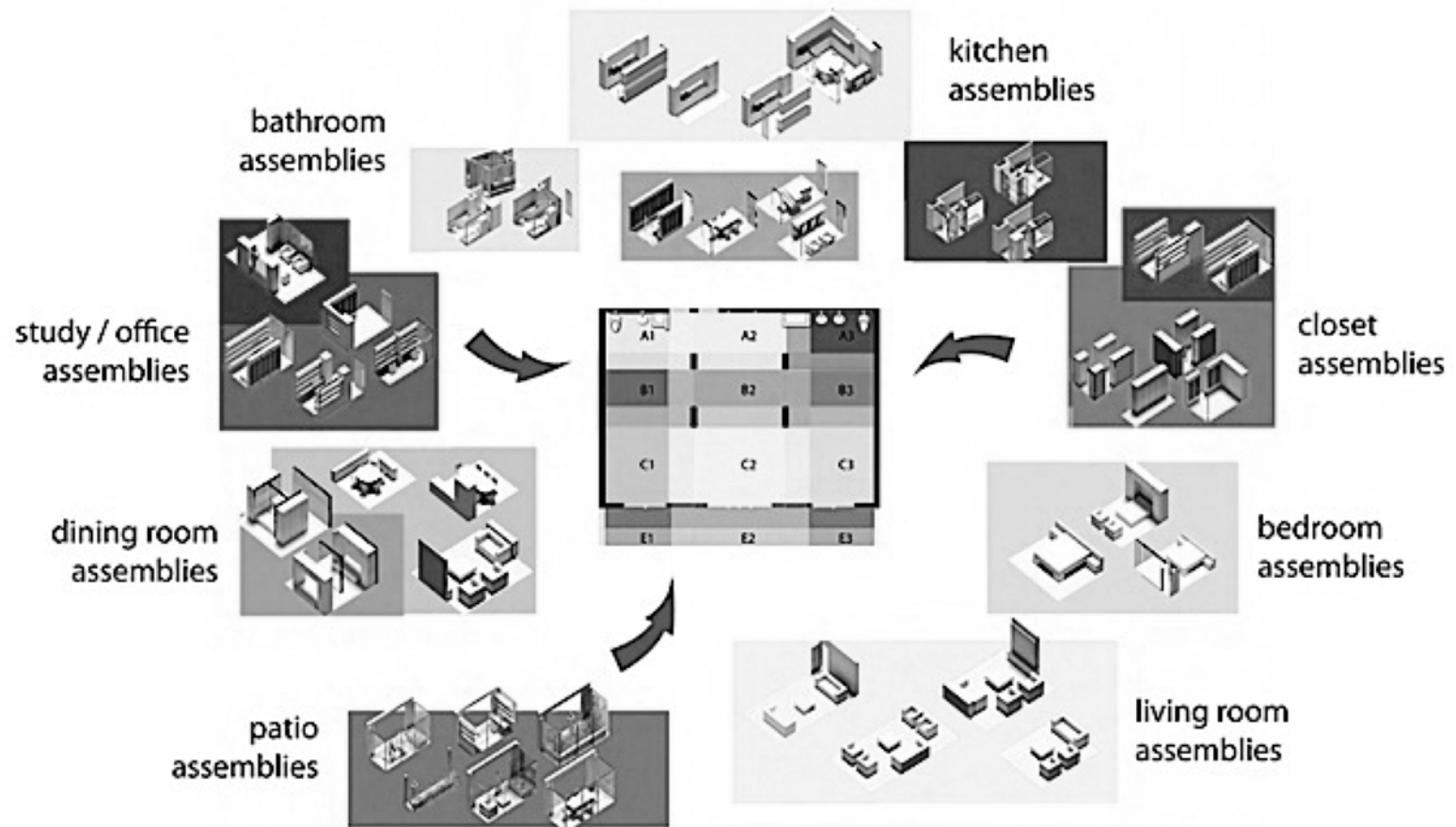
Home Genome project, MIT Changing Places group. Online apartment design configurator based on an intelligent search algorithm.
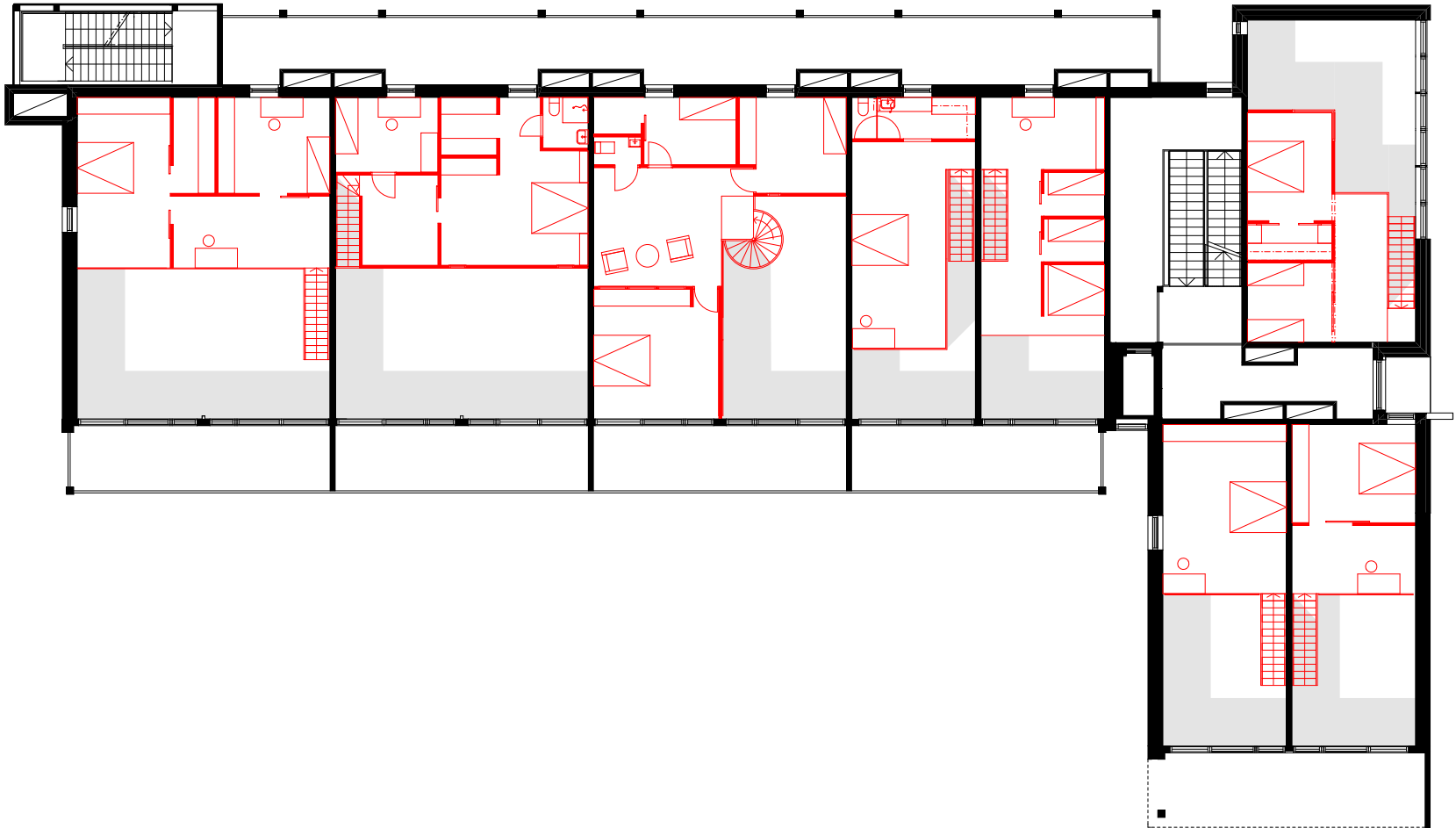
WikiHouse Project, Alastair Parvin. www.wikihouse.cc/commons .
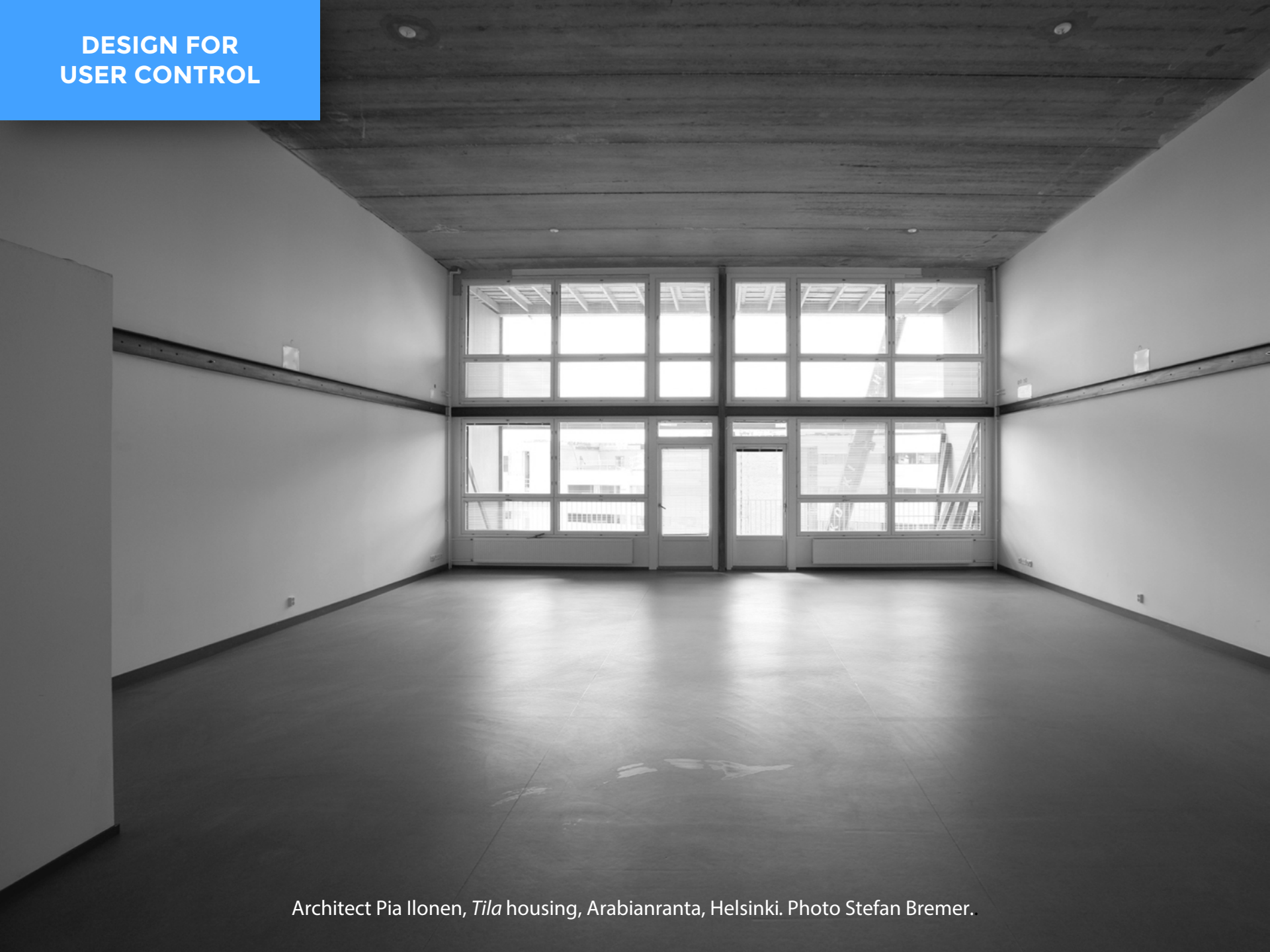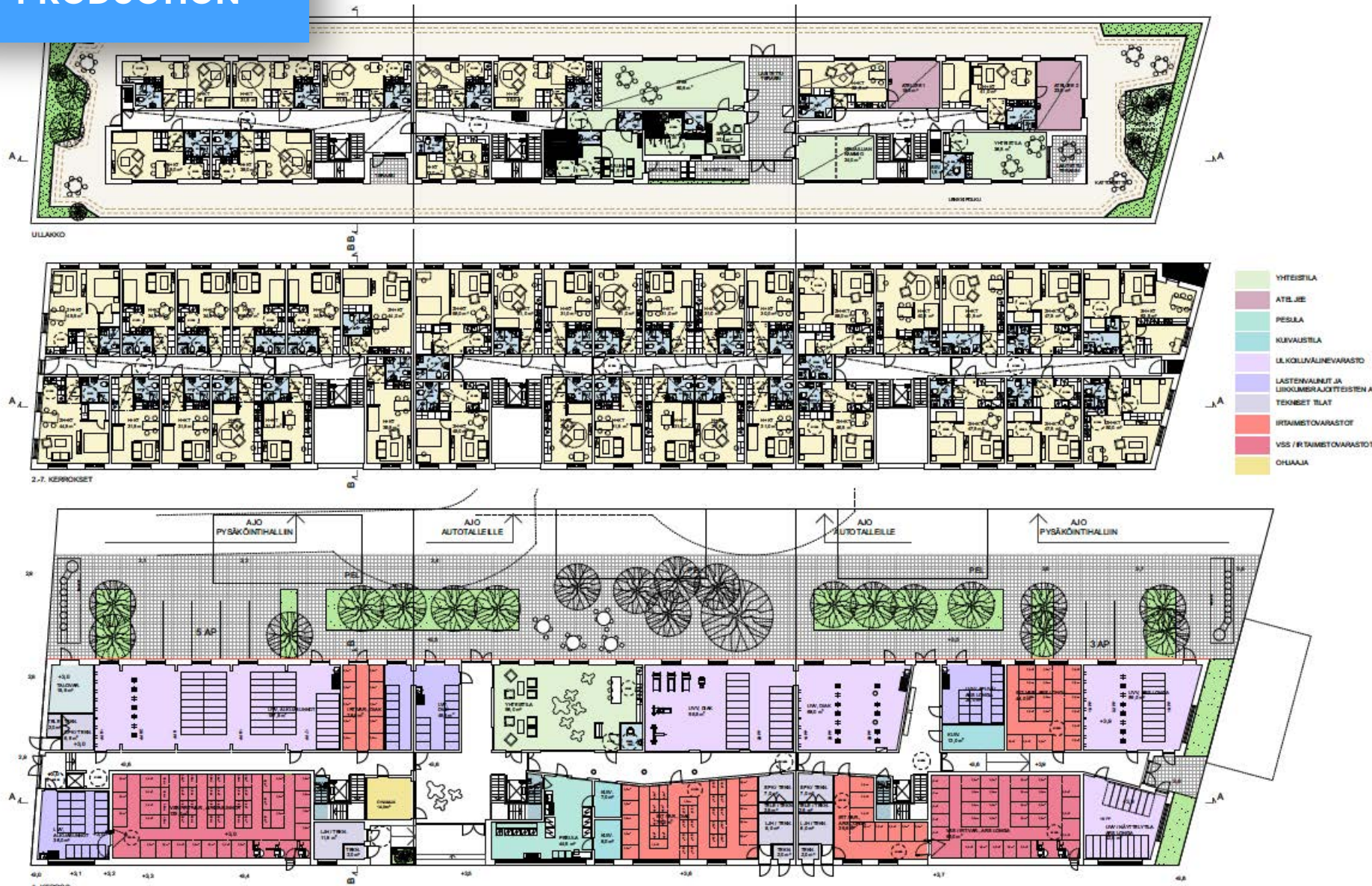
Architect Pia Ilonen, *Tila* housing, Arabianranta, Helsinki. Photo Stefan Bremer.

Architect Pia Ilonen, *Tila* housing, Arabianranta, Helsinki. Plan of the 3rd floor mezzanine as built by the residents.

Building plans for the *Ars Longa* house in Kalasatama, Helsinki. Kristiina Hannunkari, Architects Hannunkari & Mäkipaja, 2016

THANK YOU!

Today at 14:30-16:00: Individual tutoring on essay and final presentation (optional, book a tutoring slot if needed)

Next Tuesday, 2 April at 9:15–11:15 at Porthania, Yliopistonkatu 3, P114 Urbarium (to the left in ground floor): Final "mini-conference"

- Upload **1-2 slides as pdf** with essay abstract (topic, case, standpoint + one image) to MyCourses > deadline Monday at 17:00
- 4 min. presentations, DfG students as audience
- **13:00–15:20 Design for Government mid-review**, Gov course as audience: Elva loft, Meritullinkatu 11 D, 2nd floor

Submit finished essay to MyCourses by Thu 18 April, 17:00

- Short written feedback and course grade by mid-May

The museum as regulated space, 2005,
photo collage, photos: Silke Müller