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**Aalto University
School of Arts, Design
and Architecture**

MUO-E8023 - Values in Design Futures

*23.5.2019 Presentations.
Also, eco-futures of various kinds*

Today – wrapping up, or trying to

Visualisation assignment – group presentations, 15 minutes each group including questions and comments, then open discussion

BREAK

On drivers of change

On values

Eco-futures as a hybrid discourse for our times?

On change – what is it, what drives it?

Are we transitioning from development and progress to sustainability and sustainment?

Transitioning to sustainability

- **Why bother about path-dependency?**

- **Why systems? Why system innovations?**

- **Why be interested in historical futures, past futures?**

Visions and plans for change

Predictions, forecasts, blueprints etc.

Utopias or *better* alternatives

- Manifestos, political programmes, social and political theories
- **Fictions and speculations**
- Commercial and state communications
- Doing things differently

Trends: STEEPV(L) that can be studied and assessed

S Society – Societal trends

T Technology – Technological trends

E Economy – Economic trends

E Ecology – Ecological/environmental trends

P Politics – Political trends

V Values – Value trends
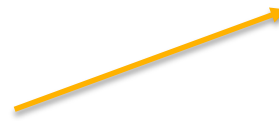
L Legislative – Legislative trends

ON VALUE(S)

How to move towards or even know a desirable future?

(Utopian) thought of many kinds

Outopos = no place

Eutopos = good place

idea(list)

materia(list)

In imagining the perfect society

⇒ Draws attention to gap between

FACT and VALUE or

IS and OUGHT

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VALUE

Slippery concept, can be ideological and thus not open to (easy) refutation

Exchange value versus use value

Basic human values

Maslow's hierarchy of needs

Adding value = improvement?

⇒ VALUES ARE GENERALLY SPECIFIC TO A SITUATION AND A CULTURAL MILIEU

VALUE

Values are often expressed numerically

- e.g. ("willingness to pay" surveys)

Values can be implicit, assumed, their details overlooked

- E.g. independence versus dependency, particularly important in an individualistic society

⇒ **THE MOST SIGNIFICANT VALUES ARE NOT ALWAYS EXPLICIT**

MAKING VALUES EXPLICIT THROUGH CONTESTING IDEAS OF PERFECTION

E.g. Christine de Pizan *The Book of the City of Ladies*, c. 1405

"Things could be different…"

"What will come..."

Master of the City of Ladies, Wikimedia Commons

# Mary Shelley's *Frankenstein or the Modern Prometheus* 1818

- It's not the monster that is the villain of the story, but the scientist who created him
- Frankenstein monsters have an established role in Western popular culture
- Why does this pair have such enduring appeal?

https://openlibrary.org/books/OL20443134M/Frankenstein_or_The_Modern_Prometheus

Science Fictions

Frederic Jameson: future visions are better understood as a way of apprehending the present as history - of a possible future

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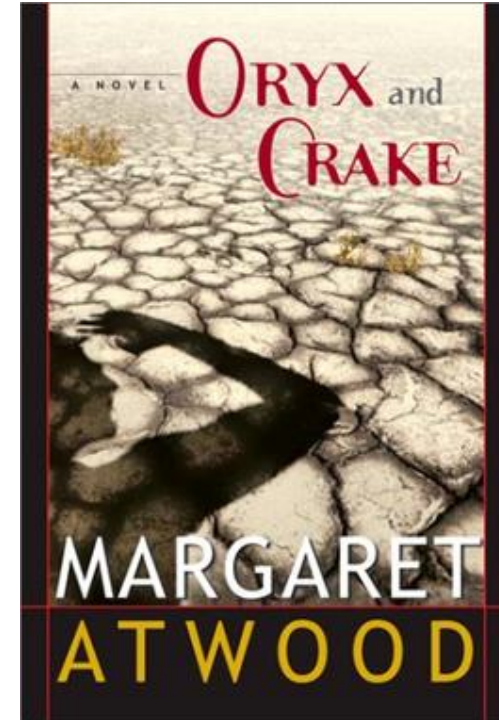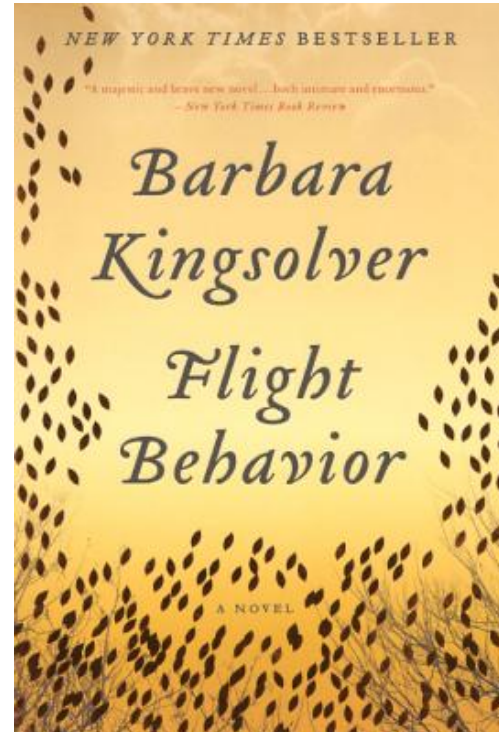
Science Fiction and Eco-Futures

Ursula Heise

- Imagining future relationships between humans and others
  - Nature
  - Technology
- Dealing with transformation "something has changed"
- A mode of anticipation – preparing, impacting, but not forecasting

⇒ A future that is almost here, has incompletely arrived

- Town planner Bertel Jung and 'Helsinki's first official utopia' (1911 development plan)

- A DRIVER OF SUBSEQUENT CHANGE

☛ Pro Helsingfors plan 1918

Odintsovo 2020 Eco-City Proposal / de Architekten Cie.
01:00 - 10 July, 2013 by **Alison Furuto**

About your final assignment

An essay on the film *Twelve Monkeys*

Submit your essay as a PDF not later than May 31, 17:00. The essay should:

- Have a cover page with assignment title, title of your essay and your name;

- Use a language appropriate for scholarly work;

- Be max. 2000 words, use figures, images and illustrations as needed to support the ideas and arguments presented;

- Be grammar/spell-checked and formatted and referenced in line with APA convention (if needed do a search on how to write reports and how to reference materials in APA convention).

See 'Eeva's Essay Writing Guidance' for tips (file in MyCourses)