



Aalto University
School of Arts, Design
and Architecture

Sustainable design S4

How to communicate sustainability

Mikko Jalas
29.4.2021

Agenda

9.15 - 9.30 **Last session**

9.30 - 10.15 **Design semiotics; meaning sustainability and visual language of sustainability**

Break

10.30 – 11.15 **In break-out groups and through sharing your screen: What product/service did you choose?**

11.25 – 11.45 **Sharing of thoughts of the breakout rooms**

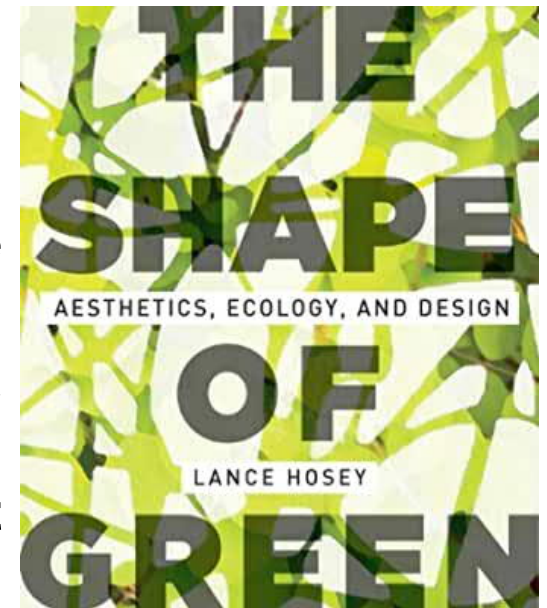


<https://www.rauch.cc/sustainability/pet2pet/>

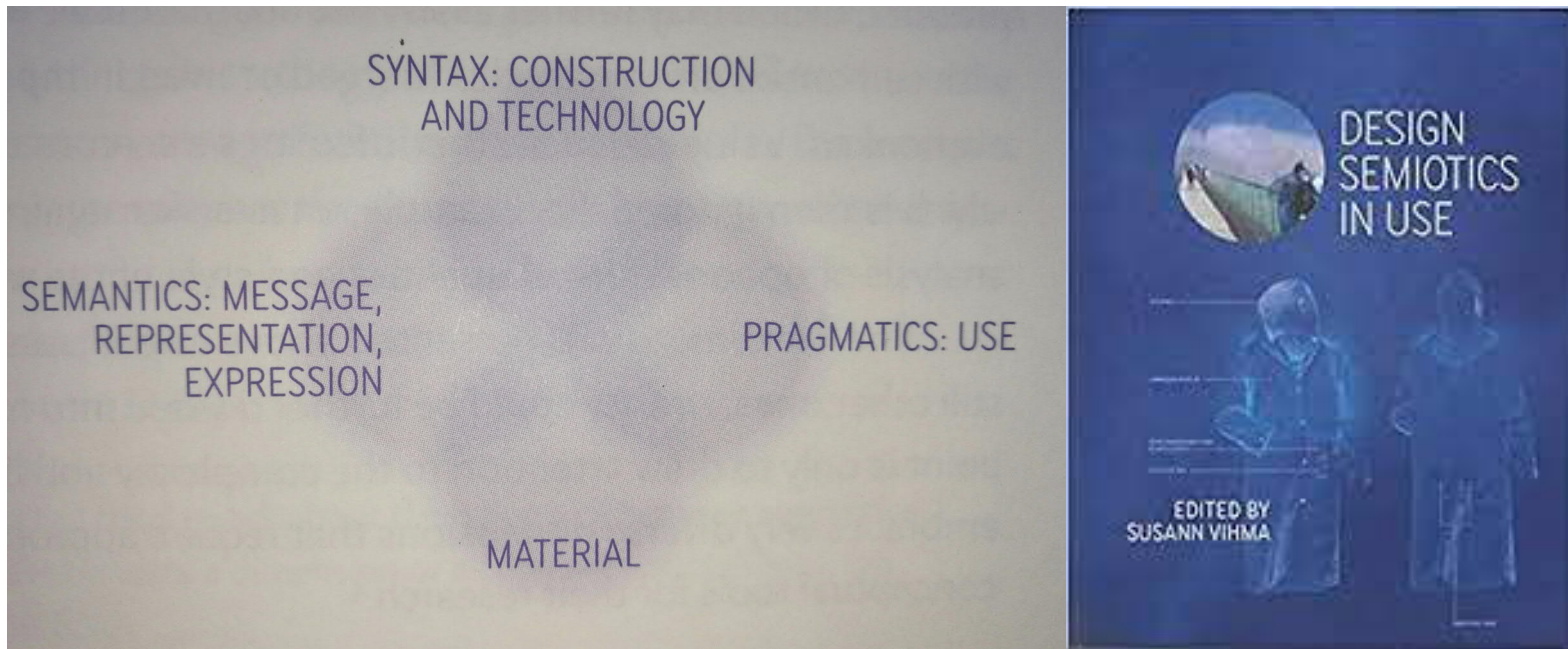
Environmental sophistication vs design sophistication?

“Look at the architecture of the last 15 years,” architect James Wines complained in 2009. “It’s been more flamboyant and more wasteful than it’s ever been before. To build any of these buildings by Frank Gehry [the architect famous for sculptural structures of crumpled metal], it takes . . . 60 to 80 percent more metal and steel and construction than it would to enclose that space in a normal way ... Mind-boggling waste.”

(SoG, 2-3)



Hosey, Lance (2012). The shape of green : aesthetics, ecology, and design. Washington DC: Island press.



Smart?



Sustainable?

?



How does design speak?

Iconic – likeliness, metaphors

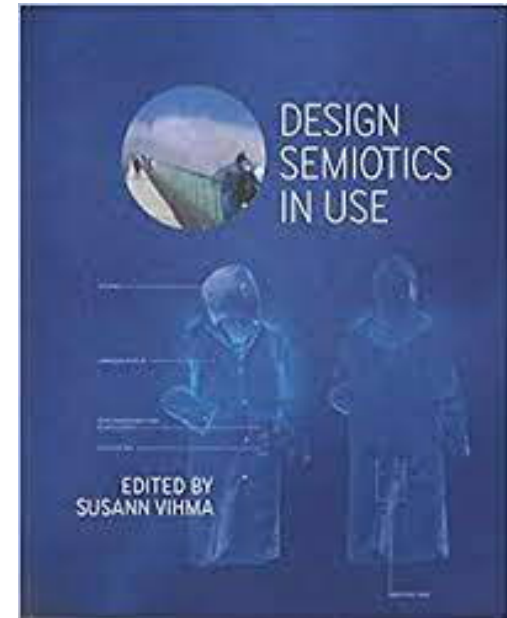
Indexical –traces of manufacture

Symbolic – arbitrary, has to be learned

S.Vihma: Design reaches beyond proving affordable tools. Function and meaning mix and mesh.

T. Keinonen: Design without aesthetics is simply bad engineering.

M. Jalas: Design makes the world round us understandable.







Futuro-house: WeeGee, Espoo

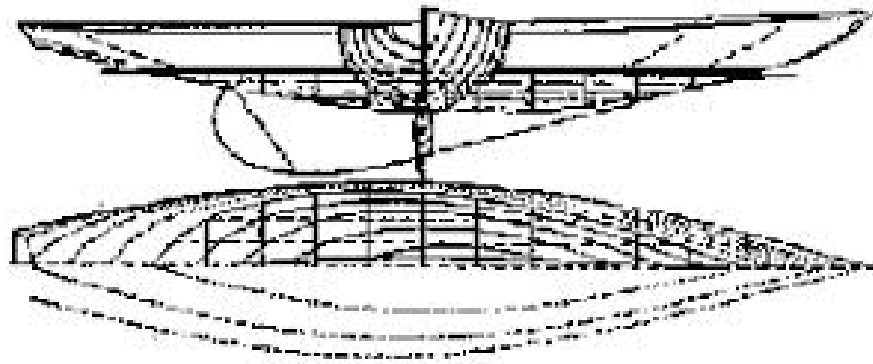
Compactness



Smart Shape.

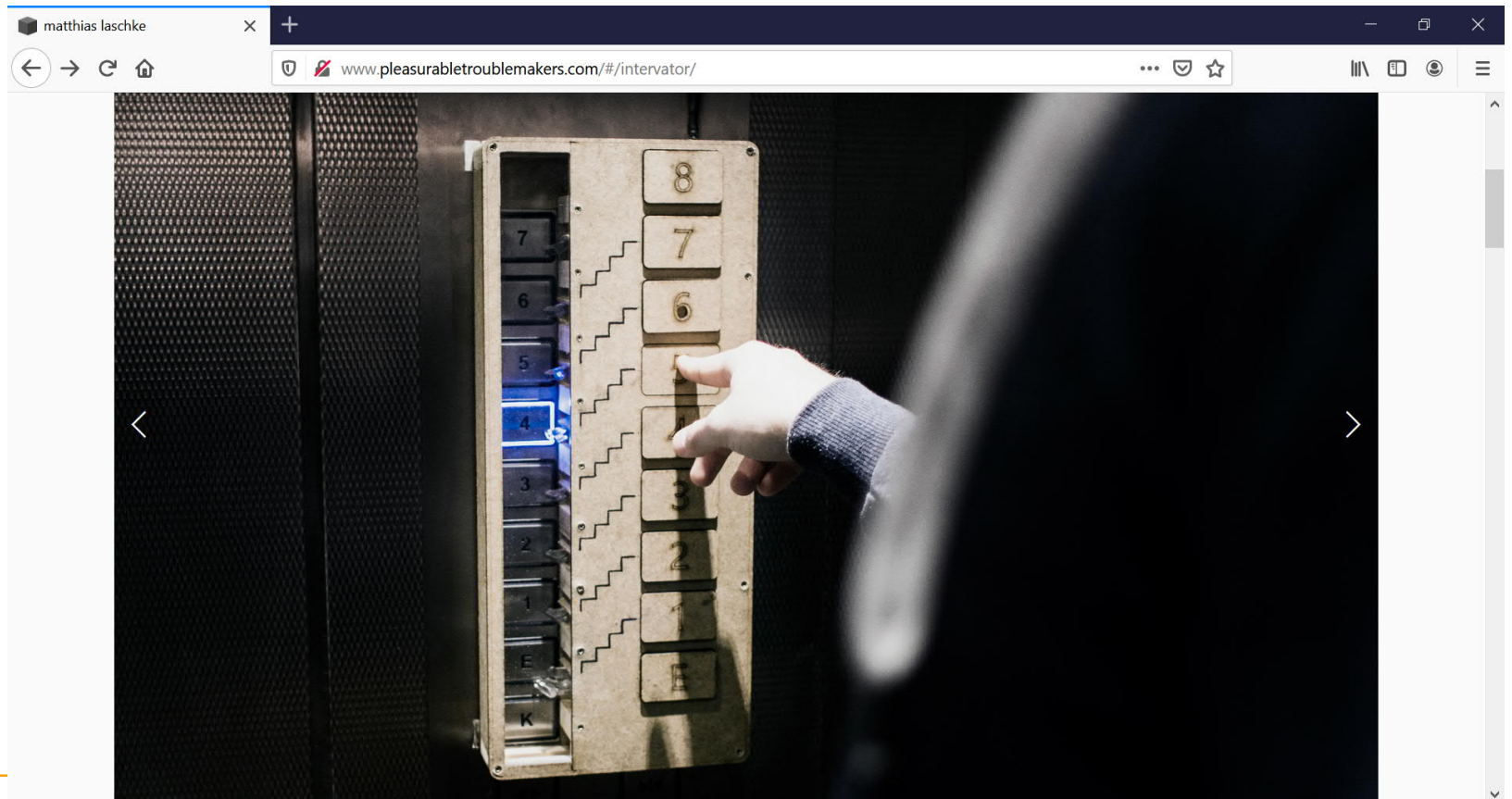
The original Smart Car, shown here in comparison to the MINI Cooper, the Prius, and the Hummer, gets better mileage than most hybrids, simply because of its size, shape, and weight.

Hosey, Lance (2012). *The shape of green : aesthetics, ecology, and design*. Island press





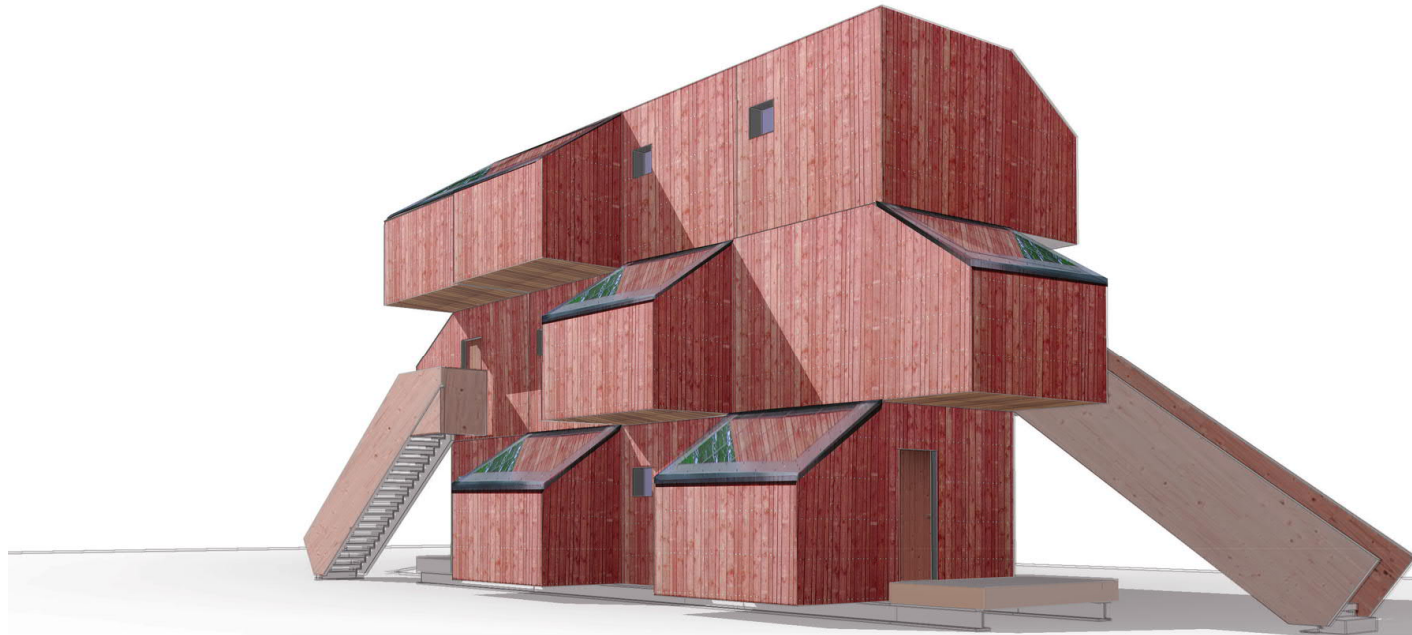
Behavioral nudge





Appropriate use of technology?
Syntax error
Add-on sustainability





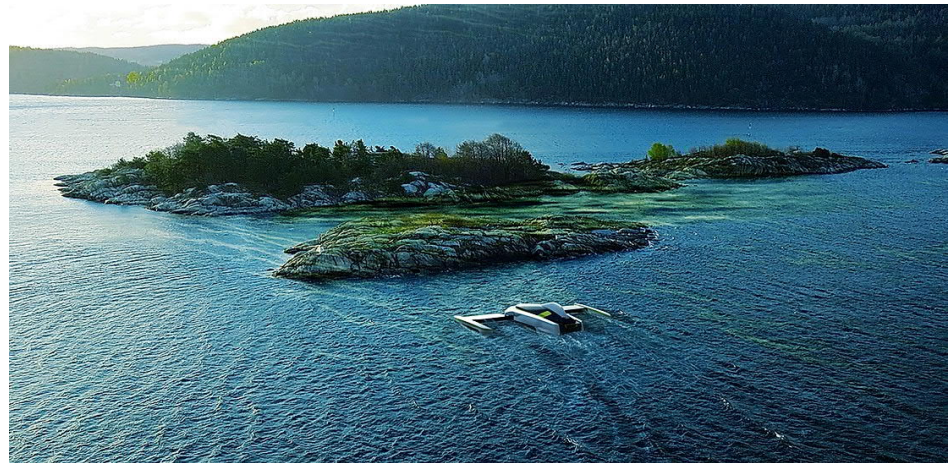
<https://www.aalto.fi/en/wood-program/kokoon-project-information>

Signs of circular economy

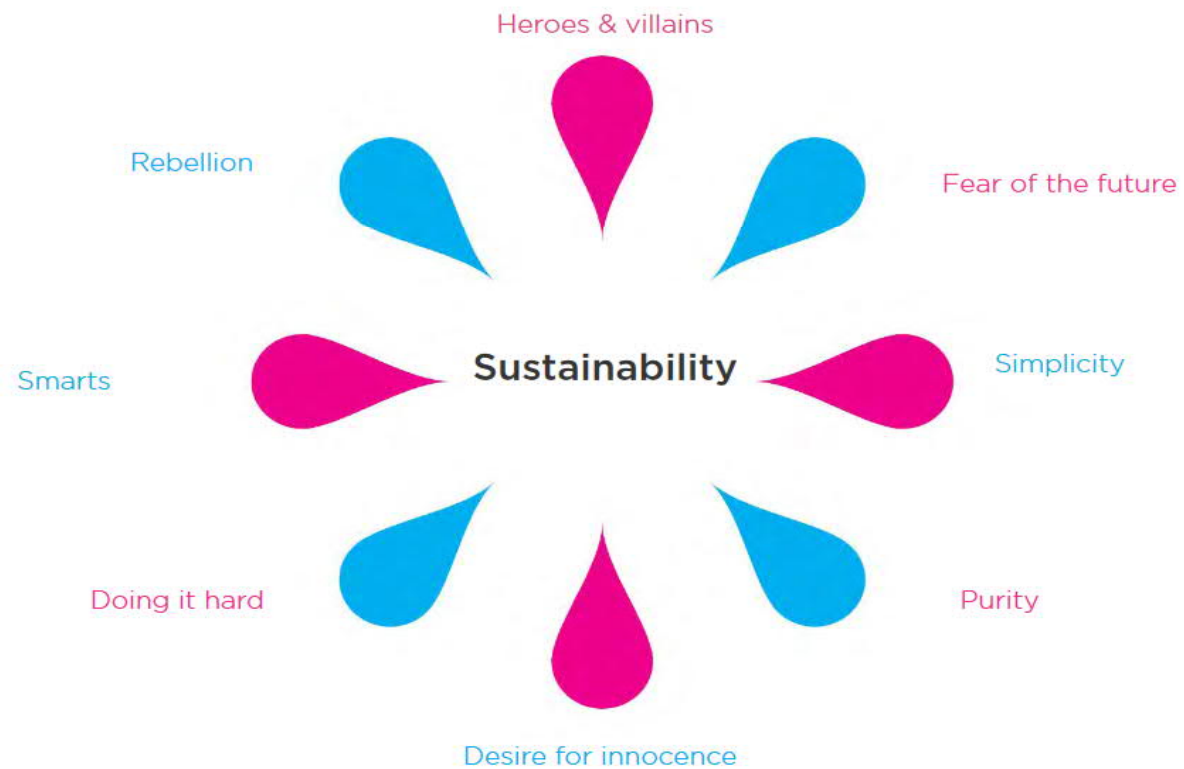


https://en.wikipedia.org/wiki/Recycling_codes

Regenerative design



Some of the codes of sustainability





The Ecology Era

1962-2005

The rise of the environmental movement

Residual

Codes
Green, nature, trees, animals
Destruction and destruction scenarios

Values
Intrinsic value of nature and living beings
Harmony, peace, openness with nature

Ideology
Radical anti-industrialism
Activism and social movements, ethical consumption, boycotts, campaigning

1962

2006

The Social Innovation Era

2011 - present

*A departure from the environmental and the corporate
A shift towards people, creativity and community*

Emergent

Codes
Multi-colored and colorful
Flat colors and illustrations
Flat icons, deeper greens, browns & black

Values
Tight-knitness, creativity, community, interdependence
Responsibility to the environment
Responsibility to people

Ideology
People-oriented systems change
Through innovation and entrepreneurship

2011

The Sustainability Era

2006-2010

*Sustainability becomes commodified
There's a green version of everything*

Dominant

Codes
All shades of greens, soft warm tones
Rustic, brown and natural textures
Rough, organic and earthy

Values
Responsible citizenship
Ethical social accountability

Ideology
Everyone needs to do their bit
while we continue business as usual

Laura Santamaria. Critical discourse analysis of sustainability representations.
<https://prezi.com/ezkvxajy3zv/semiotic-analysis-of-sustainability-representations/>

Socio-natures

‘(1) ecology pertains to relationships, not just things; (2) those relationships are between the organisms themselves and between the organisms and their environment; and (3) the environment includes both the “natural” and “developed” worlds. Ecology encompasses the total environment and all of its associations. Ecological design, then, should work not just to preserve the natural environment of wildlife and watersheds; it should embrace the entire cultural environment as well’ (Hosey 2012, 21).

Hosey, Lance (2012). *The shape of green: aesthetics, ecology, and design*. Washington DC: Island press.

Breakout rooms

Present to others your product/service, preferably by sharing your screen.

Try to group/order the items

- e.g. those working with either technological innovation or social innovation, or closeness to nature

When together in the main room, each group gets to present (5min)

For the next session

Addition reading: Ashby
Write your learning diary