

# **Design Beyond the Consumer Market**

**A critical perspective on the potential of design to amplify  
cooperativist futures**

**Owoyele, Rashid - Design Research Lab, Critical Maker Lab, Weizenbaum Institute (January 21, 2022)**

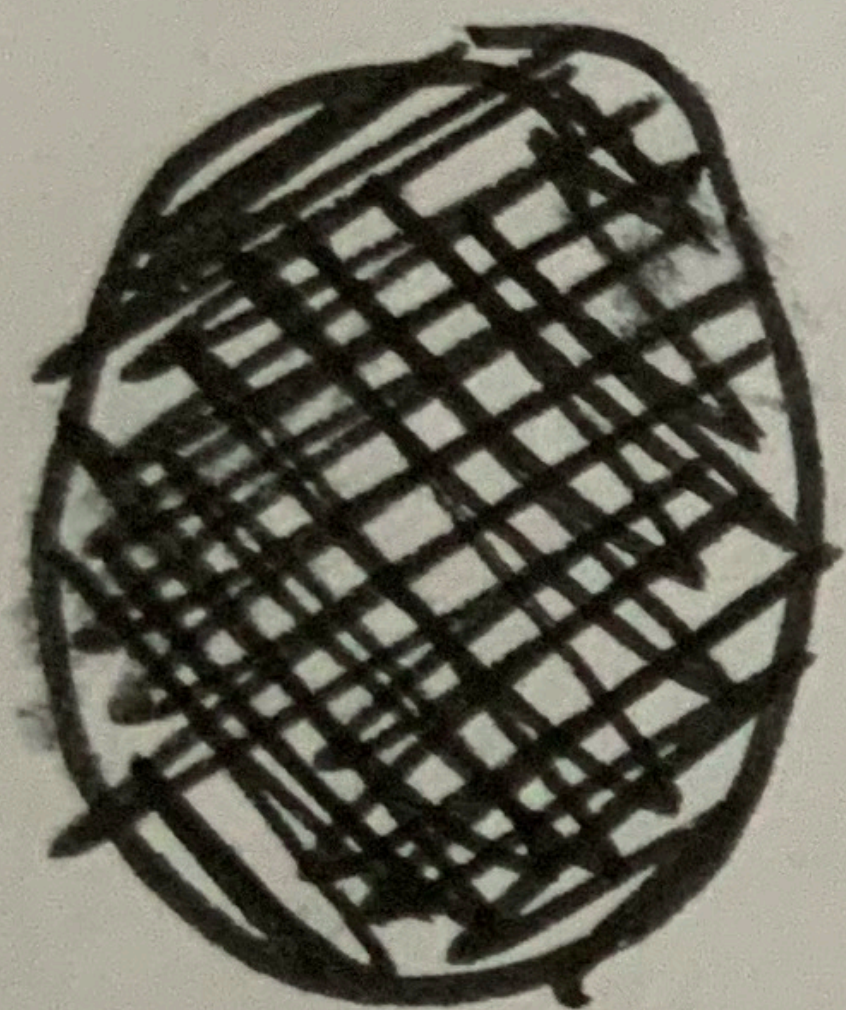
# Rashid Owoyele

MFA, Transdisciplinary Design; BA, Environmental Ethics & Design;  
Minor & Certificate in Environmental Science in Public Health:

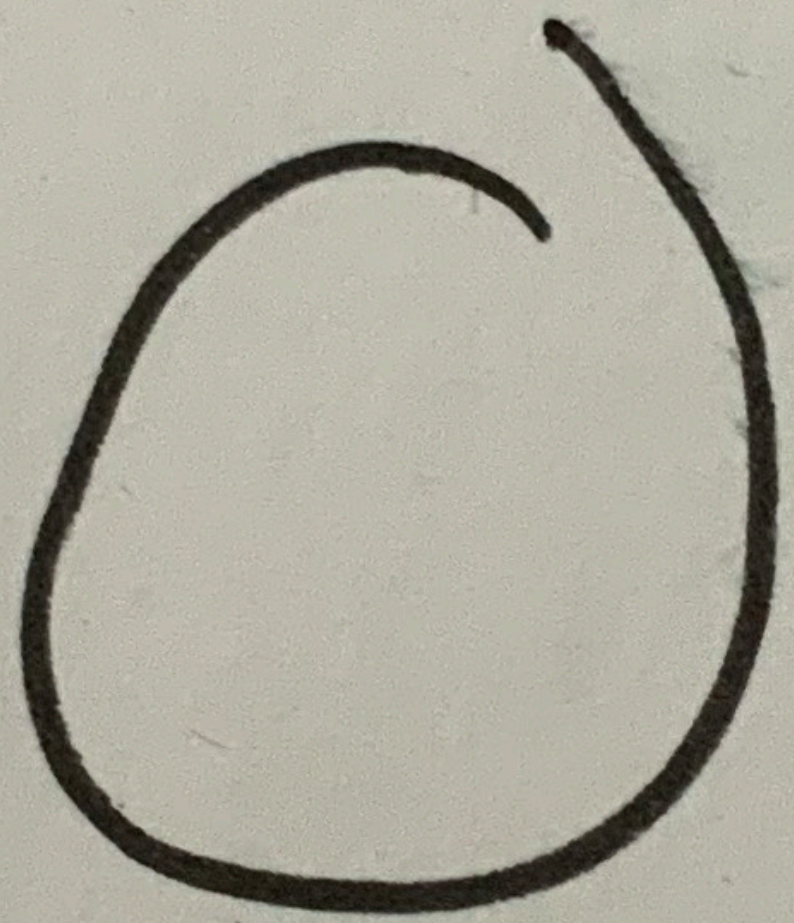
Design Researcher, Facilitator, Service Designer, Career Coach, and Social Innovation Specialist

Owoyele, R. January 21, 2022

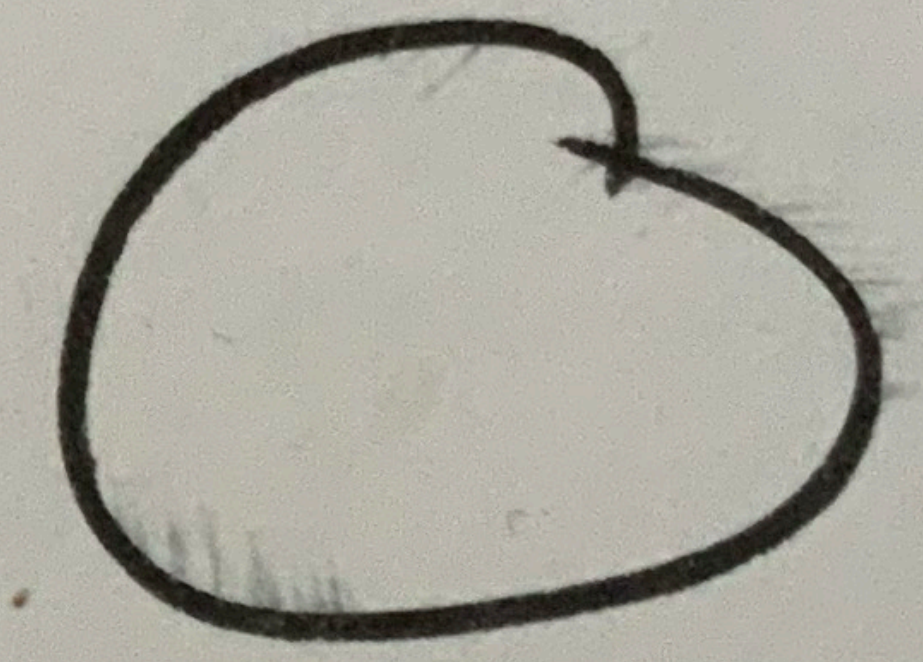
moving design agency from



Consumer



Labor



Capital

# Solidarity

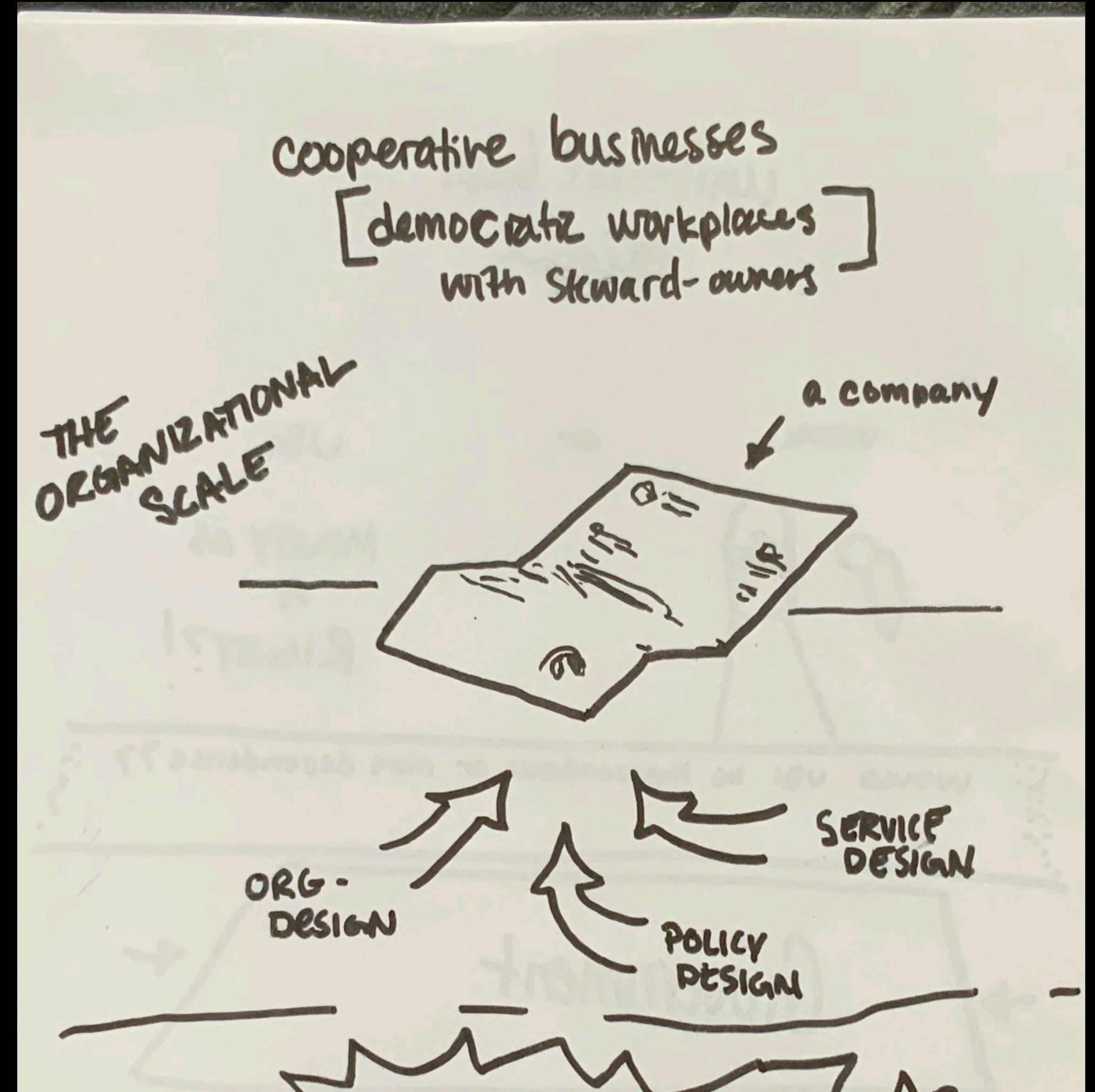
Making shared-ownership and self-governance practices from new business values

"free market"

# Overview

## First Thoughts

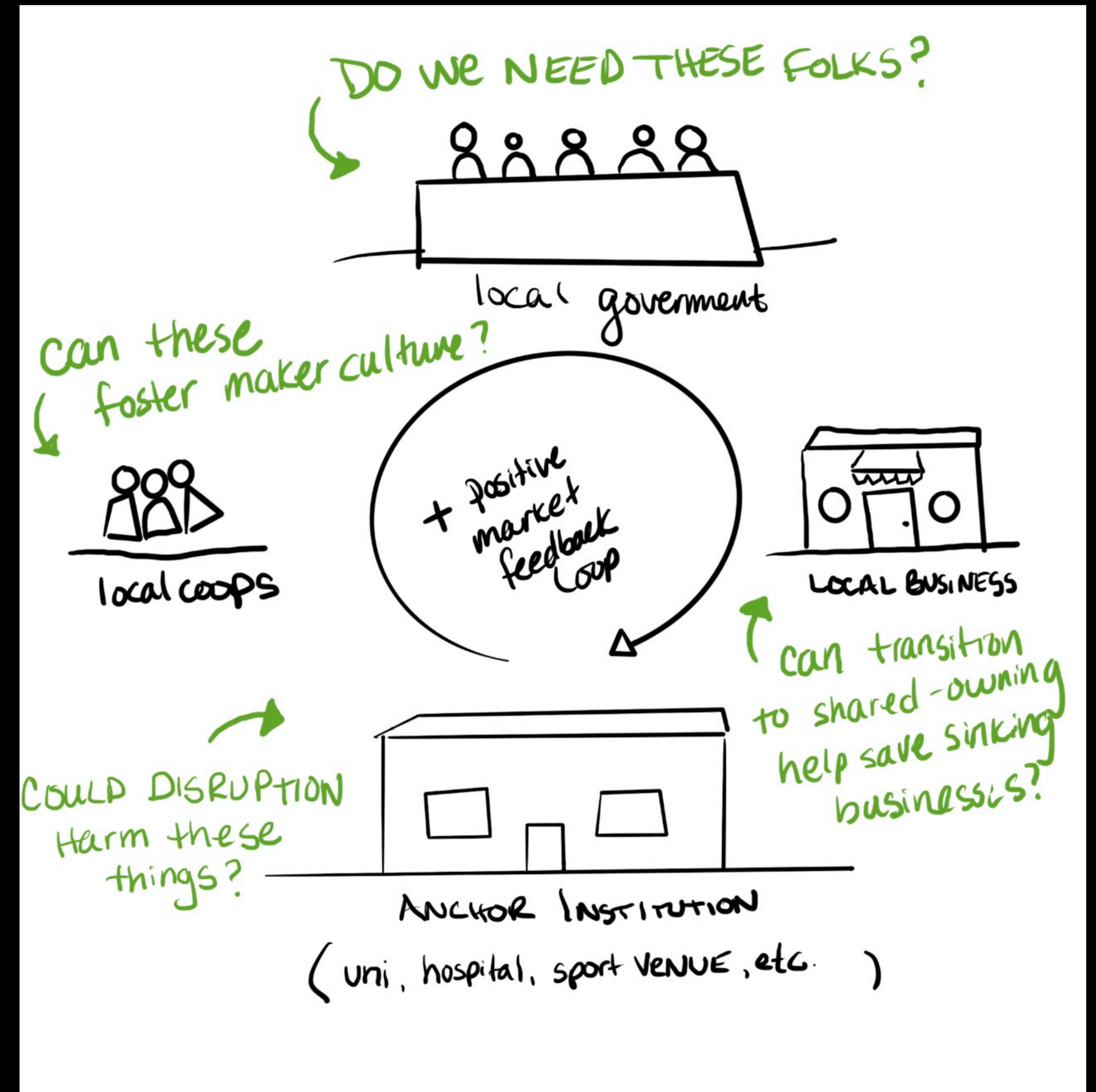
- What does business have to do with design? Law?
- The entrepreneurial design education gap
- Ownership design and futures of tech invasiveness
- Cooperativism and Design - a primer to my PhD research
- Exploring and developing the concept of cooperative design tools
- Provocation: How might a design culture conducive to cooperativism and social/solidarity economic visions be developed? How might shared ownership and participatory design facilitate SSE?



# Contextualization

Business. Design. Law.

- How do these three institutions interact?
- Who benefits from innovations?
- How do norms in these areas reinforce problems created by these systems?
- In which ways might ownership be critically reimaged?



**Design is observing how things are, and  
determining and guiding them towards  
how they ought to be.**

**Clive Dilnot, Parsons The New School for Design, 2011**

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Clive Dilnot, Parsons The New School for Design, 2011

# Hume's Is/Ought Problem

## The ethics of design — Nii Botchway on Design Consciousness

Hume — The tendency toward faulty logic; observing what is as inherent

Botchway — Design suffers from this problem and needs a pedagogical approach that re-contextualizes, brings positionality to the fore, and decolonizing situated knowledges

Ethical call to Design and Design education as an institution



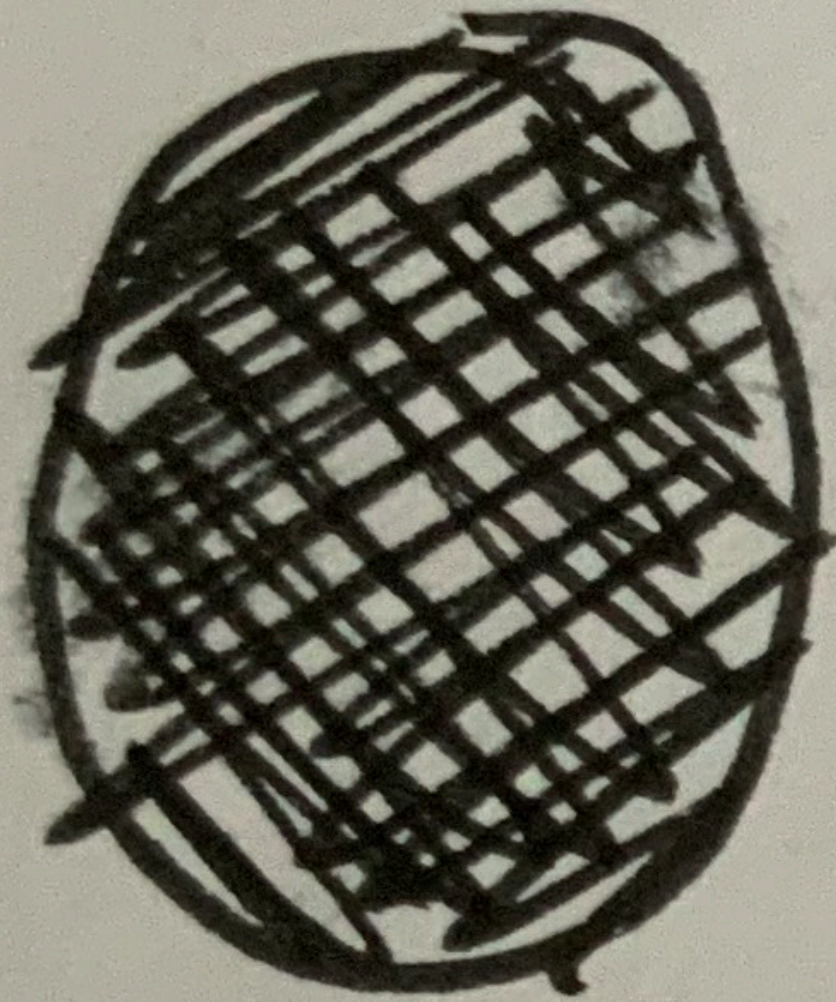
# Gaps in Education?

**In what ways does Design prepare students for entrepreneurship?**

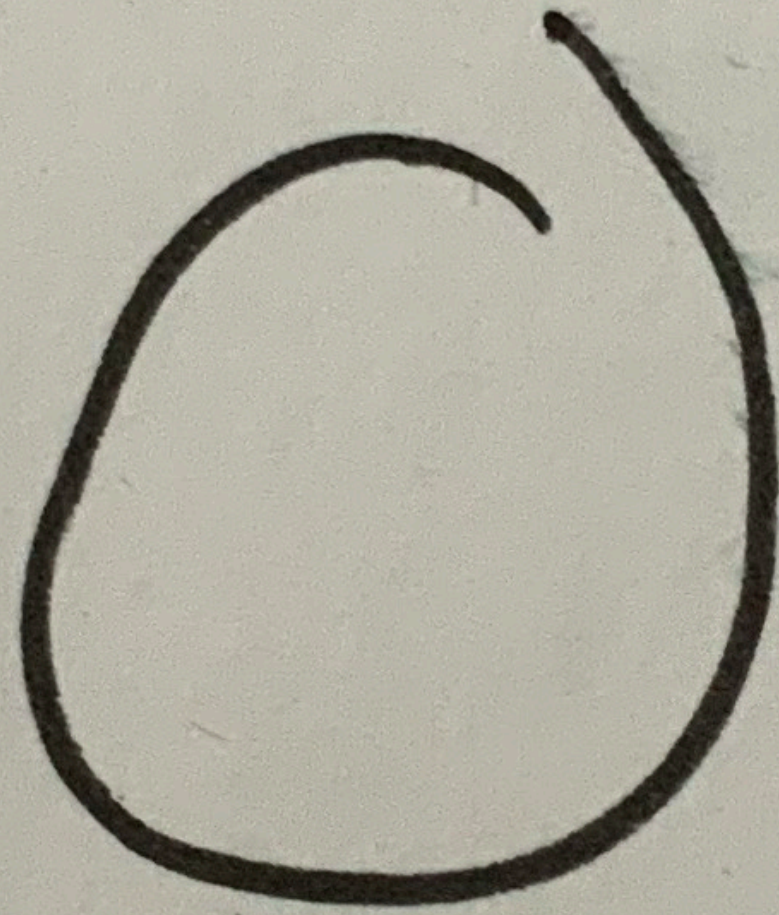
To what extent do those in this space feel they have been prepared for the business-aspects of the discipline?

Much of design education has been contemporarily focused on developing design practice in the service of consumer markets... What about labor markets and capital markets?

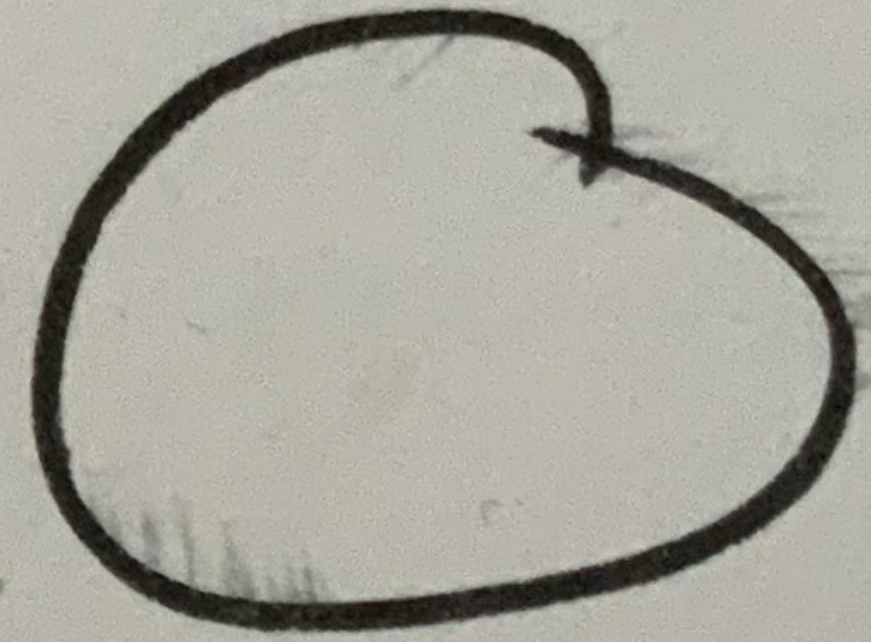
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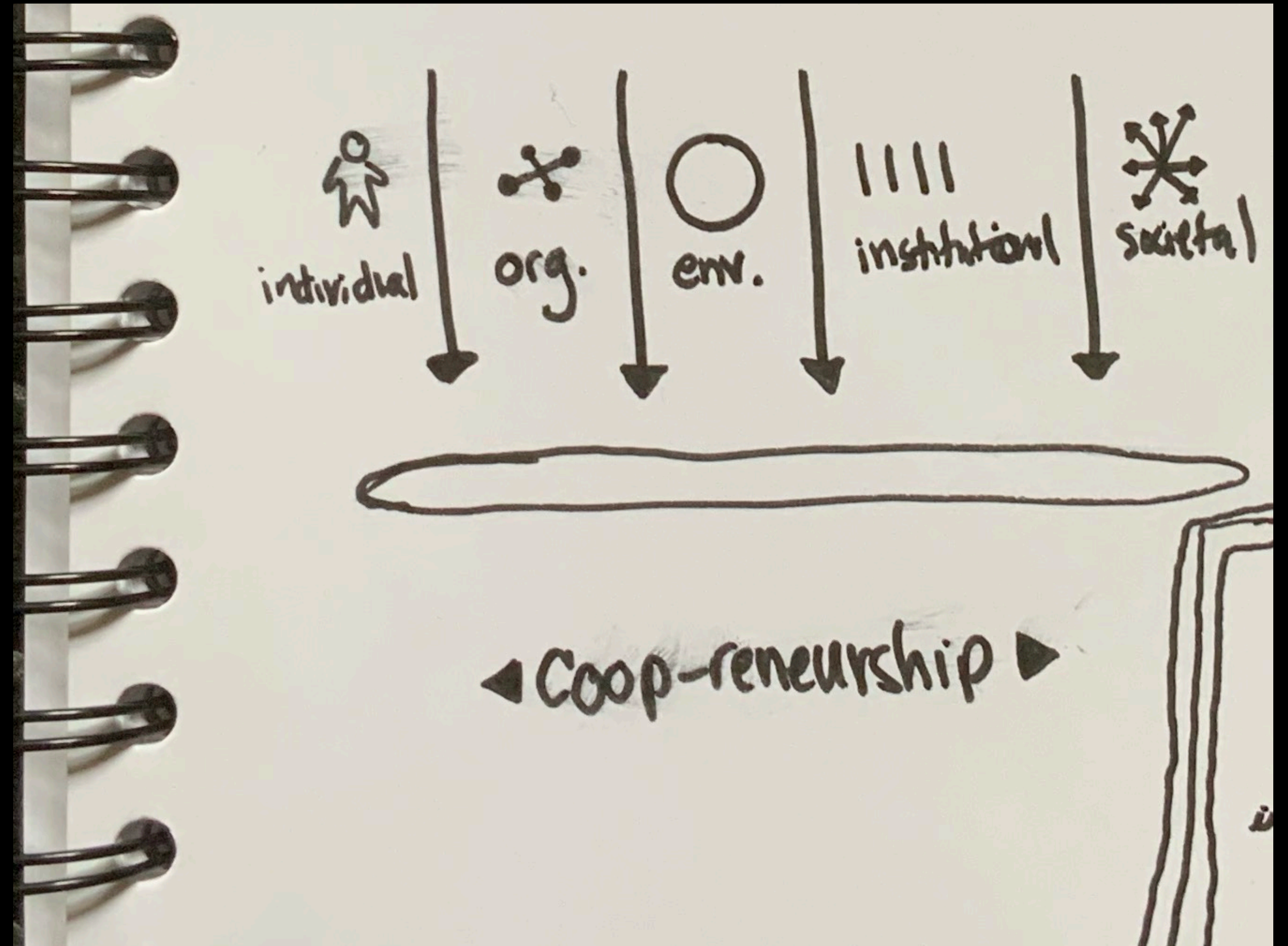
Capital

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# Ownership Design

## Futures of tech invasiveness?

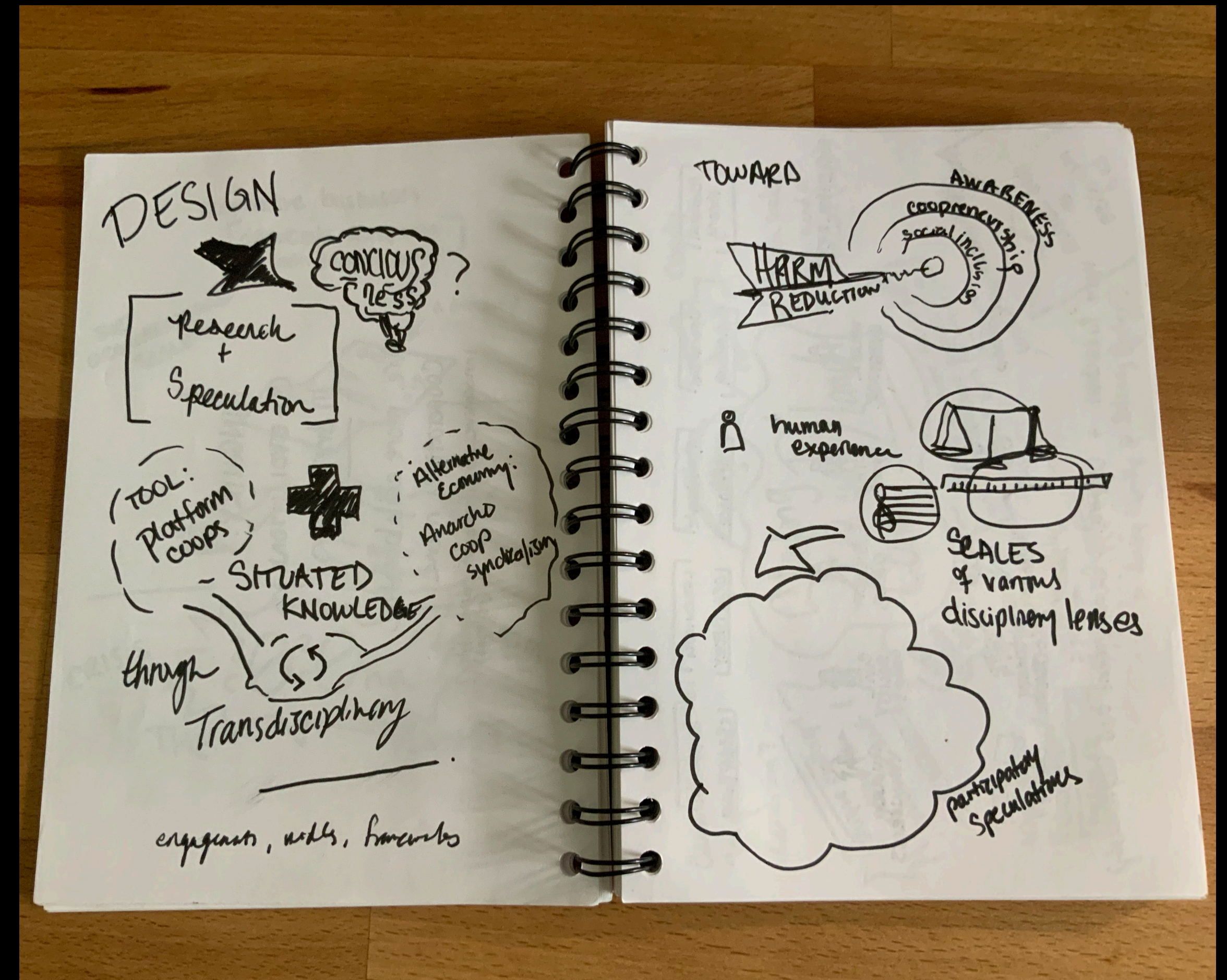
- Why is ownership an important attribute for design?
- How has cultural meanings of ownership led to our current design paradigms?
- Cooperativism and Design - a primer to my PhD research
- Situating my research in Design and SSE
- Provocation: How might we engage with emerging transformations in the social and political economies through Design?



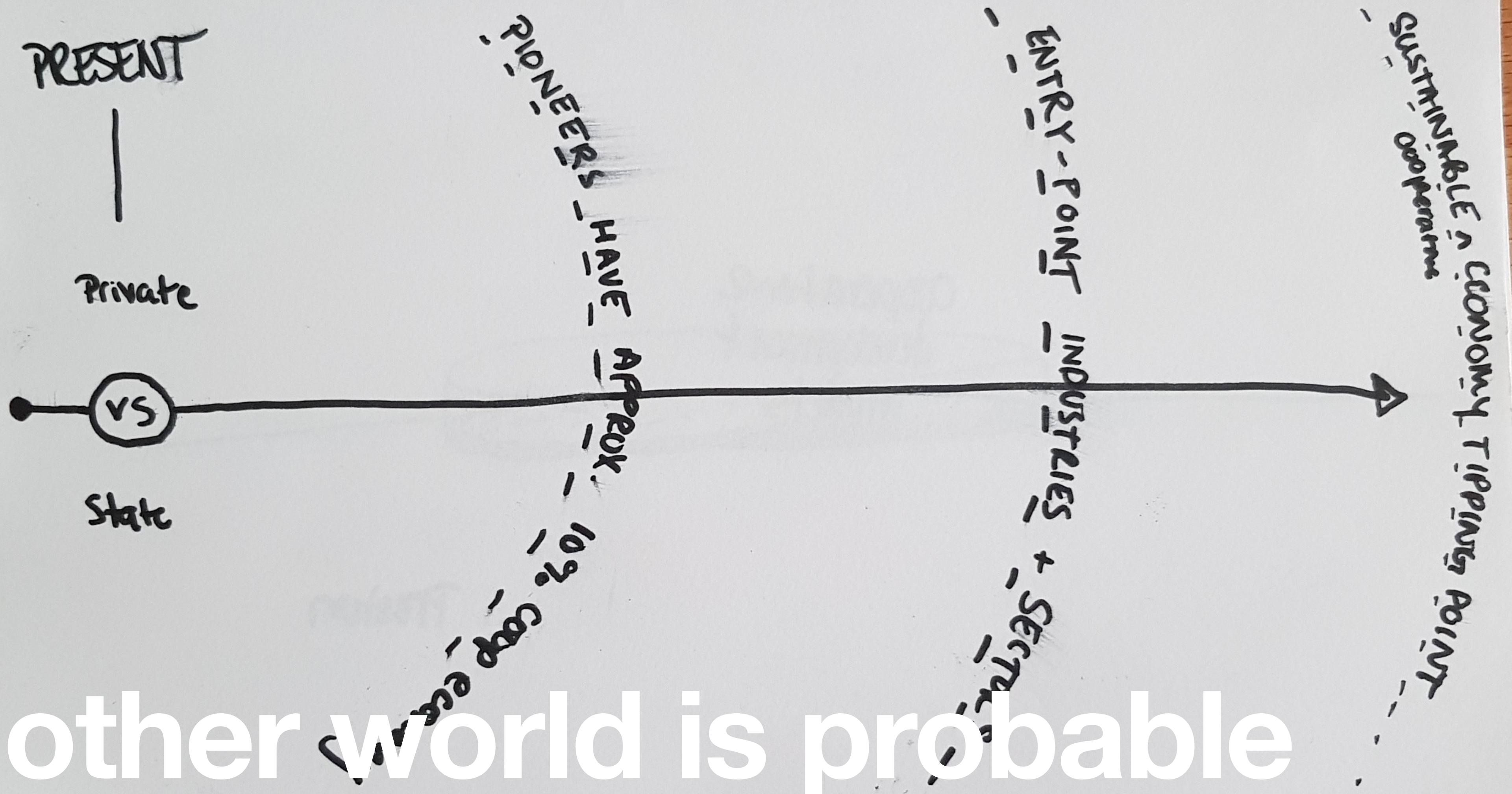
# My PhD Proposal Preview

## Design for Imagining Coop Futures

- Participatory & Speculative Design — assuming platform tech dev, legal contexts, and scenario co-creation
- Cooperative Oriented Propositions — imagining new models, situated knowledge approaches, and Transdisciplinary insights
- Tool Development & Innovation — adapting existing tools for this new challenge



Owoyele, R. January 21, 2022



# Another world is probable

Transition, Transformation, and Transdisciplinarity

Fomenting a cooperative service revolution - a theory of change

**Why am I so focused on this  
cooperativism stuff??**

## Facts and figures



At least 12% of people on earth is a cooperator of any of the 3 million cooperatives on earth. Cooperatives provide jobs or work opportunities to 10% of the employed population, and the three hundred largest cooperatives or mutuals generate 2,034.98 billion USD in turnover while providing the services and infrastructure society needs to thrive (World Cooperative Monitor).

Cooperatives are enterprises based on ethics, values, and principles.

Through self-help and empowerment, reinvesting in their communities and concern for the well-being of people and the world in which we live, cooperatives nurture a long-term vision for sustainable economic growth, social development and environmental responsibility.

**source: [ica.coop](https://ica.coop)**

**“For the master’s tools will never dismantle the master’s house. They may allow us temporarily to beat him at his own game, but they will never enable us to bring about genuine change.”**

**Audrey Lorde**

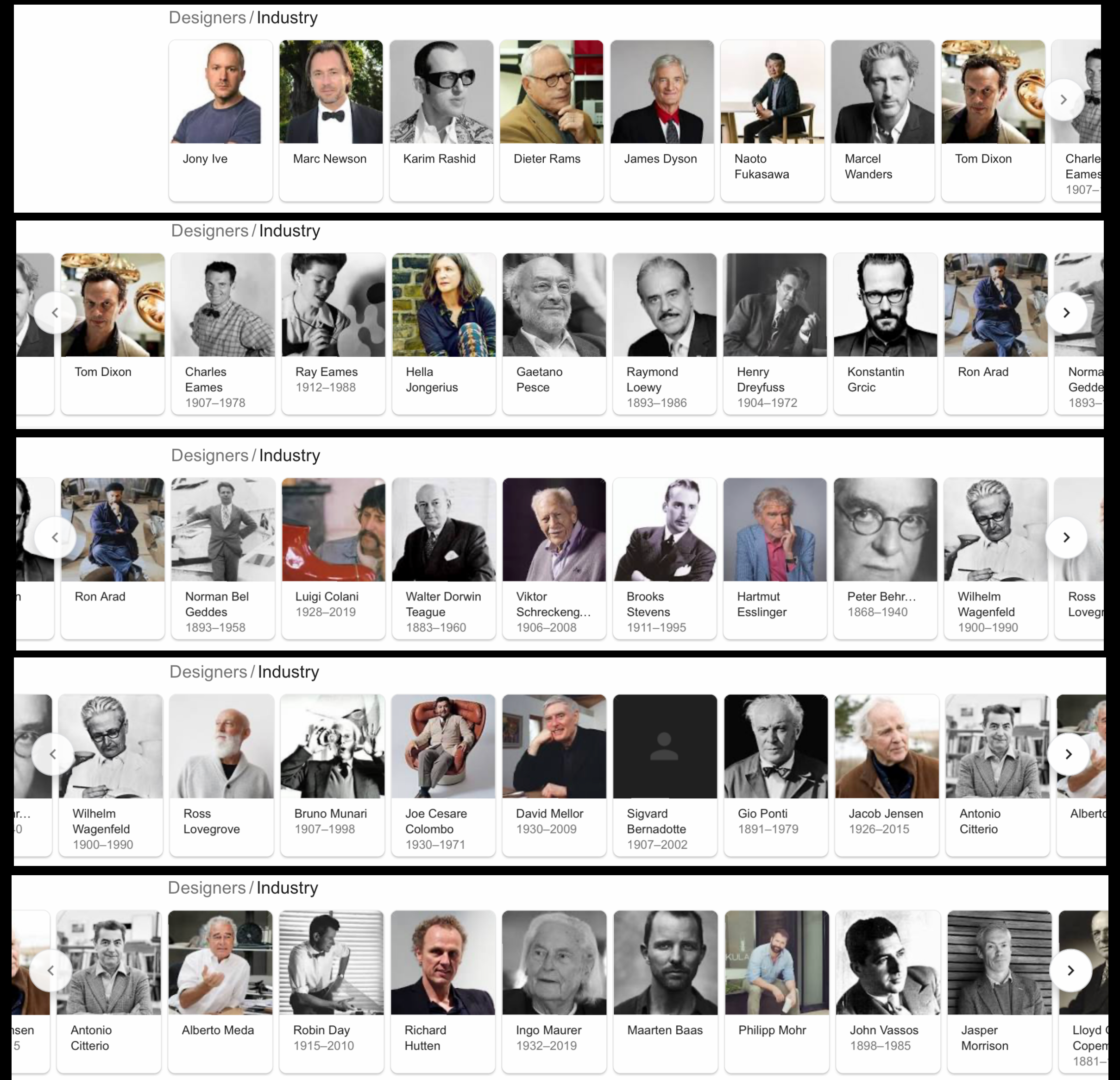


# Design's Past

Wasn't design always a radical discipline?

- Design Cultures?
- For whom do you perceive design to be for?
- What might post-capitalist design look like?

Image source: google search result (search term="famous designers")



# ***Unsustaining the Commodity- Machine***

## **Commoning Practices in Postcapitalist Design**

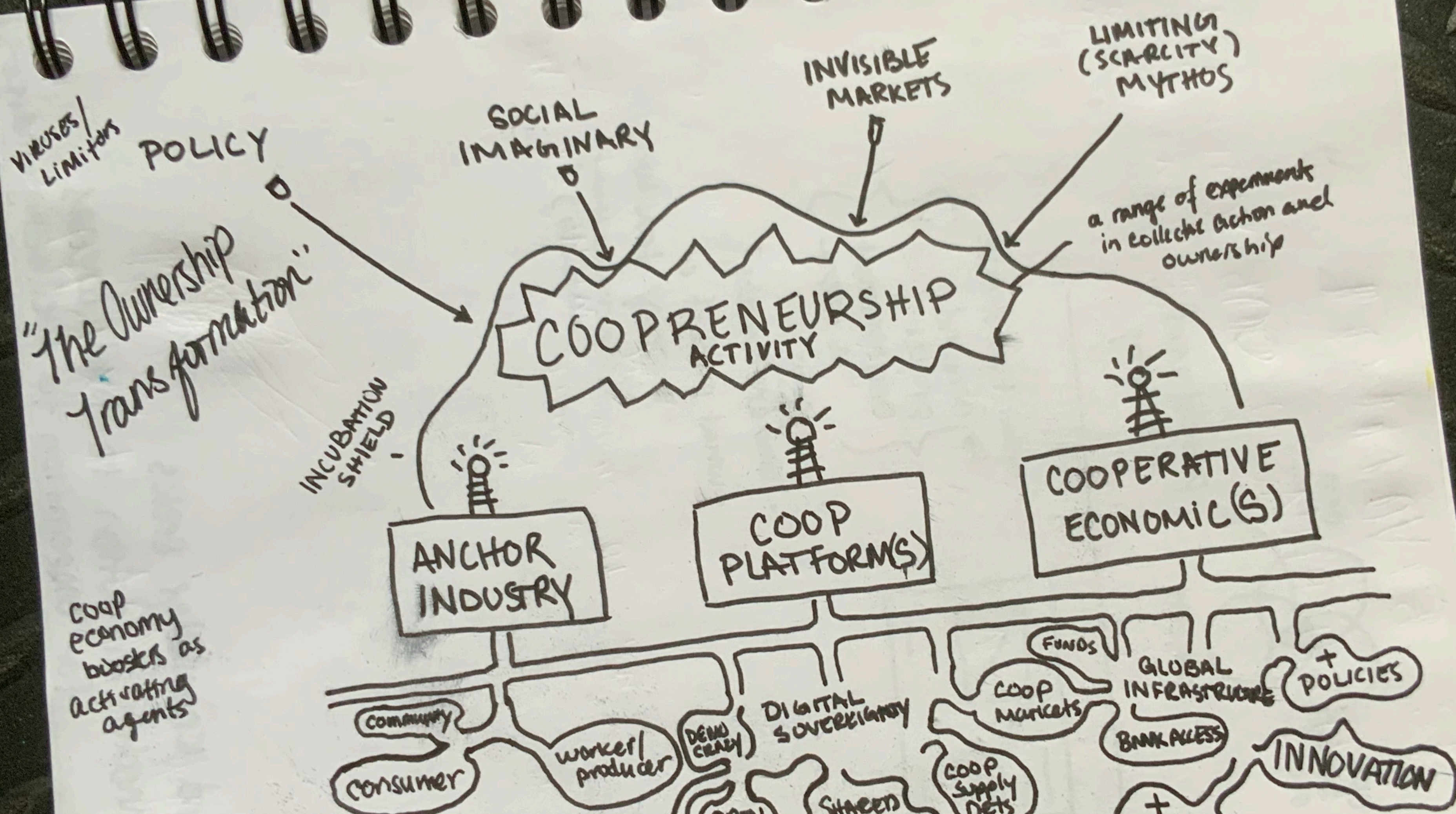
Doctoral Thesis in Cultural Analysis  
*Selçuk Balamir, University of Amsterdam*

[read the abstract](#)

[read the propositions](#)

# Participatory Speculative Design?

From democratizing design to designing democracy



# Following my Gut

## Cooperativism and the future of Organizational and Service Design

- Platform Cooperativism — The New School, Mondragon Team Academy, et al
- DIY, DIT, and Maker Culture
- Democracy at scales (workplace, etc)
- Distributed Entrepreneurship (Coopreneurship)
- Redistributive Economics (material redistribution and inclusivity)

# Mondragon

## The case inspiring a global movement

13:46 Tue 7. Jul mondragon-corporation.com 75%

**MONDRAGON** HUMANITY AT WORK Finanzas  
Industria  
Distribución  
Conocimiento

ABOUT US | OUR BUSINESSES | CO-OPERATIVE EXPERIENCE | CORPORATE RESPONSIBILITY | NEWS AND PRESS

## ABOUT US

Web MONDRAGON Corporation / About us

SINCE 1956 WE ARE COMMITTED TO A COOPERATIVE MOVEMENT

**MONDRAGON** Corporation is the embodiment of the co-operative movement that began in 1956, the year that witnessed the creation of the first industrial cooperative in Mondragón in the province of Gipuzkoa; its business philosophy is contained in its Corporate Values:

- Cooperation.
- Participation.
- Social Responsibility.
- Innovation.

The Corporation's Mission combines the core goals of a business organisation competing on

# HUMANITY AT WORK

14:55 vimeo

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Image source: <https://www.mondragon-corporation.com/en/about-us/>

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@societyofowners

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