



Aalto University
School of Arts, Design
and Architecture

Sustainable design S4

How to communicate sustainability

Mikko Jalas
8.5.2023

Agenda

13.15 - 13.30 **Practicalities. Thoughts from session 3**

13.30 - 14.30 **Design semiotics; meaning and visual language of sustainability**

Break

14.45 – 15.00 **Small groups: What product/service you chose.
Place it at the Miro (see MyCourses
Announcement**

15.00 – 15.40 **Sharing of thoughts of the small groups**

15.40-15.45 **Learning diary and other questions**

How does design speak?

Iconic – likeliness, metaphors

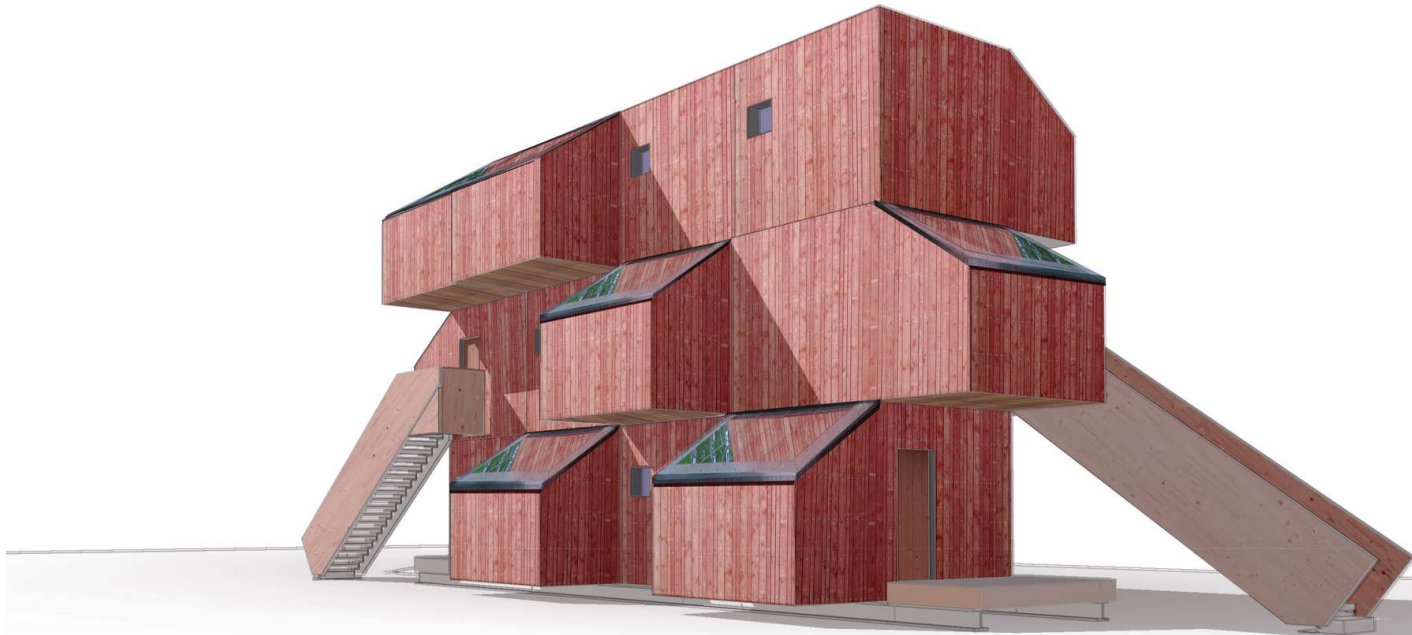
Indexical – traces of manufacture, causality

Symbolic – arbitrary, has to be learned

S.Vihma: Design reaches beyond providing affordable tools for people to do their job.



Futuro-house: WeeGee, Espoo



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



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.

Iconic mode of reference: likeliness

Smart?



Sustainable?

Aggressive?







Forget Me Not. <http://www.pleasurabledoubletroublemakers.com/>



<http://www.pleasurabledoubletroublemakers.com/>

Indexical mode of reference



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



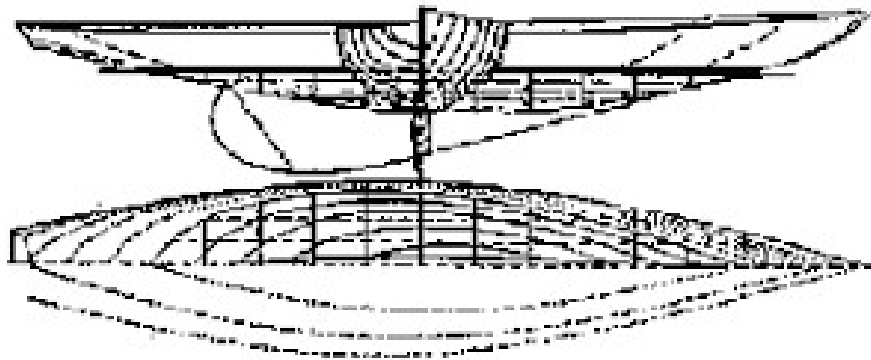
Icon of 1970's environmental movement



Iconic reference \neq Indexical reference



Symbolic: Democratic leisure

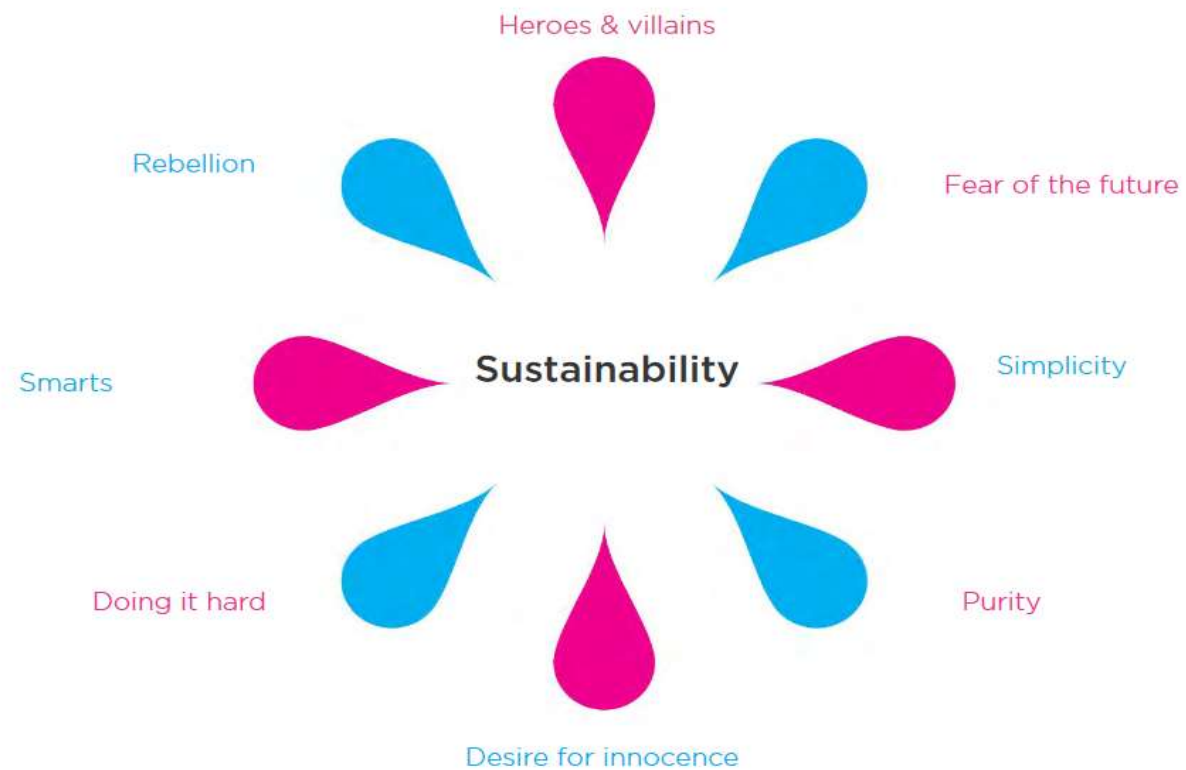


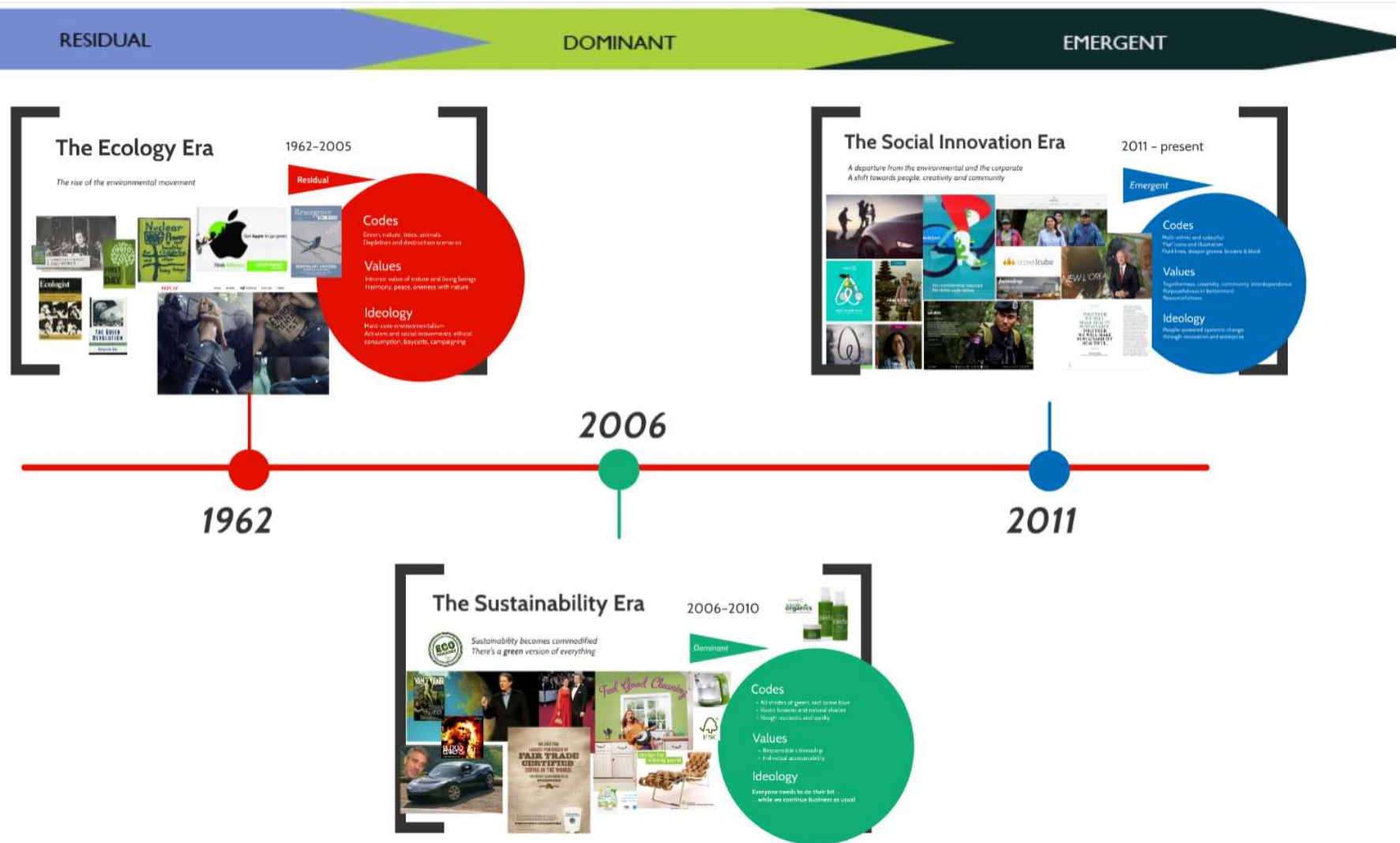






Some of the codes of sustainability





Laura Santamaria. Critical discourse analysis of sustainability representations.
<https://prezi.com/ezkvxajy3zvz/semiotic-analysis-of-sustainability-representations/>

Planet

Global • Environmental ideology



The eco friendly
alternative to buying
bottled water

Who needs bottled water when you can have fresh, purer water always at hand? The WH1 Water Dispenser can help you save one of earth's most precious resources.

People

Local • Well-being ideology



A source of wellness at
the heart of your home

Who needs bottled water when you can have fresh, purer water always at hand? The WH1 Water Dispenser makes the healthier option easier to reach for.



Place your image at the Miro (link at Announcements)

Key distinctions?

Invisible vs. visible 'green'

Technical vs. social solutions

Conservative vs. progressive solutions

Green(bio) and blue (smart) and beige (reused)

For the next session

Reading: Ashby et al (2013). Materials and sustainable development - A white paper.

Write your learning diary: Reflection 3. Think about your own product choice and those of the fellows students. What/how and how they communicate about sustainability? What is greenwashing?