

# Cultural and social value of design

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School of Arts, Design and Architecture  
@teemul

Three things today

Lecture: What is **cultural / societal**?

Lets do **mind maps** of the articles.

Lets write **250 words**.

What is cultural?  
What is a societal?



“We know the price of everything. We should recognize ... the **value** of everything. We share the same **values** - democracy, human rights, rule-based order, and in that, we are very similar.”  
- President Niinistö meeting President Trump in 2019

What is cultural?  
What is a societal?

**People**

. . .with shared the ideas,  
customs, and social behaviour.

**= Community**

Overlaps

## Types of community

Ideological community

Family community

Status community

Contractual community

# Types of community

Overlaps

Geographical communities

Communities of culture,  
interest and practice

Community organizations

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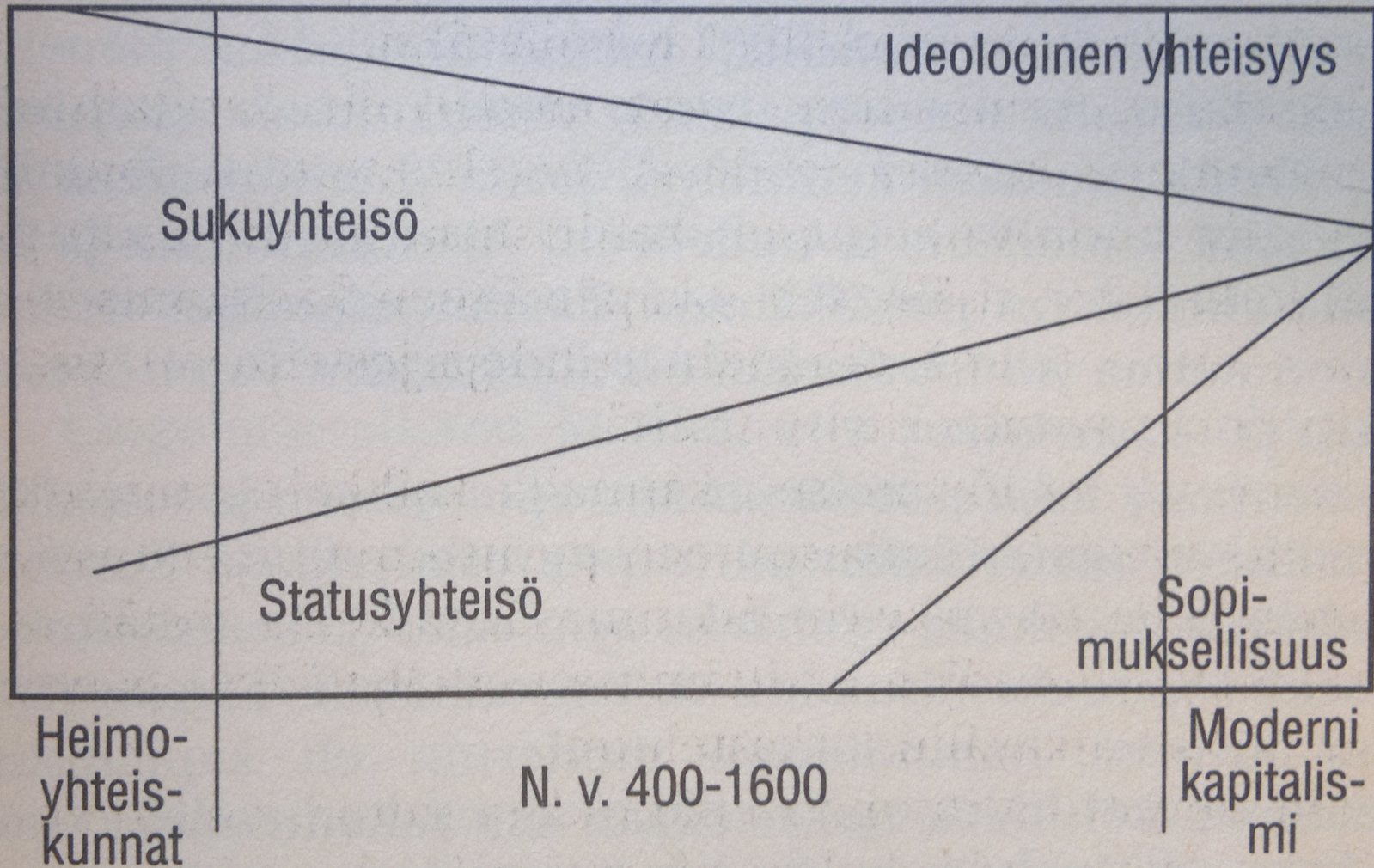
Contractual community

## Concurrent



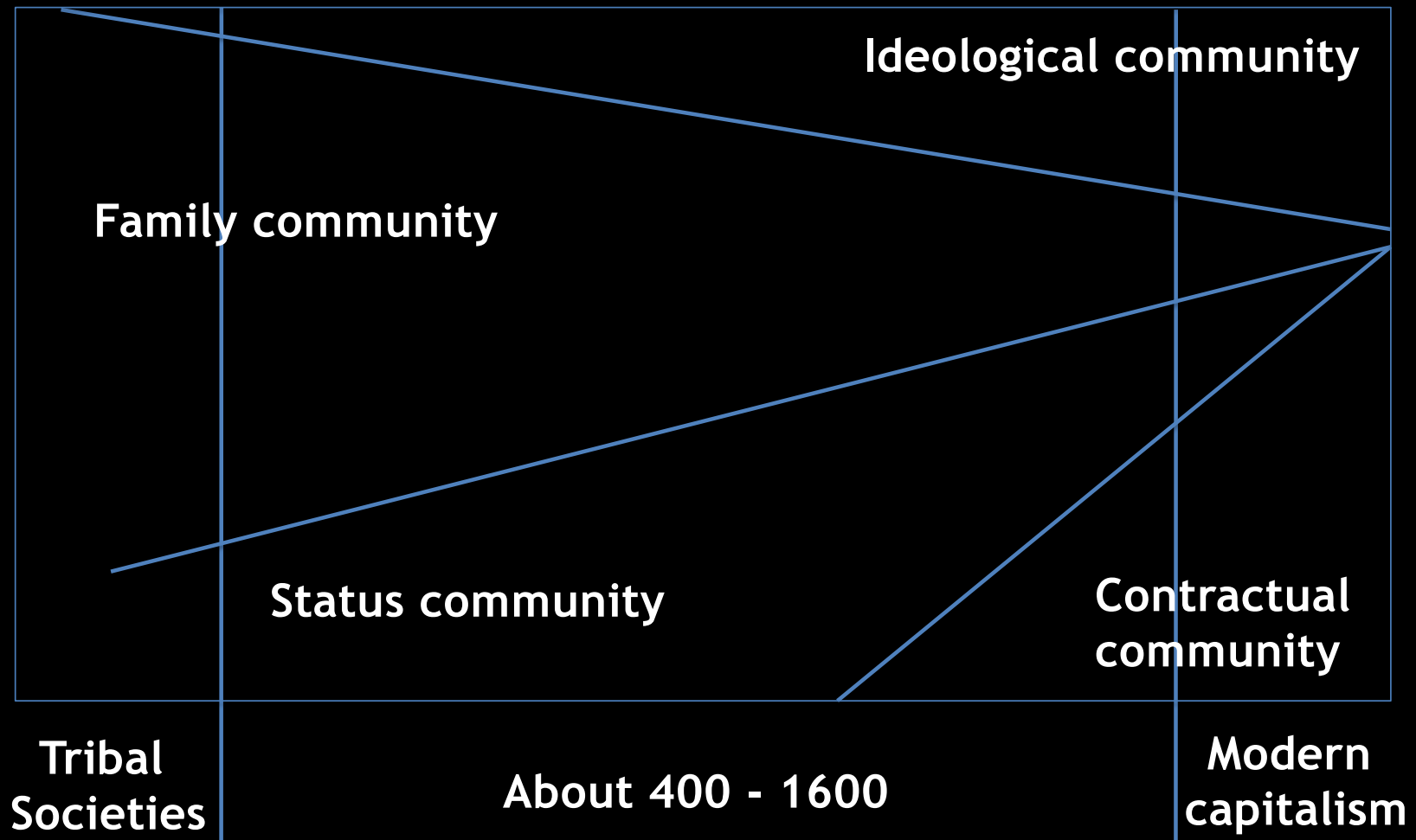
# The Big Picture (in Europe)

**Kuvio 3: Eurooppalaisten yhteisömuotojen ajoitus**



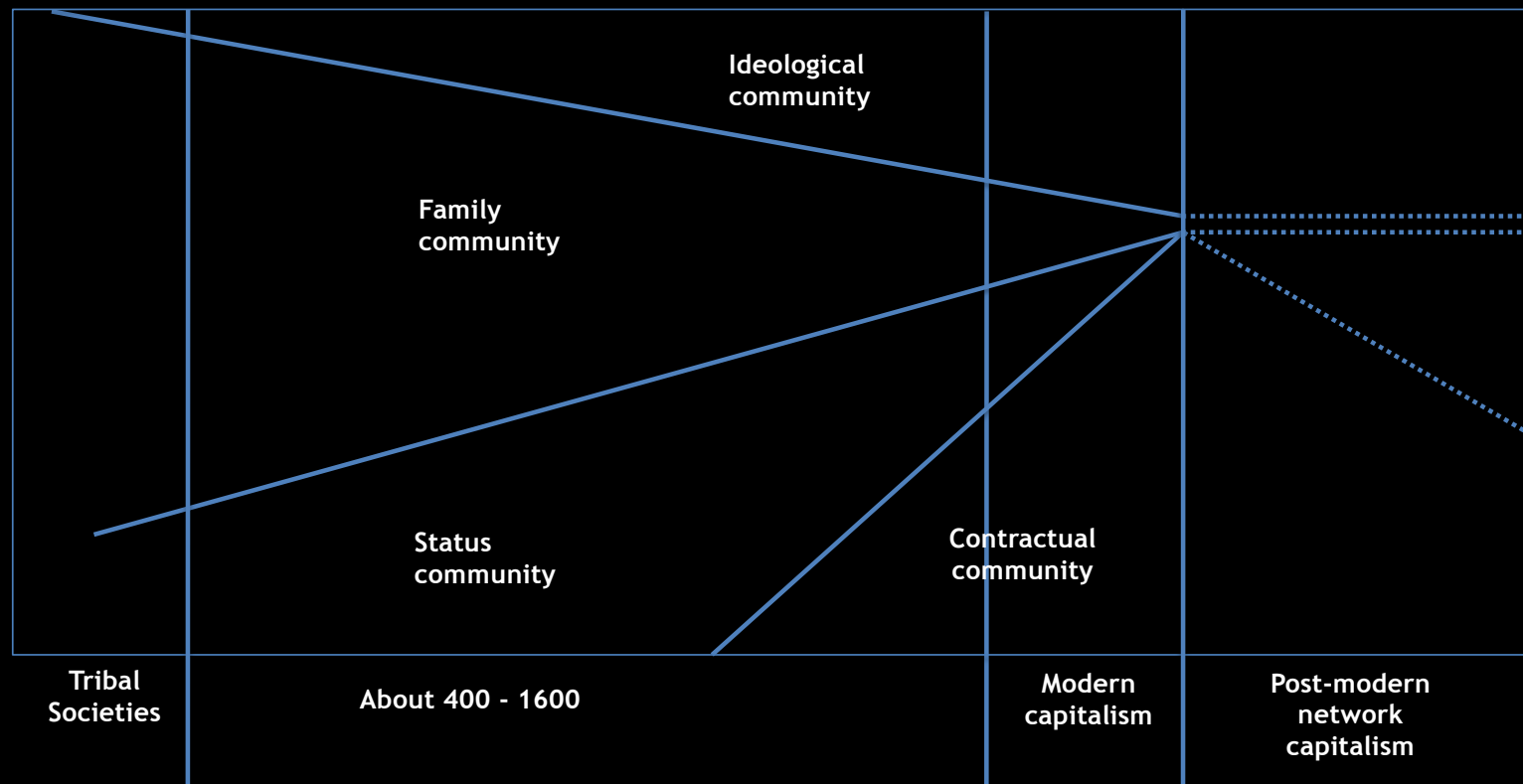
Lehtonen, H. (1990): Yhteisö. Vastapaino. Tampere 1990.

## European forms of communities in different times



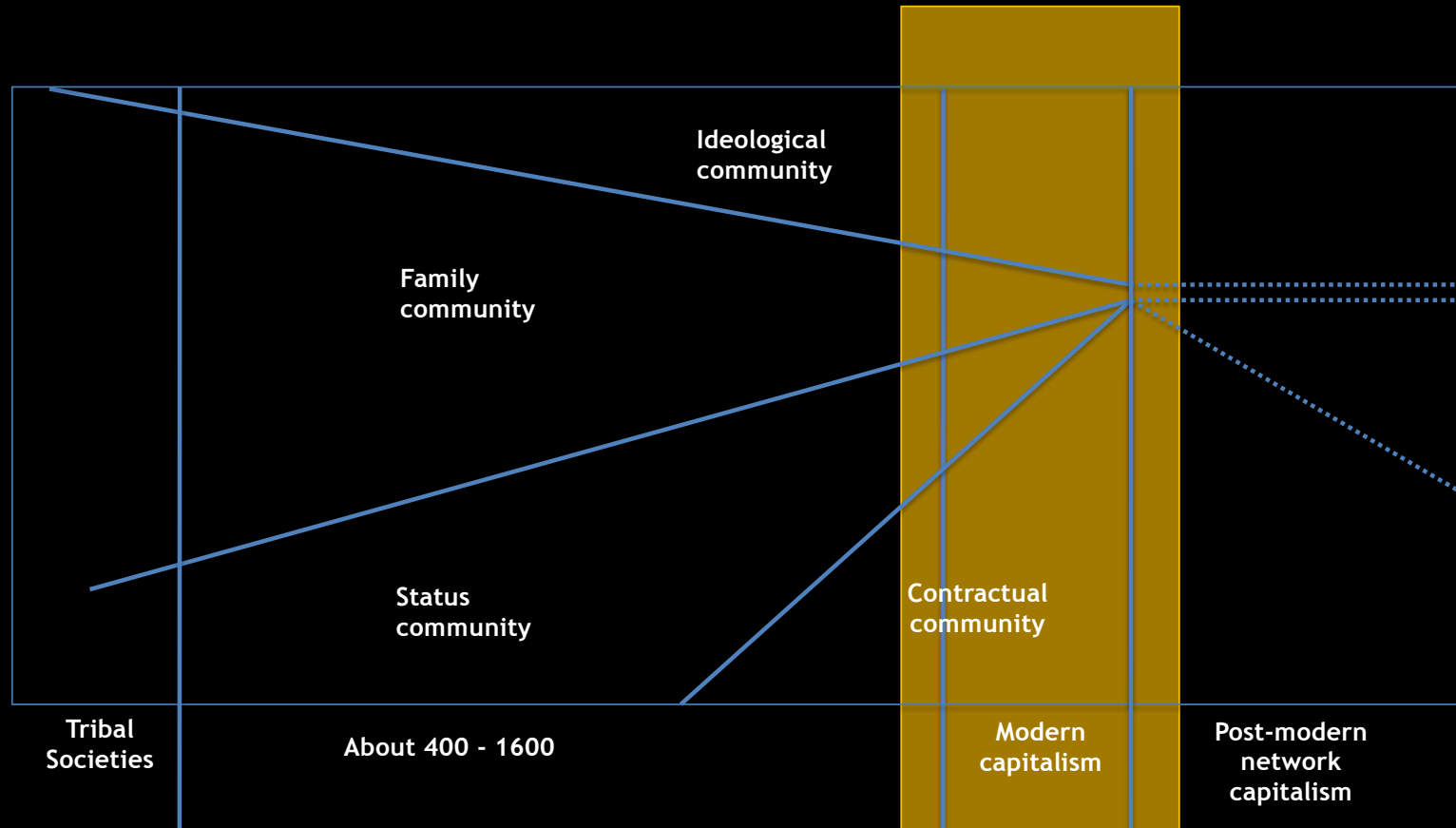
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# Questions / working hypothesis for further research

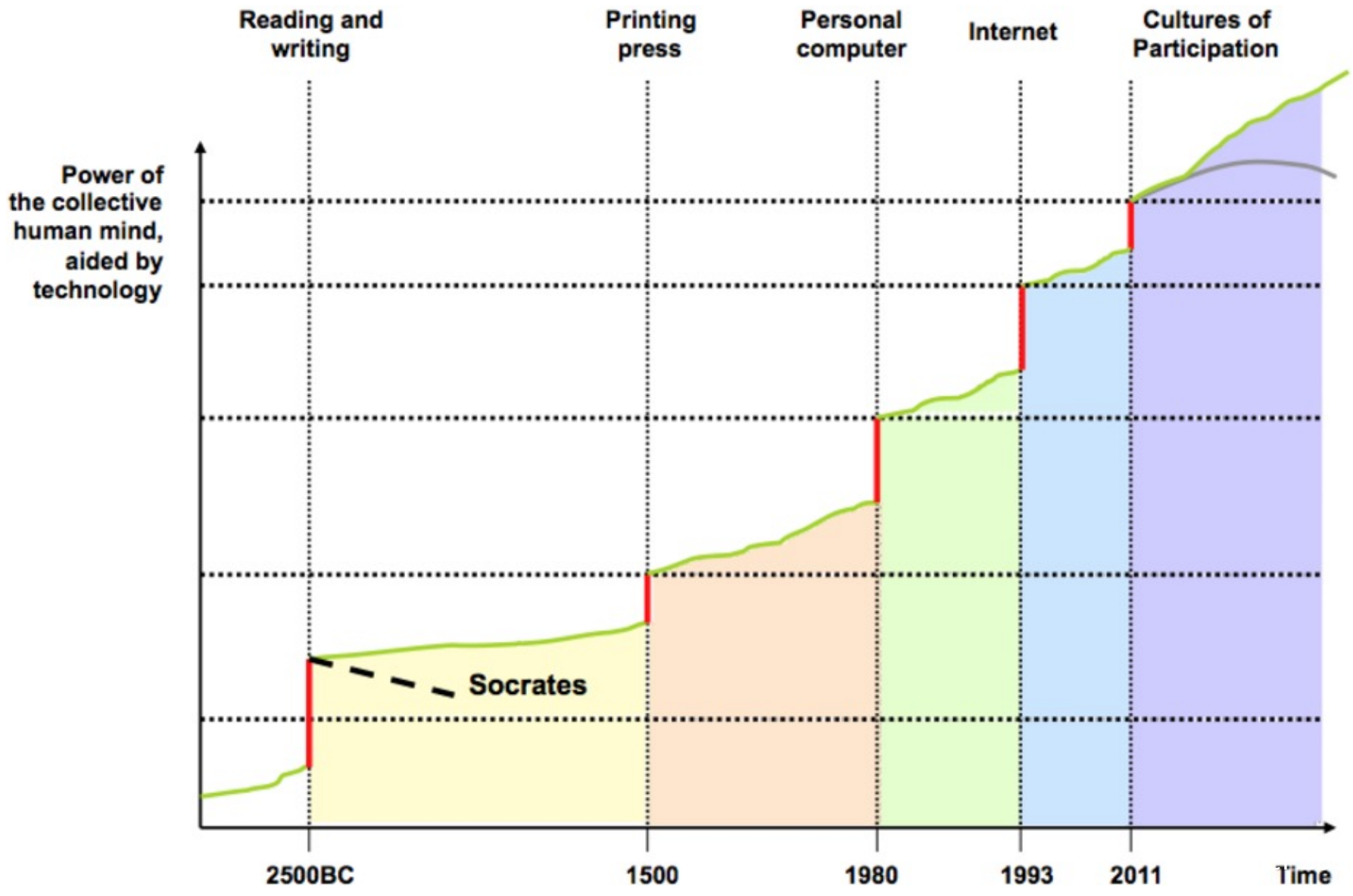


(Built on Lehtonen, H. (1990): Yhteisö. Vastapaino. Tampere 1990)

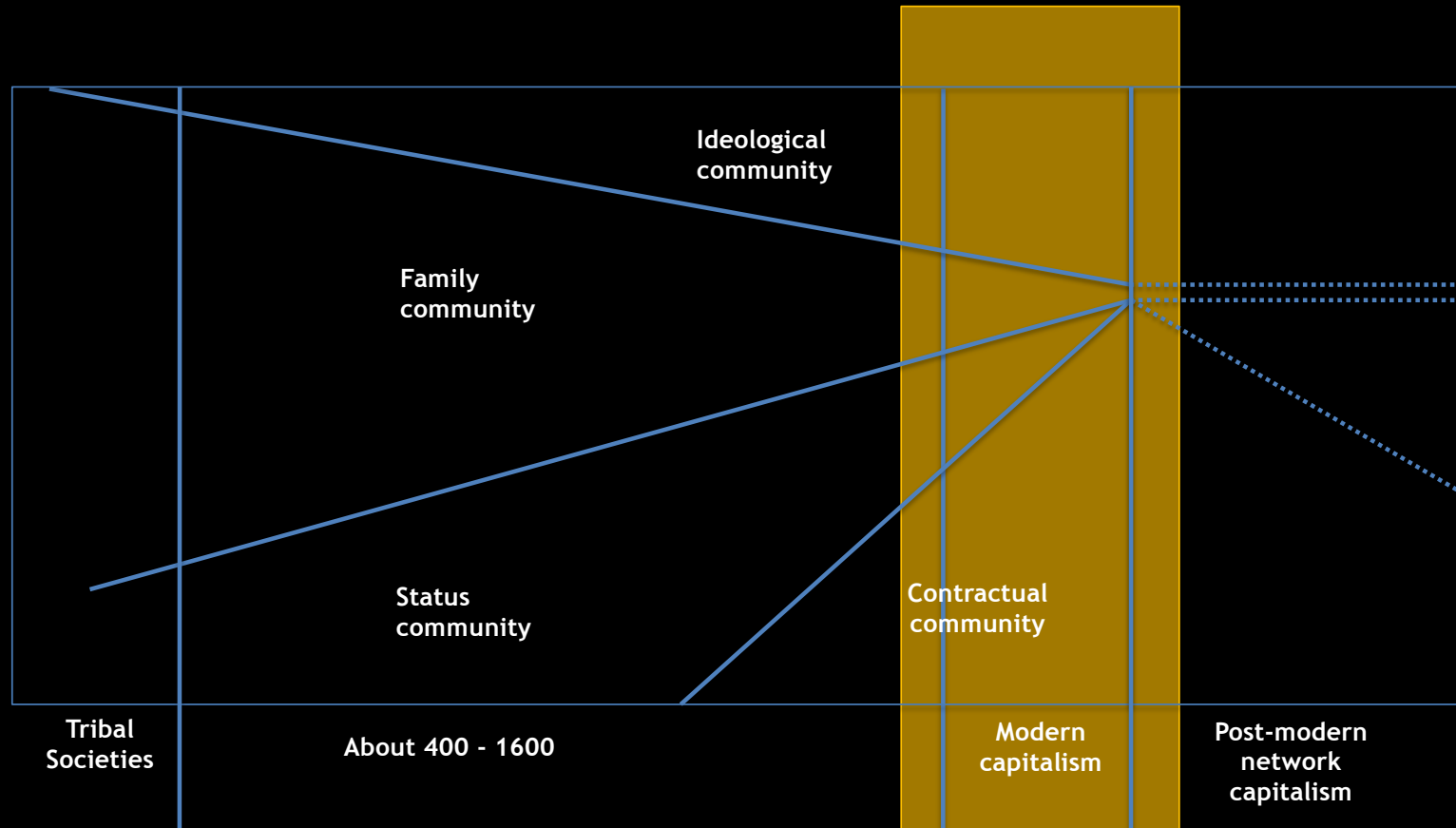
# Questions / working hypothesis for further research



(Built on Lehtonen, H. (1990): Yhteisö. Vastapaino. Tampere 1990)



# Questions / working hypothesis for further research



(Built on Lehtonen, H. (1990): Yhteisö. Vastapaino. Tampere 1990)

Cases of **creating** cultural and societal value



## → Case: Refugee Hospitality Club

Late at night, a woman creates a Facebook group called Refugee Hospitality Club. When she wakes up, dozens of people have joined. Some are already gathering winter clothes for the asylum seekers, while others are arranging a meeting.

This is all covered in the media.

There is too much snow in Helsinki, people can't get their cars out of the snow. RHC people ask asylum seekers if they want to shovel snow in the neighbourhood.

Not a single press release is sent or any media contacted, BUT instead RHC people are posting to social media about the need of winter boots for the snow shovelers.

There are more tv cameras documenting the snow shoveling than there are asylum seekers attending. We are in all of the main news that night.

Sirkku from RHC is saying, in the evening news: "Tässä ei vain luoda lunta vaan yhteishenkeä." "We are not just shoveling snow but creating a common spirit."

With no money, plan or organisational structures, we made a big campaign, and a social work project.



K Kaleva

Turvapaikanhakijat ryhtyivät lumitöihin Helsin...



yle YLE

Lumilapiot viuhuivat Punavuoren kaduilla | Yle Uutiset



anka



Ilta-Sanomat



Keskinohjanmaa



**K** Kaleva  
Turvapaikanhakijat ryhtyivät lumitöihin Helsin...



**yle** YLE  
Lumilapioit viuhuivat Punavuoren kaduilla | Yle Uutiset



**us** Uusisuomi  
Turvapaikanhakijat lumitöihin? Kaupunki ...



**★** Vihreä Lanka  
Turvapaikanhakijat luovat lunta Punavuoressa...



anka



**IL** Ilta-Sanomat



**Ke** Keckinohianmaa



**f** Facebook



**f** Facebook

## → Case: Siivouspäivä/Cleaning Day

A woman writes in the social: "Why isn't there a day when I could take my secondhand furniture and clothes on the street and give or sell to neighbours." Or go shopping to the street myself."

Three days later, there is a 6000 strong Facebook page, and first media coverage: There shall be a national Siivouspäivä/Cleaning Day, when, using location based platform, anyone can use public space for their secondhand stand.

On the chosen date, thousands of people set up their secondhand stands on the streets, and tens of thousands come out shopping. All over Finland.

We are in all the evening news. A new national recycling event is established.



vitter  
uspäivä (@Siivouspaiva) / T...



Wikipedia  
Siivouspäivä - Wikipedia



Siivouspäivä  
Info - Kumppaniksi - Siivouspäivä



Sanomat  
Siivouspäivä | Teemat | ...



Keski-Uusimaa  
Siivouspäivä laajenee Tuusulaan lauantaina | P...



YLE  
Koko kaupungin siivouspäivä tai kadunmittainen ill...





## Haku

### Nimi tai Kuvaus

### Osoite

### Aukioloaika

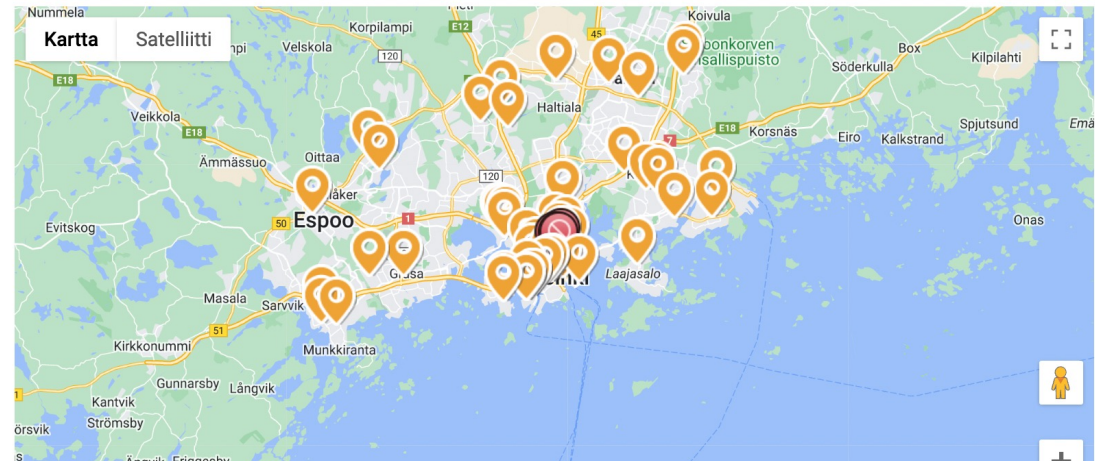
 - 

Tyhjennä

- Astioita
- Huonekaluja
- Kirjoja
- Kodin pientavaroita
- Lastenvaatteita ja tarvikkeita
- Levyjä
- Tekniikkaa
- Vaatteita ja asusteita
- Hyväntekevällisyys
- Käsitöitä
- Taidetta

### Kaupunki

- |                 |                |                  |
|-----------------|----------------|------------------|
| Espoo (8)       | Ikaalinen (1)  | Ketunkorpi (1)   |
| Eurajoki (1)    | Imatra (1)     | Kokkola (1)      |
| Hankasalmi (1)  | Jyväskylä (1)  | Kotka (1)        |
| Hanko (1)       | Järvenpää (3)  | Kouvola (1)      |
| Heinola (1)     | Kangasala (1)  | Kuopio (1)       |
| Helsinki (40)   | Kankaanpää (1) | Lahti (4)        |
| Hyvinkää (2)    | Kauhajoki (1)  | Laihia (1)       |
| Hämeenlinna (4) | Kerava (2)     | Lappeenranta (1) |





Siivouspäivä KOKO KAUPUNKI KIRPPUTORIKSI 30.8. YHTEISTOISSA HELSINGIN ENERGIA

110



## **SPIN-OFFS**

### **Living Room Exhibition**

Art exhibitions in people's living rooms. A location based website to find the galleries.

### **Living Room Theatre**

See above. You guess it.

### **Sauna Day**

Individuals, hotels etc. open up their saunas for one day.

### **Sauna Theatre**

Well. You know.

### **Dinner Under The Sky**

People bring dining tables to the street during this one evening. Also a delivery service of tables and benches.

### **Nappi Naapuri -neighbourhood platform**

A location based platform for people to connect to their neighbours - anyday. Spinn-offs e.g. Halloween map, showing where kids can get treats, and Covid Help -map.



Tapahtumat  
Illallinen Suomen taivaan alla



Facebook  
Illallinen Suomen taivaan alla



City-lehti  
Pöytä ja eväät muk...



Facebook  
Illallinen Suomen taivaa...



Facebook  
Illallinen Suomen ta...



Illallinen taivaan alla  
Galleria - Illallinen taivaan alla



STT STT Info  
Helsinki-päivänä illallistetaan y...



Stadissa.fi  
Illallinen Helsingin taivaan alla - ilmoittau...



Wikipedia  
Illallinen taivaan alla – Wikipe...



Kohokohdat.fi  
Helsinki-päivä: Illallinen taivaan alla...



Etelä-Suomen Sanomat  
Elokuussa koetaan Unelmien Heinol...



Facebook  
Illallinen Suomen ta...



Stadissa.fi  
Illallinen Suomen taivaan alla | Helsi...



Helsingin kaupunki  
Yleisötapahtumat vaikuttavat liikku...



Etelä-Suomen Sanomat  
Illallinen taivaan alla järjestetään en...



Kaupunginosat.fi  
Ilmoittaudu ja hae tuotantorahaa ...



Facebook  
Illallinen Suomen ta...



Helsingin Uutiset  
1 000 illallipaikkaa varattiin hetkessä...



Turun Sanomat  
Torstaina syödään taas illallista taiva...

## → **Pauliina Seppälä**

Change Agent.  
Communications Specialist.  
Social Scientist with Business Studies.  
Consultant.

2.1.2023







but is it art?

. . . or design?

. . . or design?

Everyone designs who **devises courses of action** aimed at **changing existing situations** into **desired ones**.

Herbert Simon  
(1916 - 2001)



A reflective conversation with the  
materials of a situation.

Donald Schön  
(1930-1997)



Design thinking ... uses the designer's  
**sensitivity** and **methods** to match **peoples**  
**needs** with what is **technologically** possible

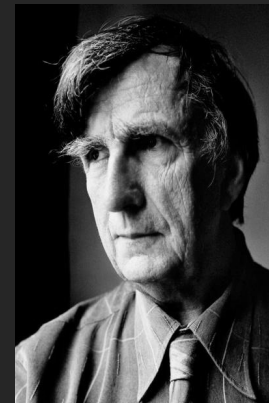
...

Tim Brown  
(IDEO)



Design is ... **changing** matters of  
**fact** into **matters of concern**.

Bruno Latour



... Design is not creation of  
discrete, intrinsically meaningful  
objects, but  
the **cultural production of new  
forms of practice.**

Lucy Suchman



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