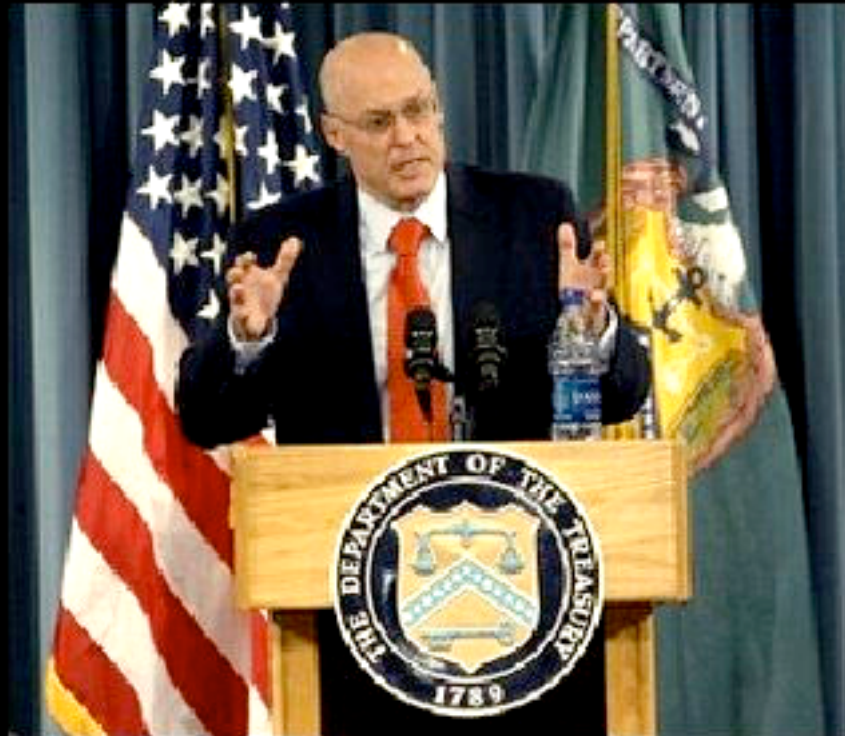


“everything under heaven is in utter chaos, the situation is excellent”

Line Ulrika Christiansen | Id-Lab
Split Symposium - March 2009



Henry Paulson, launched “TARP”
(troubled asset relief program),
in the following slides you will see an
explanation about its functioning...



















how can we translate this into design field, AD 2009 ?

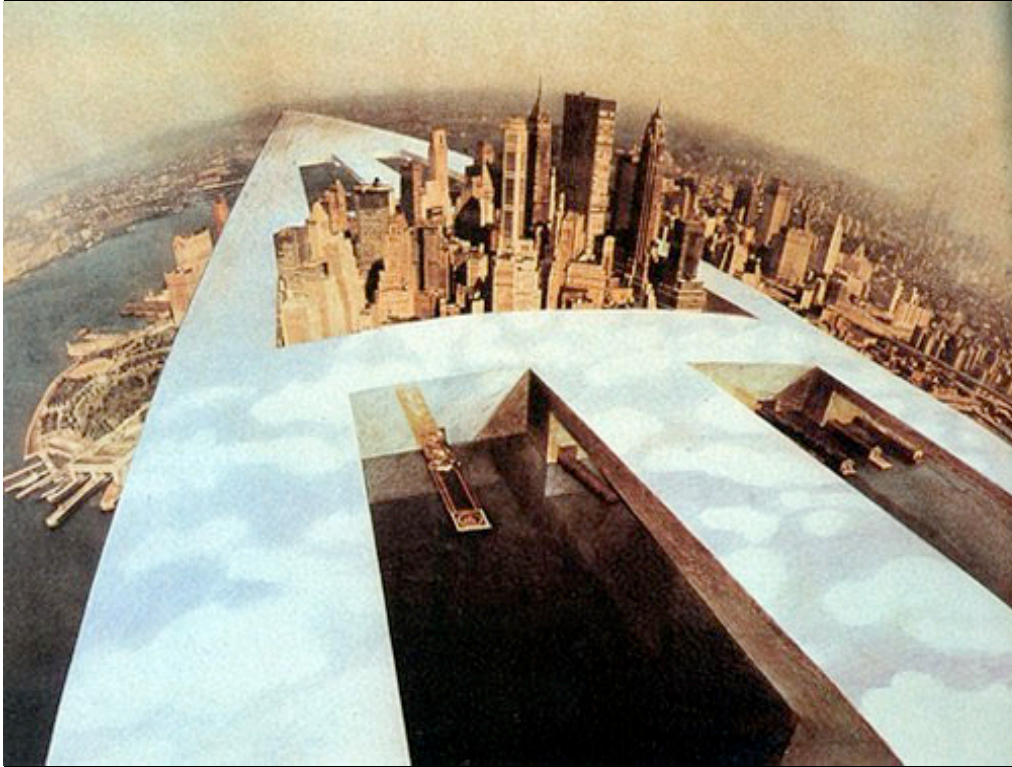


Design = Desire = Fiction



Franco Albini, Triennale, Milan 1940

FICTION | the dream about a home space



Superstudio, Florence, 1960's-70's

FICTION | the dream about an urban space



The weather project, Olafur Eliasson, 2003

FICTION | the dream about the atmosphere



One of design's most fundamental tasks is to help people deal with change

YESTERDAY

Ferdinand Foch, Marschal of France in the early part of the twenty century stated that air-planes were interesting toys of no use for the military.

Movie producer Darryl F. Zanuck forecasted in 1946 the demise of television

Ken Olsen, of Digital Corporation, dismissed in 1977 the idea that anyone would want to keep a computer at home.

don't forget the vespa scooter...



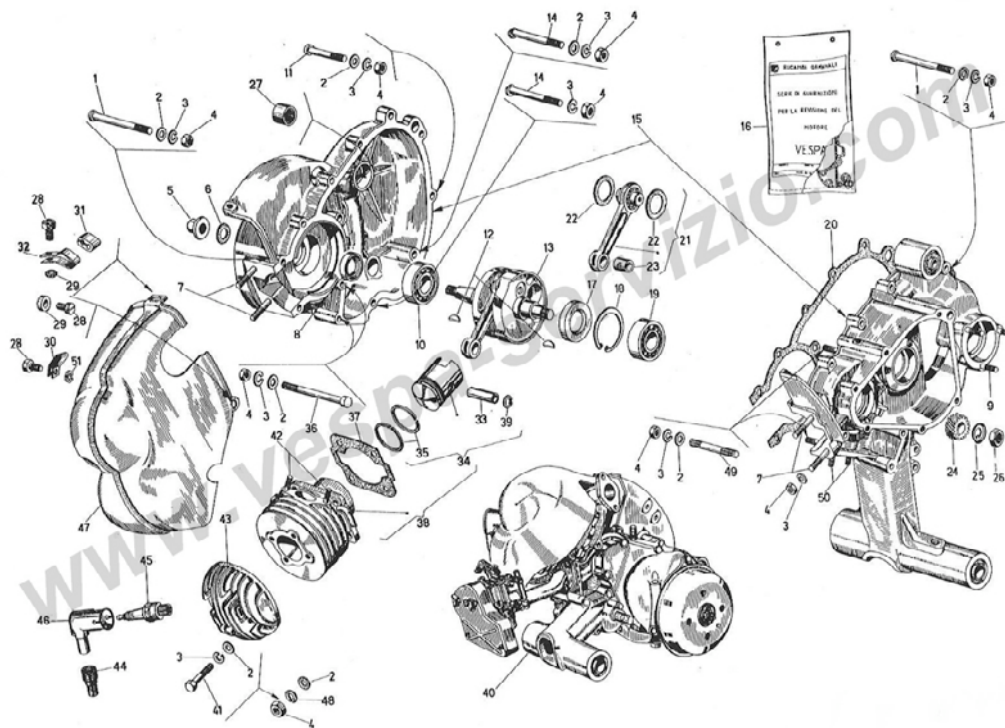


Piaggio, the company of the Vespa used to be in airplane business: most of the Italian bombers of world war II were built by piaggio.

In 1945 Italy was shattered, no need for airforce bombers, a complete business without a “market”.

What to do?

The question for Mr. D’Ascanio was simple: use the little engine used to sparkle the big ones, to make some kind of new system of transportation.



The same engine used as a component of a bigger system used by the airforce bomber became the main propeller for the little vespa scooter.

Not to forget...
that D'Ascanio invented the vespa when the concept of a scooter was still inexistent.



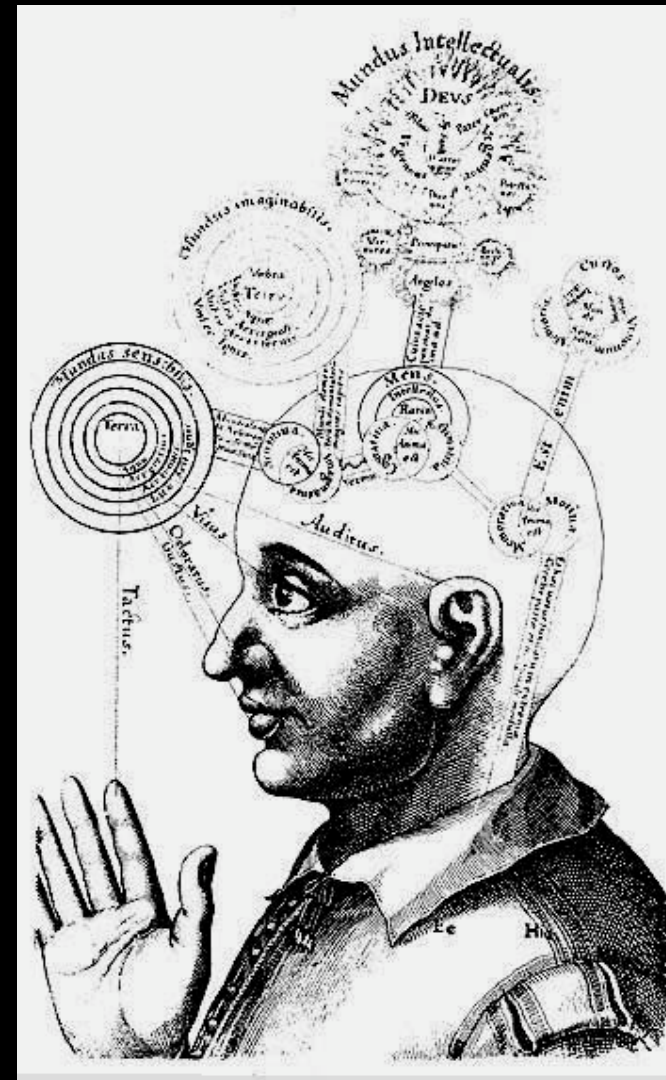
Designers must give life and voice to new objects...

TODAY calls for new languages, new dictionaries, a complete new set of communication tools...

this is absolutely great!

This is TODAY

The idea of the human scale has changed since 1968 (Powers of Ten) because human perception has expanded and augmented by technology.





A world where desires and needs perfectly overlap to provide us with the “version 2008” of the Brave New World. As Aldous Huxley appropriately wrote: *all gods are homemade, and it is we who pull their strings, and so, give them the power to pull ours.*



Presented at 'Out There: Architecture Beyond Building' - the 11th Architecture Biennale, Venice

Radiopirata! | Id-Lab con NABA, TUDelft, iMage, 2008



The contemporary city is not made of bricks, concrete, glass and steel. The contemporary city is built in terms of imagination: what is important is not so much what is out there, the stimulus, but rather the perceptual lenses we use to look at the world and understand it. Magnifying lenses, distorting lenses, lenses that improve or degrade the universe around us.

Designing, projects are all substantially manipulation, Beuys tells us. We trust Beuys, and this is exactly what we do. We traffick in knowledge, we teach, we design, we build in the real and in the digital world. We apply our brains to the most various design problems.

TOMORROW

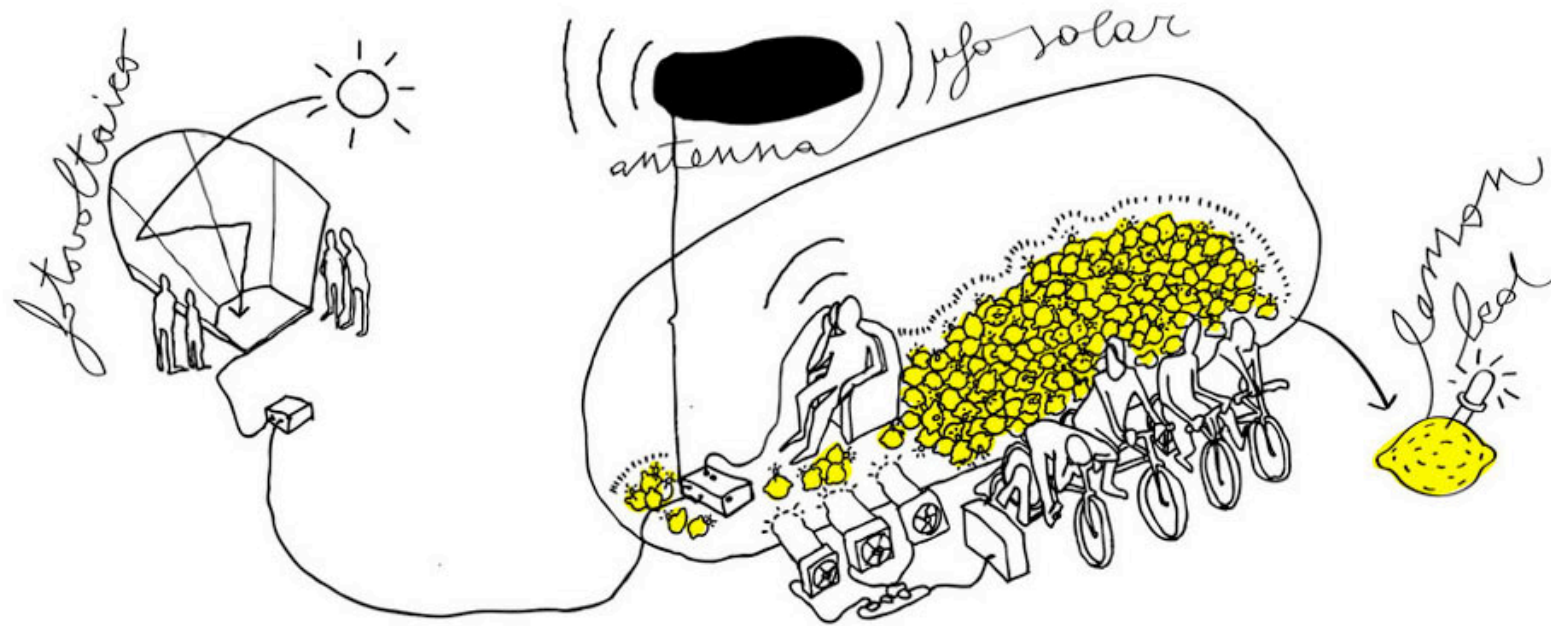
KEY: interdisciplinary

ADAPTATION: form
communication to interaction, from
product design to biomimicry

FLEXIBILITY: economics,
anthropology, bioengineering,
religion, cognitive science and ...

UNDERSTANDING: scenarios and
strategy

Thank you, hope to see you again...



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