

## 15. DESIGN TOP-15: DESIGN BY CROWDS VS. SELF REFLECTION

by [Jan van Mol](#) in [Art](#) on Monday 12 April 2010 11:43



### What it Is:

Group thinking vs me.

Design is a tool that can be used in an easy way to send a message. Message can now be spread and produced thanks to social media and the shift from traditional borders of professionalism to a more 'personal freedom'. People flock together in a group, using a unifying starting point for their designs at one side of the spectrum, at the other side they try to stand out and think as individuals not connected to a mainstream. The [South African born artist Heidi Chisholm](#) and the Italian design collective [Ctrlzak](#) illustrate both sides of this coin.

### Why it's cool:

When looking at designers that were collectively attracted to somebody or an ideology we see that the last presidential election in the United States stirred up a lot of people.

The flat world doesn't only mean that a Masai warrior can be walking around with a mobile telephone, but also that a South African designer can be inspired by the presidential elections in the United States. Heidi Chisholm was so inspired by the presence of the Obama's and president Obama's win that she designed several prints to [commemorate his election](#) and [Michelle's stately presence](#).



The fabrics and fabric products are produced with the South African company [Shine Shine](#) and the Michelle O bag through her own company [Extra Fancy](#) she produces among other objects.



The other side of the spectrum however is also rife with creativity and eye catching designs. The multidisciplinary Italian design collective [Crtizak](#) produced the series '[REMEDITATE](#)'. The collective took to their own reflections on everyday objects and their functions. This process brought to light a different understanding and critical irony towards these objects. The series, inspired by the medical world, brings to the foreground symbolic associations and relations.

**Why it is cool:** The growth of the social media gives voices to a large group of people. Crowdsourcing concepts are used to create & design, and the media's large communities as such are used to work on (read: attacked by) branding & marketing issues. The people use and are being used by social media. As opposed to that, on the other side of the creation-spectrum, there are designers emphasizing their right of individual thinking and freedom of creation. It's David vs Goliath all over again.

### **Science of the Time's interpretation:**

This trend is about free floating creativity and the use of networks for inspiration. Those networks could be a global movement, or global leaders, and your own associations and the way how your knowledge of the world has been shaped through networks of thoughts and images. The freedom to join or not to join is part and parcel of this trend. People are no longer constricted by what they feel they need to do. Where there were times where everybody had to be an individual and pursue their own visions, now there is no problem in saying that you believe in somebody else's vision and are going to help them achieve it. And where there were times where you had to unequivocally be part of a homogenous group without your own identity now difference is no longer an obstacle. You don't have to be part of the same machine to stand out.

### **Related trends**

- 1 [Roots and Wings](#)
- 2 [The Rise of Co-creative Society](#)
- 3 [The Power of the Collaborative Web](#)
- 4 [Give Me Narratives](#)
- 5 [Authentic and Independent](#)
- 6 [Empower Me](#)

## **14. DESIGN TOP-15: COLOUR TO THE PEOPLE**

by [Jan van Mol](#) in [Art](#) on Wednesday 14 April 2010 10:15



Jens Martin Skibsted  
KiBiSi



Han Mannaert

### **What it Is:**

Colour Me Joyful

Adding colour to your design equals happier people. It's as easy as it seems.

The Danish Pavilion for the Shanghai World Expo 2010 is given a smile by Jens Martin Skibsted of [KiBiSi](#) through [Shanghai Chair](#) and [Han Mannaert](#) makes you playfully question what you see around you through [her clothing](#).

**What it is:** The [Danish Pavilion](#) designed by another KiBiSi partner, Bjarke Ingels of Big, and Jeppe Hein, will showcase Danish culture and virtues with the Hans Christian Andersen's Little Mermaid at its center. Through interaction visitors get to know more about the Denmark and Danish culture. It is this idea of interaction that is also behind [Shanghai Chair](#) by Skibsted.



The plans that the bench is made will be found all over the pavilion is an integral part of the design. Mobility and versatility of objects, people and thoughts are translated into the production of the chair. Because of the amount of different colours that the plywood chair can be ordered in, you can take it apart and come up with your own colour combinations.

This ability to see different combinations of color is also in Han Mannaert's collection [Every Cloud Has Its Silver Lining](#) which she presented at her graduation show in 2009.



Through the collection Mannaert tells the story of a woman who recollects her childhood. Her collection showcases fragments of memories of experiencing nature and culture as a child. Through the usage of colour, beautiful prints, optic effects it marries hi-tech and organic sensibilities evoking the extraordinary through the ordinary. A dizzying and surprising, happy view on our on-the-go culture.

**Why it is cool:** Designers have a task that goes beyond the solution-based creative process for which they are or are not paid. There is a mindset to be

added, allowing people to grasp signs of a better life. Like adding colour and thus emotion and thus hope. Design should be the perfect recession antidote.

### **Science of the Time's interpretation:**

With the talk of a double dip recession in the United States and Avatar being the highest grossing movie of all time, colour is back into the picture. Where by the Shanghai Chair is part of an architectural detail, the addition of being able to reassemble the chairs according to your colour needs is an important aspect to consider. You can make sure that where you are and what you see is part of your emotional state. Manneart's collection shows us how a life can be retold according to fragments and recollections of colours. This makes it cool because it's not just looking at the colour as something that is outside us. The collection theorizes that recollected experiences as seen through colours are an integral part of one's self image. As Vincent van Gogh, glowsticks and scores of others and other things have shown and will show us, the vibrancy of colours is important for our lives.

### **Related trends**

- 1 [Coloured Mood Management](#)
- 2 [Sane Recession](#)
- 3 [Cool Wonderlands & Human Pearls](#)

## **13. DESIGN TOP-15: DESIGN BY DESKTOP**

by [Jan van Mol](#) in [Art](#) on Friday 16 April 2010 01:07



### **What it Is:**

After virtual reality: real virtuality. A with 3D-modeling designed backdrop by [Thom Faulders](#) called '[Deformscape](#)' is making people visually losing the reality that gravity gives us in the backyard of Jeff Dauber, a senior executive at Apple. The other way around: [i.Materialise](#) is a company that offers you the possibility to 3d-print your own virtually designed objects.

### **Why it's cool:**

The Berkeley-based architect Thom Faulders's perfectly flat deck looks like its far corner has its own warped gravity. Ever since Francesco Borromini's Gallery Spada, in Rome, forced perspectives and architectural patronage have gone hand in hand, but whereas the Renaissance architect employed a mathematician to make that arcade seem longer through foreshortening, Faulders used 3-D-modeling software to achieve Deformscape's dipping effect. "I wanted someone to barf when they look at it," says Dauber, a senior executive at Apple. "The deck looks like it is sloping away from you." Dauber is not your standard-issue Silicon Valley techie; he's covered in tattoos and owns an impressive, challenging collection of contemporary art (including a mosque made out of gun parts, by the sculptor Al Farrow). Five years ago, he hired Faulders to transform his Potrero Hill residence into a bachelor- pad-cum-art-gallery (see "Puzzle Master," June 2006). The architect gave the space visual interest while still preserving it as a backdrop for Dauber's art. Notably, the ceiling and walls, which appear to undulate, are made of a smooth pattern of interlocking CNC-milled MDF panels. Pattern is an obsession shared by architect and client: it's apparent in almost all of Faulders's architecture and, of course, on Dauber's body.

**Why it's cool:** The way we look at our surrounding is increasingly influenced by the way we ... work on our computers. The 3D virtual world creates possibilities to change the real world, and that doesn't stop with the 3D printing into a rapid prototyping object.

Welcome to the wireframe era. An era where our work-live-entertainment spaces are influenced by computer software upgrades.

**Science of the Time's interpretation:** Now both the virtual and the physical world are getting more intertwined. The technological development of 3D-printing and homecreation provides us with more possibilities to create our own 'cool wonderland'. It's the tension between those two worlds that apparently aren't clearly bordered anymore that inspires us to give new meaning to already existing certainties.



### Related trends

- 1 [Cool Wonderlands & Human Pearls](#)
- 2 [Empower Me](#)
- 3 [Give Me Interactive Kicks](#)

## 12. DESIGN TOP-15: DESIGN BY/FOR CITY

by [Jan van Mol](#) in [Art](#) on Monday 19 April 2010 14:14



urban centered creativity

Whether is it for or by a city: design helps to upgrade the image of that city.

**What it is:**

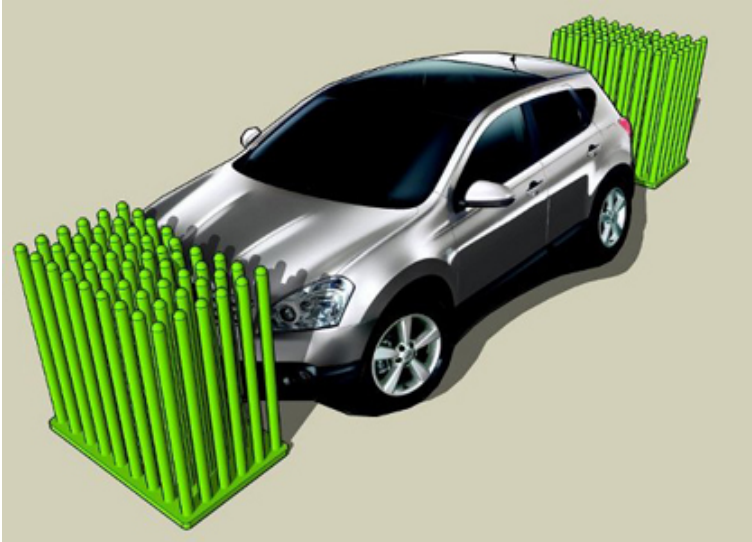
By city: Helsinki

Helsinki will be the World Design Capital of the year 2012. The designation was announced by the International Council of Societies of Industrial Design (Icsid) at the Icsid World Design Congress 2009 in Singapore on 25 November 2009.

“This is a magnificent achievement for Helsinki. It is an important recognition for us and our collaborators Espoo, Vantaa, Kauniainen and Lahti, as well as for all the participating organizations and individuals. We have received a unique opportunity and will be taking every advantage of it, for both enjoyment and good for all,” says Helsinki Mayor Jussi Pajunen, accepting the World Design Capital 2012 designation at the Icsid World Design Congress 2009.

The title of Helsinki’s bid for the designation was Open Helsinki – Embedding Design in Life. The concept expressed by the title will form the basis of Helsinki’s ambitious programme for the design year 2012.

For city: [Peter Jakubik](#)



**'Sideparking for beginners':** parking device in cities

Urban side parking foam protection has been inspired by high grass. The Driver can check visually when he is in other car's area by deforming foam stalks.

**Why it is cool:** Shanghai's theme of 2010 is 'Beautify cities, beautiful minds.' Helsinki was voted design capital 2012. Milan, London, Tokyo, Eindhoven, the list of 'design cities' is growing.

Remember the wars between city-states Athens & Sparta? Well, it's that same situation.

A growing number of cities have understood the importance of creative potential. Because, almost by definition, cities are hubs of creative thinking. They have a big task, and are finding out ways to use the creative potential of the people who live there. Urban planners, social developers, they all are getting help from a growing part of the design community.

**Science of the Time's interpretation:** Because we're all becoming more and more globalists: worldcitizen. Because of that cities are more important. We want a place that's worth travel to, live in and come back home to. A place we call home. [Let Me Land](#).

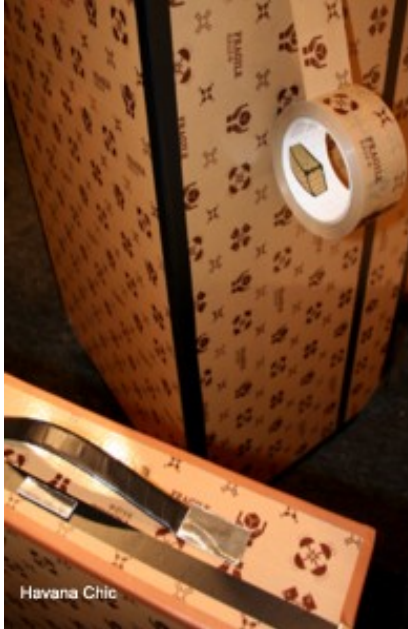
Therefore we'll try to make the best of the city we live in, whether it is with art and design or by keeping the streets clean. We cherish our city and are proud to show our roots. [Tender Urbanity](#)

### **Related trends**

- 1 [Dolphins in the City](#)
- 2 [The Better World](#)

## 11. DESIGN TOP-15: DESIGNED BY (NEW) LUXURY

by [Jan van Mol](#) in [Art, Environment](#) on Tuesday 20 April 2010 23:11



### What it Is:

New understandings of luxury are invading every sector and every branch. Doing more with less and the mentality altering phenomenon the worldwide recession is supposed to be hitting (almost) everybody. Design isn't going to be left behind. [Havana Chic](#) by the in Beijing and Belgium based duo [Wolfs & Jung](#) and the Ewaste Radio by the Sowetolab member [Solomon Nkhambula](#) illustrate this to a tee.

### Why it's cool:



Havana Chic is a packaging tape that Wolfs & Jung designed while still working under the moniker Draw Me A Sheep. The duo arranged symbols and sayings related to the packaging industry according to a pattern that is instantly recognizable.

By drawing on our cultural archive of what luxury entails, the tape presents you with a conundrum. You want to believe that it is valuable, but realize that its use actually means that it is not. Or does it?



This recognition of use and meaning also comes through in Solomon Nkhambula Ewaste Radio series. Ewaste is electronic waste, scraps and bits of computers that get dumped in places that do not have as strict environmental rules and regulations as the former west. These are usually also the places where the original material for the production of electronics is dug up from the earth. In his Ewaste Radio series the artist has designed and constructed radio's through the use of the available scraps and bits and pieces.

**Why it is cool:** Luxury isn't what it used to be. It's being redefined.

**Science of the Time's interpretation:** Both designs are at once inspiring and tell political tales beyond their initial appearance. The name Havana Chic ties the product into the history of Cuba and where it was on the world stage before the communist coupe of Fidel Castro and Che Guevarra. Cuba was the international playground of the extremely rich and famous. Packaging tape and its usual utility over luxury character being connected to that history is extremely ironic and symbolic. Cuba's relationship with Venezuela for instance shows how the country has moved from the luxury industry into the necessities industry. Delivering doctors and medical knowledge in return for oil from the country.

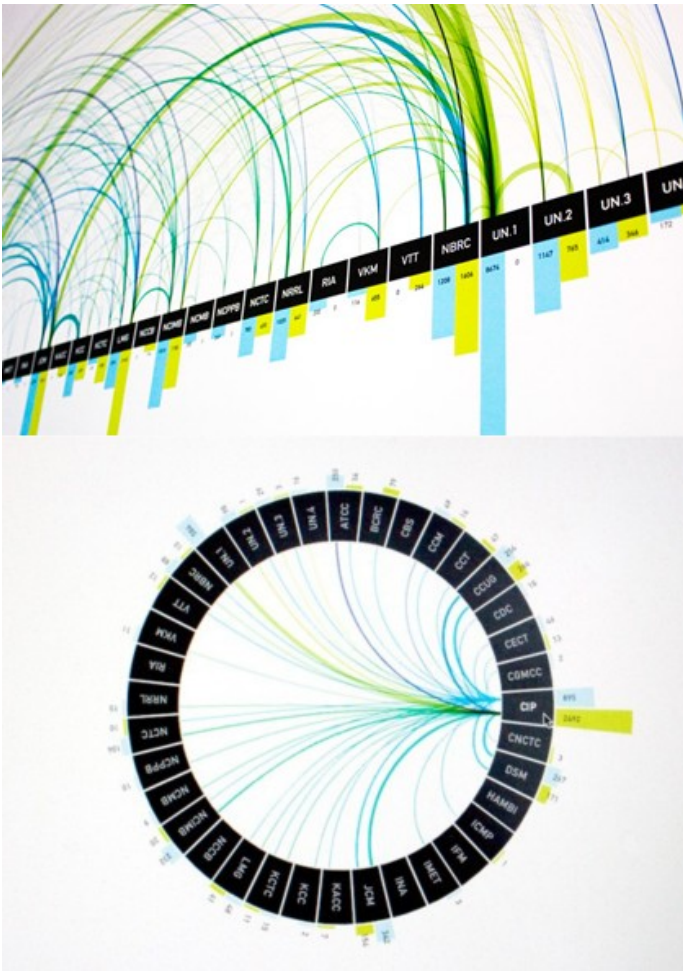
The Ewaste Radio series picks up on what Steve McQueen was articulating in [Gravesend/Unexploded](#). Both works of art are rearticulations of the usage of our natural material for the construction of our wealth and notions of luxury. This is not just about designing for material survival, but also designing for ideological transformations.

### **Related trends**

- 1 [Cool Creators of Cool](#)
- 2 [Give Me Narratives](#)
- 3 [What Really Makes Sense](#)
- 4 [The Better World](#)
- 5 [Sane Recession](#)

## **10. DESIGN TOP-15: DESIGN BY NUMBERS**

by [Jan van Mol](#) in [Art](#) on Friday 23 April 2010 00:12



### What it Is:

The number crunchers are the new black.

We are currently living in a society overflowing with data. We're being surveyed and are surveying more than ever before. The world is being broken down into numbers. These graphic designers however realize that a visual presentation of information makes it accessible to everybody. [Armina Ghazaryan](#)'s thesis on infographics en science and [Tom de Smedt](#)'s research on new generative design tools both explore this new way of looking at data visualization.



how it's shown. This is a bit different than designers who apply their design aesthetic to data. It's the next push where the programs that work with data have a design aesthetic programmed into them. The designer as the programmer.

**Why it is cool:** The coolness of geeks keeps on growing in this day & age. With Web 2.0 and the development of the semantic web, we are getting loads of data. When IT people and graphic designers merge their talents, visualized information – facts, data, ideas, subjects, issues, statistics, questions – is created, all with a minimum of words. Shall we call them St/art/istics?

### **Science of the Time's interpretation:**

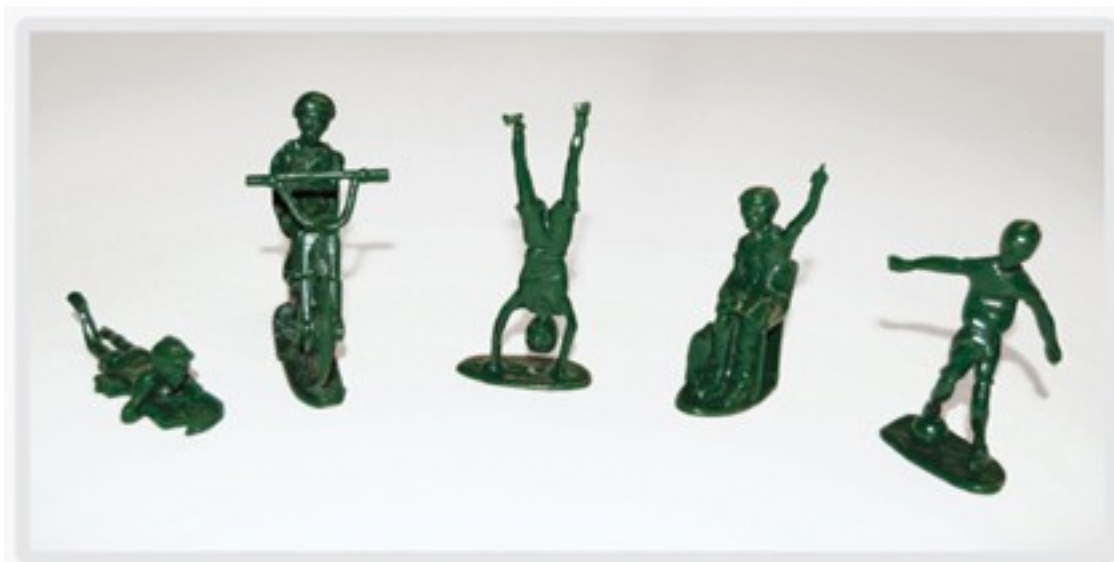
It's always a bit dangerous when you pose a question and then answer it yourself. But in this case, we're going to be dangerous and say that we should call them St/art/istics. From the moment we thought that the world could be made sense of through numbers we have been collecting data and abstracting our world into bits that we could process. From the Chinese to the Mayans to the Islamic mathematicians. With the current information overload these bits (and now also bytes) of information have become the very thing that they were trying to explain: dense knowledge. In a type of reverse movement, visualization makes information knowledge. It's about illustrating that data in itself is not enough.

### **Related trends**

- 1 [Give Me Narratives](#)
- 2 [Society of Winners and Losers](#)
- 3 [Help Me to De-stress](#)

## **09. DESIGN TOP-15: DESIGN WITH CONSCIENCE**

by [Jan van Mol](#) in [Art](#) on Monday 26 April 2010 08:19



TURN SOLDIERS BACK INTO CHILDREN



### What it Is:

Let's do good.

Designing isn't only about creating, it's also about changing the world for the good. Designers like [Ninette Murk](#) (founder of [Designers Against Aids](#)) with for example the special DAA clothingline from H&M and [Y&R South-Africa](#) for

Unicef (against child soldiers) try to improve awareness through their subtle beautiful designs and initiatives.

Ninette Murk's main goal in her work is to bring together talented, creative people to work on projects and events that make the world a better and more beautiful place to live in. That's why she founded the art platform called '[Beauty without Irony](#)' (link) that aims to 'enjoy beauty' in a positive way and DAA, a celeb-driven brand aimed to raise hiv/aids awareness among young people in the industrialised world.

Turn soldiers back into children

**The Challenge:** The African continent has the world's highest number of child soldiers, fighting in wars they don't believe in, for causes they don't understand. UNICEF extract many of these children from combat and reintegrate them into society. Our aim was to rally support for this programme.

**The Solution:** Sending out a direct mailer that garners support for UNICEF's child soldier programme. Initially, the mailer appears to be a typical packet of toy soldiers, but once opened, the recipient finds that the figurines are in fact children - reading books, playing soccer, riding bikes and doing other childhood activities.

**Results:** The package went to UNICEF supporter mailing lists as well as potential corporate sponsors. Awareness is up, and beyond the desired reaction from the recipients, many compliments are being received about the unique way in which it was put forward. More than a simple message, it's an ongoing reminder of the realities these children face every day.

**Why it is cool:** The more visionary designers are not just trying to create things. They understand the changes that will occur in the surrounding of the created object or concept. They are considering 'society' as one of the main stakeholders in any design brief.

Important to note here, is that we see this adagio - to want to create 'good' - emerging when we set up designsessions 'in groups'. It seems the individual (read: ego) is put aside, wanting to use the collaborative processes to create concepts that could actually change society for the better.

**Science of the Time's interpretation:** As we mentioned in our World Trend Report about 'Compassion without the Pity' (link): The world's cruelties that are committed and experienced every day and the voices of the survivors are

buried beneath numbers and statistics. The world is a dangerous place, but the stories of those who live in the most dangerous places of the world should not be forgotten or romanticized. Through various art projects we encountered we saw the urgency and the need for a transnational dialogue wherein people were no longer numbers and where their humanity was no longer obscured by statistics that could only tell part of the story. Ninette Murk and Y&R are two new heroes that make people aware of what else is happening around them.

### Related trends

- 1 [The Better World](#)
- 2 [Cool Creators of Cool](#)

## 08. DESIGN TOP-15: DESIGN BY WOMEN

by [Jan van Mol](#) in [Art](#) on Wednesday 28 April 2010 08:15

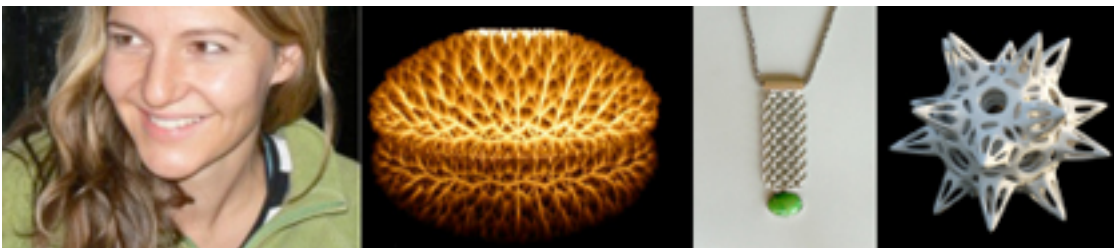


### What it Is:

## Female Conception

The visibility of women in the design world is increasing. More and more through exciting design they're claiming the space that they deserve. The design savvy of women rivals that of men and thus has no place being hidden away in kitchens and hobby rooms these women seem to say with their products. [NOMILI](#), [Atelier Blink](#), [PYG](#) and [Front Design](#) are leading examples of how women are taking the design world by storm on to their terms.

[Most Beautiful Object In South Africa](#) from [Design Indaba](#) on [Vimeo](#).



NOMILI is the design studio set up and run by [Dr. Michaella Janse van Vuuren](#) from South-Africa. With several degrees under her belt, the postgraduate engineer and researcher has turned her research into her art. She now also makes jewelry based on her usage of advanced 3D technology to design and print her designs. In 2009 her Chrysanthemum Centerpiece won Most Beautiful Object at the Design Indaba.

## ATELIER BLINK



Emilie Lecouturier and Céline Poncelet are the two Belgian women behind [Atelier Blink](#). In their designs they utilize familiar objects to turn them into something unexpected and rich beyond the first sighting. Their products also illustrate a cheekiness and humor. Their [introduction film](#) alone shows that these women know what they're doing and having a lot fun doing it.

## PYG



The German Patricia Yasmine Graf built her own successful design studio [PYG](#) after finishing her design degree in 2001 in Maastricht. Her products can be found in stores in Singapore, the Bronx in New York, Tokyo, Portugal and a lot more places. Her amazing network is backed up by her participation in a ton of design shows over the years. And it also helps that her products are appealing to the eye and have a design aesthetic that is functional, decorative and fun at the same time.

## FRONT



Having just been named the Swedish Elle Deco Award designer of the year 2010, [Front](#) is an exciting threesome of female creative ingenuity. Sofia Lagerkvist, Charlotte von der Lancken and Anna Lindgren don't differentiate between lo and hi-tech design solutions in their work as you can see in their collections. They use whatever technology is right for the job. In their work they look for the conversations that are usually obscured from view and bring them to the forefront in inspiring, exciting and constantly varying ways. A lot of the works selected for this report are coming from female designers. It should be clear by now= women are taking on the field of design, adding more emotion to function. Creating authentically rather than superficially. You'll see more & more women emerging as important creative talent. And you'll be seeing a lot more functional objects with an add-on emotion.

## Science of the Time's interpretation:

We admit it. It is a slippery slope to unintentional sexism when stating that designs that come from women are mostly notable because of the emotionality embedded in the products. It would also be a disservice to women in general by saying that these women stand out because of the feminization of the world. As if being female is only a metaphor for being emotional and more earth bound than men. That's like saying that ever since the world started realizing its effect on the environment we are all turning into women. We realize these critiques and completely agree with them. Women cannot be considered another version of men. And men will never know what it is like to be a woman. What it means to be a woman is still being debated in Gender Studies courses around the world. The typical 'woman' doesn't exist no matter how much advertisers and politicians try to convince us of otherwise. And these designers all illustrate that.

By presenting them as stand outs we aren't ignoring the complexities and paradoxes inherent to spotting something as an increase of notable women in the design industry. These women are simultaneously notable because they make good products and because these products were conceptualized through their sensibilities. Could you only point to the fact that these sensibilities were developed by their experiences as women? Yes, you could but then you would be ignoring the fact that these sensibilities were also influenced by their race, their locations, their education, their travels and so forth and the manner in which all these categories influenced each other. We are all containers of correlating information and energy.

That these women stand out in the design industry also says something about the male-centered attention and superstar designers. The sex and gender of a designer are still being looked at but also their capabilities and their work. The products these women make are thought provoking, humorous, cutting edge and contain stories that initiate contact and inspire. They spoke to us and that's how we noted that our way of listening to design has changed and that these designers are part of the reason for that change.

#### Related trends

- 1 [Females: The Only Way is Up](#)
- 2 [Females: Between Barbification and Real Empowerment](#)
- 3 [You Will Respect My Authority](#)
- 4 [Give Me Narratives](#)

## 07. DESIGN TOP-15: DESIGN BY MAP

by [Jan van Mol](#) in [Art](#) on Monday 3 May 2010 20:31



### What it Is:

Someone is Watching & Designing Over You

Technology that shows us where we are has now become ubiquitous. Google through its Google Maps and Google Earth websites realized that people wanted to know where they are in the world. Globalization brought with it at once a hunkering for knowing the rest of the world and for knowing your own neighborhood. Maps have become an integral part of our lives and designers have seen this. They're now asking questions and making us look a little closer and our usage of maps and our place in maps. [Cabracega](#), [Maaike Bakker](#), [Micha Heubner](#) and [Helmut Smits](#) are examples of designers doing just that.



### You Are Here

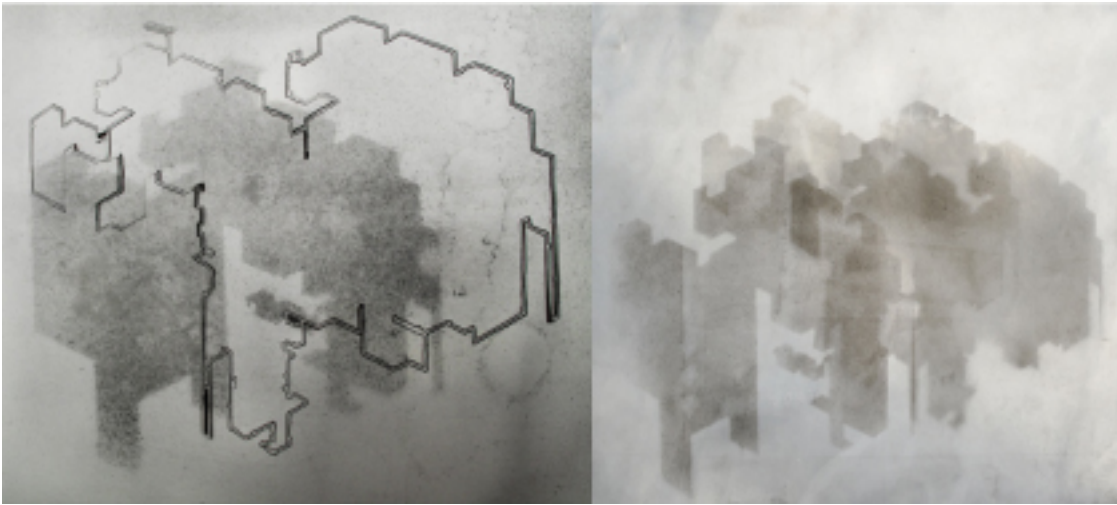
The Spanish design studio [Cabracega](#) made the artwork You Are Here for the Coca Cola Light Exhibition at [Experimenta Design](#) in 2009. They recreated everyday objects with the design aesthetic of Coca Cola in mind. The umbrella used the colors employed by Coca Cola. They noted that while you may sometimes be seen by surveillance camera, why not make sure that nobody can miss you when they do see you. With the umbrella you can also track how other people see you through their technology.



### Dead Pixel in Google Earth

The multi disciplinary visual artist based Rotterdam Helmut Smits also took to Google's imaging of the world with his work. The work is a dead pixel on your screen when you visit the location of the artwork via Google Earth. The dimensions of the work correspond to one pixel on your screen when you looking at the world through satellite imaging. The work itself however can't be

found with Google Earth or Google Maps because of its conceptual nature. It is only visible when commissioned and afterwards the grass grows back.



### Gray Area Maps

The South African artist [Maaïke Bakker](#) made Gray Area Maps out of dust. Dust was collected and put to use in a different capacity than usually is the case. This work is about the mapping of dust. When talking about the mapping of dust several different locations of dust mapping spring to mind going from what space exploration research does to what can be done with imaging technology to sediment research by biologists.



## Patterns of War

[Micha Hübner's](#) Patterns of War just like Maaïke Bakker takes the map itself and turns it on its head. Patterns of War is the study of the symbols used in the cartography made for war purposes. The strategic maps of wars have been studied and all the signs have been taken and put to use aesthetically instead of functionally. Turning what could be seen as a destructive into a study of communication. Do the symbols still mean the same when taken away from the map?

**Why it is cool:** Google Earth and the GPS-boom have resulted in a world of augmented reality. A world where designers are using their creative skills to cope with the knowledge that a bird's eye view on things influences the creation of them. Perspective is a defining design characteristic.

**Science of the Time's interpretation:** With surveillance technology becoming a part of our lives it is no longer an option to just ignore it or banish it to the taboo section of design. When you run away from something you allow to determine its power over you. That is what these designers are saying. By not only looking at the map itself but also the communication functions of the map they are critiquing modern cartography and blind modern technological usage of maps. You must be accountable for your place in the world and the way how you locate yourself. The locations of these designers and artists is clear.

### Related trends

- 1 [Give Me Narratives](#)
- 2 [Give Me Interactive Kicks](#)

## 06. DESIGN TOP-15: DESIGN WITH A WIKI

by [Jan van Mol](#) in [Art](#) on Wednesday 5 May 2010 11:48



### What it Is:

Giving power to the consumer

[XYZ](#) is a designlabel/initiative that let 95% of the product ideas come from the clients, with the remaining 5% generated in-house. The other way around, but just because of that more honest and authentic.

Taking power as a consumer

[Tom Lookx](#): Consumers - or in this case normal people living in a neighbourhood (area 2060 in Antwerpen) that has a bit of a perception problem are using easy-editing design systems to create [a website](#) to promote their neighbourhood; Talk about Bottom up design process.



One of XYZ's products: Clay, the most basic of sustainable materials, earns its place in the modern kitchen. XYZ's cordless kettle houses the heating element and the ceramic construction simulates a tea pot. The user can heat water and take the kettle directly to the dinner table without having to decanter it into a

more visually pleasing vessel. Individual bespoke designs can be made to suit specific contexts, such as the interior design criteria and colour of a kitchen or coffee tables.

**Why it's cool:** Where does the role of the designer start & end? Does he need to be in charge from concept over production to distribution & sales? Why not hand over some of that operational power to the consumer? Let the consumer have control over the final product.

Designers are leaving out steps that would be seen as inevitable in an ordinary design process, but are now considered excessive. It might be a better way to get the overall experience across towards the consumer.

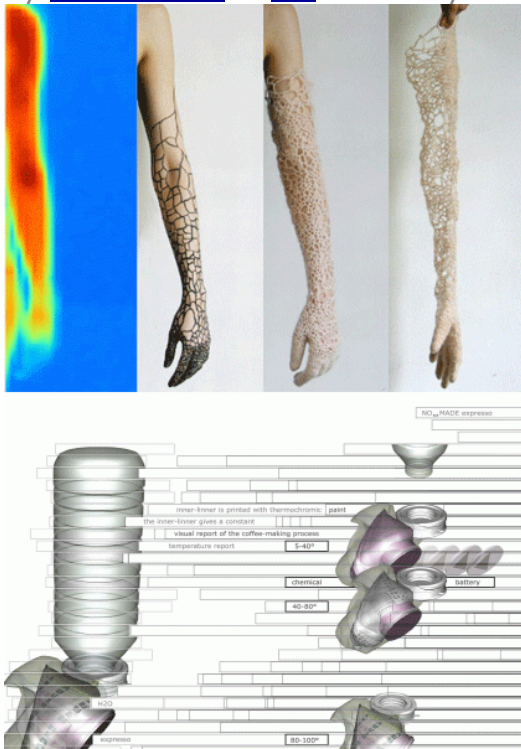
**Science of the Time's interpretation:** Having influence on what is offered around you and true transparency are stable values for the consumer of today. Co-creation and crowdsourcing are the tools for an openminded designer.

### Related trends

- 1 [Empower Me](#)
- 2 [The Rise of Co-creative Society](#)

## 05. DESIGN TOP-15: BACK/TERIALS TO THE FUTURE

by [Jan van Mol](#) in [Art](#) on Friday 7 May 2010 01:31



**What it Is:**

Design with basic building blocks. Nano-scale.

Designers are appropriating their own surroundings from big (we'll come back to that with the upcoming #2) to the smallest way possible. Like [Sonja Baeumel](#) who wants to mix science with fashion design by creating a second living layer on our body based on the existing invisible one built from skin bacteria. (In)visible membrane is the tangible result.

Or like [Noumenon](#)'s PRO.SENSUAL PRO.DUCTS that investigates how new technologies allow us to re-think food and its modes of consumption - the tools, the eaten matter and the space. In this manner, it encompasses the production of responsive materials and the conception of a re-combinatory space of happenings - exhibitions and performance spaces: m{eat}ings.

**Why it's cool:**

We haven't seen the end of the nano-design potential. More than ever, designers & artists turn into or collaborate with scientists, in order to look at a universum as large as a nanometer, to come up with solutions we simple couldn't think of before. We do not want to split hairs, here, but still, we should.

Innovation is at it most revolutionary when it's in a size that is a fraction of your hair's thickness.

**Science of the Time's interpretation:** Although nano-design is literally a small movement it's a big step in our technical evolution. Now designers and artists are appropriating it into their creations it's nothing more than expansion of our human capabilities. Empower me in a new, surprising way.

**Related trends**

- 1 [Cool Creators of Cool](#)
- 2 [Society of Winners and Losers](#)
- 3 [Empower Me](#)

## 04. DESIGN TOP-15: CONSUMERELIGION

by [Jan van Mol](#) in [Art](#) on Monday 10 May 2010 13:02

**What it Is:**

Design a disposable eternity.

RosAria by [Joe Velluto](#) is a disposable rosary, made of pluriball (recyclable polyethylene). While the churchgoer is praying, he says the rosary moving his fingers towards the cross, pushing down the air balls at the end of each prayer. When you get to the cross, your task is finished and all the bubbles are broken. The concept of mass industrial product, of poor quality, is transposed on a holy symbol of eternity which becomes a disposable object. Spirituality becomes serial and temporal, men perform a decisive action. The rosary function definitively ends when the believer feels his conscience is clean: prayers are passing moments which leave no traces.

Since 2005 their project "RosAria" is displayed in the permanent design collection of "Pinakothek der Moderne" of Neue Sammlung museum of Munich.

### Why it's cool:

'Design a product' turned into 'design an attitude', and is now evolving in 'design a religion'; admire the disposable rosemary. The only thing between you and Eternity is a poor quality plastic object. Isn't this the ultimate victory of capitalism over religion? Or on the contrary, are we turning against the materialistic capitalist excesses, towards a newborn spiritual thinking?

**Science of the Time's interpretation:** This object is a reflection of what is happening with religion in the western world: it becomes something temporary, disposable or for some 'hot air'. Of course there's always a counter movement: religion can give meaning, empowerment and fun. Let's say this rosary helps with the fun part. Furthermore it's just a very beautiful idea and a powerful statement. Like Joe Velluto would put it: Anti Designism: informal, unknown, radical, experimental and above all useless. Useless Is More

### Related trends

- 1 [What Really Makes Sense](#)
- 2 [Give Me Narratives](#)
- 3 [The Very Many Faces of Experience Economy](#)
- 4 [I Wanna Feel Connected](#)

## 03. DESIGN TOP-15: FAUNA, FLORA, DESIGNA

by [Jan van Mol](#) in [Art](#) on Wednesday 12 May 2010 09:45



### **What it Is:**

Designclient : Mother Nature (2010: year of biodiversity)

The result of the Copenhagen summit was, whatever was decided, not good enough. The last years, there has been a clear tendency in the design world towards sustainability, eco design, recycling, etc. Like '[Living with Biodiversity](#)' (.pdf) by James Ennis. The concept based on the idea of 'united in diversity, living with bio diversity' is a window box, a micro habitation, encouraging daily interaction to promote and help the survival of diverse insects that are essential to our food production cycles. It is a micro Habitat that is placed under your window. The gift contains in its packaging tools to naturally attract and protect helpful insects such as ladybirds, butterflies and bees, all in danger of extinction, but are fundamental for organic foods, pollination and the natural food chain. It is to be seen as a bottom up approach to promoting biodiversity and sustainable lifestyles in any domestic environment in our everyday activity.

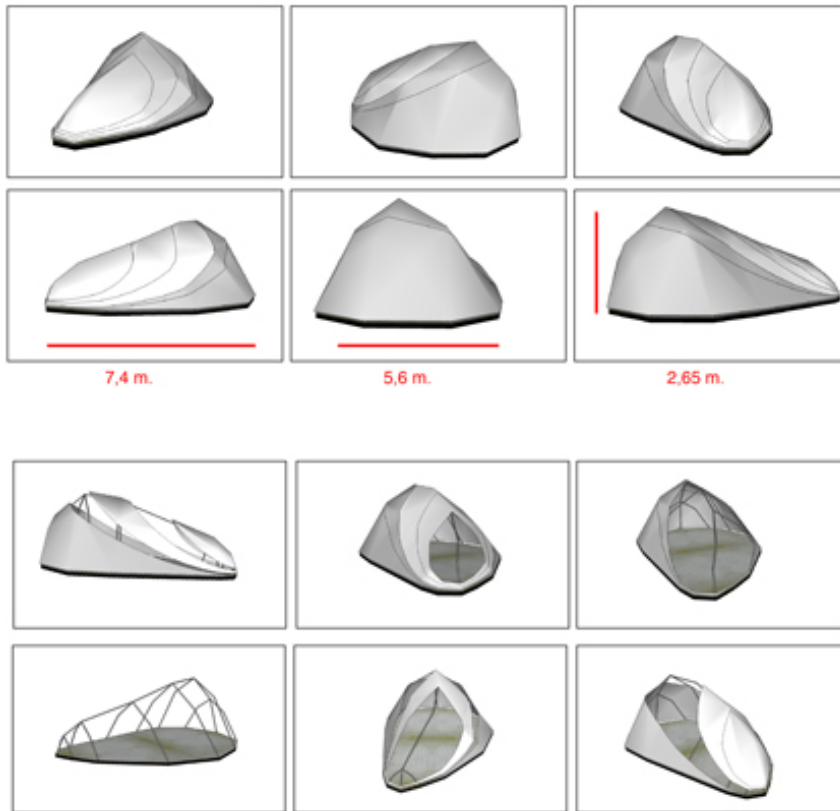
(Click on Read why it's cool for two other beautiful designs)

### **Why it's cool:**



like [Floris Wubben](#)'s '[Living Light](#)' that spreads illumination by using a living

flower with a hollow stalk; such as an Amaryllis. The use of a cylinder glass (acrylic plastic) in the foot makes the bottom waterproof. Placing the hollow stalk over the lighting tube makes an illumination possible from within the stalk of the Amaryllis. The plant does not suffer from the Neon light; it is able to grow according to a normal process via the water in the vase.



Or like '[The Mussel](#)' a movable object designed by Tina Ottesen based on the organic shape of a mussel. The Mussel is a floating portable stage and sculpture. The users of the stage can change the look and functionalities by choosing which roof and structure elements are put up. A perfect place to retreat, plan events and/or work.

**Why it is cool:** Mother nature is used for inspiration, problem solving and genuine awareness. The trend as described in #2 (online on friday 14th) - taking on the whole world - might be a bit too far fetched and unrealistic, reducing designers to dreamers. Maybe a more realistic approach is not to think you can actually change the world, but restrict yourself in your ambition, and focus on designing systems in a limited surrounding that could actually work. Change the world, habitat per habitat.

**Science of the Time's interpretation:** Every step towards a better world is a cool (attractive, inspiring and with future growthpotential) step. Design has its

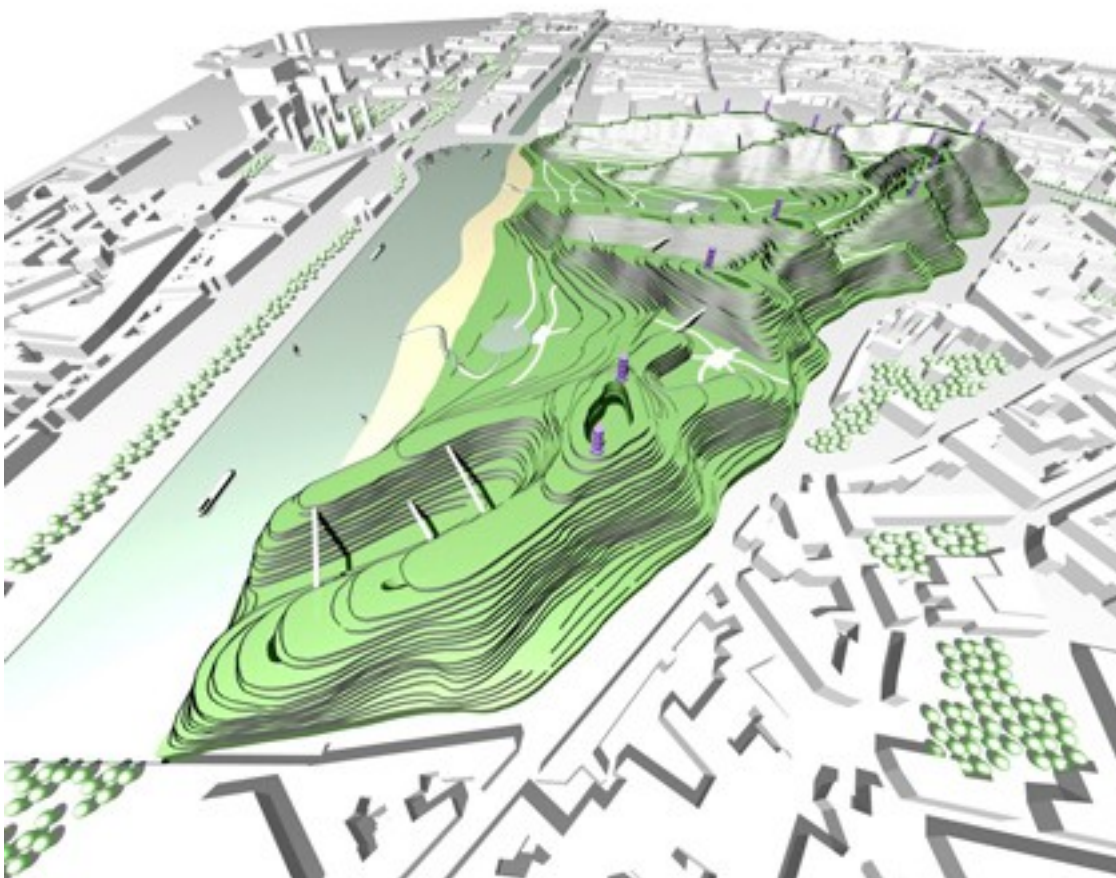
part in the innovation of things that makes taking these steps easier and equally important: more attractive.

### Related trends

- 1 [The Better World](#)
- 2 [No Gadgets, Please](#)
- 3 [Cool Creators of Cool](#)

## 02. DESIGN TOP-15: TAKE ON THE WORLD

by [Jan van Mol](#) in [Art](#) on Friday 14 May 2010 12:02



### What it Is:

Design with Ambition.

Brussels Hills on the Beach Project is a project by [Boguslaw Witowski](#) that contains a plan to architectonically reshape the earth's crust in several areas in Brussels. By using the principles of the far eastern gardens the nature in these surroundings will be recreated in miniature version.

In a nutshell they redesigned a riverbed into an urban organism in the shape

of a hill (instead of turning it into the typical box-like sky scrapers of the last XX century). A hill in which people can live, work, shop etc. It gives the city a new appearance; an environmental friendly face.

### **Why it's cool:**

Boundaries are blurring between disciplines such as fashion, art, design, architecture. The world is desperately looking for the Big Ideas, and it's the synthesis of all human creative thinking that will do the job. Designers & architects are heading towards a more holistic view on projects. Designers are creative minds, wandering around, being more and more ambitious in their design potential. Why think about a small design commission, when you can use your brains to change the world?

**Science of the Time's interpretation:** we've written about it before, a new professionalism shows: stick stubbornly and passionate, free-floating to what you like and to what you are really good at. It is about professional as well as personal freedom. It is irreverent to traditional borders of professionalism. It is about free floating creativity. It is about 'just doing it' and securing recognition. Now the traditional borders are vanishing, new opportunities arise. Freedom of thought provides us with these beautiful big ideas. Now we wait for the realisation.



### **Related trends**

- 1 [The Better World](#)
- 2 [Cool Creators of Cool](#)
- 3 [You Will Respect My Authority](#)

## **01. DESIGN TOP-15: DESIGN BY CHAOS**

by [Jan van Mol](#) in [Art](#) on Monday 17 May 2010 10:20



### **What it Is:**

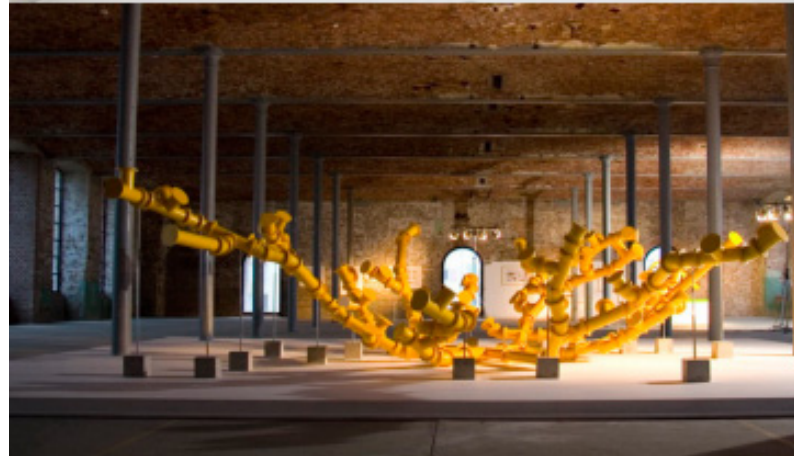
Organic rules.

Over the last few years, designers were trying to add imperfection to their 'perfect' designs, since the 'perfect' designs were generated by computer-driven tools and software programs, losing genuine stories & human aspects. By adding imperfections, designs tended to get closer to authenticity. Now we're turning it around. We're not just adding a bit of imperfection, we're using organic & chaotic models as the main source of our designs. Like [Martha Mastalkova](#), a Czech graphic design student, who has designed a typeface by pouring liquid caramel onto glass. The awarded author's alphabet: '[Karamel Sans CE](#)'.

Or the work of [Nick Ervinck](#) who creates his figures and sculptures on his computer but is inspired by organic forms. In the result it is only about the shape, the size is unimportant. In this way his creations bring you to a wonderland. Like with the gigantic 'corals' on top of two buildings in Ghent '[WARSUBEC](#)'.

And [Filipe Da Silva](#) who designs furniture by wrapping up giant boulders/stones with materials to create shapes for a table. Dependent on the shape of the stone, the table gets its shape. The [Sketchi Coffee Table](#) is the beautiful result.

## Why it's cool:



Inspiration can come from anywhere... sometimes it's enough just to look around you. When thinking out of the box, when using a paradigm shift method, you can come up with extraordinary innovative stuff.

### Science of the Time's

**interpretation:** Why come up with new stuff when there's so much beauty hidden in your surroundings? It gives you a new view on what's happening around you and how to appreciate what we have.



### Related trends

- 1 [The Better World](#)

- 2 [Cool Wonderlands & Human Pearls](#)
- 3 [Give Me Narratives](#)