

M Nava

Reading Assignment 3

Research & Development Methods

February 14, 2019

“Speculative Everything” by Anthony Dunne and Fiona Raby is a text that touches on design, fiction, and social dreaming. Topics that are addressed in the text include going beyond radical design, a map of unreality, design as critique, and consuming monsters: big, perfect, infectious. The text discusses how design can challenge personal values and help to shape the future that we want to live in.

The world we live in is constantly changing and evolving. This moment in time is unlike any other in history. People are less reliant on their families and their government. People have more freedom and a sense of liberation.

When designing a map of unreality, the artist or designer is exploring the conceptual aspect of the piece that they are working on. “Companies such as Comme des garçon, A-PoC, and Martin Margiella make highly conceptual but wearable clothes that play with ideas of materiality and tailoring, social conventions and expectations, and aesthetics.”

Critical design is discussed as being “more of an attitude than anything else, a position rather than a methodology. Its opposite is affirmative design: design that reinforces the status quo.” People have come to believe that critical design is inherently negative and that its sole purpose is to point out all flaws and mistakes in the design. Critical design “Ultimately it is positive and idealistic because we believe that

change is possible, that things can be better; it is just that the way of getting there is different; it is an intellectual journey based on challenging and changing values, ideas, and beliefs.”

The beauty of the design is that it provides the space that we need to manifest our dreams, hopes, and fears. This is space is important because it enables us as designers to debate about the future. Then the most desirable futures can be aimed for and the least desirable avoided.