Design, schools & lots of mythopoetics

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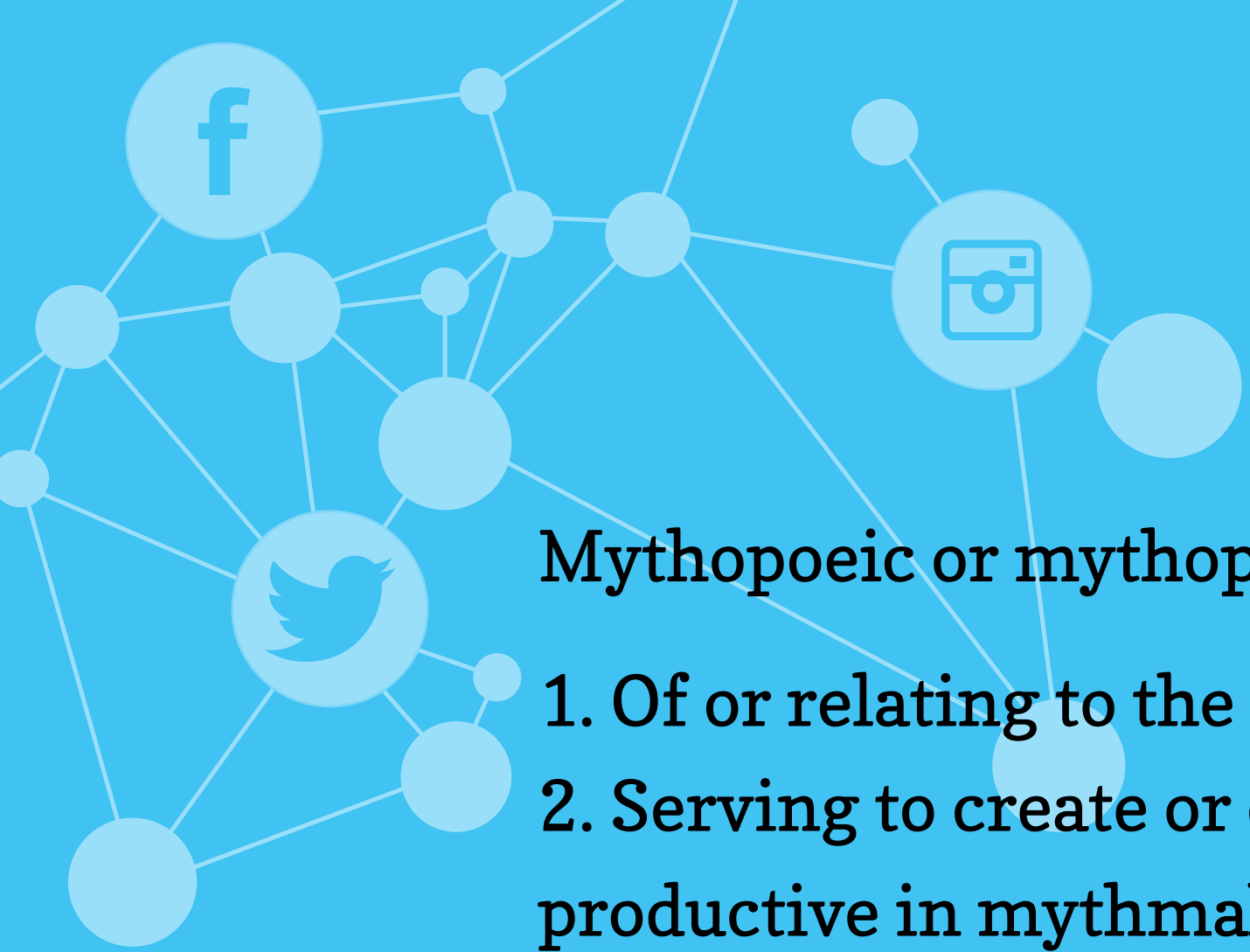
Anne Sophie Gauvin

IdLab

BETA
WHOAMI
THE DESIGN GAME



Mythopoeic or mythopeic

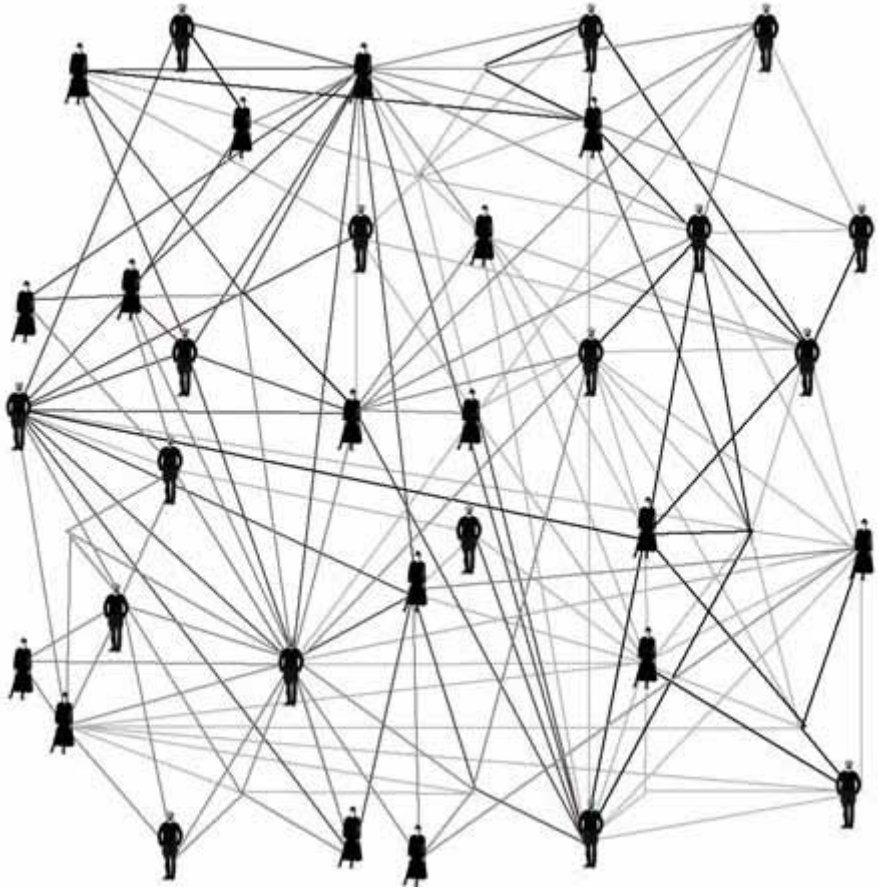
1. Of or relating to the making of myths
2. Serving to create or engender myths; productive in mythmaking

1. The community is the message.
Living in the social-media world

2. Learning through narratives.
Where the school is a mythmaking institution

3. Some of our stories.
Design Royale, Whoami, Ceramic Futures and Design 101

4. Some questions and doubts.

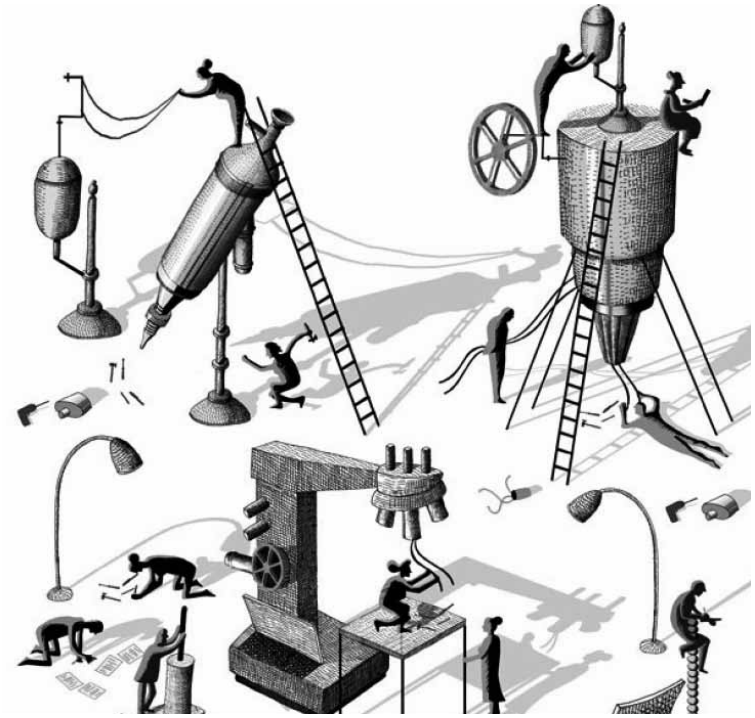


1.

The community is the message.

Living in the social-media world

“Why should I learn to use social media?”
Here are 12 points with which to start a conversation:



1. **New media?**
New media don’t exist (and conversely neither do old media).

2. **Generosity**
If you’re not generous, nothing (significant) will ever come of using social media.

3. **Digital flâneurs**
If you find that detail is able to fascinate other people, a breath-taking film begins.

4. Where does the money come from?

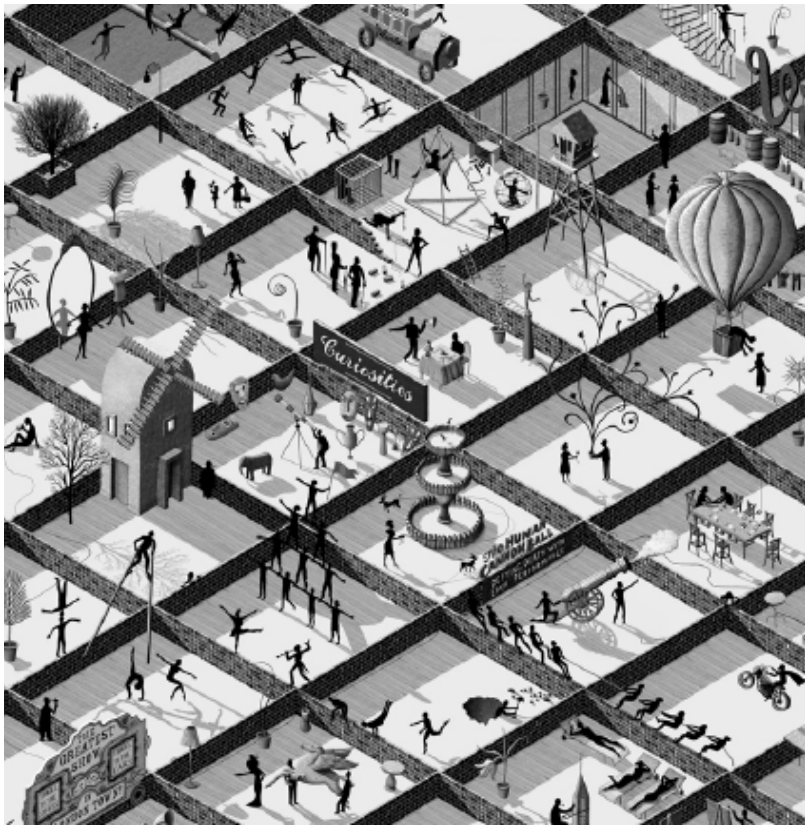
It doesn't. Or if it does, it comes through absolutely unpredictable mechanisms.

5. Deductive?

No. Inductive. The Web is made up of millions of extraordinary unsystematised (and unsystematisable) fragments.

6. Humour

Humour is a fundamental ingredient. This was already true for an exclusively analogue world, but it has become indispensable in a digital planet.



7. Visual imagination

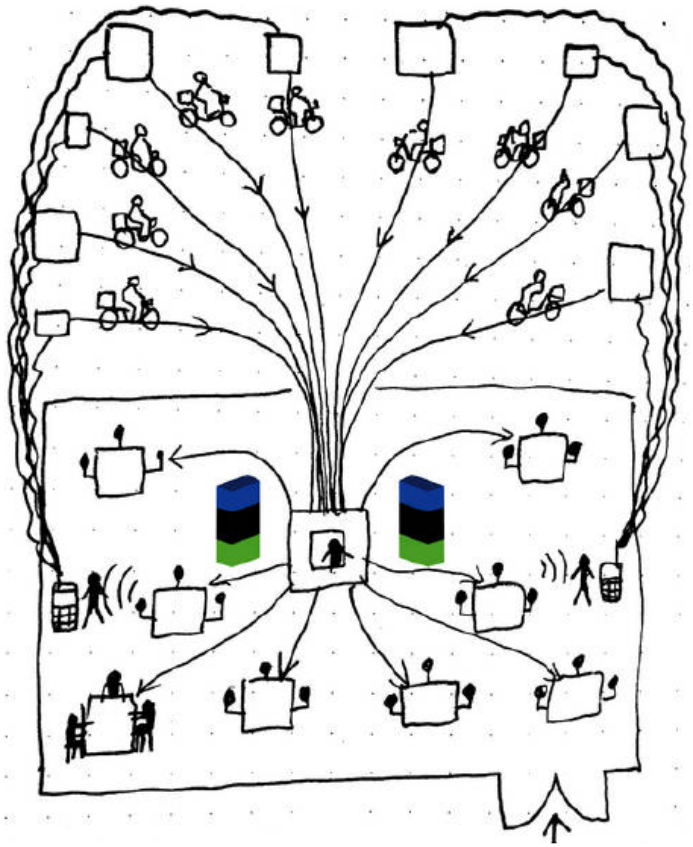
The landscape does not exist. What does exist are spectacles of interpretation that we put on when we look around us.

8. The 1% Rule

In the worlds of the Web there is this very simple formula: 90-9-1. In a given digital community, out of 100 participants there will be 90 who use the medium in a passive way, 9 who are sporadically active and 1 who generates almost all the content.

9. Experts

They don’t exist. At best, there are people who try and try, making mistakes over and over again.



10. Hierarchies

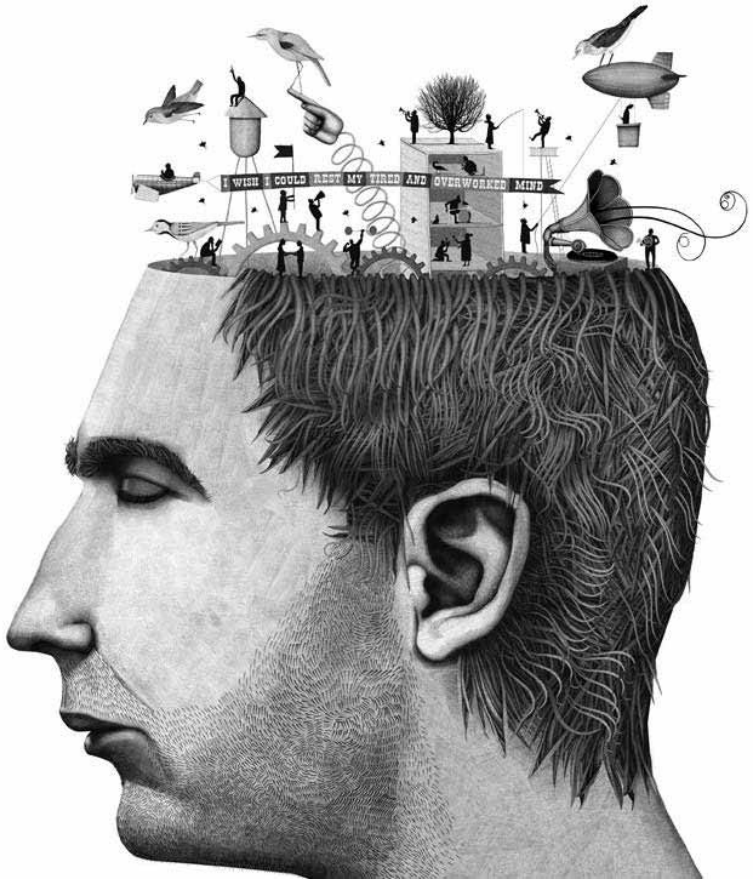
Hierarchies and dynamics of power exist, but they are simply implicit, unspoken.

11. Watch out!

A digital layer has appeared in our lives. But this does not mean that the early analogue layers have disappeared.

12. The community is the message

McLuhan taught us that “the medium is the message”. Perhaps what we are seeing here is another step in a different direction: the community is the message.



2.

Learning through narratives.

Where the school is a mythmaking institution

Architectural Association

from 1847

This independent school of architecture, one of the most prestigious and famous in the world was “in/famously founded by a pack of troublesome students”.

www.aaschool.ac.uk

Bauhaus

1919 –1933

This school brought together the most outstanding masters and students seeking to reverse the split between art and production by returning to the crafts as the foundation of all artistic activity.

www.bauhaus.de

Black Mountain College

1933 –1957

Operating in an isolated rural location, this informal and collaborative school, with an interdisciplinary approach, encouraged experimental intelligence and plurality.

www.blackmountaincollegeproject.org

MIT Media Lab

from 1985

“At the Media Lab, the future is lived, not imagined. Interdisciplinary researchers design technologies for people to create a better future.”

www.media.mit.edu

Interaction Design Institute Ivrea

2001 –2005

Ivrea explored business in addition to design and technology for developing innovative products and services, giving people new ways to interact through communication, network and information technology.

en.wikipedia.org/wiki/Interaction_Design_Institute_Ivrea

Institute without Bounderies

from 2003

A Toronto-based studio that works towards collaborative design action and seeks to achieve social, ecological and economic innovation where everyone seek to live, learn, work, and play together as a global community.

worldhouse.ca

Khan Academy

from 2006

“Providing a high quality education to anyone, anywhere. Whether you are a student, teacher, home-schooler, principal, adult returning to the classroom after 20 years, or a friendly alien just trying to get a leg up in earthly biology.”

www.khanacademy.org

P2PU

from 2009

An online open learning community allowing users to organize and participate in courses and study groups to learn about specific topics. A DIY wiki-type mentality where anyone can create a course as well as take one.

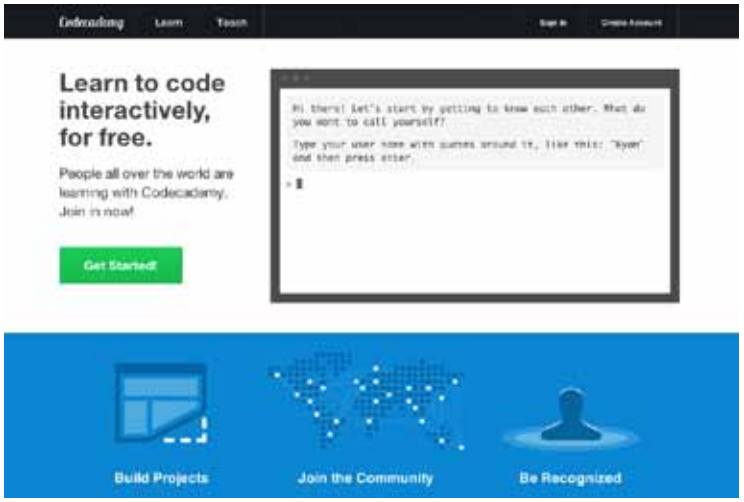
p2pu.org

Trade School

from 2010

A self-organized learning space where students barter with teachers for instruction. Anyone can teach or take a class.

tradeschool.coop



Code Academy

from 2012

Committed to building the best learning experience inside and out, the Code Academy's vision is that every student should have the opportunity to learn how to code, allowing much importance to computer science and computer programming as part of the core curriculum in education.

www.codecademy.com

3.

Some of our stories.

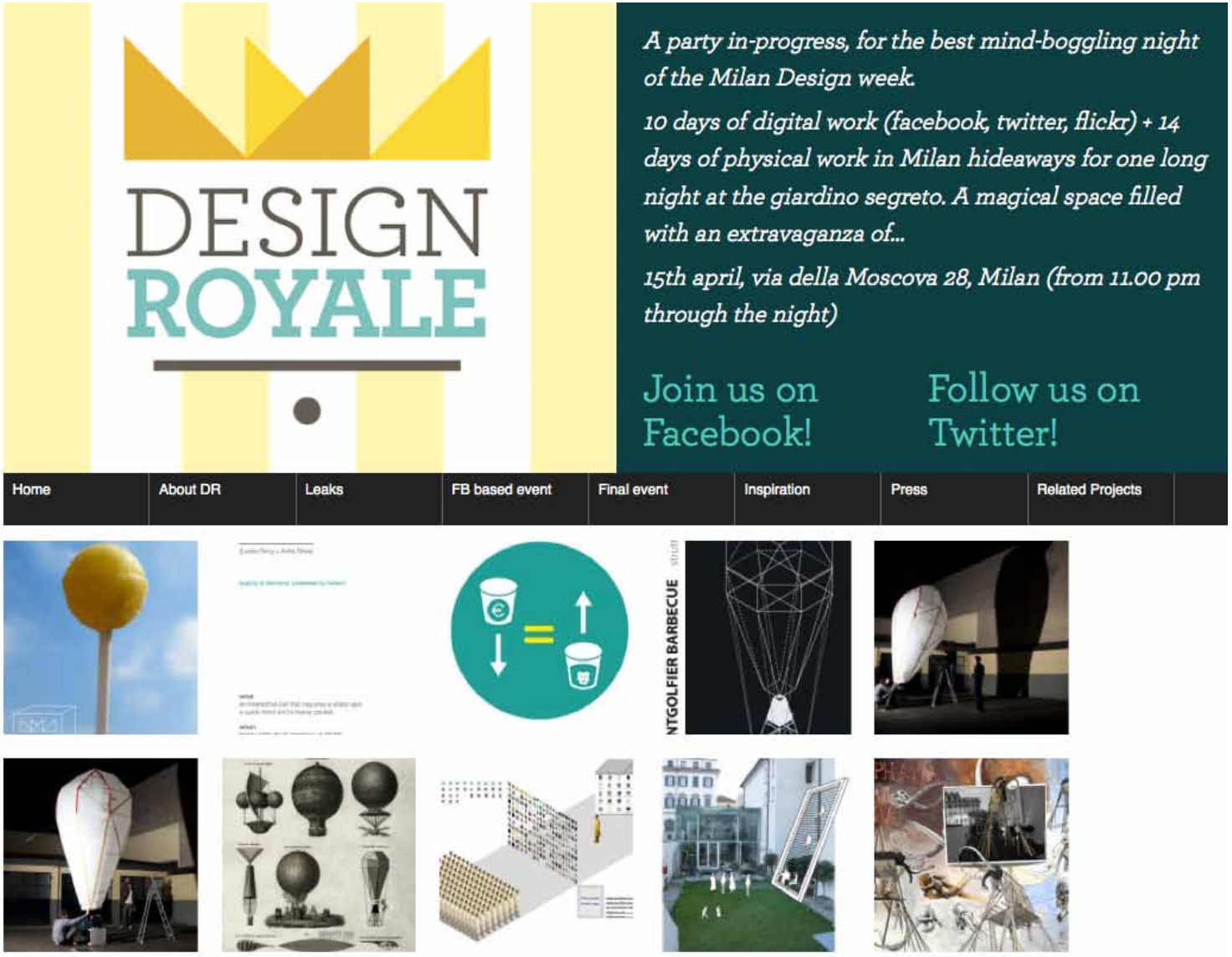
Design Royale, Whoami,
Ceramic Futures, Design 101

Communities:

- mixing on-line and off-line activities.
- as **sources of interest** and reference to others.
- in which to test one's social influence through social media.

Places:

- to get to know people, share references and influence others.
- to learn to communicate and **transfer knowledge** in the most efficient way.
- in which participants are coauthors of a collection of content and material.

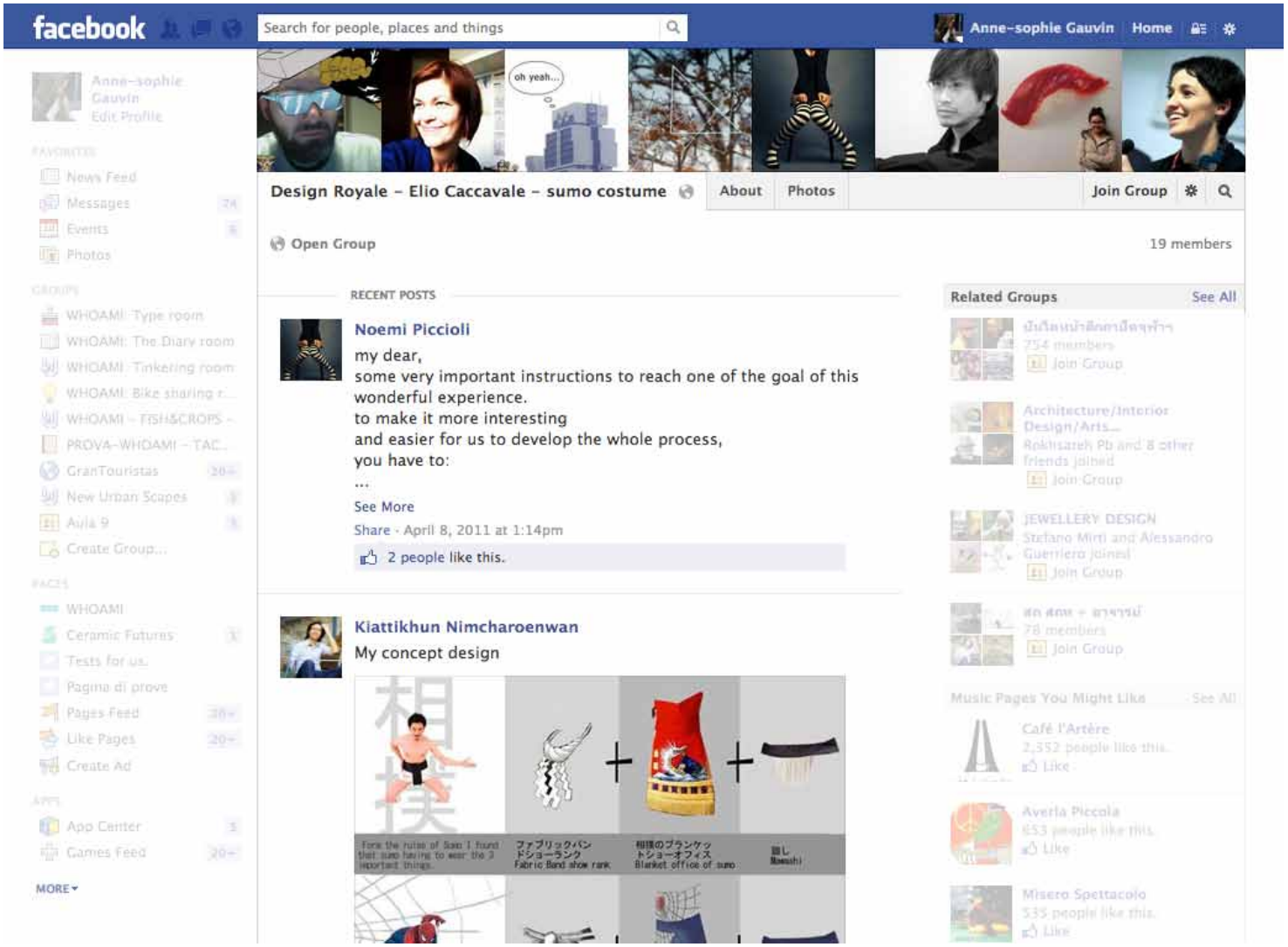


Design Royale

www.design-royale.com
@d_royale on Twitter
design-royale on Facebook
videoleaks on Vimeo

Design, schools & lots of mythopoetics

Some of our stories



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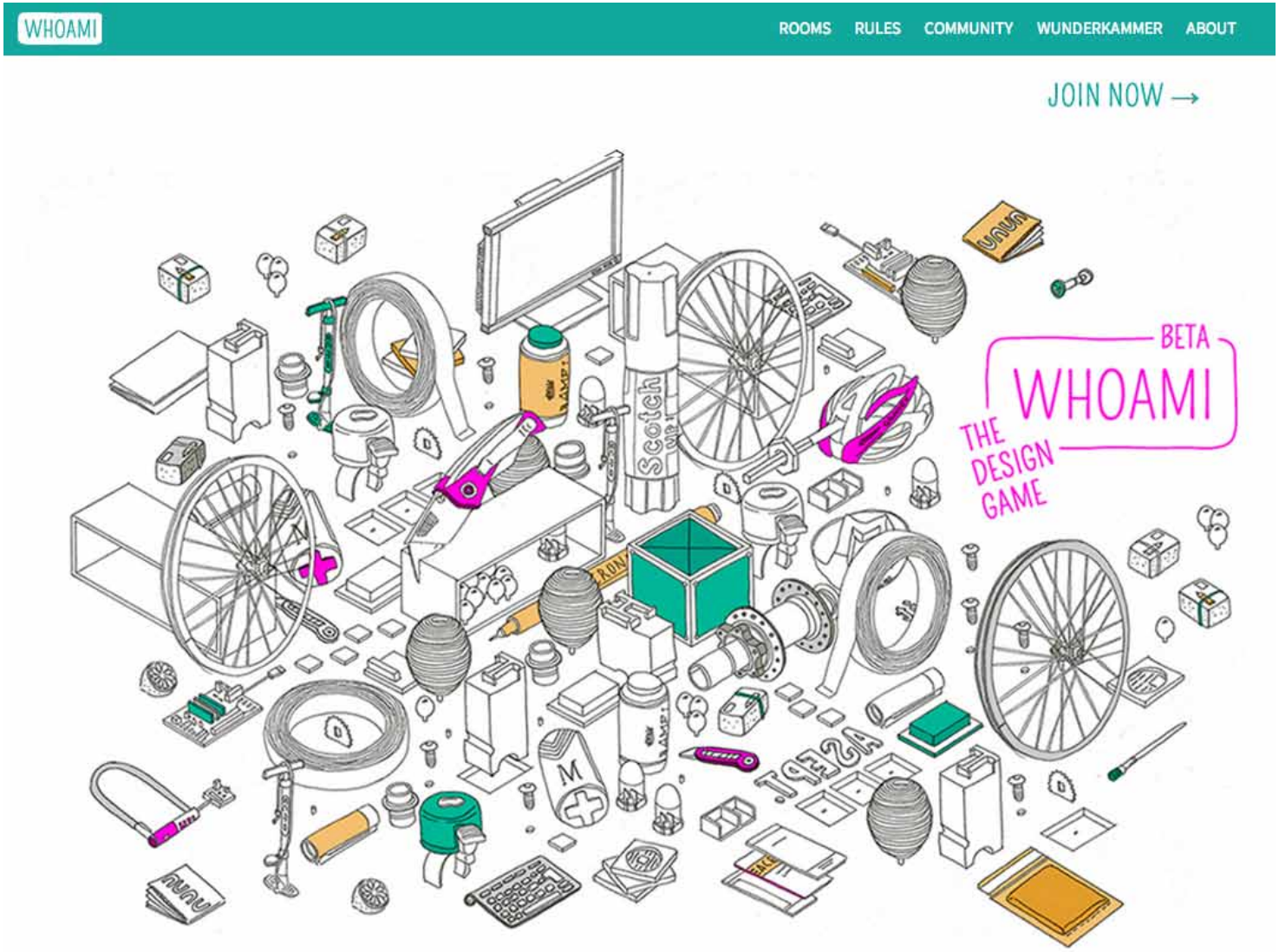
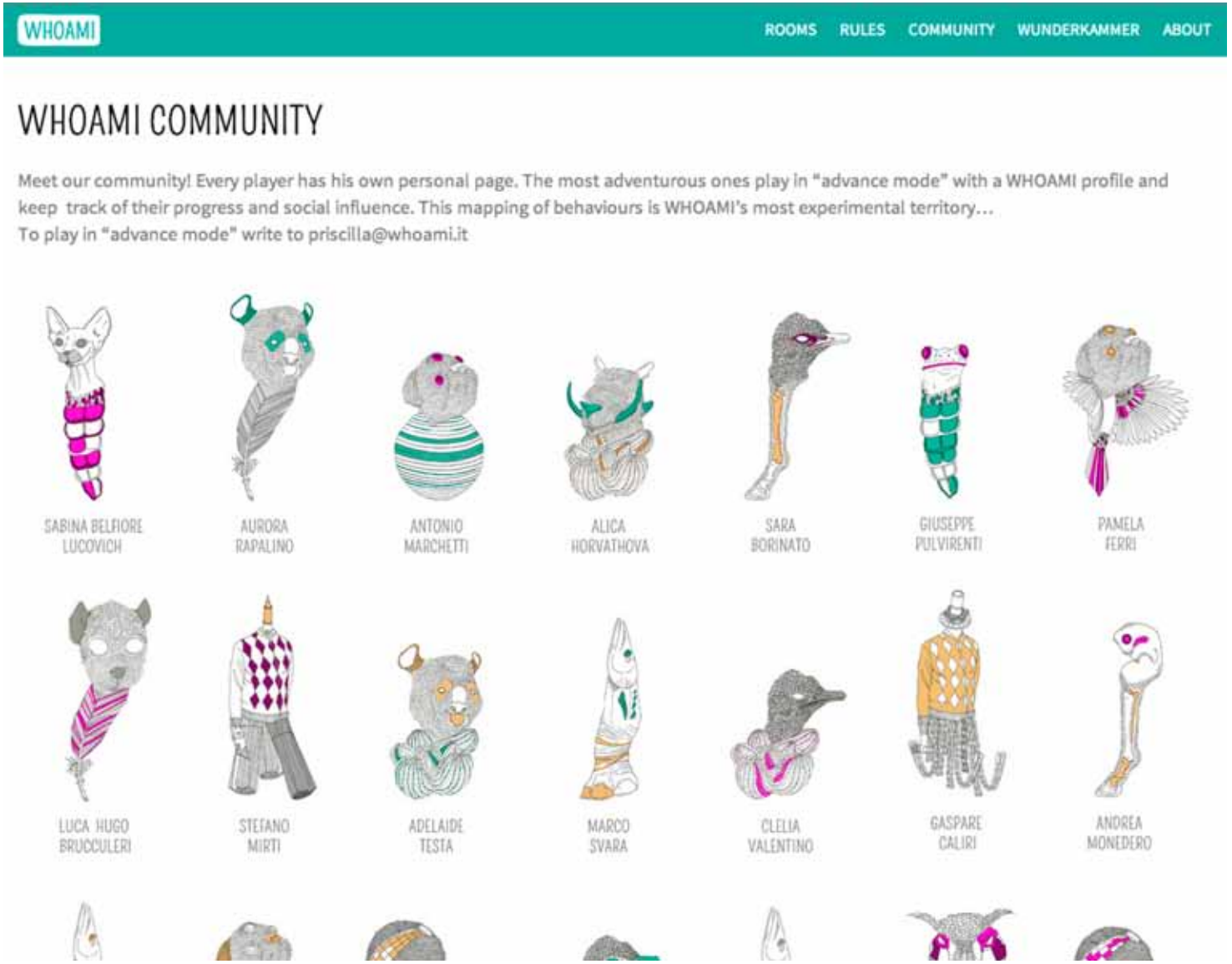


Whoami: the design game

www.whoami.it
@WHOAMIgame on Twitter
whoamigame on Facebook
#whoamigame on Instagram



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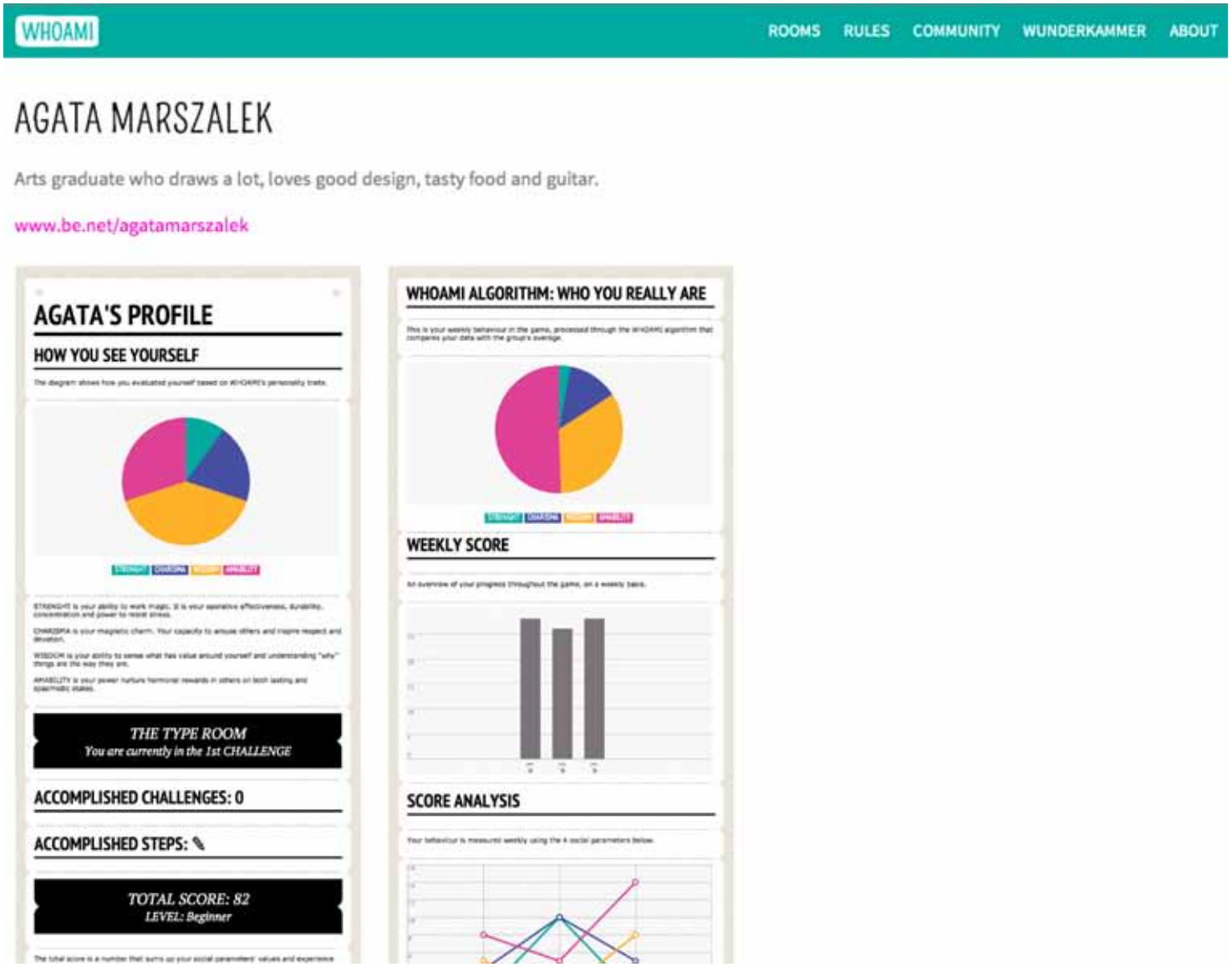

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Design, schools & lots of mythopoetics

Some of our stories

Ceramic futures: from poetry to Science Fiction

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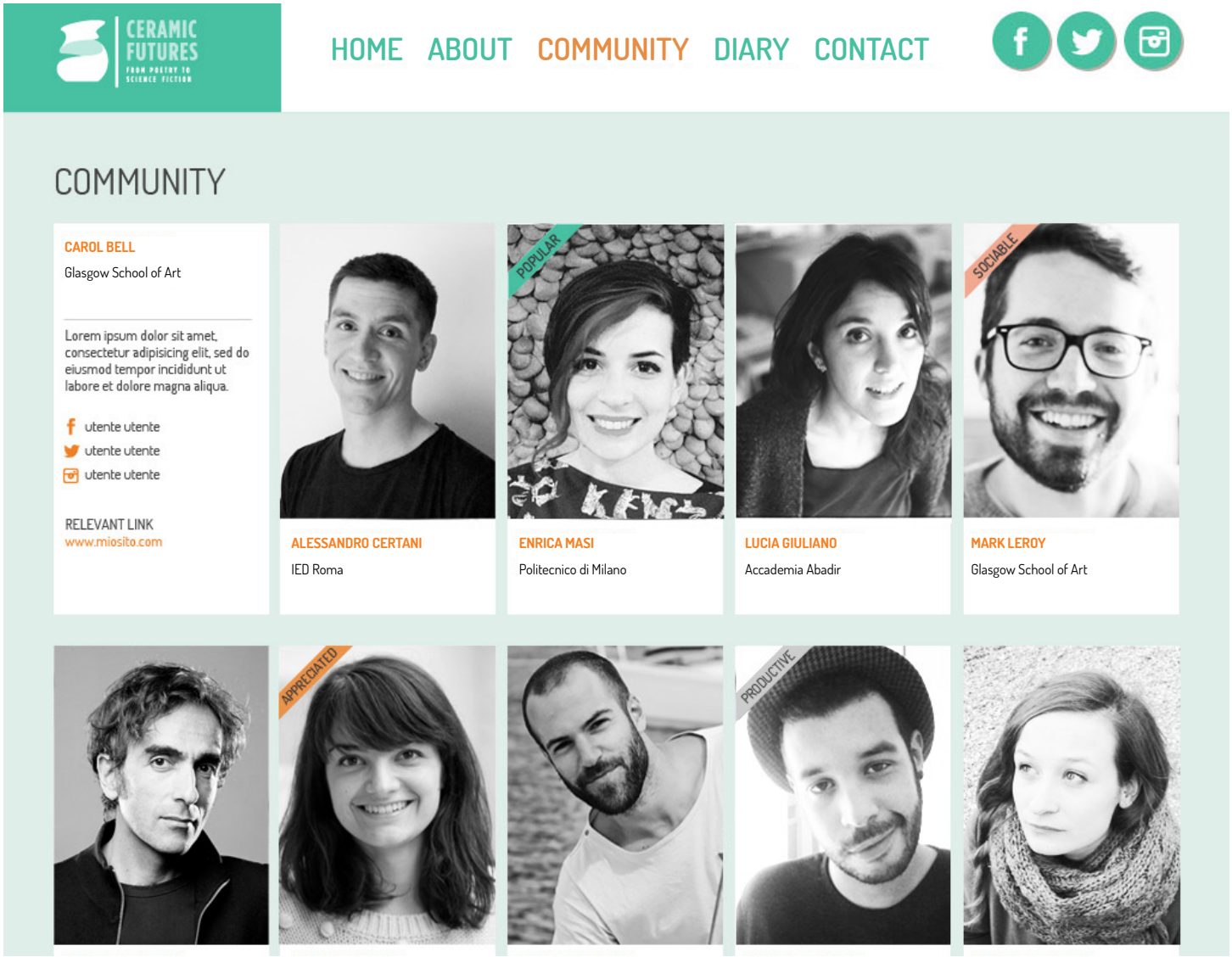
#CeramicFutures on Instagram

Design, schools & lots of mythopoetics

Some of our stories



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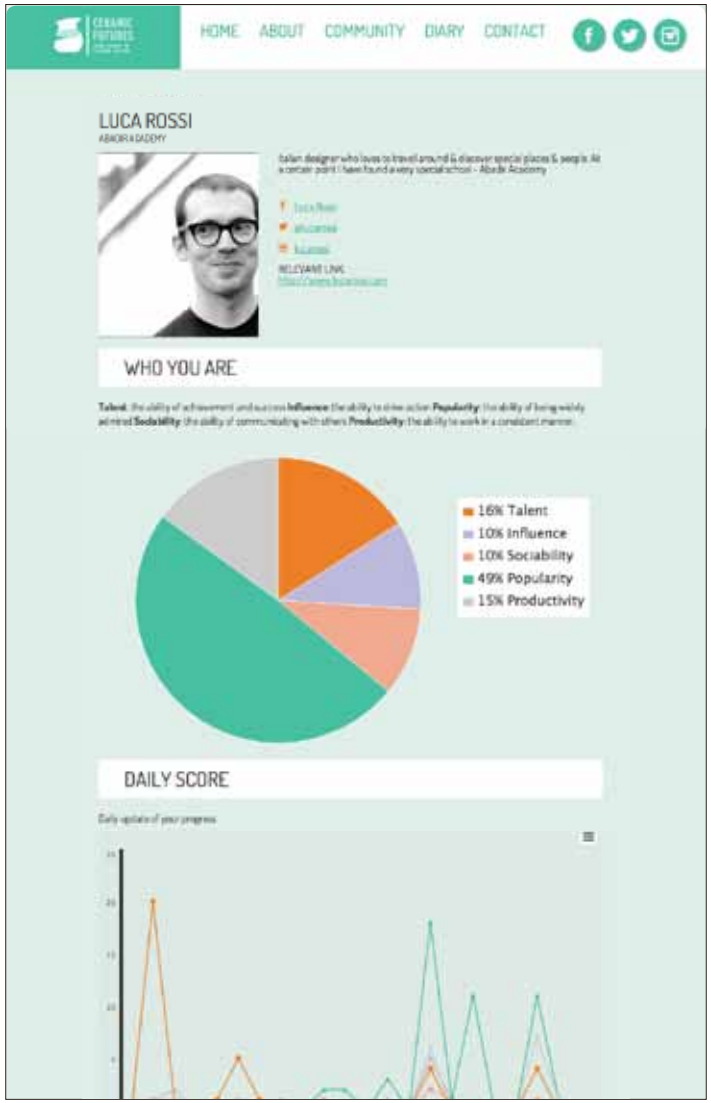

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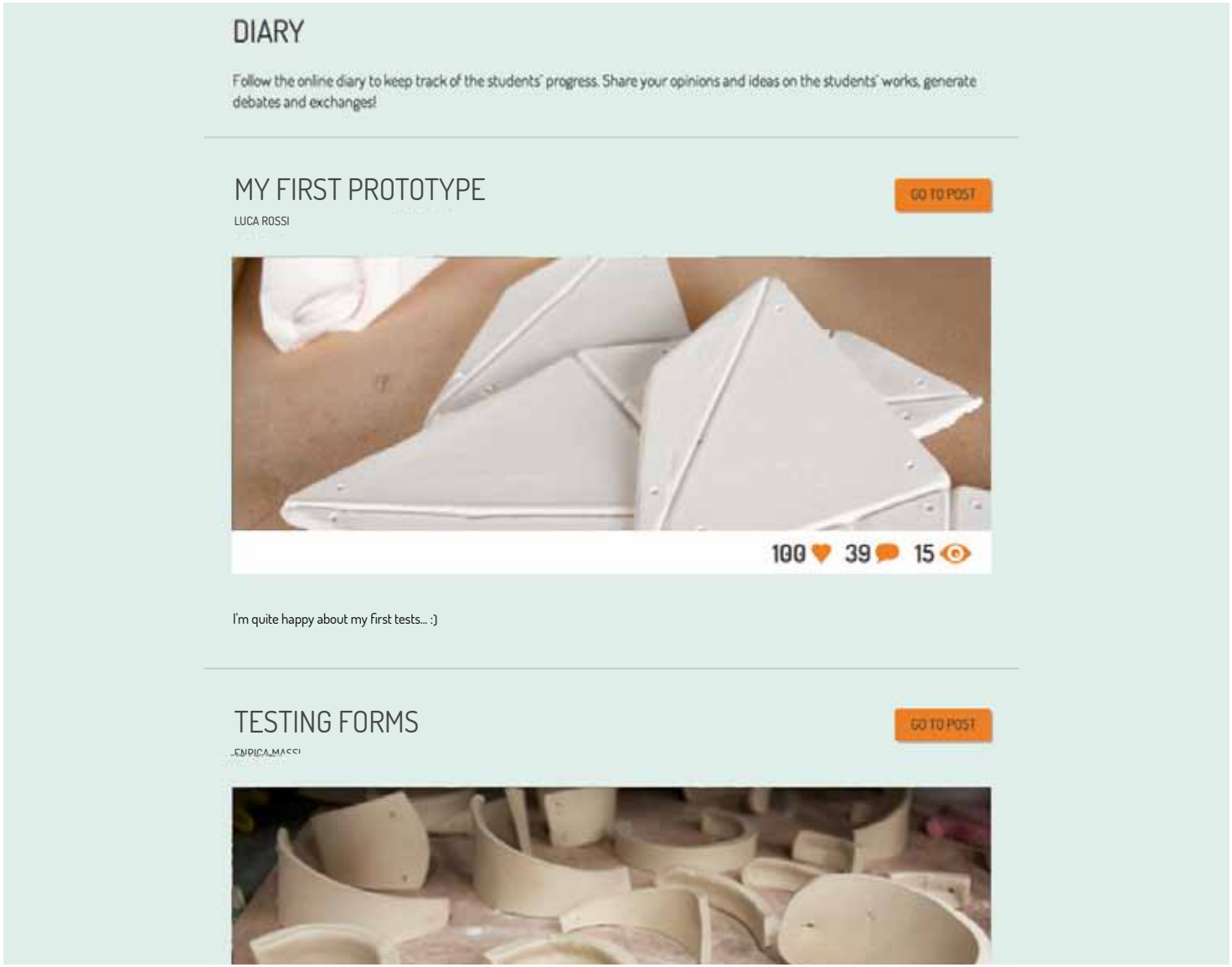
What we've been doing



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Some of our stories

Design 101
(or design basics)

www.iversity.org/courses/design-101

Design, schools & lots of mythopoetics

Some of our stories

4.

Some questions and doubts

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@asgauvin (on Twitter and Instagram)