



# Design, schools & lots of mythopoetics

Stefano Mirti,  
Anne Sophie Gauvin





## Mythopoeic or mythopeic

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

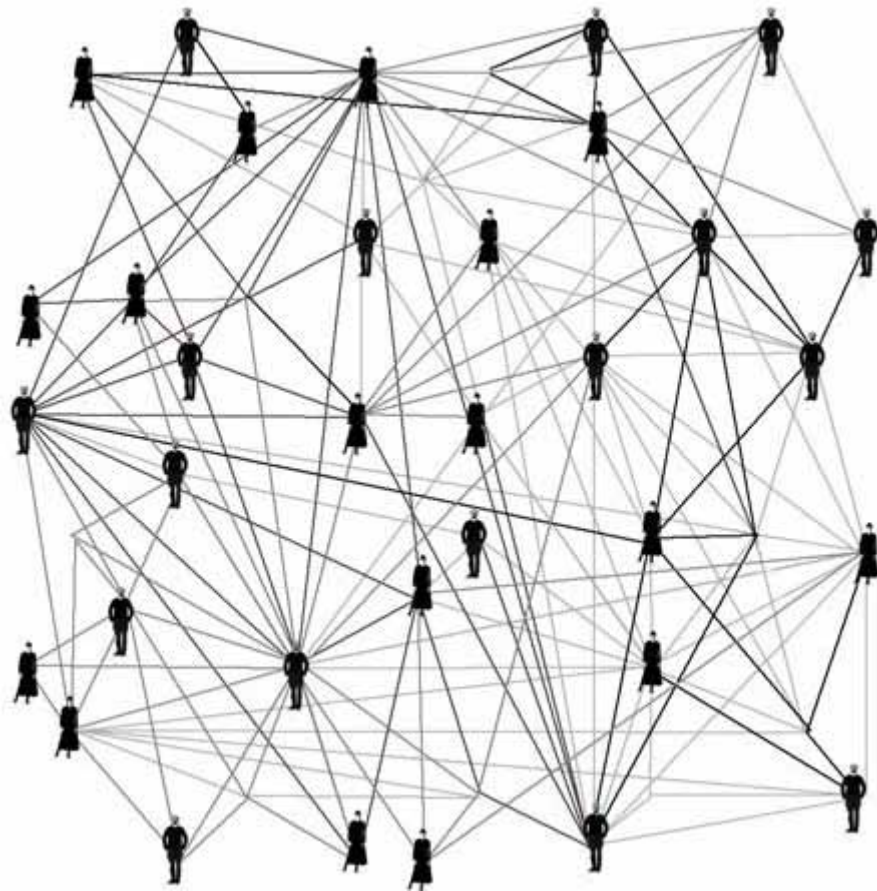


1. The community is the message.  
Living in the social-media world

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.



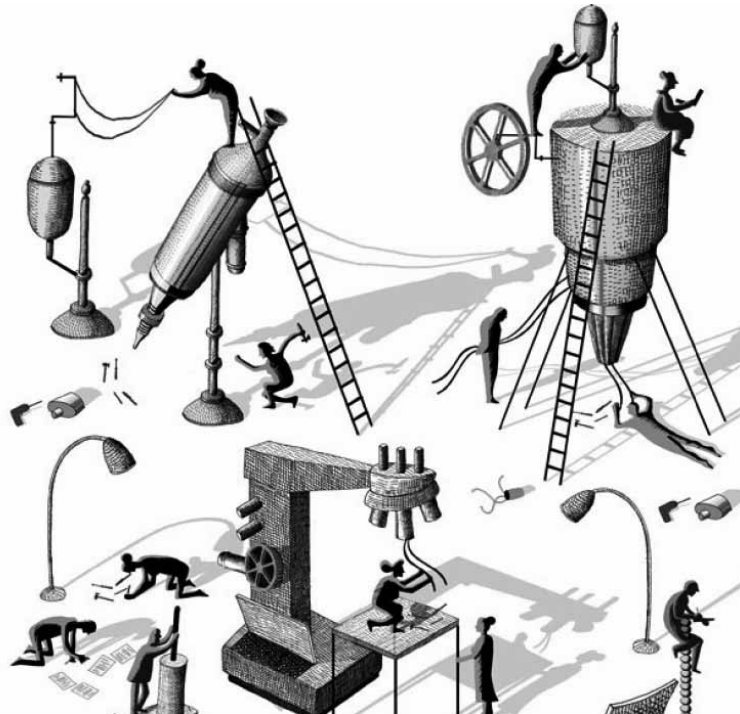
# 1.

**The community  
is the message.**

Living in the social-media world

“Why should I learn to use social media?”

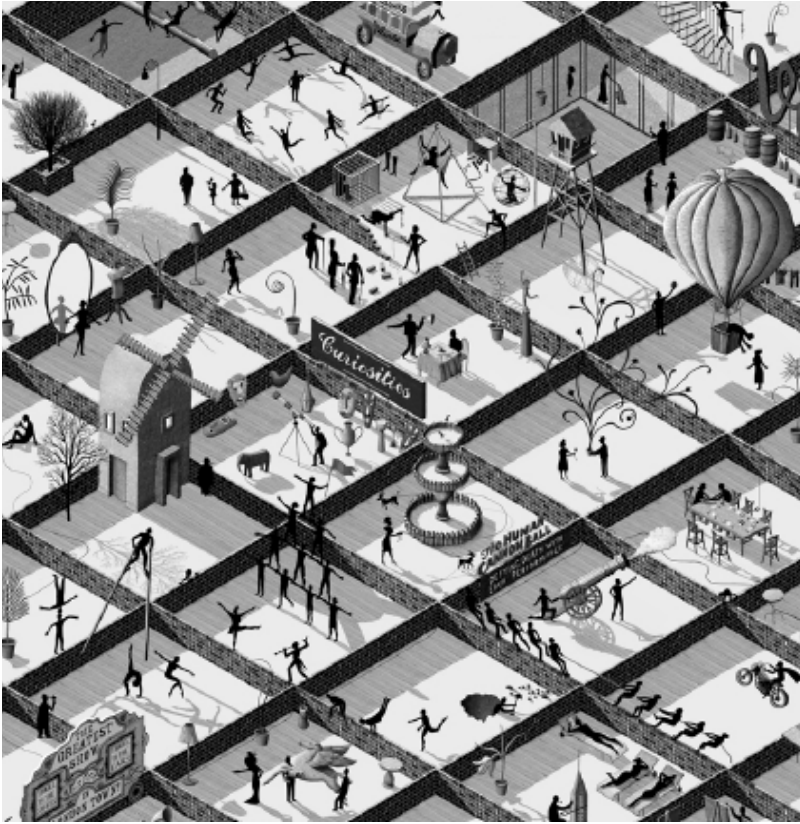
Here are 12 points with which to start a conversation:



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.

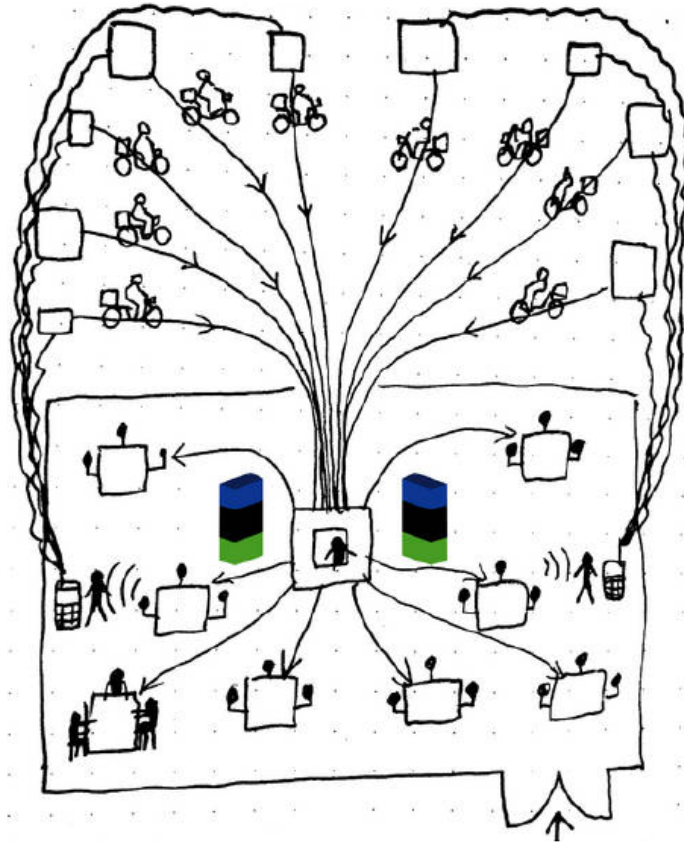


4. **Where does the money come from?**  
It doesn't. Or if it does, it comes through absolutely unpredictable mechanisms.
5. **Deductive?**  
No. Inductive. The Web is made up of millions of extraordinary unsystematised (and unsystematisable) fragments.
6. **Humour**  
Humour is a fundamental ingredient. This was already true for an exclusively analogue world, but it has become indispensable in a digital planet.



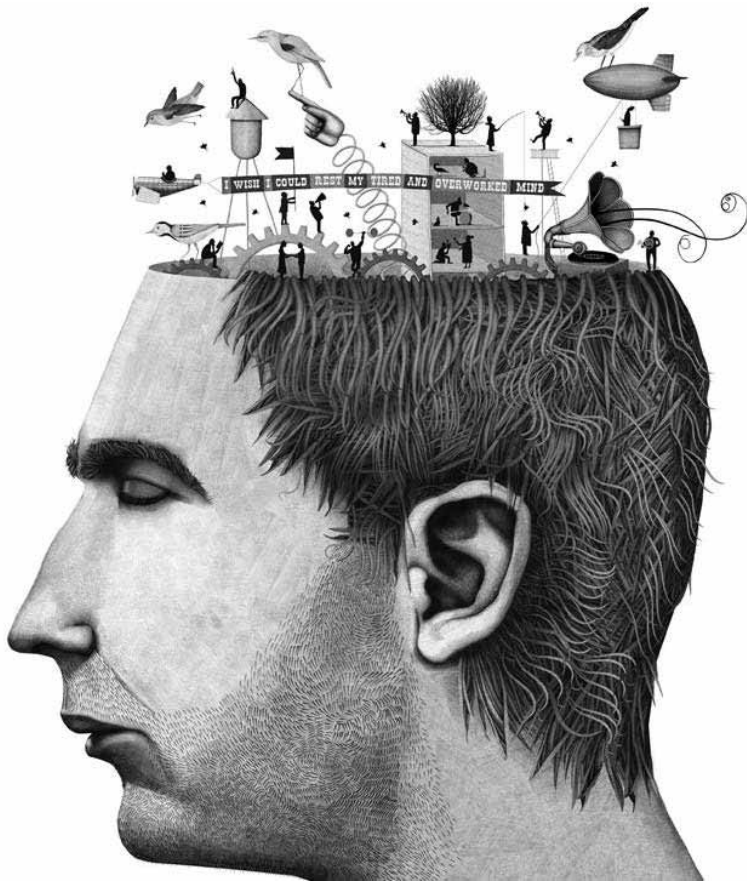
7. **Visual imagination**  
The landscape does not exist. What does exist are spectacles of interpretation that we put on when we look around us.
8. **The 1% Rule**  
In the worlds of the Web there is this very simple formula: 90-9-1. In a given digital community, out of 100 participants there will be 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](http://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](http://www.bauhaus.de)

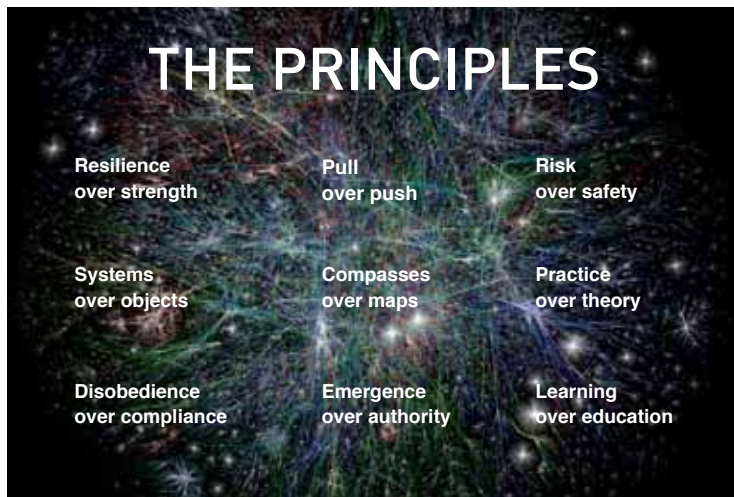


## Black Mountain College

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](http://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](http://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](https://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](http://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](http://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](http://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](http://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](http://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.



*A party in-progress, for the best mind-boggling night of the Milan Design week.*

*10 days of digital work (facebook, twitter, flickr) + 14 days of physical work in Milan hideaways for one long night at the giardino segreto. A magical space filled with an extravaganza of...*

*15th april, via della Moscova 28, Milan (from 11.00 pm through the night)*

Join us on Facebook!

Follow us on Twitter!

|      |          |       |                |             |             |       |                  |
|------|----------|-------|----------------|-------------|-------------|-------|------------------|
| Home | About DR | Leaks | FB based event | Final event | Inspiration | Press | Related Projects |
|------|----------|-------|----------------|-------------|-------------|-------|------------------|

## Design Royale

[www.design-royale.com](http://www.design-royale.com)

@d\_royale on Twitter

design-royale on Facebook

videoleaks on Vimeo



facebook Search for people, places and things Anne-sophie Gauvin Home

Design Royale – Elio Caccavale – sumo costume About Photos Join Group 19 members

Open Group

RECENT POSTS

**Noemi Piccioli**  
my dear,  
some very important instructions to reach one of the goal of this wonderful experience.  
to make it more interesting  
and easier for us to develop the whole process,  
you have to:  
...  
See More  
Share · April 8, 2011 at 1:14pm  
2 people like this.

**Kiattikhun Nimcharoenwan**  
My concept design

For the rules of Sumo I found that sumo having to wear the 3 important things.

ファブリックバンド  
ドショーラング  
Fabric Band show rank

相撲のブランケット  
ドショーオフィス  
Blanket office of sumo

相撲  
Mawashi

Related Groups See All

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754 members  
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Architecture/Interior Design/Arts...  
Rokhsareh Pk and 8 other friends joined  
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JEWELLERY DESIGN  
Stefano Mirti and Alessandro Guerriero joined  
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78 members  
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Café l'Artère  
2,352 people like this.  
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Averla Piccola  
653 people like this.  
Like

Misero Spettacolo  
535 people like this.  
Like

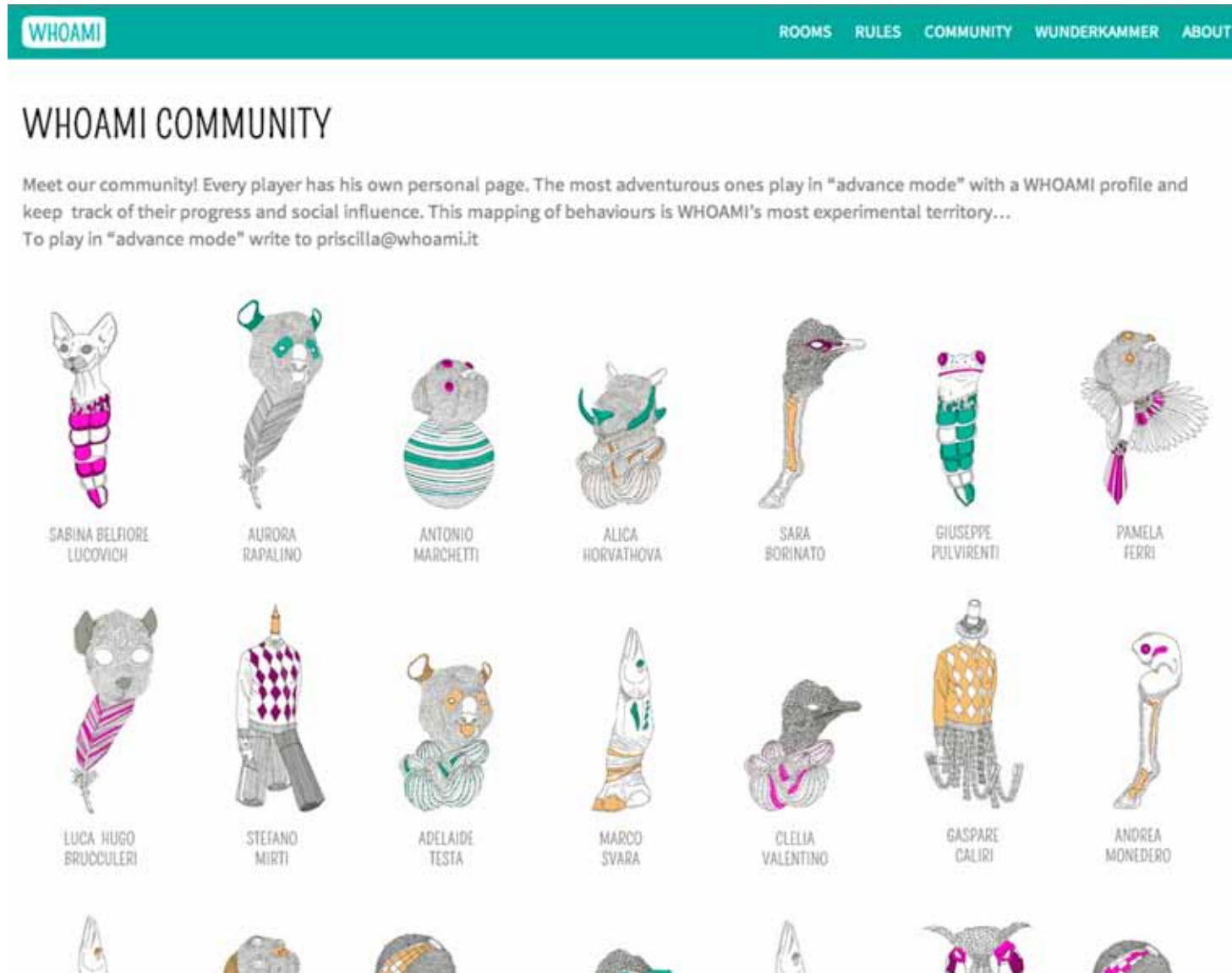
## Design Royale

[www.design-royale.com](http://www.design-royale.com)  
[@d\\_royale](https://twitter.com/d_royale) on Twitter  
[design-royale](https://facebook.com/design-royale) on Facebook  
[videoleaks](https://vimeo.com/design-royale) on Vimeo

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

Some of our stories





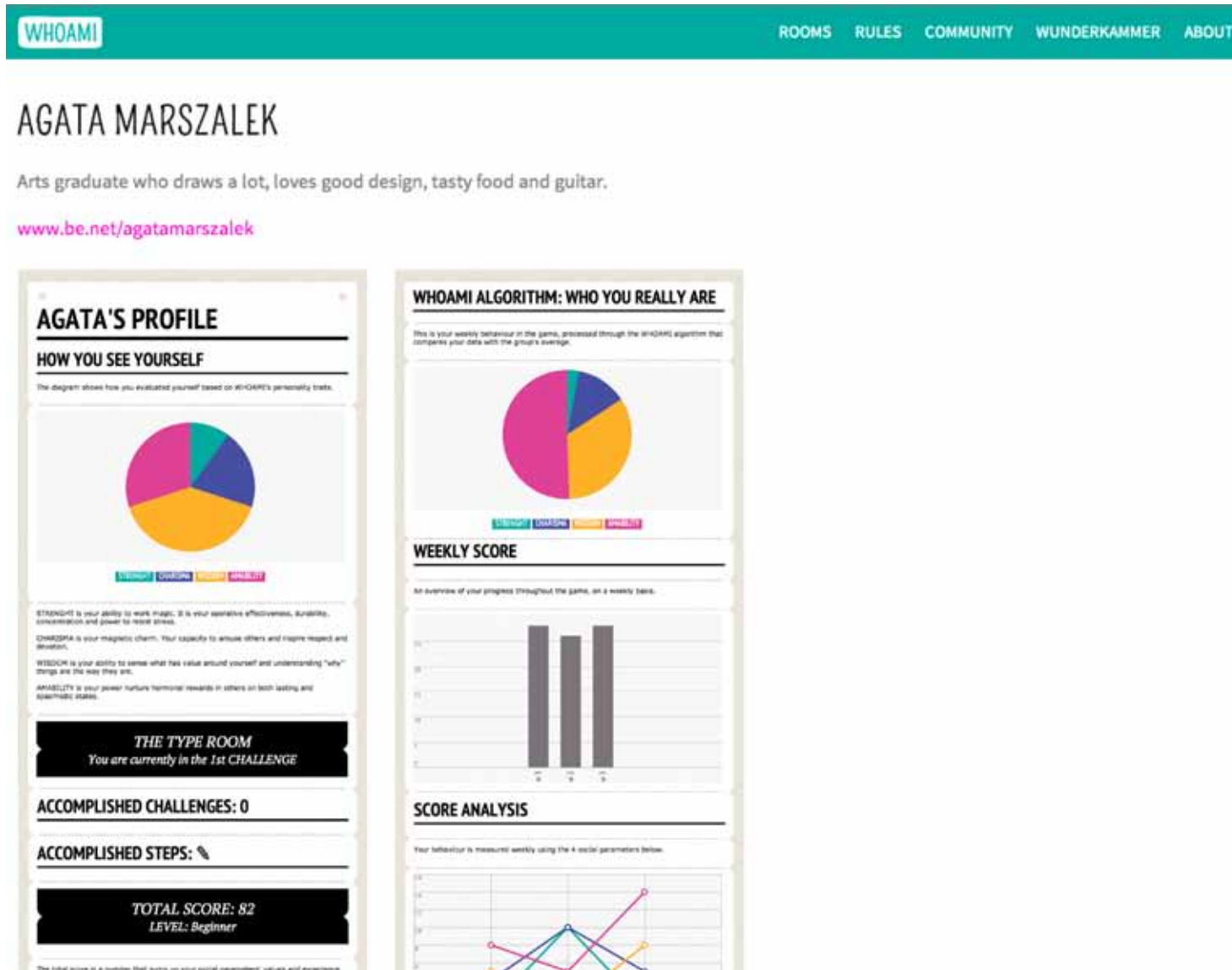
## Whoami: the design game

[www.whoami.it](http://www.whoami.it)

@WHOAMIGame on Twitter

whoamigame on Facebook

#whoamigame on Instagram



## Whoami: the design game

[www.whoami.it](http://www.whoami.it)

[@WHOAMIGame](https://twitter.com/WHOAMIGame) on Twitter

[whoamigame](https://www.facebook.com/whoamigame) on Facebook

[#whoamigame](https://www.instagram.com/whoamigame) on Instagram



## Ceramic futures: from poetry to Science Fiction

[www.ceramicfutures.com](http://www.ceramicfutures.com)  
[@CeramicFutures](#) on Twitter  
[CeramicFutures](#) on Facebook  
[#CeramicFutures](#) on Instagram





HOME ABOUT COMMUNITY DIARY CONTACT



## COMMUNITY

CAROL BELL

Glasgow School of Art

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

f utente utente  
t utente utente  
i utente utente

RELEVANT LINK  
[www.miosito.com](http://www.miosito.com)



ALESSANDRO CERTANI

IED Roma



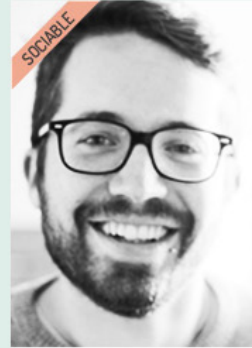
ENRICA MASI

Politecnico di Milano



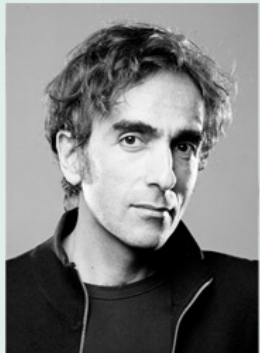
LUCIA GIULIANO

Accademia Abadir



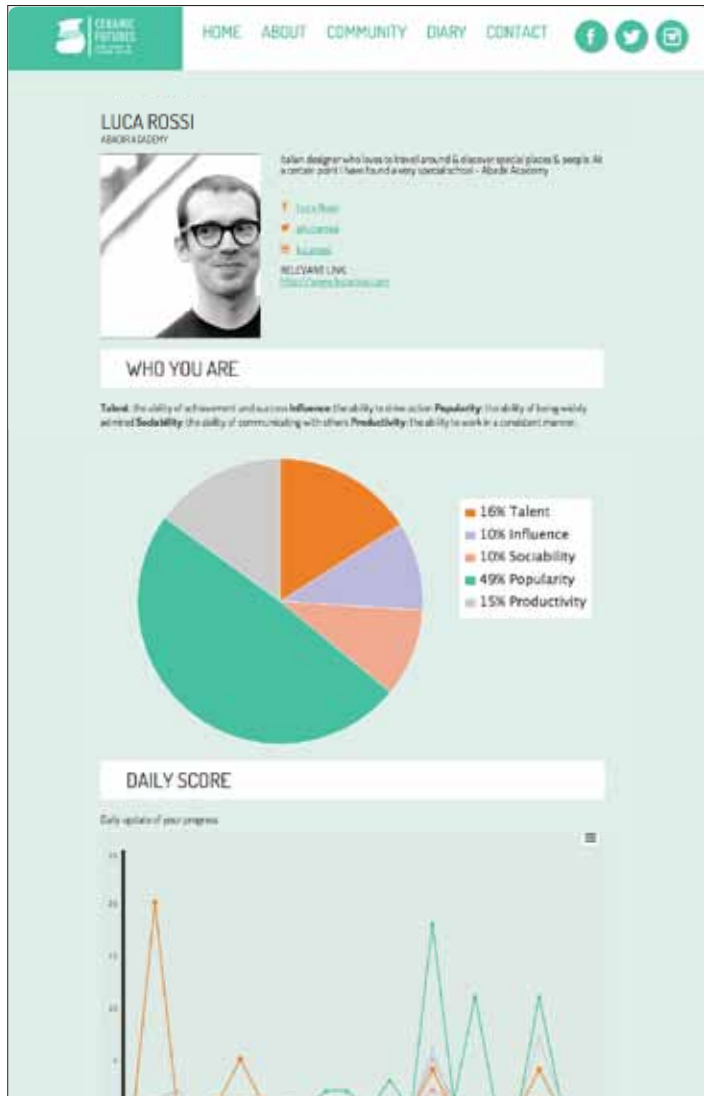
MARK LEROY

Glasgow School of Art



## Ceramic futures: from poetry to Science Fiction

[www.ceramicfutures.com](http://www.ceramicfutures.com)  
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[CeramicFutures](#) on Facebook  
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## Ceramic futures: from poetry to Science Fiction

[www.ceramicfutures.com](http://www.ceramicfutures.com)  
 @CeramicFutures on Twitter  
 CeramicFutures on Facebook  
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## DIARY

Follow the online diary to keep track of the students' progress. Share your opinions and ideas on the students' works, generate debates and exchanges!

### MY FIRST PROTOTYPE

LUCA ROSSI

GO TO POST



100 ❤️ 39 💬 15 👁

I'm quite happy about my first tests... :)

### TESTING FORMS

ENRICA MACCI

GO TO POST



## Ceramic futures: from poetry to Science Fiction

[www.ceramicfutures.com](http://www.ceramicfutures.com)  
[@CeramicFutures](https://twitter.com/CeramicFutures) on Twitter  
[CeramicFutures](https://www.facebook.com/CeramicFutures) on Facebook  
[#CeramicFutures](https://www.instagram.com/CeramicFutures) on Instagram

# Design 101

**Homework # 89**  
Get a suit.  
An old suit. Now, hijack it  
and transform it upon  
the desires of your  
best friend.



Stefano Mirti, Prof. Giovanni Pasca Raymondi, and Dott. Lucia Giuliana

Turning the profane into something that has been deliberately designed. Making a statement by means of a shape or an arrangement. This MOOC for design newbies lets you playfully explore the theories of design through practice.

FALL 2012 | ITALIAN

ENROLL

Share  1  4  0

## About this course

This course is a journey into contemporary design through 101 exercises.

Learn by doing and transform your everyday life into 101 projects. Acquire basic design skills while developing interesting, substantial and appropriate ways of thinking for surviving in today's world. Learn to trigger curiosity in others and find ways to stimulate your peers. See and understand the world in a new and very different way.

Just like any poet, philosopher or musician, being a designer is first of all a state of mind. While writers use novels as their storytelling medium, designers need to tell engaging stories through objects, spaces or services. The only way for learning to do so is by closely linking the conceptual and practical sides of a given project.

Organized in 7 themed families, the exercises involve specific "hands-on" tasks touching various aspects of the design world. In every given exercise, the student will be immersed into a particular subject's universe through a series of references. Proposed films, books, websites, music will help him develop informed criticism on the certain task he needs to accomplish.

The 7 themes are:

1. The world of notebooks: recording ideas and observations, Bruce Chatwin, golden proportions, paper-making, binding techniques, freehand drawing, keeping a diary, basic social skills...

2. The Lifestyle describes a perfect dinner. Detached to coffee. Dante's Divine Comedy: selection the best for an instrument. Learning to be elegant...

## Course instructors

Stefano Mirti

Prof. Giovanni  
Pasca Raymondi

Dott. Lucia  
Giuliano

## Design 101 (or design basics)

[www.iversity.org/courses/  
design-101](http://www.iversity.org/courses/design-101)



# 4.

## Some questions and doubts

Stefano Mirti

[@stefi\\_idlab](#) (on Twitter and Instagram)

[www.facebook.com/stefano.mirti.3](http://www.facebook.com/stefano.mirti.3)

Anne-Sophie Gauvin

[@asgauvin](#) (on Twitter and Instagram)

