

Design and Immateriality: What of It in a Post Industrial Society?

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Overview

- Big Ideas
- Immaterial Culture
- The role of Designer

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Big Ideas

What are the main points of this reading?

- An immaterial culture is emerging
- The act of design, and designing, has changed.
- The role of designer has, and will continue to, dramatically shift.

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1. An Immaterial Culture is Emerging

- Technology has created an Immaterial Culture
- Actual presence **"Vicarious"** presence → *Serving in the place of someone or something else*
- The law of proximity seems to be diminishing. Distance has become irrelevant.

What are the implications of this?

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1. An Immaterial Culture is Emerging

"Henceforth, the bulk of our effort will be spent more for manipulating information than for manipulating objects" (268)

What does this mean?

"Sheer size is not the most significant aspect of this material base. Rather, it is especially spectacular because of its complexity which stands as today's paradigm for technological advancement" (269)

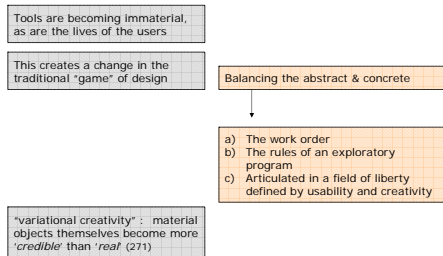
What does this mean?

"The task of the designer is, precisely, to ensure reliability ..." (270)

What does this mean? Do you agree with this conclusion?

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2. Design, and Designing, has Changed.



What does this mean?

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2. Design, and Designing, has Changed.

"One could say that neither the designer, the engineer, nor the architect knows the system in all its exact detail, though any one of these persons could simply ask the computer for any piece of information concerning the function of the object under construction ..."

thus we are arriving at a kind of conceptual immateriality of complex systems in the wake of those who create them in fragments" (212).

What does this mean?

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3. The Role of Designer has Shifted

"... could the designer be called a meta-artist, the potential maker of new 'art'?"

....

under what conditions of reliability will the material foundation be truly forgotten and replaced by the dubious, hazy, generalized images as only points of reference for a subsequent conscious activity?" (212-213)

What on earth does this mean?

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Summary

- Big Ideas
- Immaterial Culture
- The role of Designer

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