CAKE ELECTRIC MOTORCYCLES

PREMIUM DESIGN

SOLAR CHARGE

SILENT

INCLUSIVITY

STEFAN YTTERBORN

"THE OBLIGATION ON THE PROMISE"

WHEN I REALIZED I WAS NO DIFFERENT THAN ANYONE ELSE... I REALIZED HOW DESIGN CAN IMPACT PEOPLE

FOR SUSTAINABILITY YOU NEED PATIENCE. COLLECTIVE RESPONSIBILITY

WE NEED TO BE IN A CONSTANT CONVERSATION.

PROMOTE PATIENCE

LITTLE GOALS ONE STEP AT A TIME

- INNOVATION
- DELIBERATE STYLE
- PERFORMANCE
- EXPENSIVE
- RESOURCE INTENSIVE
- FUNCTIONAL
- ENDURANCE

PREMIUM NOT LUXURY

THE PACE OF CONSUMPTION SETS THE CONTEXT.
REUSABLE PACKAGING WILL REVOLUTIONIZE THE CONSUMER EXPERIENCE

Jasmin.Druffner@loopstore.com

Loop

E-COMMERCE

CIRCULAR SYSTEMS

User pays a deposit for packaging.
Deposit back to the client.
Back to the producer.

Reusable can also be convenient.

Cost effective.

Durability enables reusability, design & new features.

Innovation

Premiunization

Life cycle analysis

Cleanability

Durability

$
INTERCONNECTED SUSTAINABILITY

TUCKER VIEMEISTER

ELEMENTS OF DESIGN

DESIGNER'S JOB

WHAT IS GOOD FOR US TURNED IN WHAT WE WANT.

PEOPLE

ENVIRONMENT

PROFIT

WE ARE USING ALL STOCKPILLING ENERGY

TECHNOLOGY IS OUR FRIEND, BUT

DO WE NEED TO GO BIG?

DECYLE

LET'S DECYLE

MICRO-ENERGY

TAKE THE CARBON

PUT IT BACK IN THE GROUND

LET'S GO SMALL
IS THE HUMAN RACE SUSTAINABLE?

LORRAINE JUSTICE

AUTHOR, CONSULTANT, PROFESSOR OF INDUSTRIAL DESIGN

THE EXTINCT GENERATION?

WHAT COULD WIPE OUT THE HUMAN RACE?

- THE SUN DYING
- ASTEROIDS
- VOLCANOS, PLATES SHIFT
- VIRUSES, PLAGUES, & DISEASE

WHAT CAN WE DO?

- POLITICAL ACTIVISM FOR SUSTAINABILITY (VOTE!)
- CHANGE THE CULTURAL MORES & FINANCIAL SUPPORT
- REGULATE TECHNOLOGY

HUMANS CAN CONTROL

NO CONTROL OVER IT

HOW LONG DO I HAVE?

- MUHAMAD YUNUS (ECONOMIC) 20-30 YEARS IF GLOBAL WARMING ACCELERATES.
- ELLEN JORGENSEN (BIO/CRISPR) 1000 YEARS TO ACT, LET MORE PEOPLE INTO SCIENCE
- STEPHEN HAWKING & OTHERS 100-600 YEARS

LIFE-CENTERED DESIGN

- ARTIFICIAL INTELLIGENCE
- BIG DATA
- CULTURAL PROBLEMS
- ROBOTICS, INCLUDING DROPOS
- CULTURAL MINING
- LESS THINGS = CIRCULAR ECONOMY
ACCELERATING SUSTAINABLE BUSINESS TRANSFORMATION

BILL ROBINSON

‘NEW FUTURES LAB’
TRANSFORMING BIG
FOR SUSTAINABLE
FUTURES.

A ‘SKUNKWORKS’
FOR THE ORG

BUILDING
CAPACITY

20
FUTURE
VISION
80

DESIGN THINKING

SHARED
VALUES

LOOKING
FORWARD
FOR DATA

FRAMING
PROBLEMS

SUSTAINABILITY
THE MAIN LENSE FOR OUR GUIDE FOR GOOD

SPECULATIVE
FUTURE

- POSSIBLE
- PLAUSIBLE
- PREFERABLE
- PROBABLE

BUSINESS DESIGNER: CREATING UNCOMFORTABLENESS

FRAMING PROBLEMS IN TIMES OF AMBIGUITY
“THE SOLE MEANING OF LIFE IS TO SERVE HUMANITY”

WE NEED TO CHANGE OUR PRIORITIES

THE 4 HORIZONS

EXTERNAL

INTERNAL IMPACT

1. OPTIMIZER
2. INTEGRATOR
3. VISIONARY
4. MINDSET

HUMAN-CENTERED DESIGN

FROM

TO

DIMENSIONS

MOTIVATION RESPONSIBILITY APPROACH

4. EXTERNAL COMMUNITY CONSEQUENCE-CENTRIC
3.
2. INTERNAL INDIVIDUALS OUTPUT-CENTRIC
1.
THE POWER OF DESIGN TO CREATE A BETTER FUTURE

BLAKE McELDOWNEY & JULIANE TRUMMER

MORMED!

A BROADER VISION!

STOP PUTTING PEOPLE AS THE CENTER OF DESIGN

LEVERAGE OUR INCREASED REACH AS DESIGNERS

USE OUR LIFE RESOURCES
- CRITICAL THINKING
- CREATIVITY
- CURIOSITY
- PLAYFULNESS

ANTICIPATE THE FUTURE
SYSTEMIC VISION
FACILITATE CHANGE

DESIGN IS A HIGHLY CONNECTING DISCIPLINE.

- ARTISTIC/CRAFT ORIGIN
- FASCINATION W/ TECH
- FASCINATION W/ BUSINESS

LIFE-CENTRIC DESIGN

MORE THAN PEOPLE ECO SYSTEM
PLANT/SOLAR SYSTEM

MORE THAN TECH KNOWLEDGE NETWORK
- HISTORY
- BIOLOGY
- POLICY

WISDOM

MORE THAN PROFIT
- UN GOALS
- CODE OF ETHICS

CONCLUSIONS
We look for transformation in the wrong place.

- Information
  - Books
  - Training
  - Reports

- Experience
  - Actions
  - Emotion
  - Body sensation

- Context
  - World view

Change the conversation, change the future.

Look for truthful conversation.
THE 'SUSTAINABLE MATERIALS' FALLACY

ANDREW DENT  
→ 'MATERIAL CONNECTIONS'

START DESIGN W/ MATERIALS

“THERE IS NO SUCH THING AS A SUSTAINABLE MATERIAL.”

IT'S NOT ABOUT HOW RECYCLABLE A MATERIAL IS, IT IS ABOUT THE WHOLE CIRCULAR PROCESS OF LIFE.

GLASS & CERAMICS

YES
6.6% RAIN WHEN RECYCLED

PLASTIC FOR THE OCEAN?
- RAYON
- PHA/β
- CELLOPHANE

IS THERE A 'GOOD' "YES"

PRODUCTS TO USE FOR A LONG TIME

METAL

100% RECYCLED NOT THAT VIABLE HARD TO SOURCE
60-70% IS GOOD

NATURALS

- Fungi
  *SOMETHING TO COMPOST AFTER

- Bamboo
  *LIMITED GLUE

- Algae
  *LOW AMOUNTS USED

- Cork
  *INSULATION

GET TO KNOW THE MATERIALS

EXCITING DEVELOPMENT IN WASTE

TREAT WASTE MORE AS A SECONDARY RESOURCE

MATERIAL CONEXION EXAMPLE
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UBQ
NIKE SPACE HIPPIE - OPTIMISTIC URGENCY & LOW CO2E SHOES

OPTIMISTIC URGENCY

HIGH-TECH
INDIVIDUAL IMMEDIATE ACTION

A SHOE MADE OUT OF TRASH.

OUR TRASH IS INCREDIBLY TECHNICAL!

- RUBBER & PLASTIC WASTE
- FABRIC WASTE

THE MOST SUSTAINABLE SHOE.

EMBRACE CONSTRAINTS
BREAKING PARADIGMS: FROM DESIGN CENTRICITY TO CIRCULAR DESIGN

1. DESIGN CENTRICITY
2. CONSUMER JOURNEY
3. CIRCULAR DESIGN

DAVID DOMBROWSKI

FROM SHOP

DESIGN NEEDS TO BE INTEGRATED HOLISTIC INCLUSIVE

TO E-COMMERCE

MOMENTS OF TRUTH

STIMULUS

1ST MOT
2ND MOT
ULTIMATE MOT
MOVING BEYOND LINEAR & CYCLICAL PROCESSES

JIM STEPHENS = JIM@3DESIGNS.ORG

WORKSHOP A WONDERING

ANEW DESIGN LANGUAGE & CULTURE

DAVID WHITE

WHAT IF THE PROCESS WE USE, THE DESIGN PROCESS, IS ACTUALLY LIMITING OUR ABILITY TO CREATE SUSTAINABLE FUTURES?

PROCESS OF DESIGNERS IS FLUID IT ISN'T LINEAR!

WE LIVE IN A NON-LINEAR

UNPREDICTABILITY...

HOW TO MAKE THINKING OBSOLETE?

UNLEARN HOW YOU THINK

"UNCERTAINTY" IS THE NEW NORMAL

DIONANT HAND

NON-DOMINANT HAND

WE NEED A NEW PARADIGM

PARADIGM SHIFT