

Design is an *Attitude*

FUTURE WORLD - RESEARCH IN CONTEXT
NOVEMBER 4TH 2021

Design is symbols.
Design is products.
Design is empowering.
Design is making things better.
Design is problem solving.
Design is communication.
Design is changing behaviour.
Design is enlightening.
Design is inspiring.
Design is empathy.
Design is visualising.
Design is making things look appealing.
Design is usability.
Design is emotive.
Design is interaction.



Image from Hope to Nope Exhibition. Design Museum (London) 2018



Image from Hope to Nope Exhibition. Design Museum (London) 2018

Design is a Catalyst.



It all started with a poster...

'Weapons in the service of struggle' The posters of the 1968 uprising



Yes. Occupied Factories.



Press. Do Not Swallow.



'All Power to the Imagination'



"Uniting under one banner"

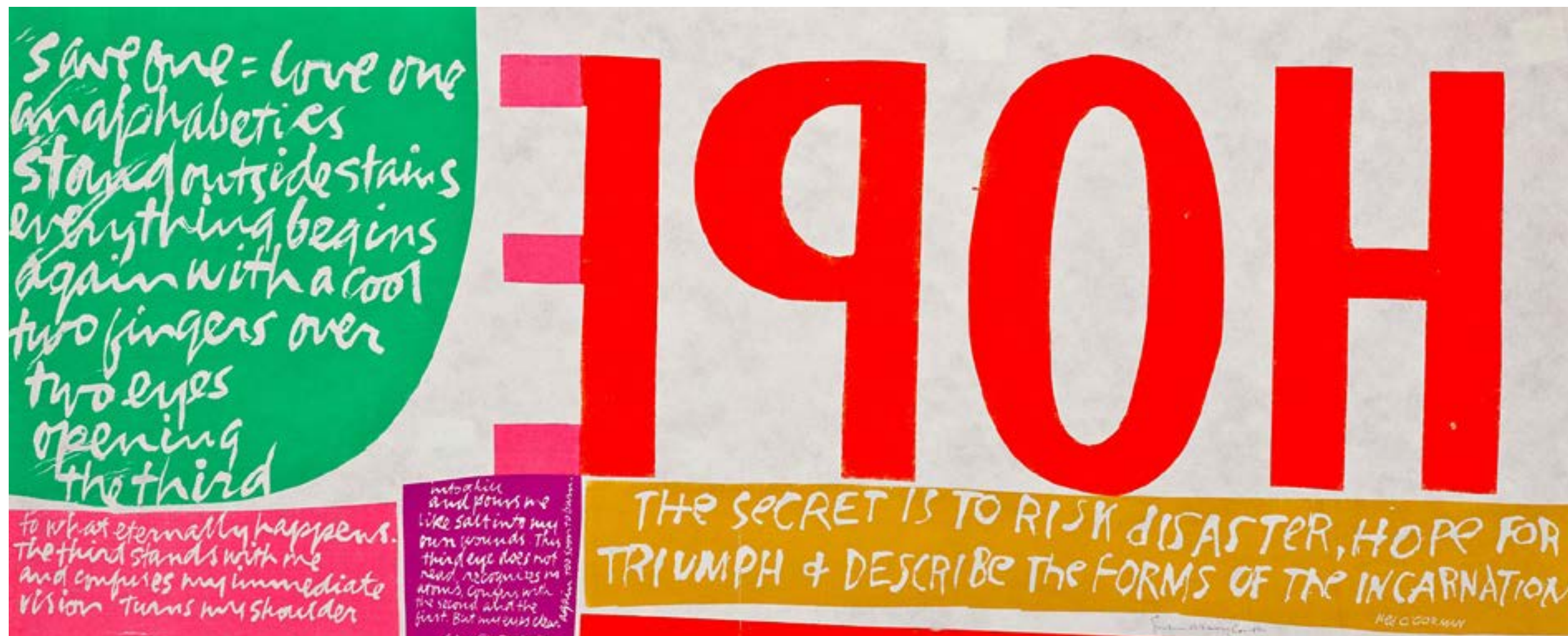




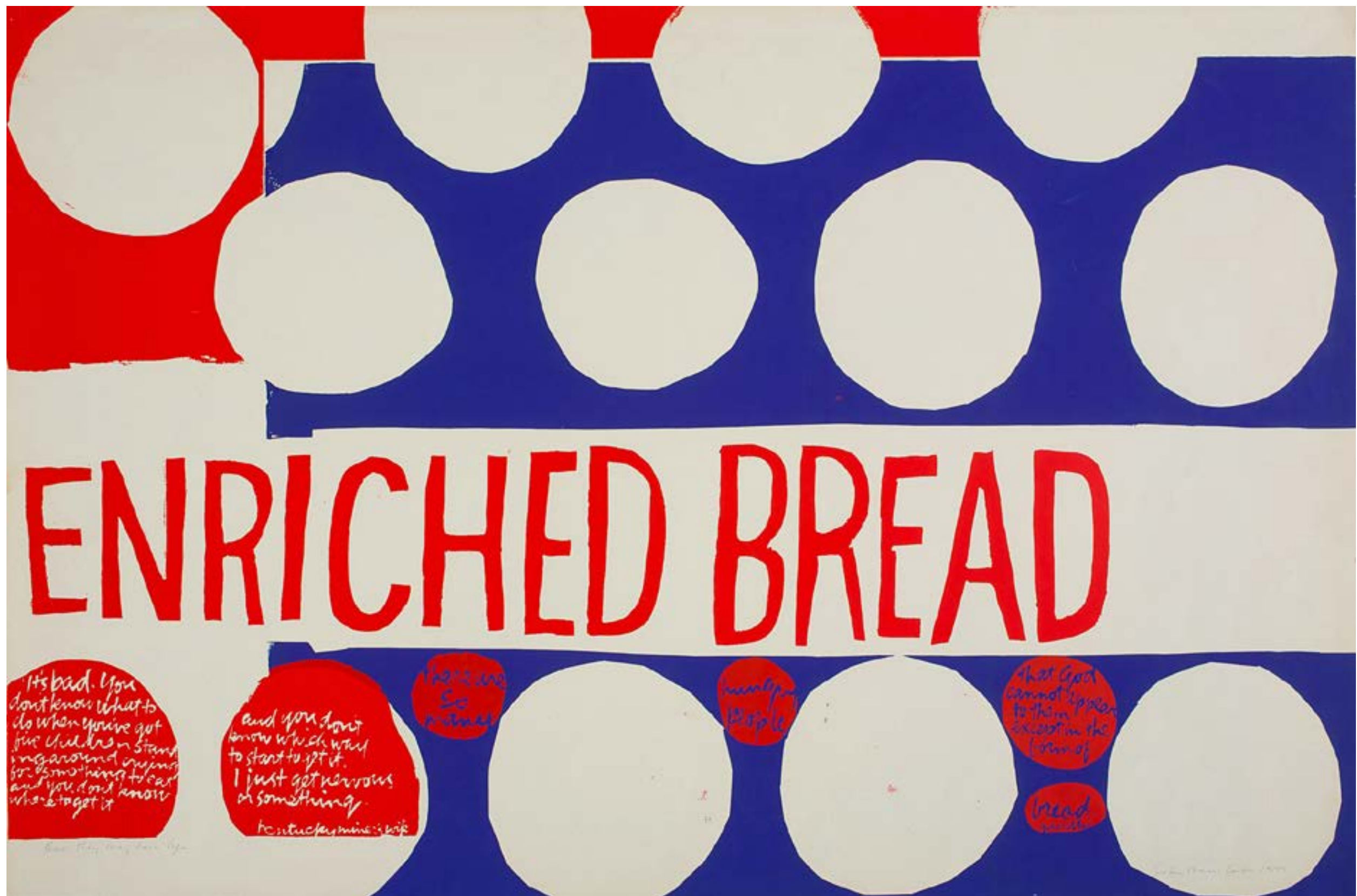
Design is a Unifier.



Sister Corita Kent. Design for Unity and Peace. Mary's Day.



Sister Corita Kent. Design for Unity and Peace.



It's bad. You don't know what to do when you've got five children standing around crying for something to eat and you don't know where to get it.

and you don't know which way to start to get it. I just get nervous or something.

There are so many

hungry people

that God cannot open to them except in the form of

bread

Barney Flanagan, 1933



IMMACULATE HEART COLLEGE ART DEPARTMENT RULES

- Rule 1 FIND A PLACE YOU TRUST AND THEN TRY TRUSTING IT FOR A WHILE.
- Rule 2 GENERAL DUTIES OF A STUDENT:
PULL EVERYTHING OUT OF YOUR TEACHER.
PULL EVERYTHING OUT OF YOUR FELLOW STUDENTS.
- Rule 3 GENERAL DUTIES OF A TEACHER:
PULL EVERYTHING OUT OF YOUR STUDENTS.
- Rule 4 CONSIDER EVERYTHING AN EXPERIMENT.
- Rule 5 BE SELF DISCIPLINED. THIS MEANS FINDING SOMEONE WISE OR SMART AND CHOOSING TO FOLLOW THEM.
TO BE DISCIPLINED IS TO FOLLOW IN A GOOD WAY.
TO BE SELF DISCIPLINED IS TO FOLLOW IN A BETTER WAY.
- Rule 6 NOTHING IS A MISTAKE. THERE'S NO WIN AND NO FAIL. THERE'S ONLY MAKE.
- Rule 7 The only rule is work.
IF YOU WORK IT WILL LEAD TO SOMETHING.
IT'S THE PEOPLE WHO DO ALL OF THE WORK ALL THE TIME WHO EVENTUALLY CATCH ON TO THINGS.
- Rule 8 DON'T TRY TO CREATE AND ANALYSE AT THE SAME TIME. THEY'RE DIFFERENT PROCESSES.
- Rule 9 BE HAPPY WHENEVER YOU CAN MANAGE IT. ENJOY YOURSELF. IT'S LIGHTER THAN YOU THINK.
- Rule 10 "WE'RE BREAKING ALL OF THE RULES. EVEN OUR OWN RULES. AND HOW DO WE DO THAT? BY LEAVING PLENTY OF ROOM FOR X QUANTITIES." JOHN CAGE
- HELPFUL HINTS: ALWAYS BE AROUND. COME OR GO TO EVERYTHING. ALWAYS GO TO CLASSES. READ ANYTHING YOU CAN GET YOUR HANDS ON. LOOK AT MOVIES CAREFULLY OFTEN.
SAVE EVERYTHING-IT MIGHT COME IN HANDY LATER.
THERE SHOULD BE NEW RULES NEXT WEEK.



Performed Graphics. If you are reflecting society in your work, you must be ready to reflect it back at society.

Design is democratic.



Printmaking as a 'Democratic' Process.

Collective Ownership



Anthony Burrill



ExR Logo designed by Anonamous London Artist. 'This generations peace sign.'

Design is an Attitude.



The term 'Attitudinal Design' was coined by Laszlo Moholy-Nagy

Design is more than a styling tool.
It is an agent of change, and must be
liberated from its commercial constraints.





Design for the title-page of the journal
"Broom" NEW YORK, 1922

Typophoto: MOHOLY-NAGY





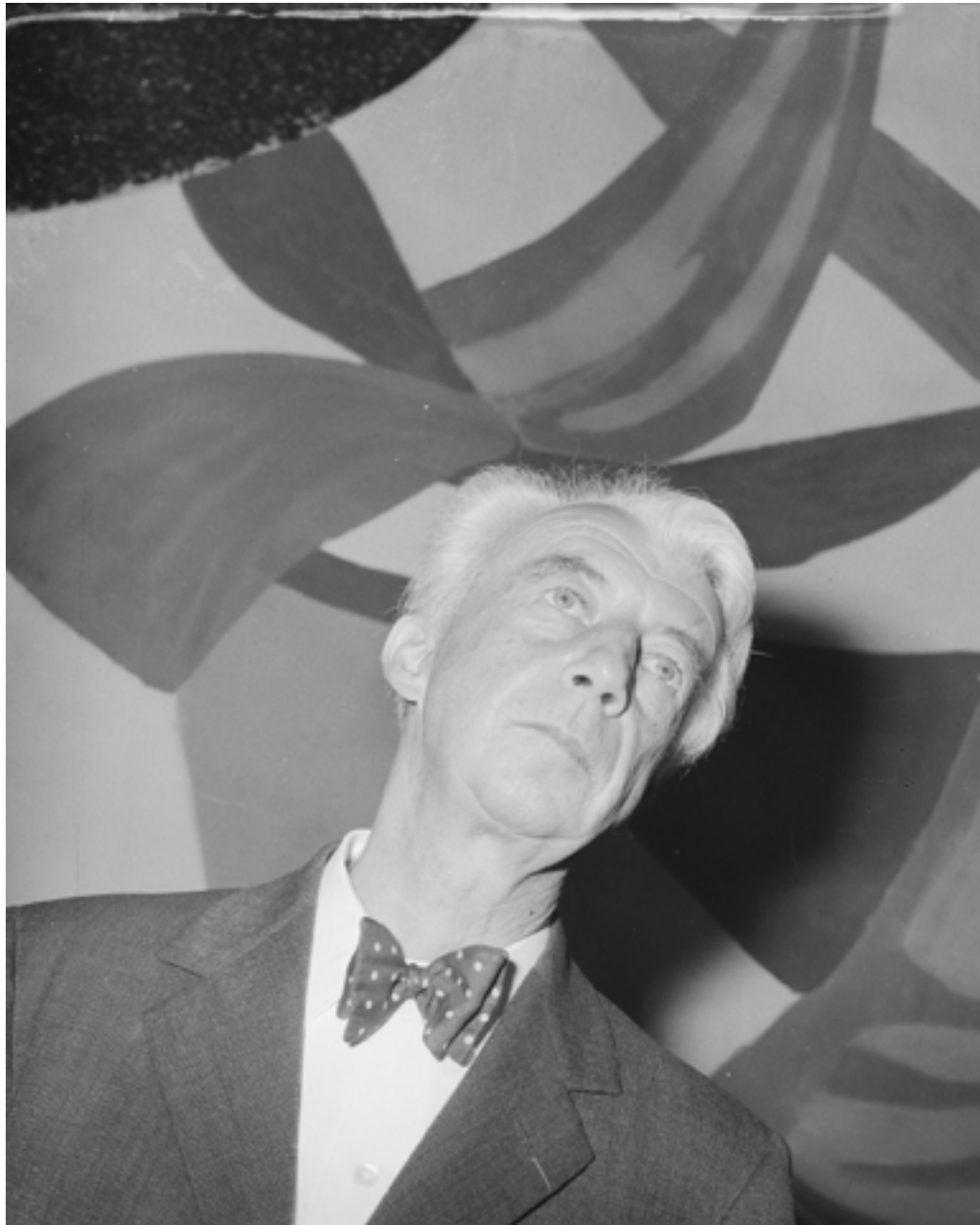
2020 Identity system by Pentagram

Designers are Instinctive.
Designers are Resourceful.

Moholy Nagy

Design should be embraced as the instinctive,
and resourceful process that it is.





Willem Sandberg. *Instinctive. Resourceful.*

Celebrate what is great about Design in 2021.

- Basic Equipment
- Able to move around & produce work anywhere on Earth
- Crowdfunding
- Social Media
- Flexibility



Under The Skin Of Endangered Animals – On Sea Shepherd





SUNDA PANGOLIN



BORNEAN ORANGUTAN



BORNEO PYGMY ELEPHANT



Designing is not a
Profession, but *An Attitude*

Vision In Motion, Lazlo Moholy-Nagy

Further Reading

Vision in Motion by Laszlo Moholy-Nagy

Design as an Attitude by Alice Rawsthorn

Hope to Nope: Graphics and Politics by The Design Museum

www.londondesignbiennale.com

www.undertheskin.co.uk