

NON HUMAN CENTERED DESIGN / 2019.10.10



m-a-d.com/nhcd-agi

erik@m-a-d.com

[@adigard](#)

IN ▲ AGI NL 2019
PRO — TUE. 24 SEPT
GRESS ● ROTTERDAM

M-A-D: beyond graphic design ...in the age of a 'New Industrialized Renaissance',
a sensoria revolution based on the values that have characterized our civilization supported by
technology! – Stephano Marzano, 1993 in *Flying Over Las Vegas*



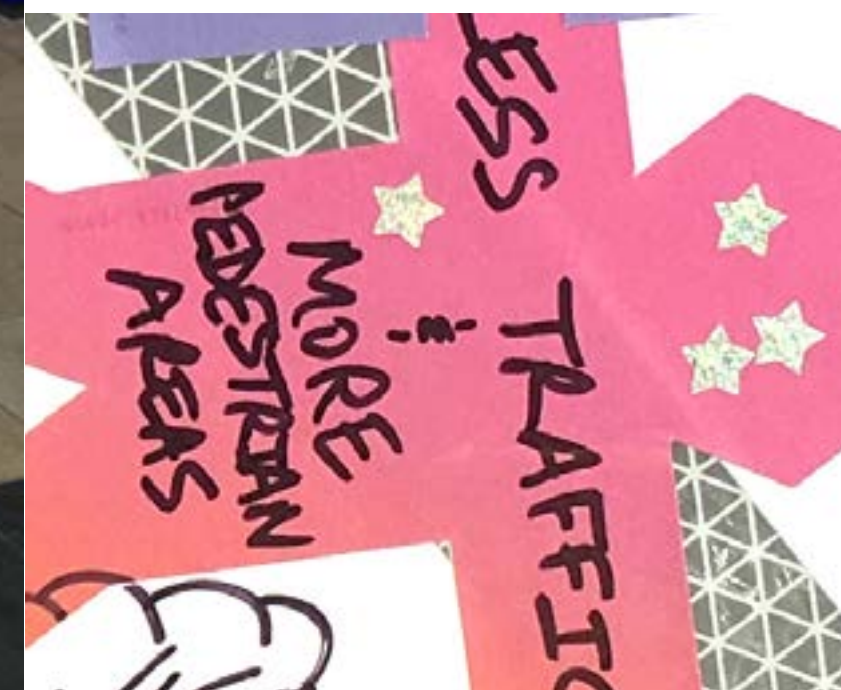


INTERDISCIPLINARY
transmediatic
multi-directional
REPRESENTATION
imagery
strategy & brand
collateral
print & VIDEO
web & apps
publishing
ENVIRONMENTAL
exhibit
media installations
INTERVENTIONS

solutions on-demand

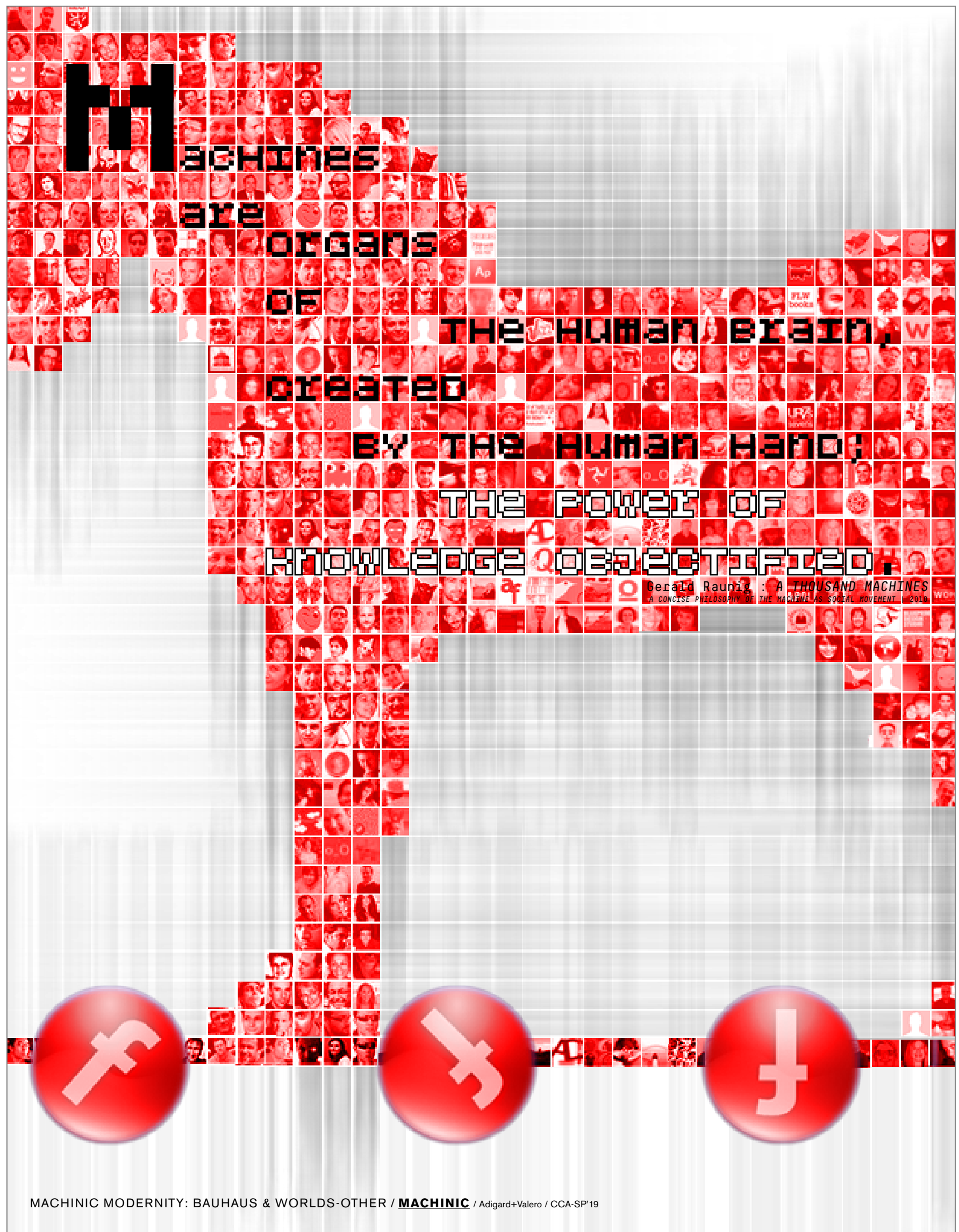
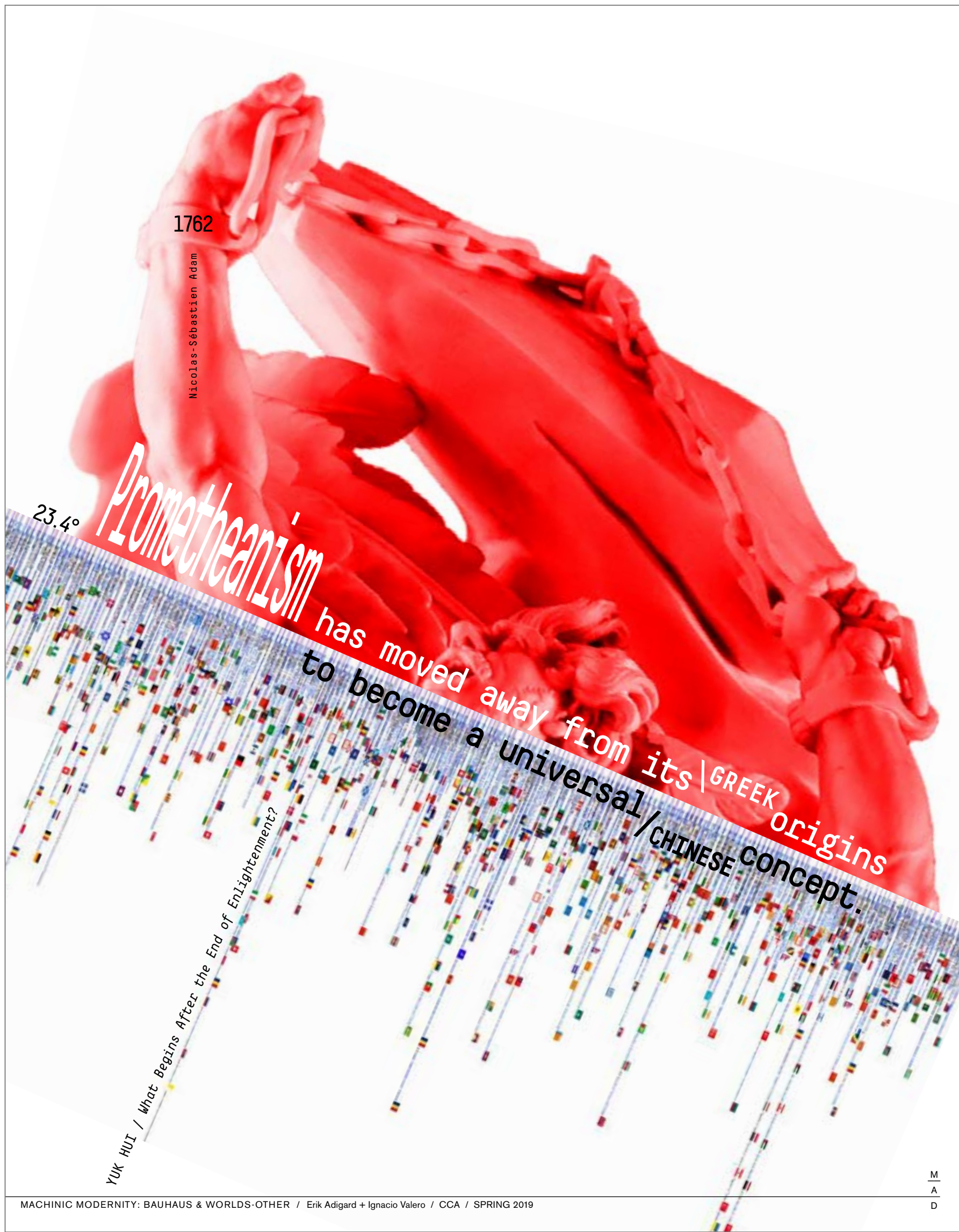


Code:ART



Spontaneous Interventions





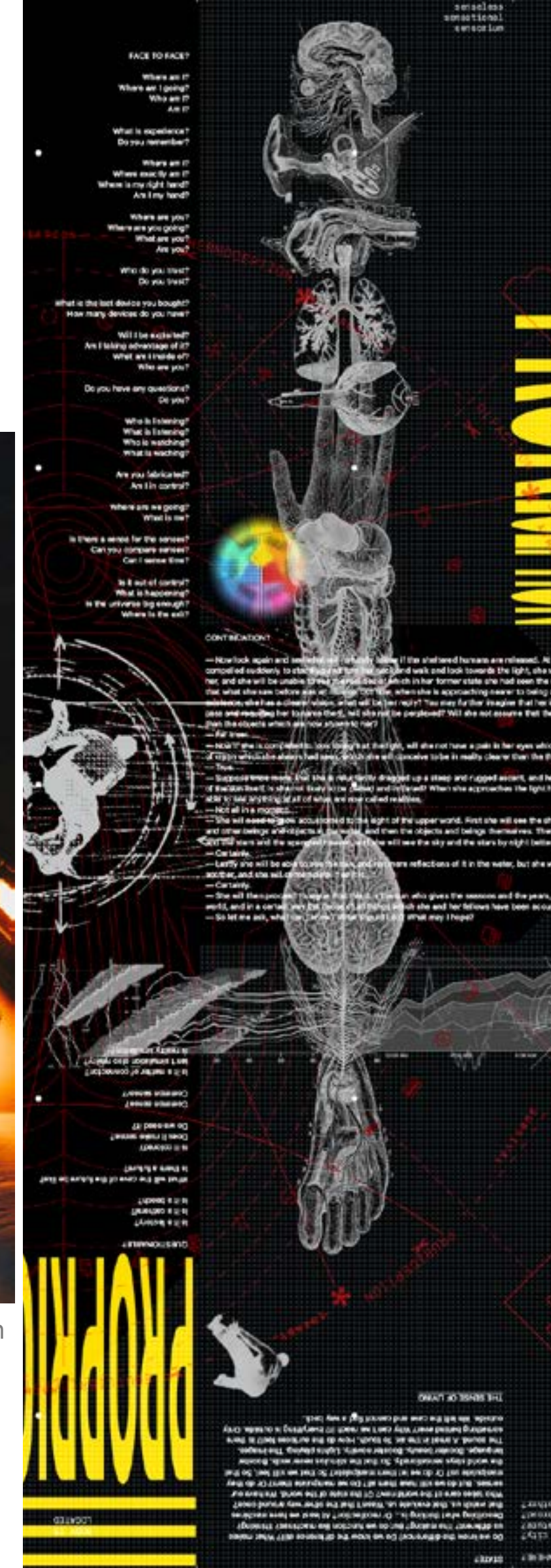
NON HUMAN CENTERED DESIGN

Bauhaus techno-human anatomies



SENSEFACTORY

photo: Sebastian



100 yrs after Bauhaus:

Internet of Things is on track to connect 50B “smart” things by 2020
– sbir.gov

We live in a sensorium in which the sensory capacity of machines is far greater that of humans.

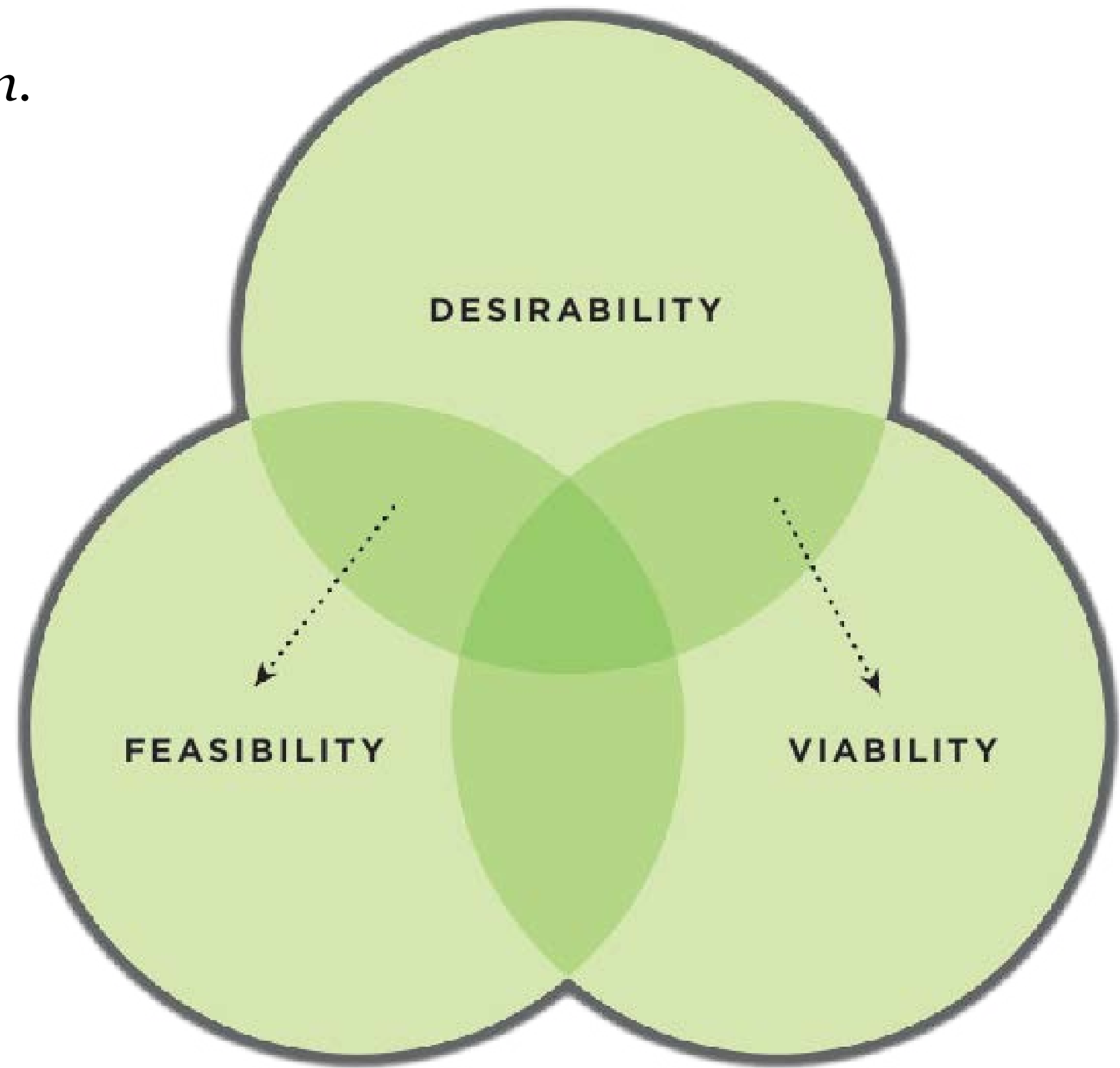
Should we then consider our built environments as living bodies?

A diagram illustrating feedback loops for Non Human Centered Design. The text "NON HUMAN CENTERED DESIGN" is underlined. Above it, four curved arrows point downwards to the text, originating from a common point at the top. Below it, two curved arrows point upwards to the text, originating from a common point at the bottom.

NON HUMAN CENTERED DESIGN

(about **human & design** ontologies)

My cat thinks he's the pinnacle of evolution.



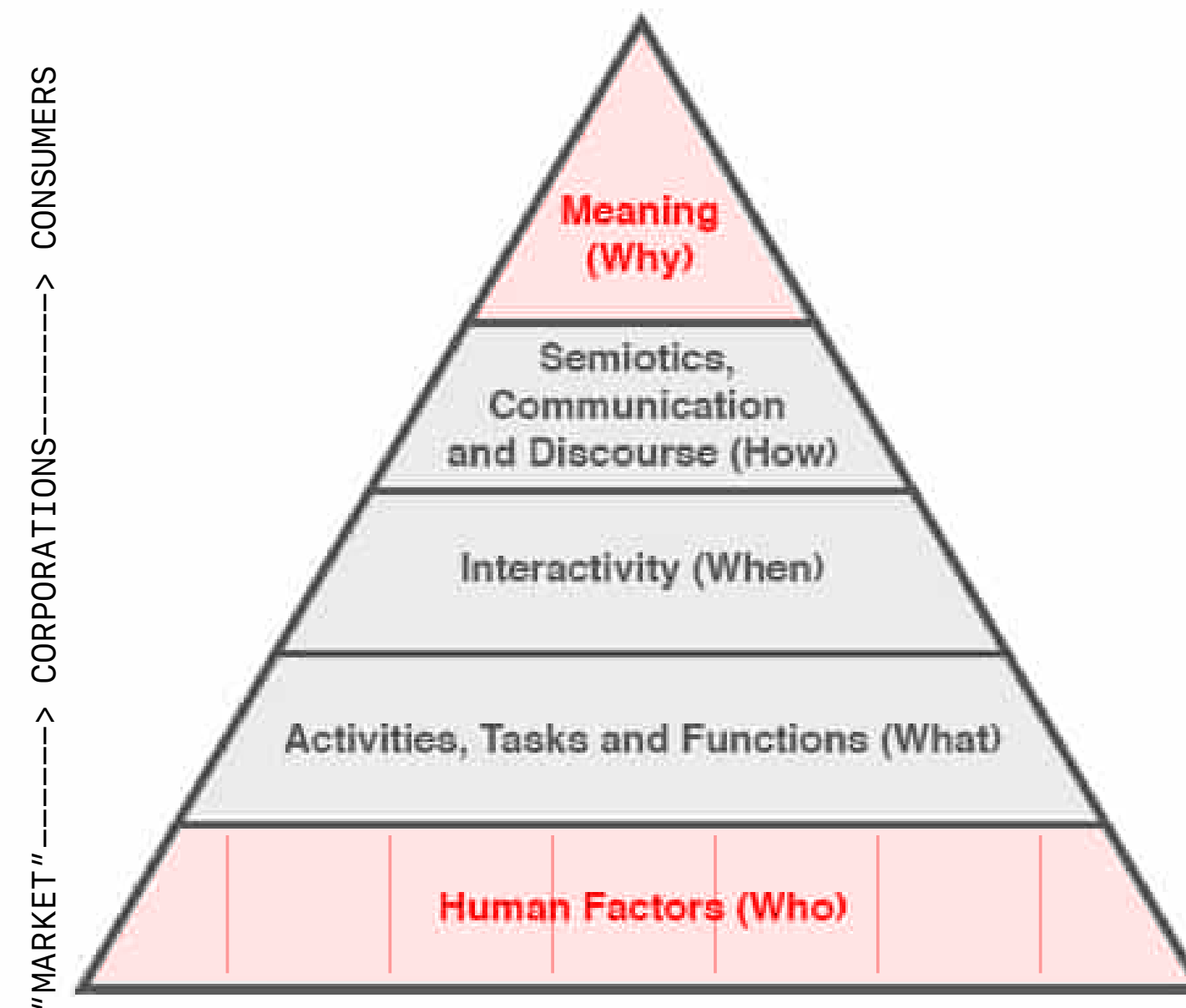
IDEO

0

NON HUMAN CENTERED DESIGN

*Consumers across various countries seek simple technology,
i.e., ‘technology without hassles’.* – Sense And Simplicity (Philips)

Human Centered Design as entered the world of design through methodologies that involve human perspectives in every step of the problem-solving process.



rise of Human Centered Design (HCD)



from a culture of the masses
(advertising/public)

iPod 2003 by TBWA/Chiat/Day



to a culture of individuation*
(user targets/"dividuals")

pros of Human Centered Design

- + design process **efficiency**
- + **user-optimized** (supposedly)
- + **more innovative design** outcome
- + multi-disciplinary & holistic
- + **deeply anchored** in our design culture and our economy

> "better" consumption & profits

cons of Human Centered Design

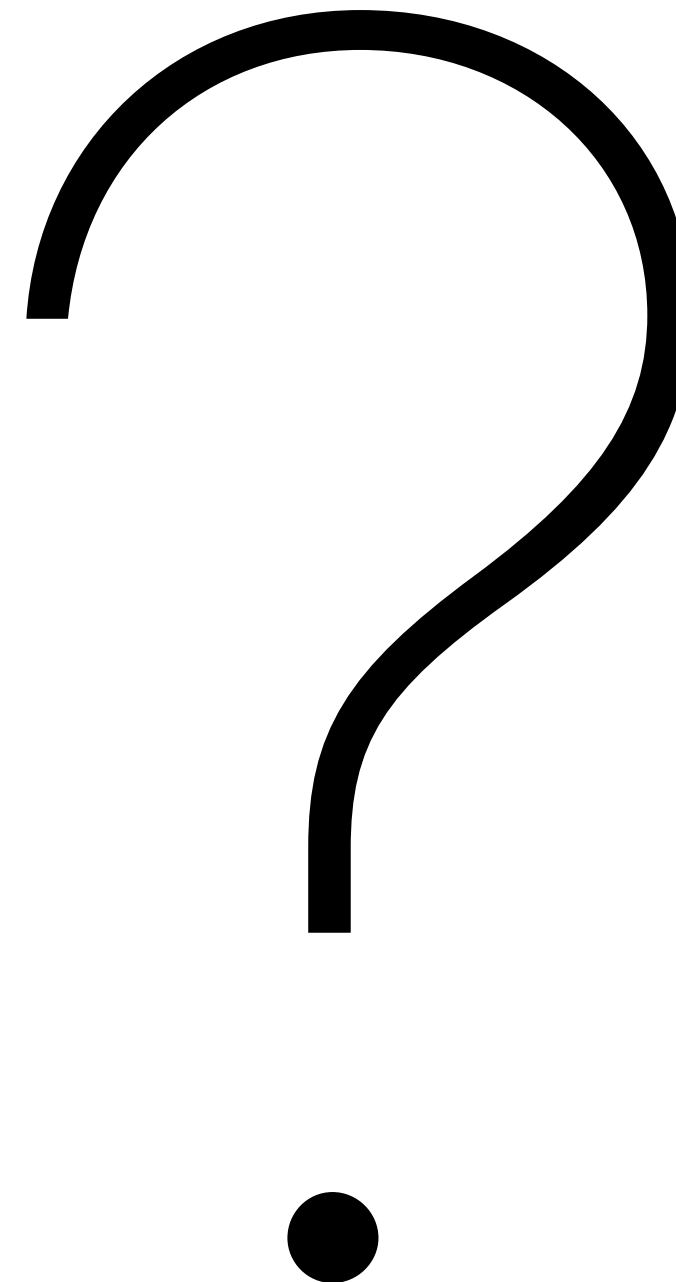
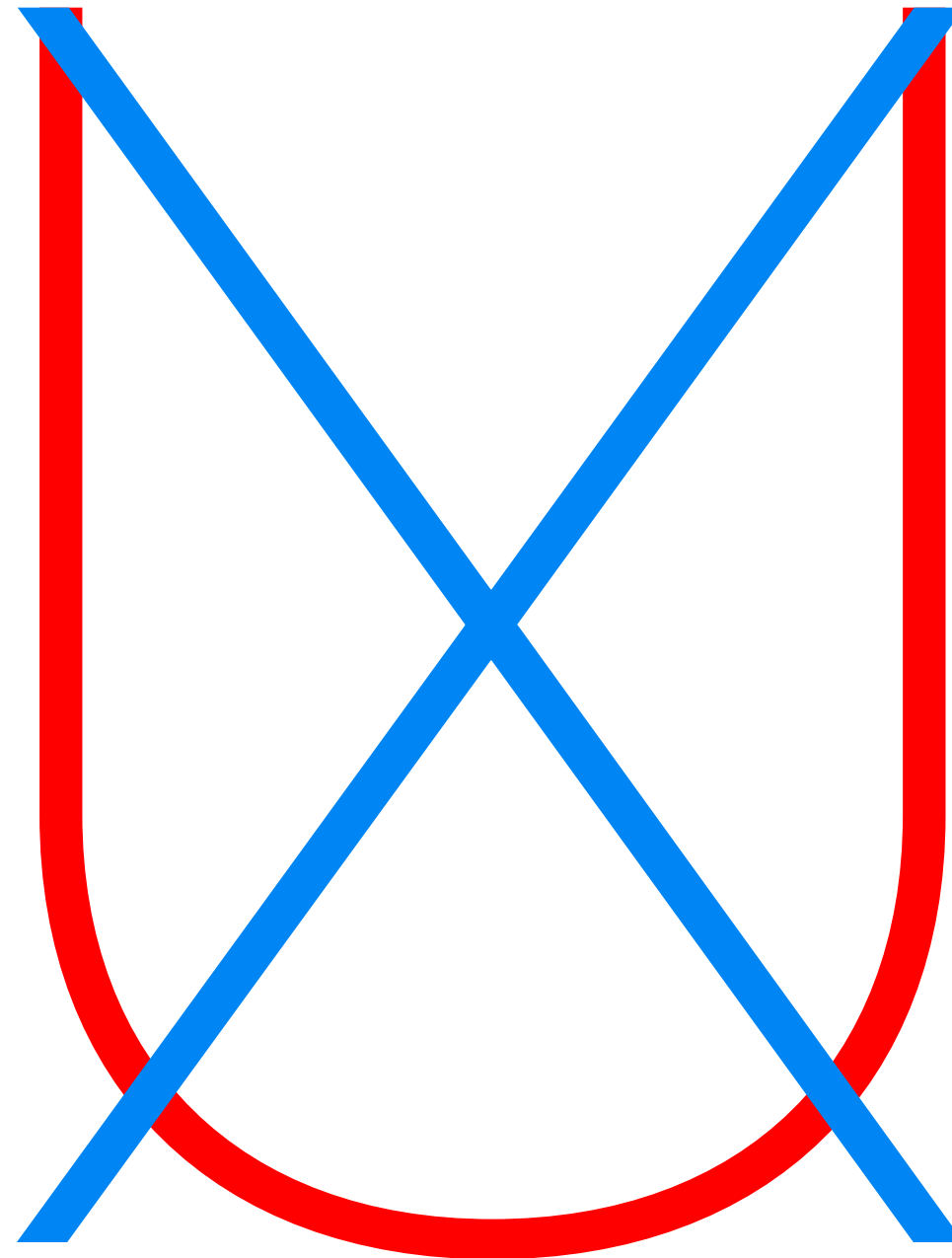
- missing non-users, biosphere & other stake holders
 - **leads to a supremacy of anthropocentrism**
 - feeds the anthropocene & capitalocene
 - feeds fetishization & “feature addiction”, (e.g. nomophobia)
 - **is mostly “profits centered”** & misses current challenges
- > contributes to current existential crisis

HCD has led to “design automation”

- with machine learning it is bypassing human interaction in the design process

Who owns design controls reality and its future.
But what and whose future?

from HCD to



1. the **non-human** is the 99.9%
2. **design** dictates reality
3. **human** is a component of the non-human
4. **progress** follows human

2. tools, systems & creations

WHAT

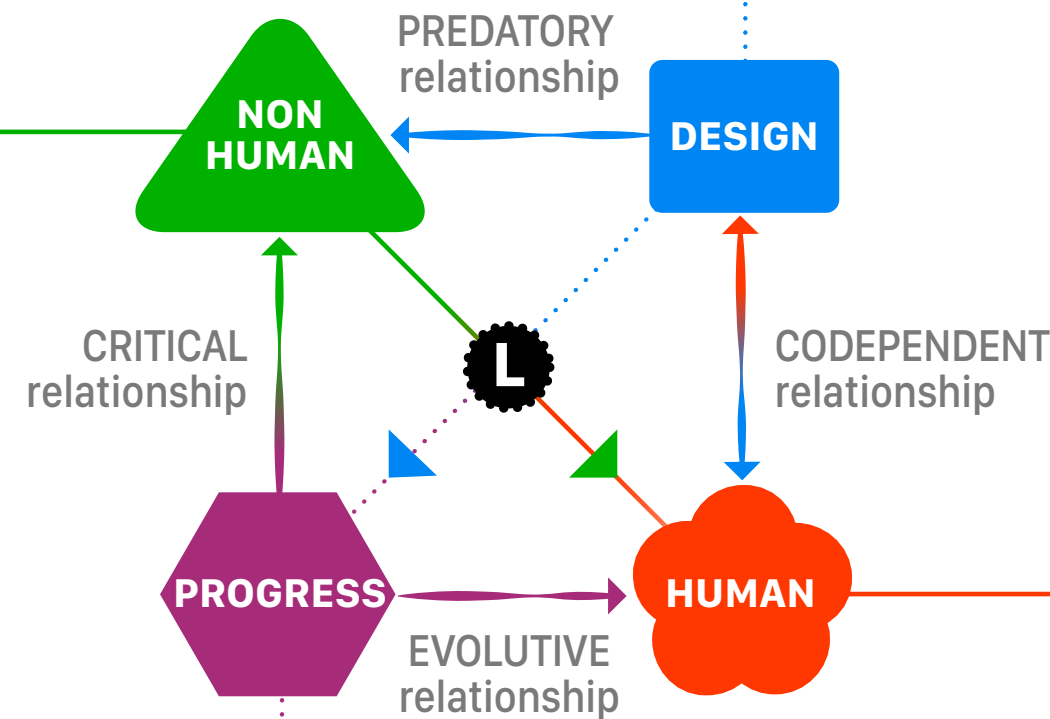
- . intents turning into makings
- . substitutions & amplifications
- . **manipulations & control of reality**
- . definition & manifestation
- **design is self generative & self evolutive**
- » **where does "design" begin & end?**

OUTCOME & CONSEQUENCES

- . innovations & disruptions
- . fulfill infinite needs & wants
- . dictate the destiny of human & non-human
- **we become the tools we invent**

1. organic life, species, elements & human things

- . an environment of infinite scopes & resources
- . nature as technosphere & capitalocene in the anthropocene
- . all uncharted physical or conceptual territories
- » is Alexa listening? is GAIA listening?



3. bodies: human, conceptual & socio-economic

- . from body to homo digitus to machinic human to inhuman
- . from selfish to self-centered to social
- . from community to individual to **dividual**
- . **regulated from the inside & the outside**
- » **where does "human" begin & end?**
- » **can everything human-conceived be considered "human"**
- **human is at the core of the problem & the solution**

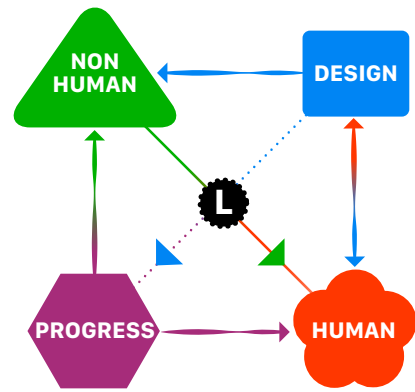
4. discoveries & inventions

TOWARD LIFE

- » improved intelligence & wisdom?
- » more inclusive & sustainable economies?
- » more justice & inter-species compassion?
- » toward "neohumans"?
- » an augmented-assisted nature?
- » a post-nature for non-humans?

CONSIDERATIONS

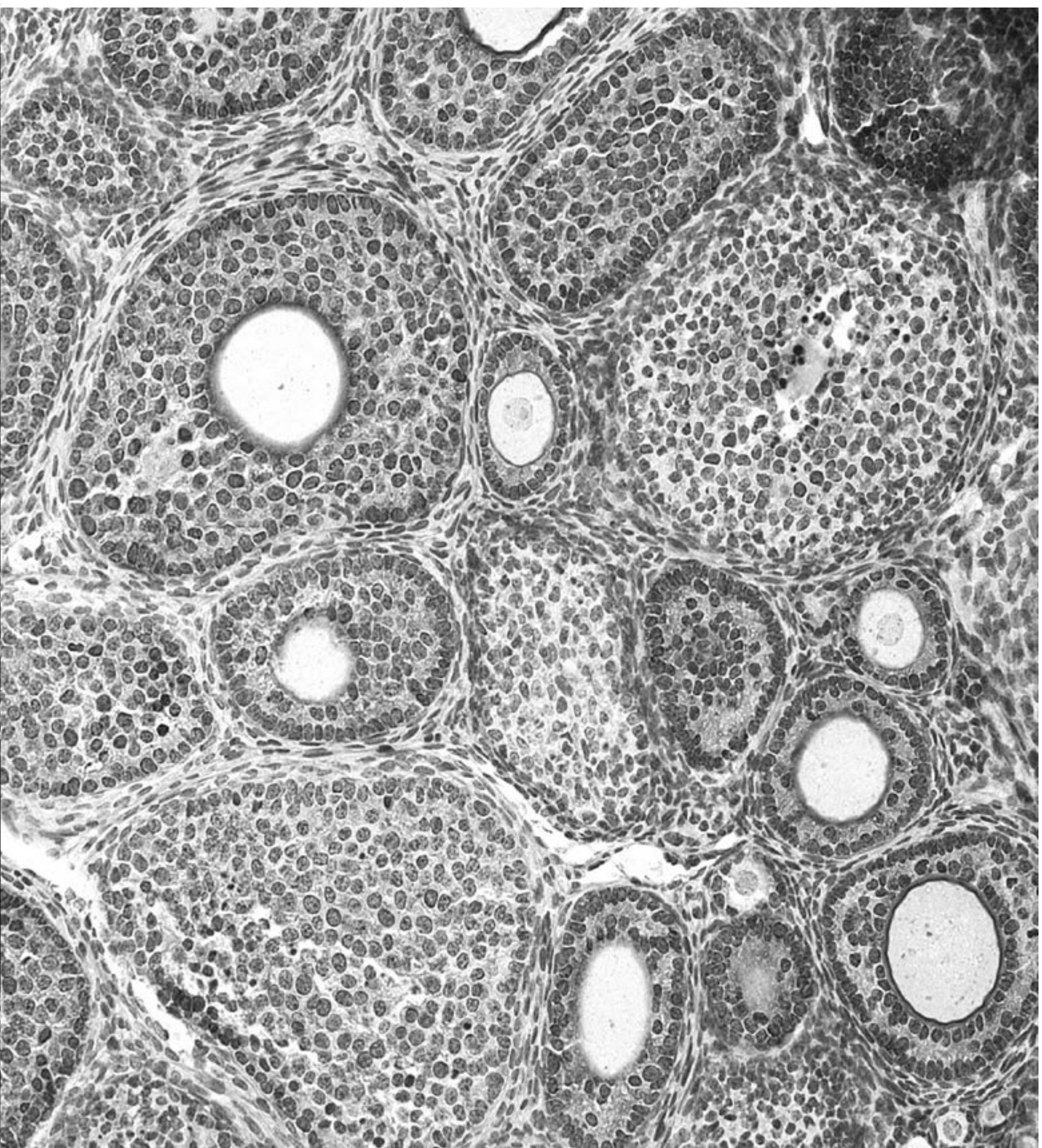
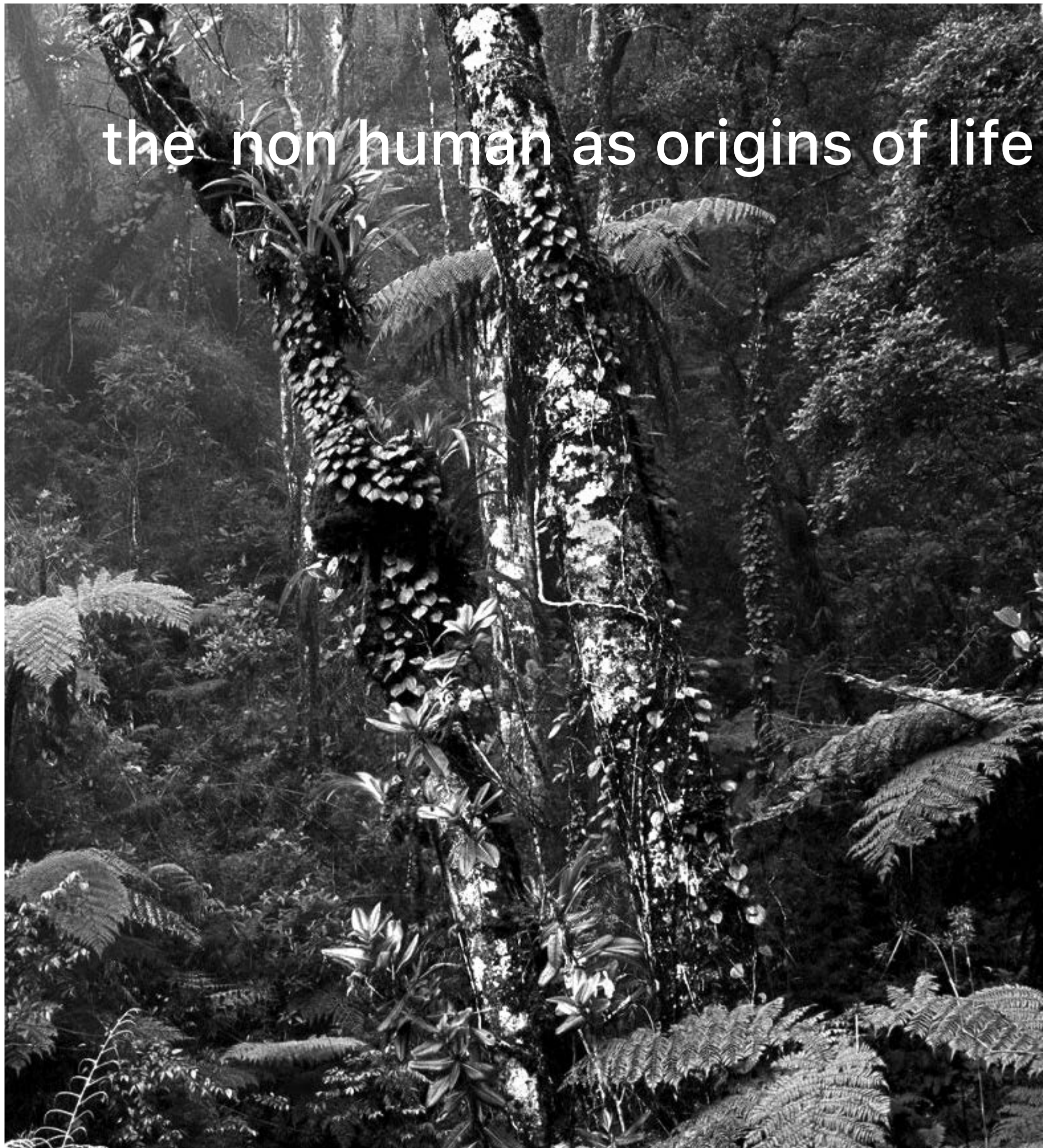
- . other minds & matter
- . the non-human & beyond human
- . **other intelligences** (finance, ecology & pluriverse)
- » **when the self is part of the world it is more likely to design well**



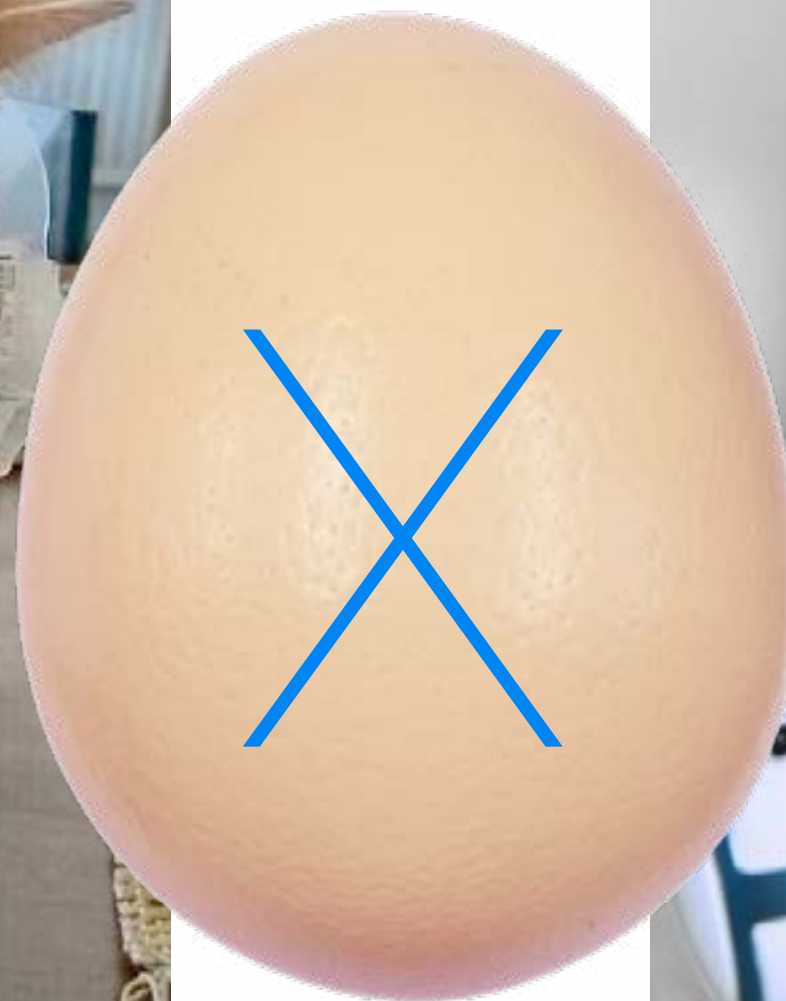
1

NON HUMAN CENTERED DESIGN

the non human as origins of life



non human as pro-human



the non-human is the 99.9% (macrocosm)

forests, species & organisms

ecosystems

land, rivers, oceans & atmosphere

night

+

technology & tools

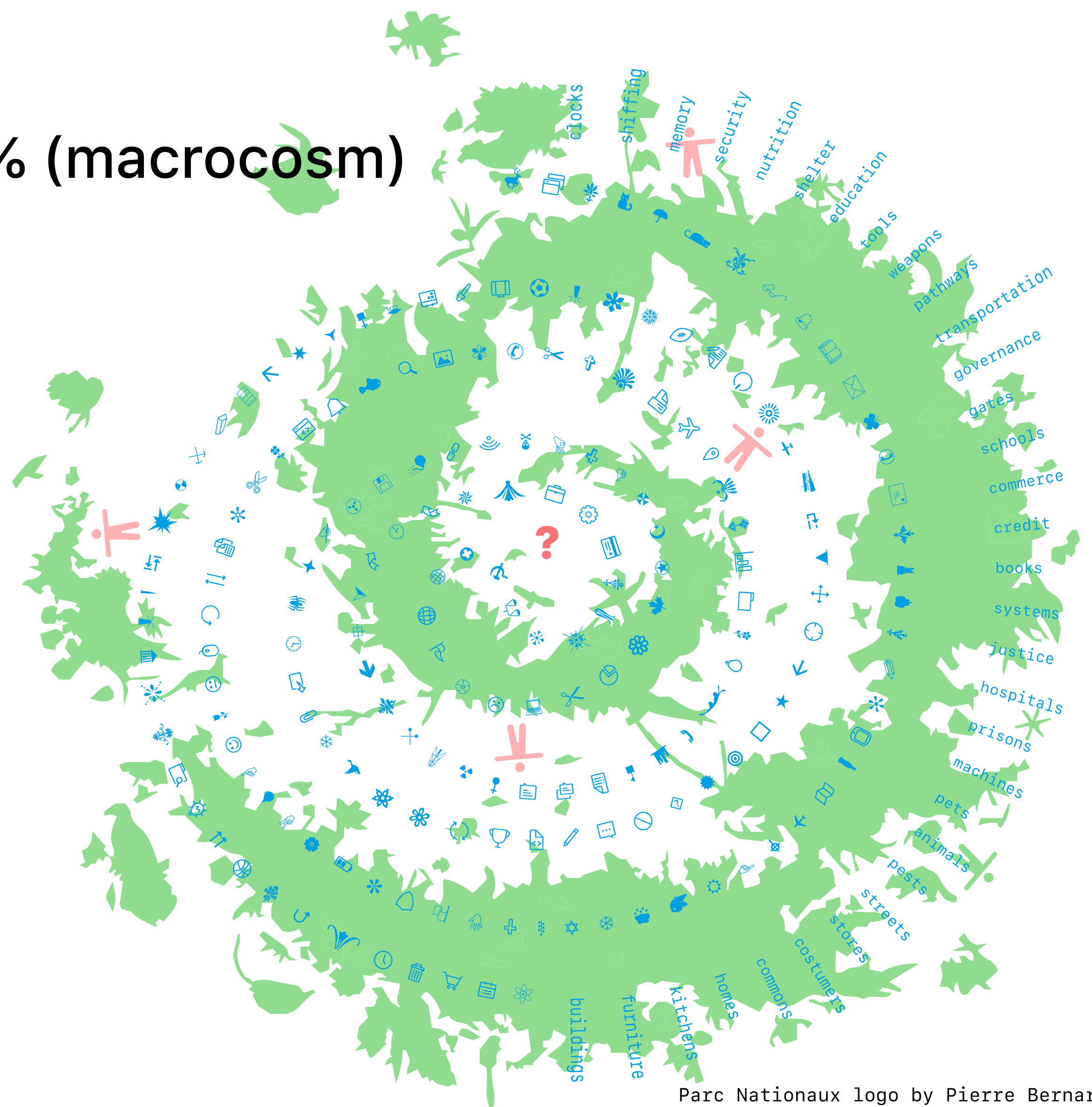
commons & traditions

+

non-charted human spaces

homeless

the "others"





silence

+

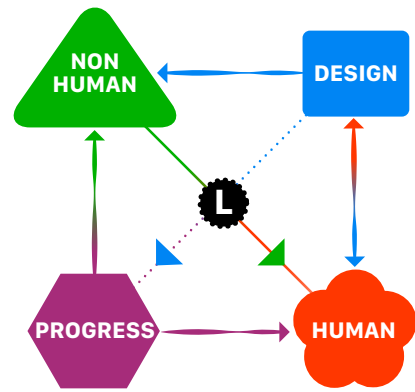
media & politics
information & art

+

sleep
dreams
ideals
justice

From a butterfly to an airplane and a typhoon, it is all related.

» so why did we conceive an anthropomorphic cosmology?



3

NON **HUMAN** CENTERED DESIGN



40,000 years after Pettakere, Indonesia

who are we?

where are we? (Plato...)

*We do not see the world because we have eyes.
Our eyes are opened by our ability to produce
images, by our capacity to imagine.*

*... hominoid men, 32,000 years ago, designated
themselves as the species whose responsibility was
the singular task of becoming human.*

– Marie-Jose Mondzain, philosopher & image theorist



We learn how to conceive our own image.

» therefore we become human

» therefore we become dominant over nature

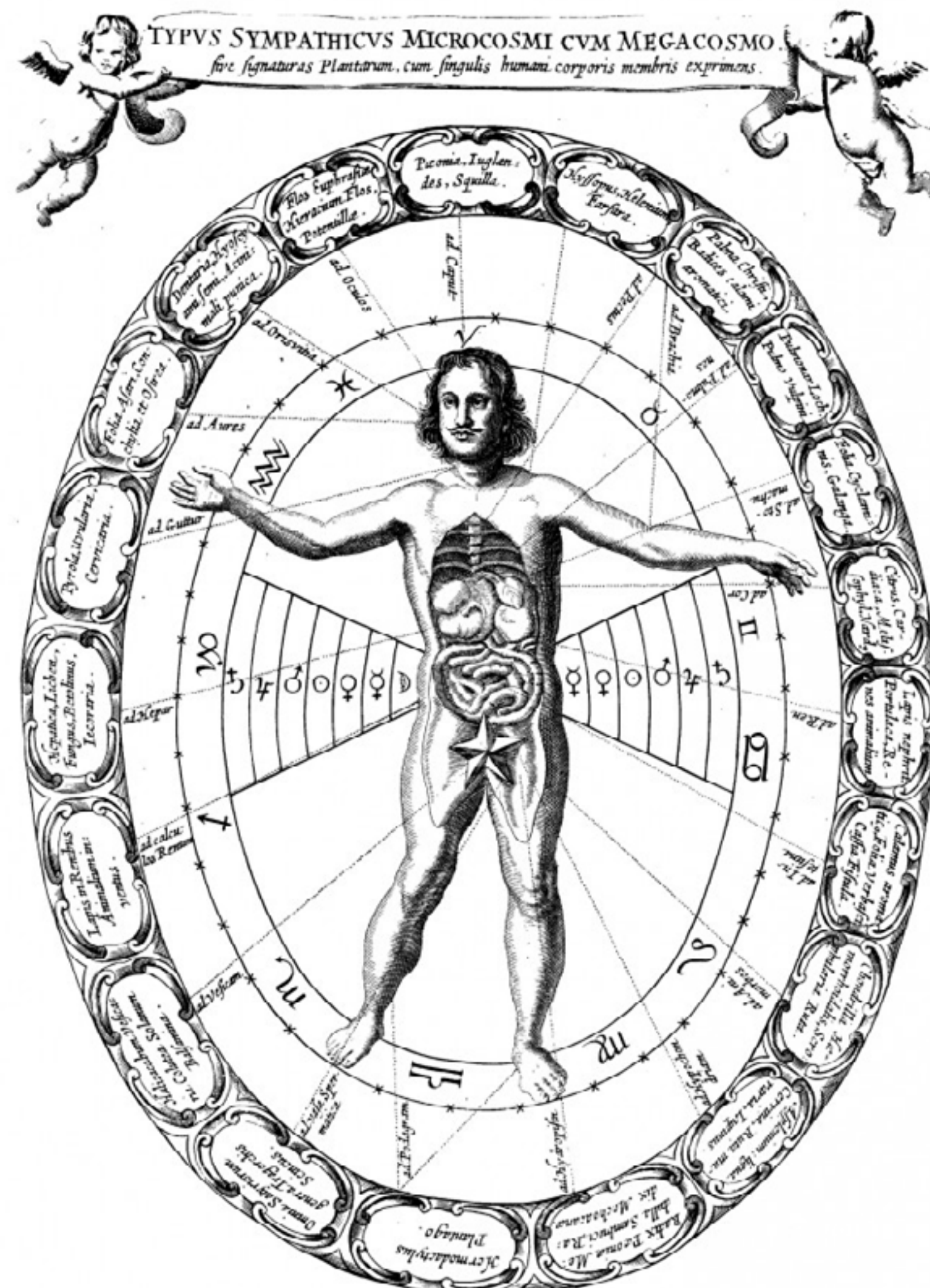
But where does nature end?



COSMOS = UNIVERSE viewed as a complex and orderly system or entity studied through scientific, religious, or philosophical approaches.



Macrocosm and microcosm refers to a cosmic vision where the part (microcosm/body) reflects the whole (macrocosm/cosmos) and vice versa. This philosophy was progressively formulated by Pythagoras, Plato, Leonardo da Vinci, and many others.



In modern sociology, the concept of microcosm has been predominantly used to describe a small group of individuals whose behavior is typical of a larger social body encompassing it. Conversely, a macrocosm is a social body made of smaller compounds.

usus huius figure
In Ambitu figure Plantae unicuique membro Corporis humani differuntur: quae per lineas ad dicta membra ductas indicantur.
¶ G. si nosse Cupias capitis infirmitatibus quae plantae conveniant, sequere lineam à vertex ductam, et illa tibi monstrabit in ambitu, Pisoniam, Juglandem, Squillam, quae uti capitis Signaturam expriment: ita quaeque potentissima contra capitis morbos à Medico consentanea remedia. Pari pacto in ceteris procedas: quae cum facillima sunt, ea amplius exponenda non duxi

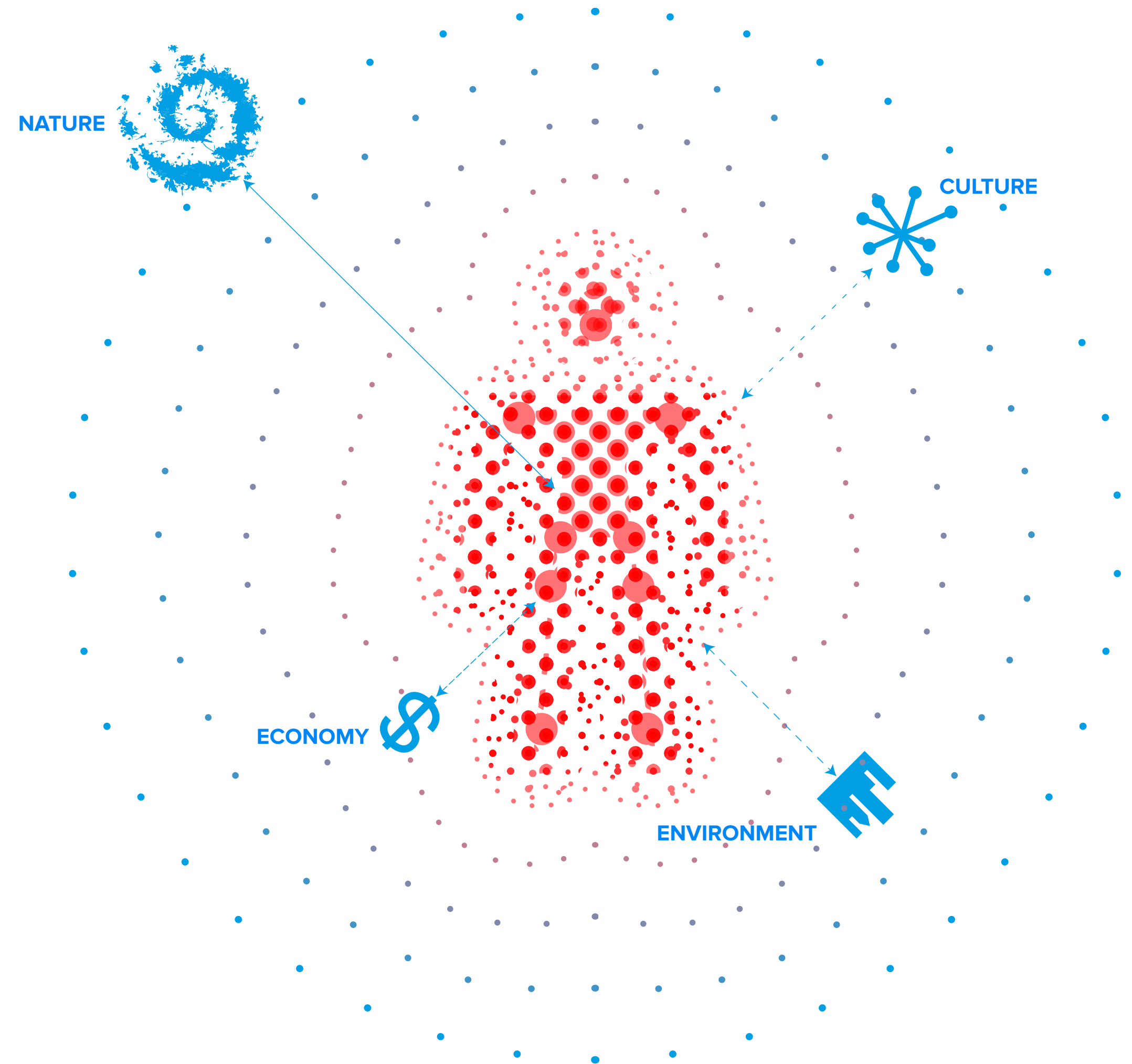
the human

. is self centered

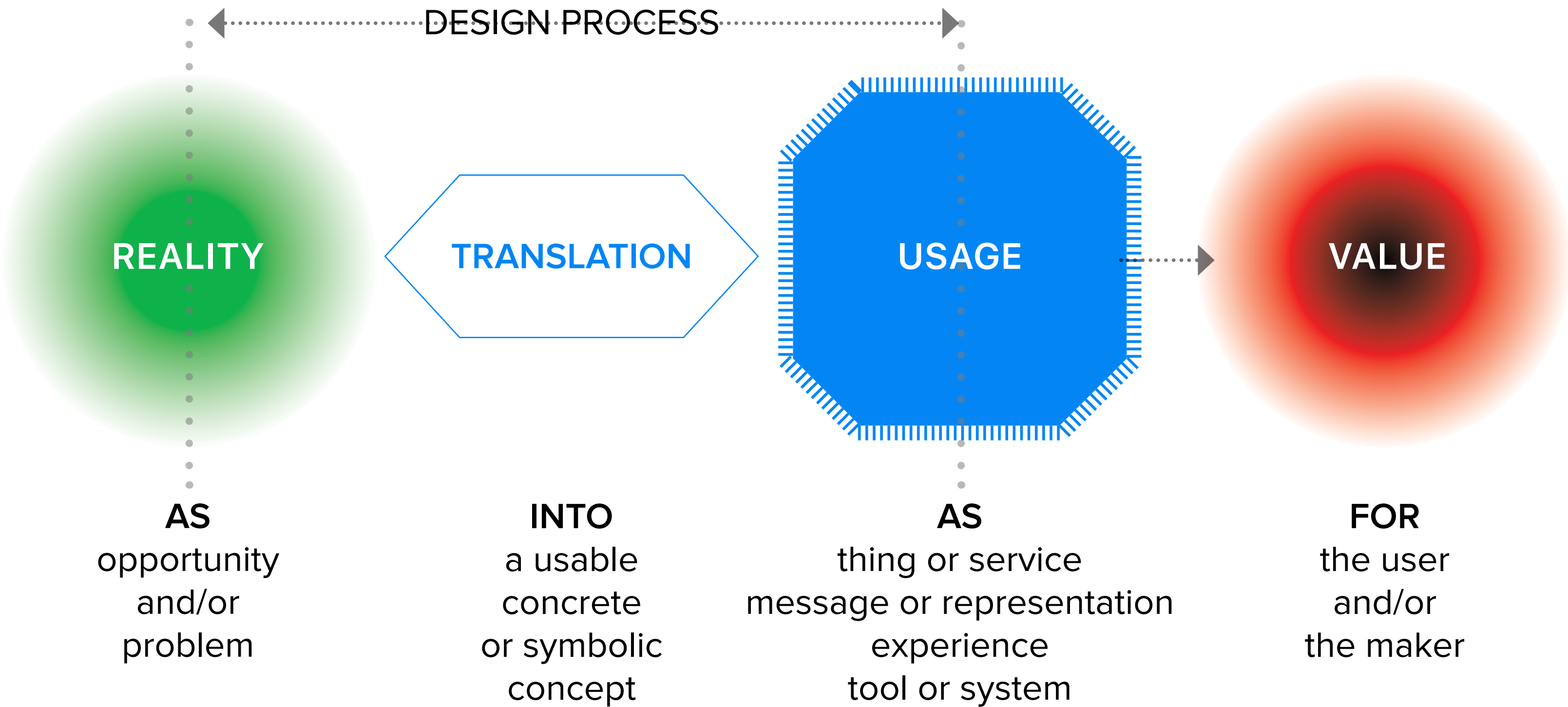
. is seen as "rational self"

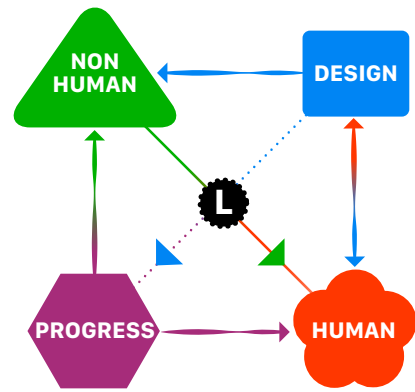
. is a "cosmic user"

- of other humans
- of universal resources
- of its place in the center
- of its place everywhere



design is how human reality happens





2

NON HUMAN CENTERED DESIGN

100 years after Constructivism, De Stijl & the Bauhaus

what have we learned?

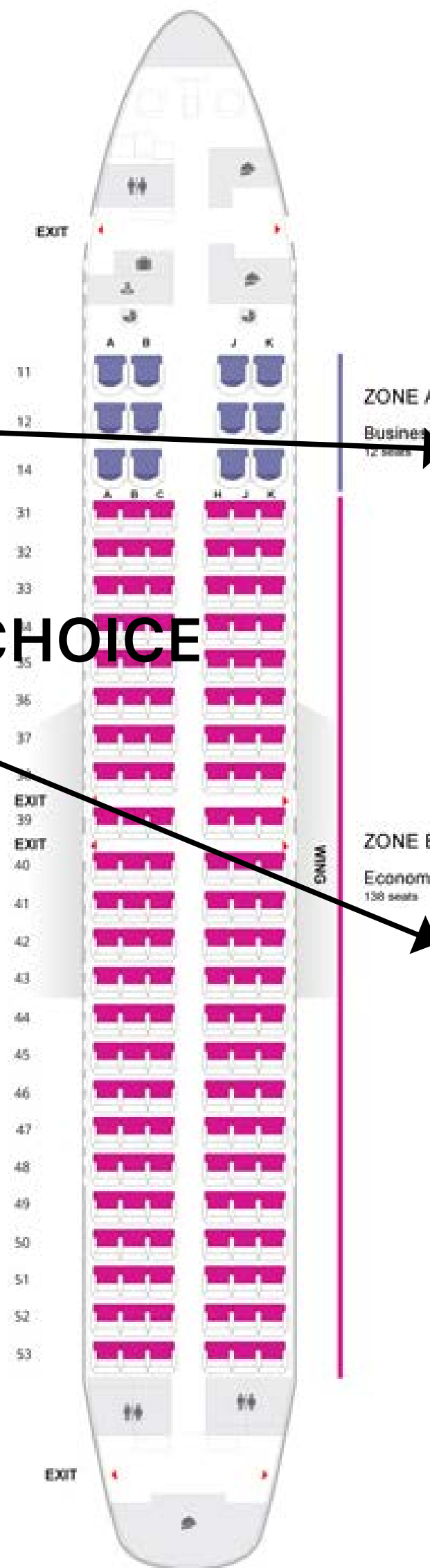
design for people

for user features
consumers & desire
focus groups & analytics

CHOICE

CONVENIENCE

AFFORDABILITY

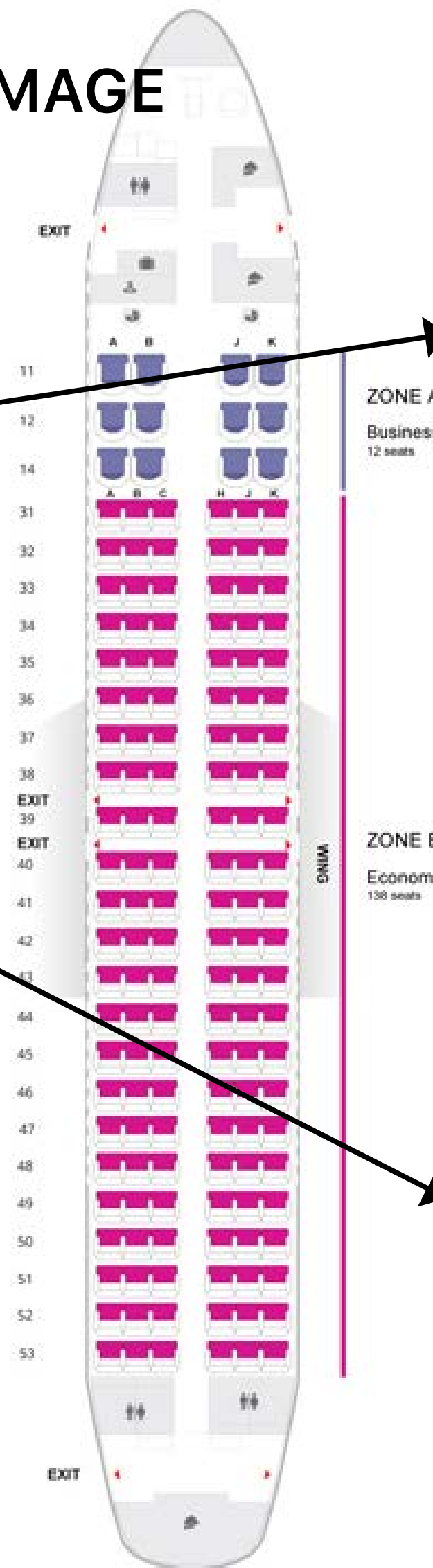


design for business

for corporate guidelines
technology & control
sales & profit

People become prospects, customers,
consumers & users.

IMAGE



LOWER COSTS



HIGHER SALES

design impact on non-users

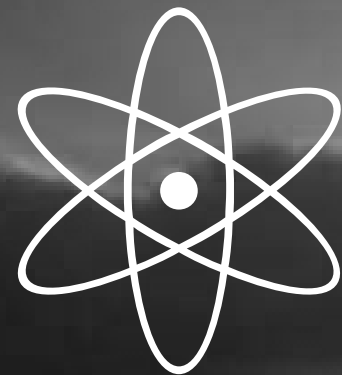
How to deal with a flock of birds causing an obstruction on the runway?

*One company has come up with a new solution:
Robird of Prey.*



design against non-users (collateral damage)

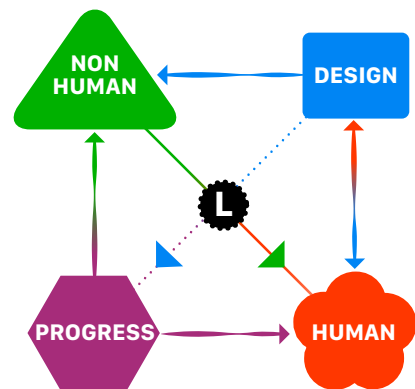
What is the cost of design decisions:
on the environment? nature? animals?
on humans? civilization? the future?



design has produced wonders,
as well as
mindless accumulation of things,
and pollution of ideas.

...invisible, hidden labor, outsourced or crowdsourced, hidden behind interfaces and camouflaged within algorithmic processes is now commonplace, particularly in the process of tagging and labeling thousands of hours of digital archives for the sake of feeding the neural networks.

– Kate Crawford & Vladan Joler, 2018 in *Anatomy of an AI System*



4

PROGRESS

**Progress is essentially human-centered,
it brings all realities back to the “human”,
as consumable experiences:**



other species,

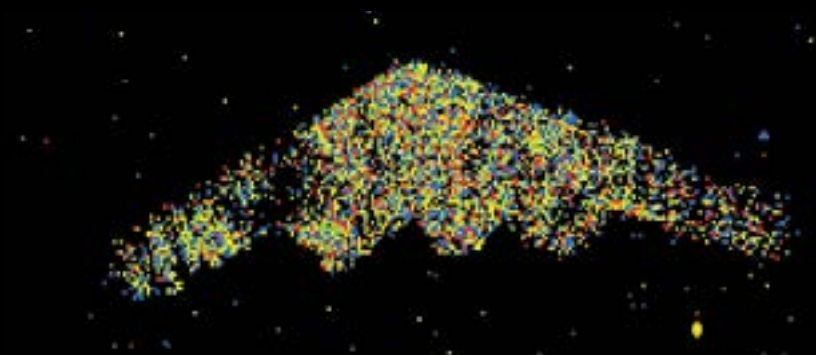
95% of
mammals are
under human
control

pigs killed per day
at Smithfield Foods:
114,300 in 2007
36,000 in 2016
PROGRESS?



rare metals & other humans,

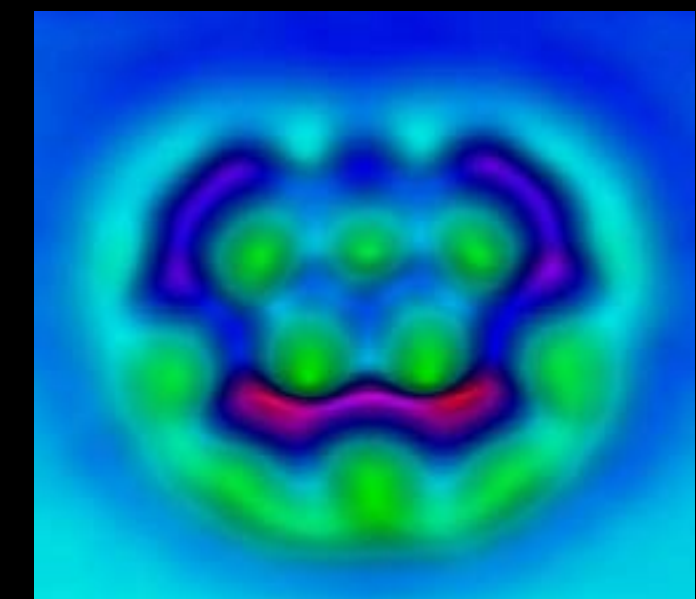
the invisible,



the extreme,



Northern Galactic Cap reveals millions of galaxies (largest known structures in the universe)



IBM research
1.2 nanometres in width - 100,000 times thinner than a human hair

the present moment,



24 Hour electric clock installed at
Royal Observatory in Greenwich in 1852

the imagined,



With the Monolith and HAL, 2001: a space odyssey
combines two powerful metaphors for unbridled progress



Macintosh "1984" campaign by Chiat Day

the past,



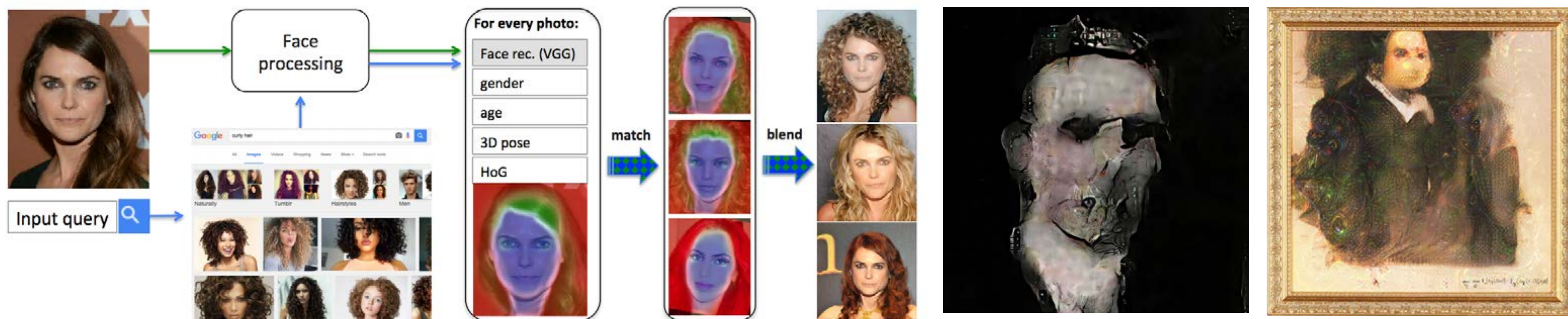
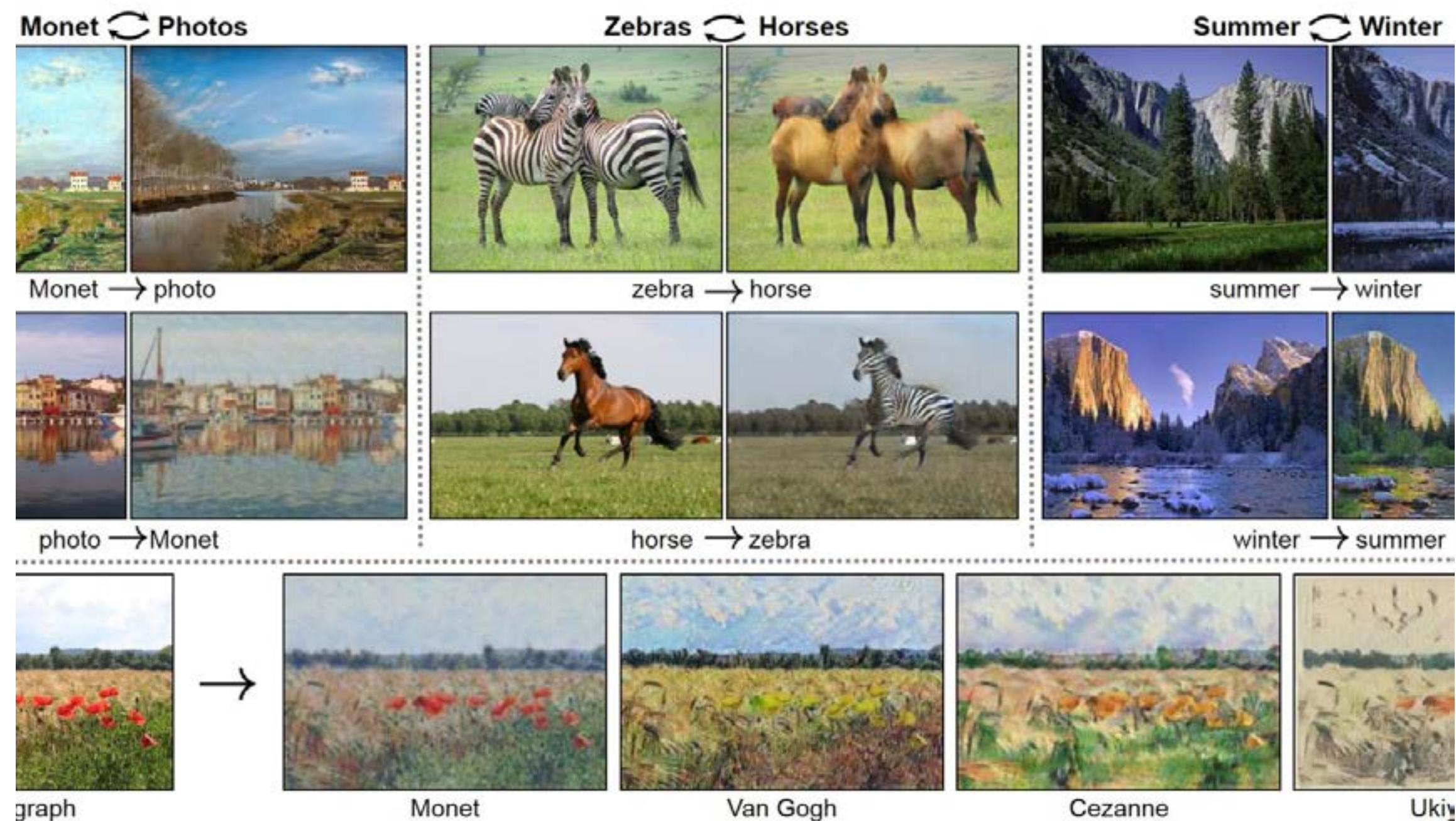
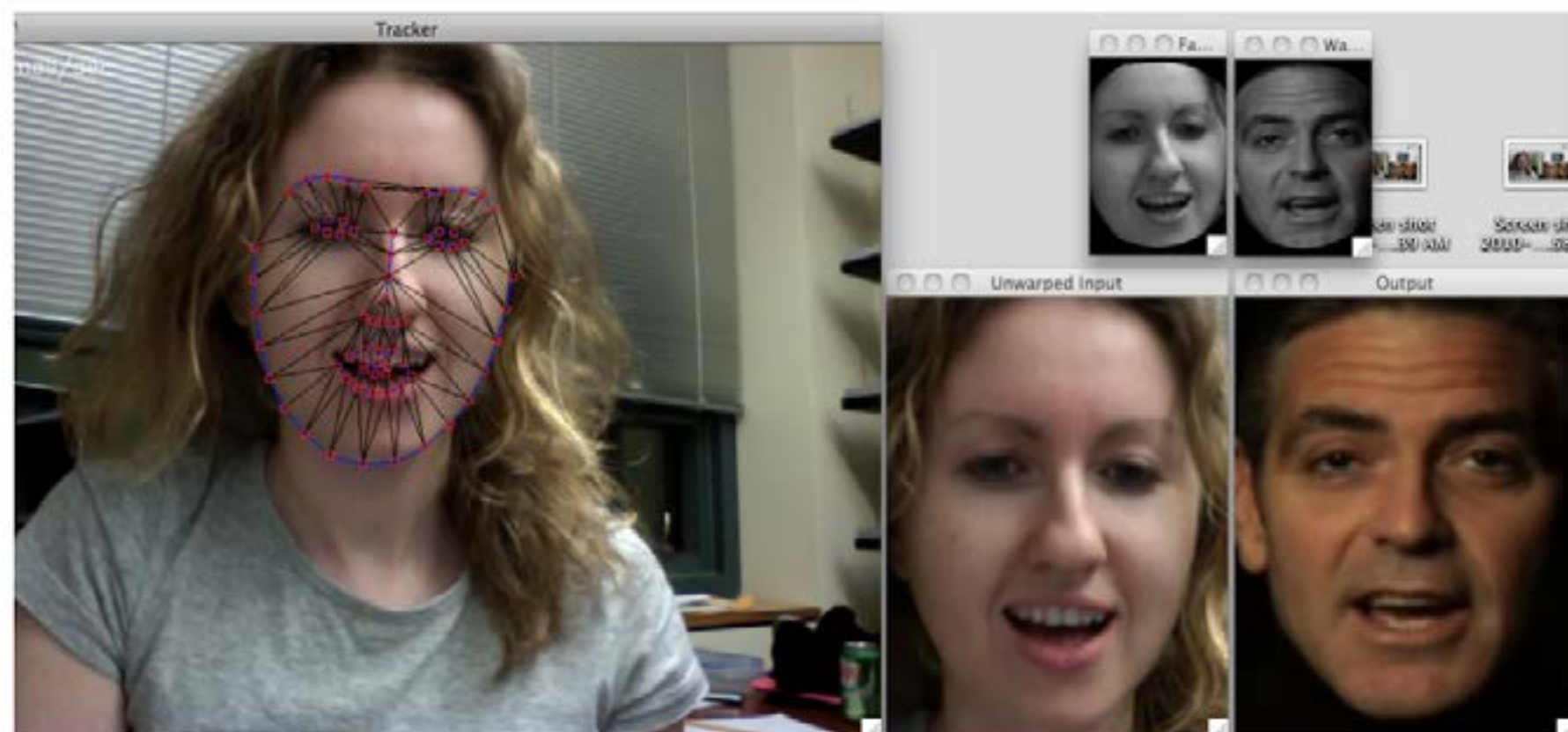
Giovanni Paolo Panini, 1757

the divine,



Moai, Easter Island

the unreal,

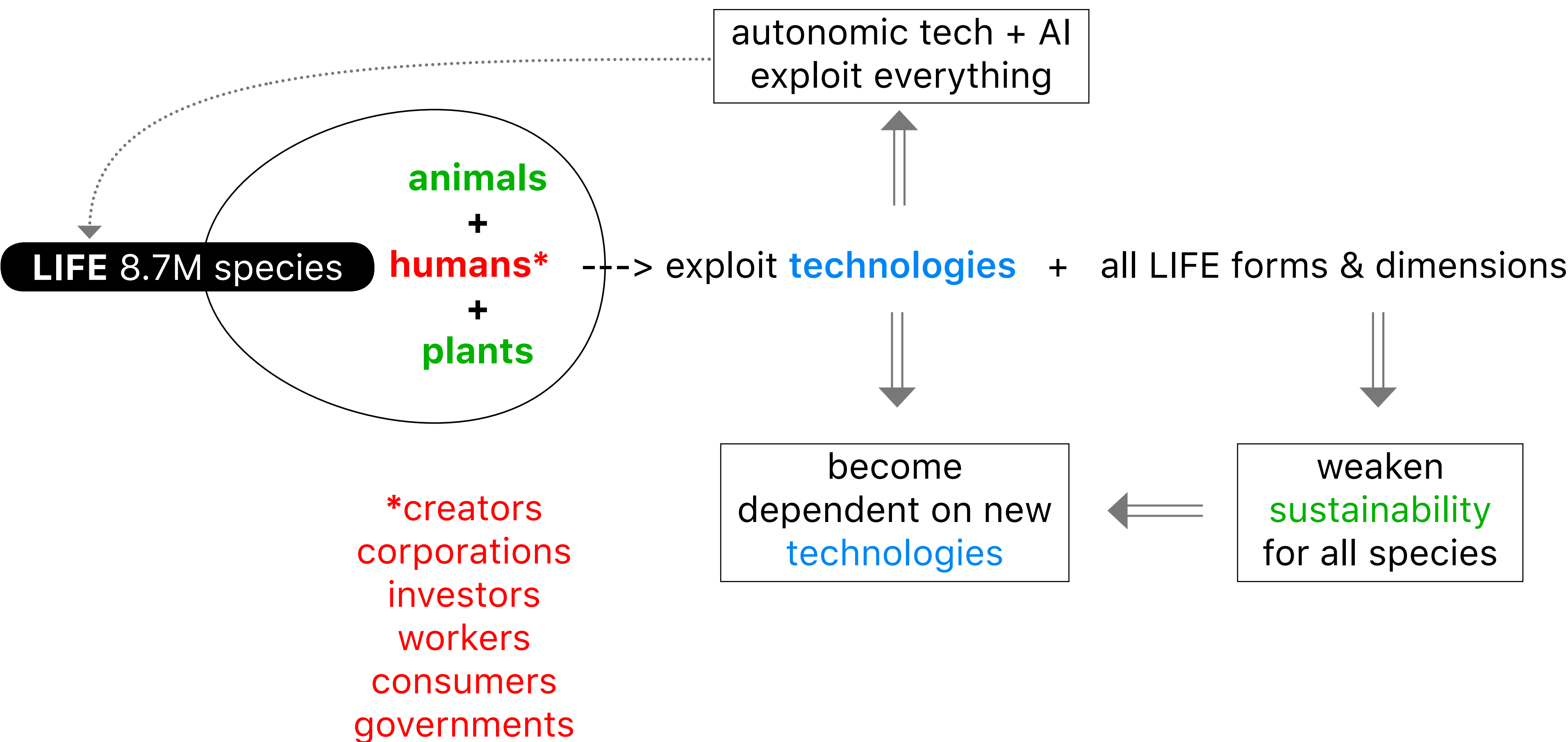


everything,

The screen is both
our new perspectives
and our new cave.



Profits more than progress?



With biogenetics “we” design and edit life to be more adaptable to future environments.

Metabolic disruptions.

Who's obligation is it to adapt?

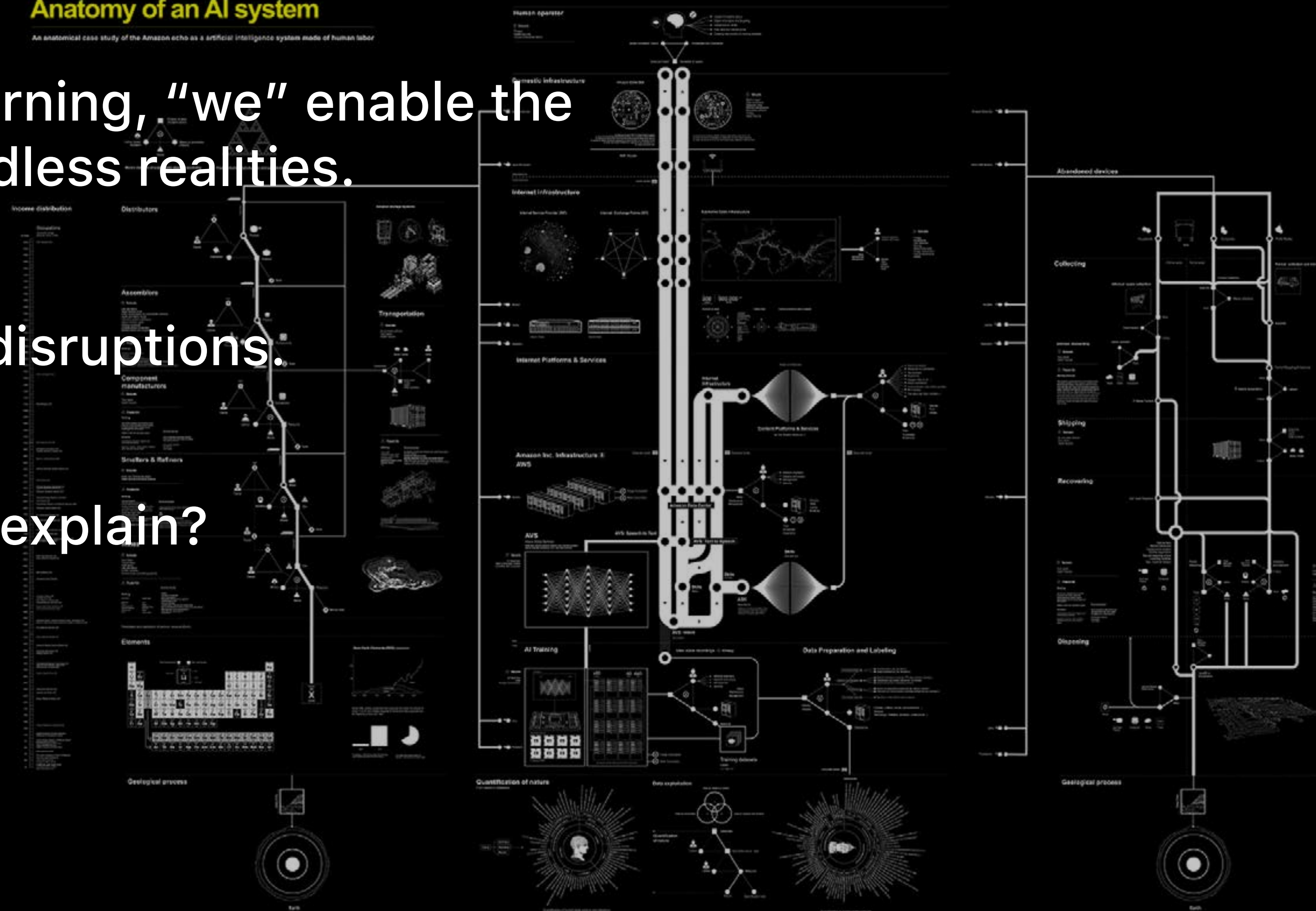
Anatomy of an AI system

An anatomical case study of the Amazon echo as a artificial intelligence system made of human labor

With machine learning, "we" enable the processing of endless realities.

Socio economic disruptions.

Who's job is it to explain?



Design is part of the disruption.

How can it contribute to solutions more than problems?



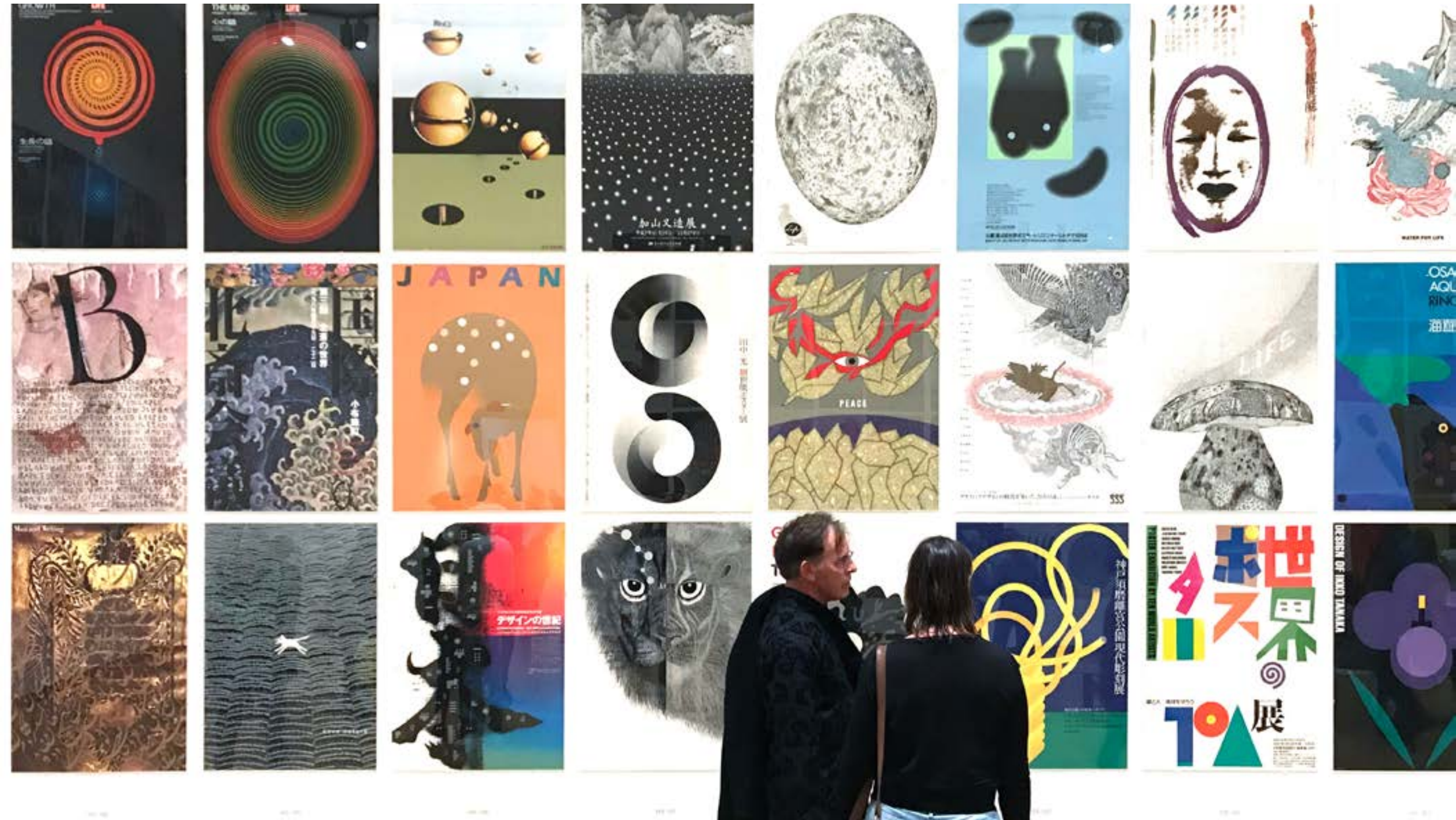
Opposing the “human” and “non human” may only be a rhetorical exercise.

They are integral to each other and yet both are calling for distinct methodologies to achieve crucial objectives.

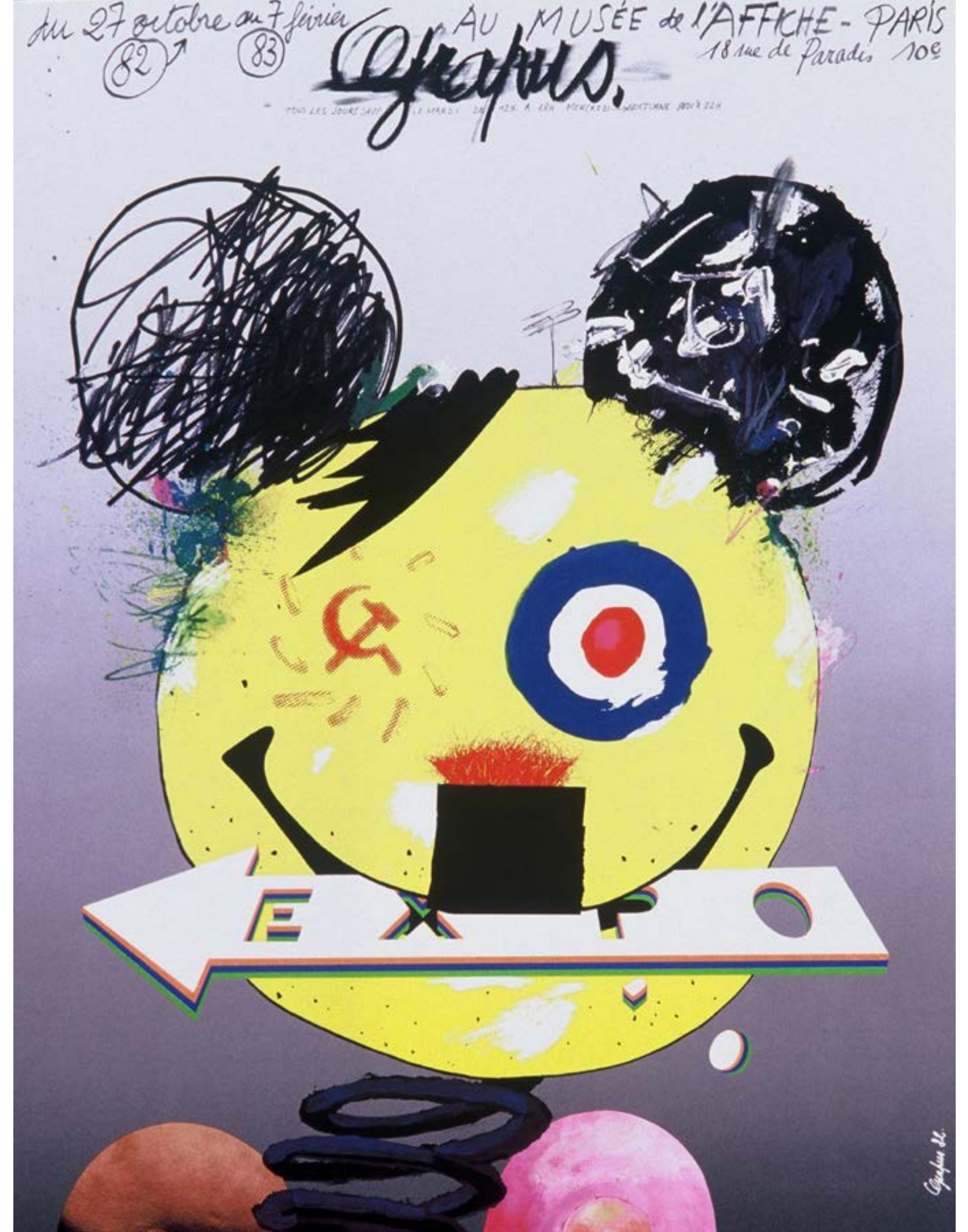
We can work on non-human concerns through direct actions (e.g. NGOs) or address them within human centered designs that also include critical concerns and can help to promote policy change.

A key challenge remains to define an ontology of design that accounts for the need to evolve beyond blind anthropomorphism.

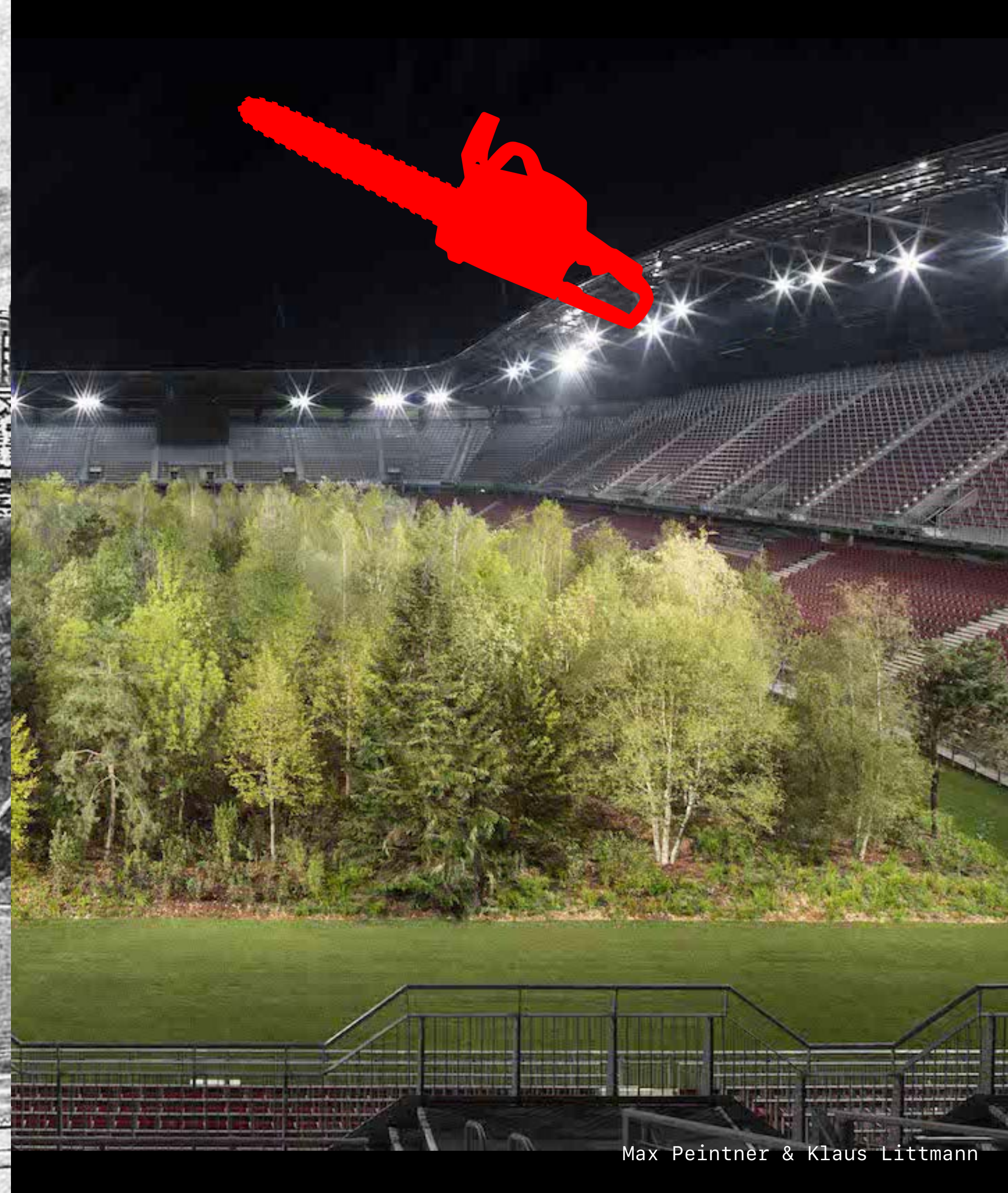
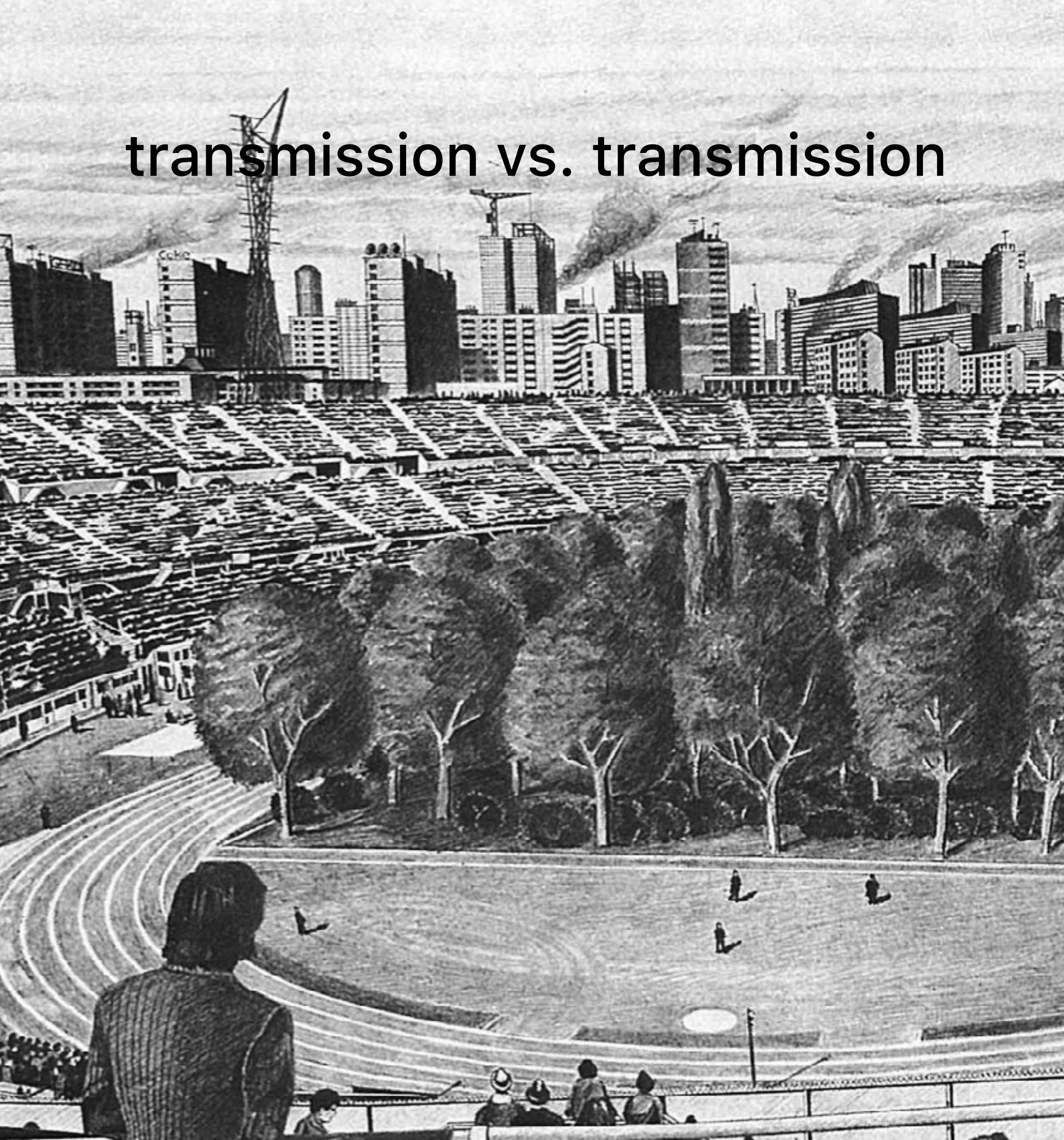
influence & inspiration



transmission



transmission vs. transmission



As designers, our role is to explore speculative ideas to translate them into new things and experiences.

At a deeper level, *“We are conditioned by conditions we condition. We, the created creators, shape tools that shape us. We live by our crafts and conditions. It is hard to look them in the face.”* – John Durham Peters, *The Marvelous Clouds*

If, so, true progress may need to be measured
no longer by how much we can accumulate,
but by how well we can contribute to the
cosmologies we inhabit.

Progresses in design?

FOR THE EARTH

- . engage the "others": plants, animals, earth
- . sustainable practices, animal rights, etc.

FOR HUMANS

- . engage the "others": politicians, capitalists, children, elderly
- . promote a slower economy, the commons, sharing, pluriverse, etc.
- . fair trade & indigenous rights
- . non arming/lethal products
- . end of mobile addiction

FOR DESIGN

- . aim for future oriented strategies
- . avoid escapism (e.i. through style)
- . redesign design

questions for young designers

- . When does design run against progress?
 - . **How might modernism and/or hypermodernism & hyperdesign be misguided?**
 - . What is Human in the Non-human? Non-human or Inhuman in the Human?
 - . **Should we apply HCD to AI? and allow machines to design for humans?**
 - . What are possible “design for change” practices?
 - . Can we push more ethical objectives in the strategy of corporations?
 - . Can we turn “harmony between the elements” into a desirable value?
-
- » **What is the play of typography? Interface? Form? Language? Aesthetics?**

What is progress for you as a designer?

Kevin Kelly	It is in our best interest to embrace technology . (<i>Out Of Control</i>)
Jaron Lanier	We are losing too much of ourselves in technology. (inventor of VR)
Douglas Rushkoff	We must reclaim ourselves through open technology and social actions .
Yuk Hui	Understand reality through theories of cosomopolitics and cosmotechnics .
John Thackara	We must promote sustainable design solutions in all aspects of life.
Arturo Escobar	Justice and ecology can be engaged by design. (<i>Designs for the Pluriverse</i>)
Bruno Latour	Today's crisis needs multi-disciplinary- ecologies approaches. (Gaia theory)
Donna Haraway	Reconfigure our relations to the earth through multispecies approaches.
Ben Cerveny*	Redefine "technology" and returns techno-infrastructures to the commons.

LIFE AXIOMS

1. the **non-human** is the 99.9%
2. **design** dictates reality
3. **human** is a component of the non-human
4. **progress** follows human

2. tools, systems & creations

WHAT

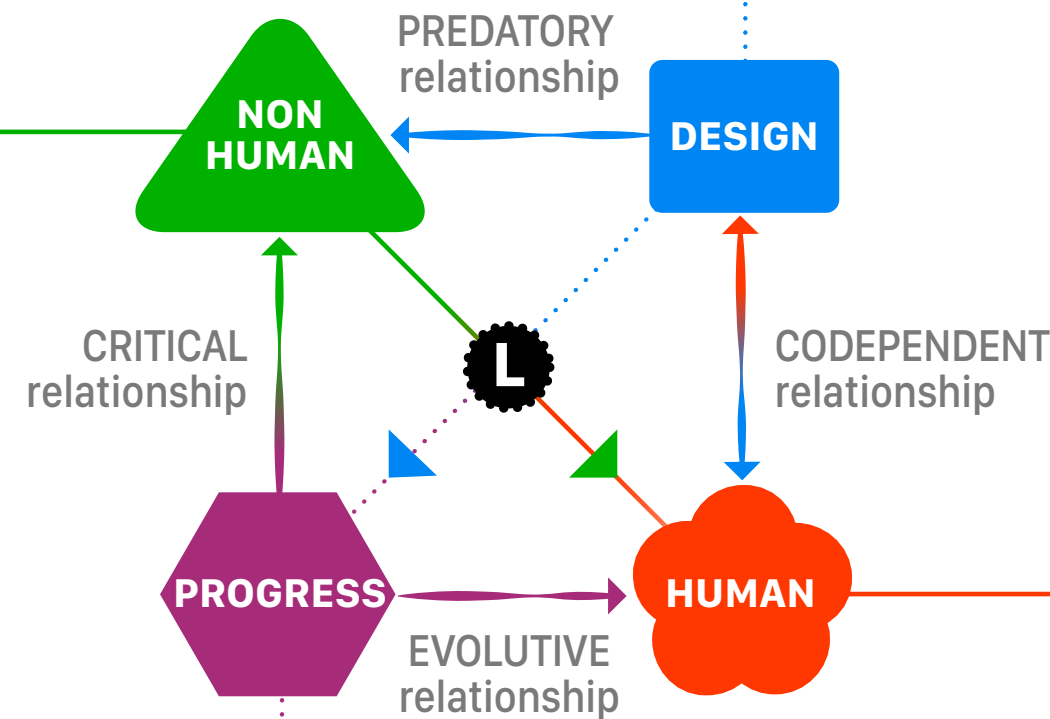
- . intents turning into makings
 - . substitutions & amplifications
 - . **manipulations & control of reality**
 - . definition & manifestation
- **design is self generative & self evolutive**
- » **where does "design" begin & end?**

OUTCOME & CONSEQUENCES

- . innovations & disruptions
 - . fulfill infinite needs & wants
 - . dictate the destiny of human & non-human
- **we become the tools we invent**

1. organic life, species, elements & human things

- . an environment of infinite scopes & resources
 - . nature as technosphere & capitalocene in the anthropocene
 - . all uncharted physical or conceptual territories
- » is Alexa listening? is GAIA listening?



3. bodies: human, conceptual & socio-economic

- . from body to homo digitus to machinic human to inhuman
 - . from selfish to self-centered to social
 - . from community to individual to **dividual**
 - . **regulated from the inside & the outside**
- » **where does "human" begin & end?**
- » **can everything human-conceived be considered "human"**
- **human is at the core of the problem & the solution**

4. discoveries & inventions

TOWARD LIFE

- » improved intelligence & wisdom?
- » more inclusive & sustainable economies?
- » more justice & inter-species compassion?
- » toward "neohumans"?
- » an augmented-assisted nature?
- » a post-nature for non-humans?

CONSIDERATIONS

- . other minds & matter
 - . the non-human & beyond human
 - . **other intelligences** (finance, ecology & pluriverse)
- » **when the self is part of the world it is more likely to design well**

THANK YOU

m-a-d.com/nhcd-agi
erik@m-a-d.com
[@adigard](#)