NON HUMAN CENTERED DESIGN

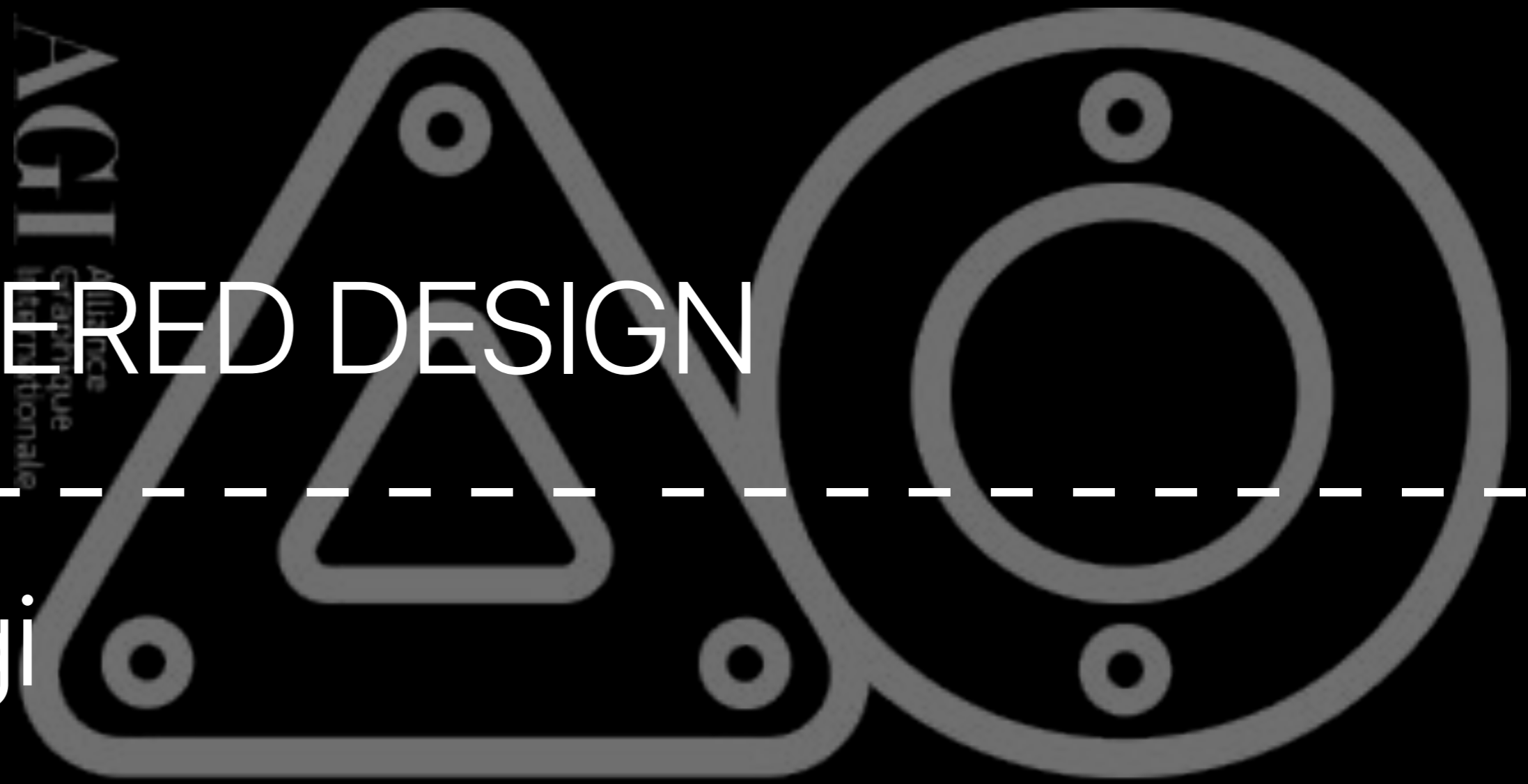m-a-d.com/nhcd-agi
erik@m-a-d.com
@adigard

IN
PRO —
GRESS

▲ AGI NL 2019
TUE. 24 SEPT
● ROTTERDAM

AGI Alliance
Graphique
Internationale

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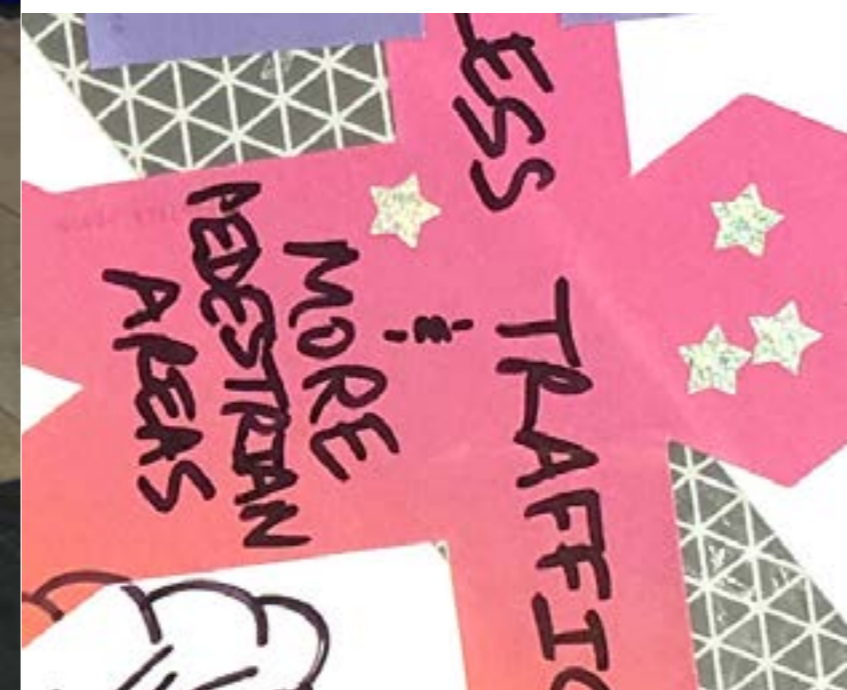
INTERDISCIPLINARY
transmediatic
multi-directional
REPRESENTATION
imagery
strategy & brand
collateral
print & VIDEO
web & apps
publishing
ENVIRONMENTAL
exhibit
media installations
INTERVENTIONS

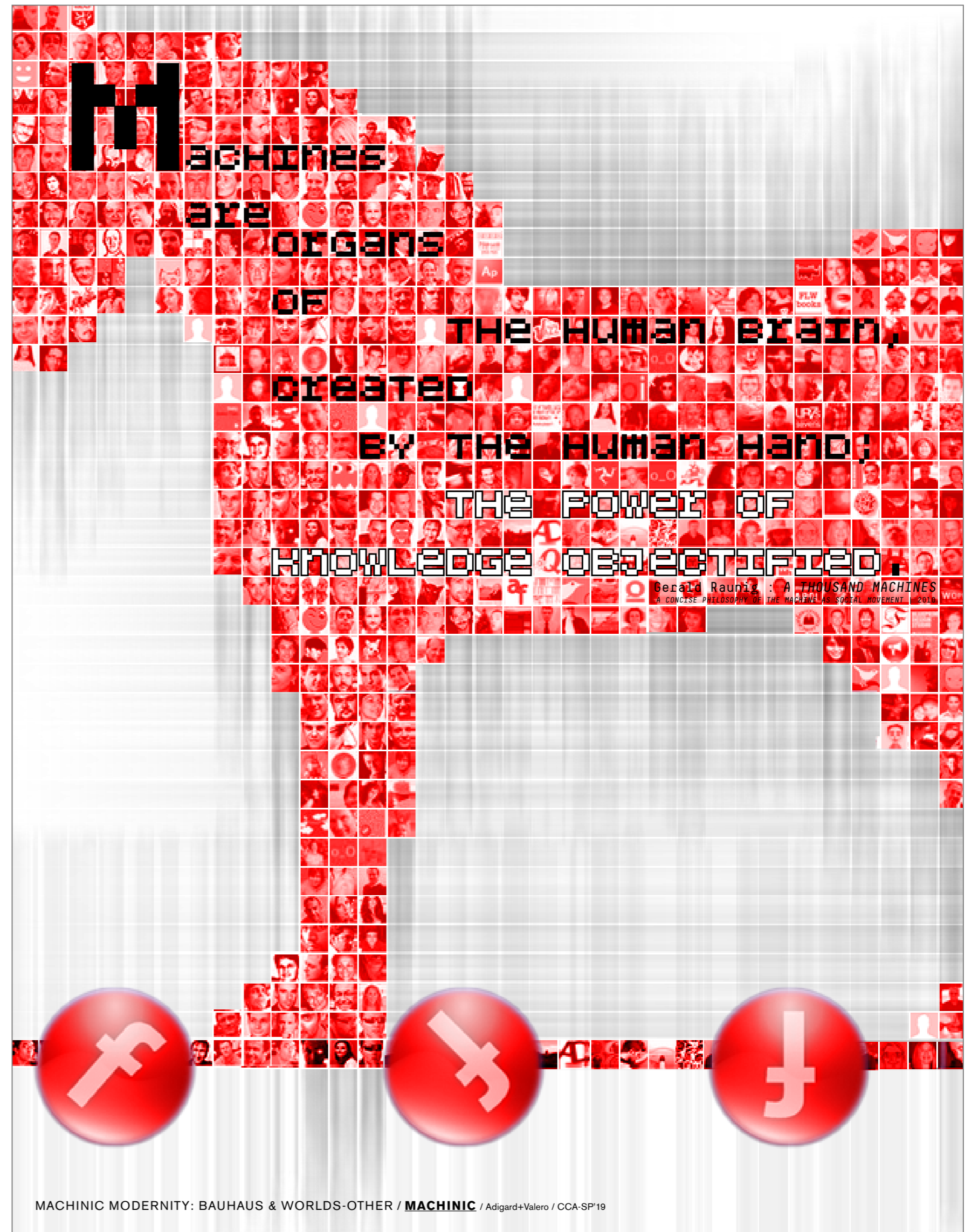solutions on-demand

Code:ART

Spontaneous Interventions

1762

Nicolas-Sébastien Adam

23.4°

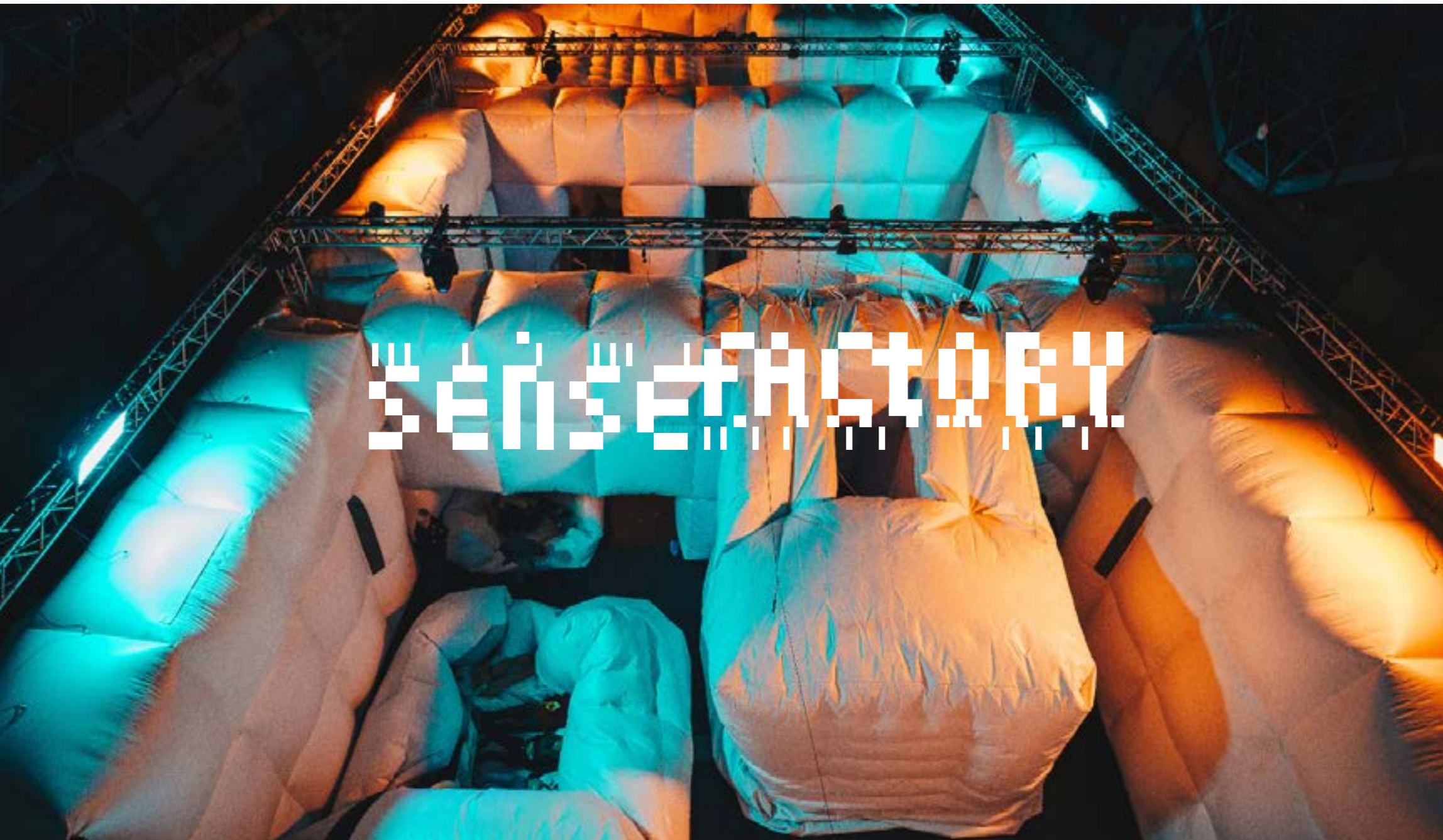*Prometheanism* has moved away from its |GREEK origins to become a universal/CHINESE concept.

YUK HUI / What Begins After the End of Enlightenment?

M
A
D

Machines are organs of the human brain, created by the human hand; the power of knowledge objectified.

Gerald Raunig : A THOUSAND MACHINES
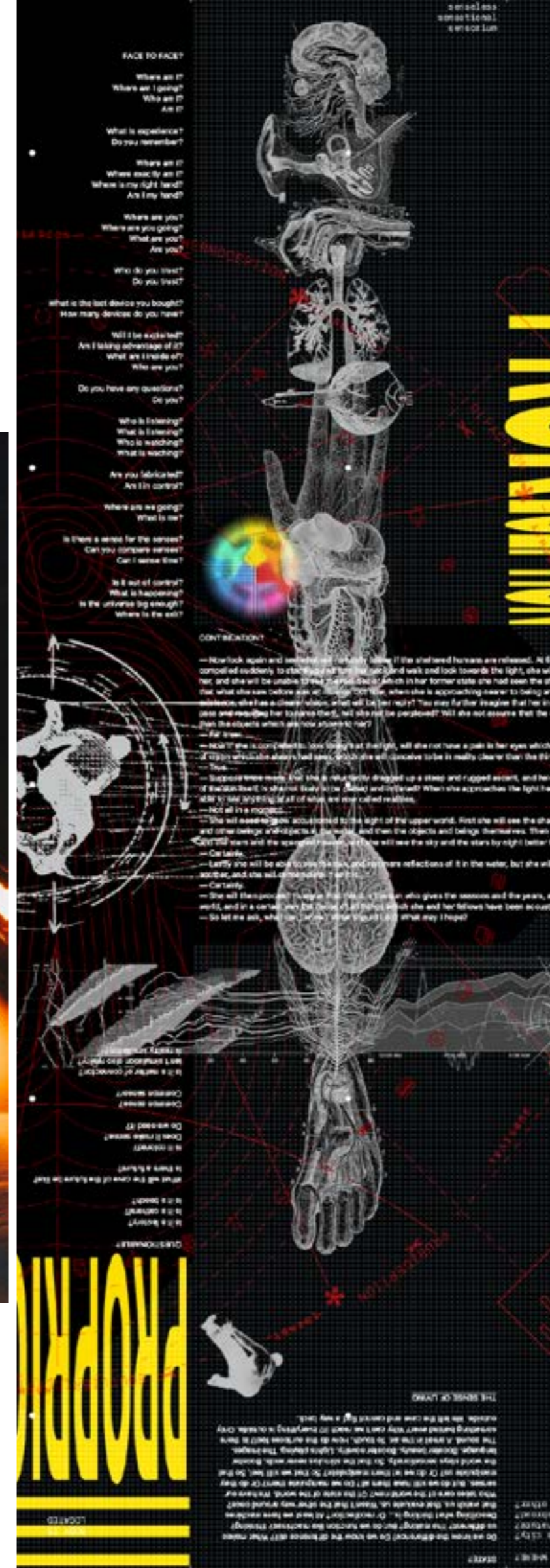A CONCISE PHILOSOPHY OF THE MACHINE AS SOCIAL MOVEMENT | 2010

NON HUMAN CENTERED DESIGN

Bauhaus techno-human anatomies

photo: Sebastian

100 yrs after Bauhaus:

Internet of Things is on track to connect 50B "smart" things by 2020 — `sbir.gov`

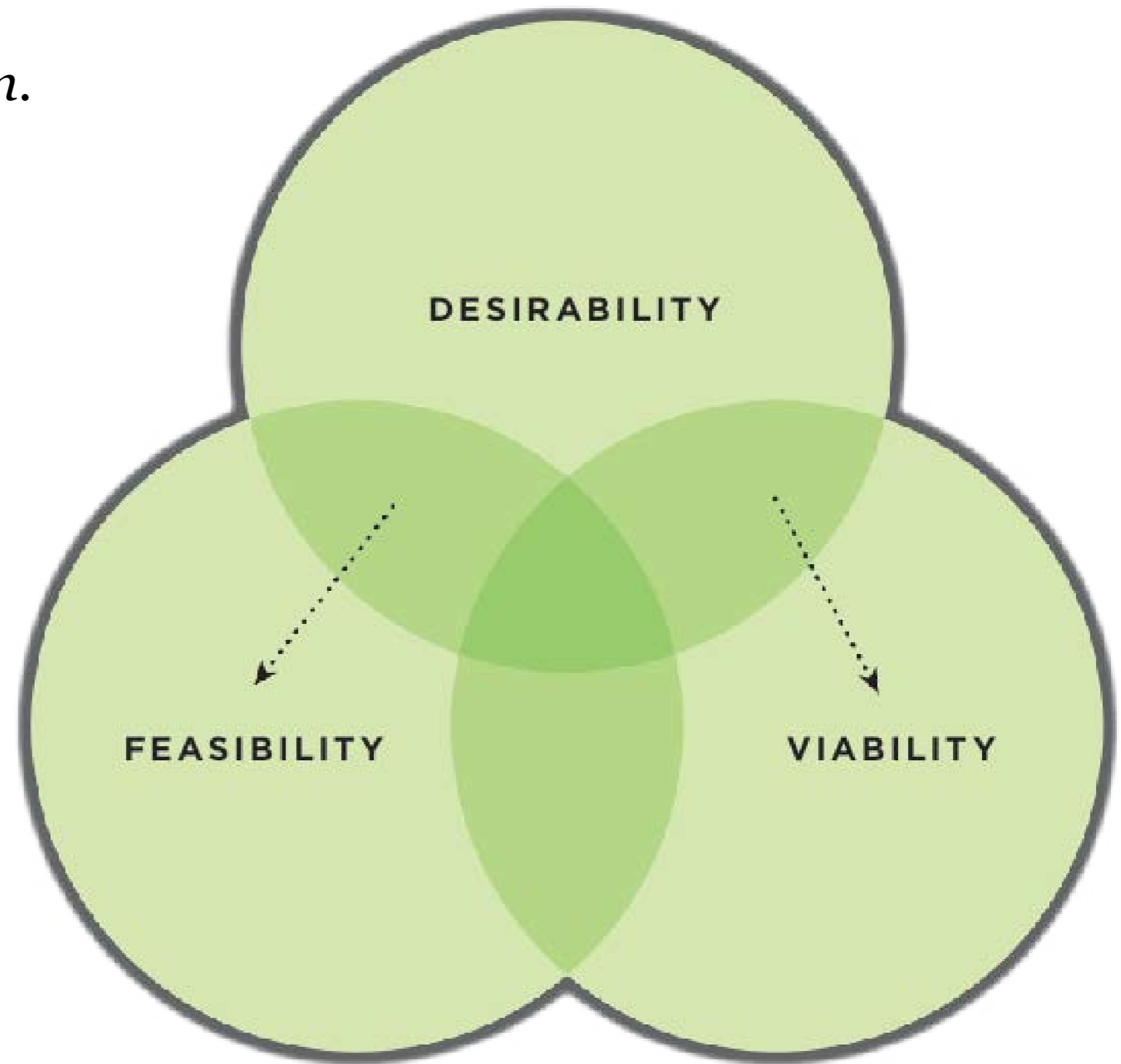We live in a sensorium in which the sensory capacity of machines is far greater that of humans.

Should we then consider our built environments as living bodies?

NON HUMAN CENTERED DESIGN

(about **human** & **design** ontologies)

My cat thinks he's the pinnacle of evolution.

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.
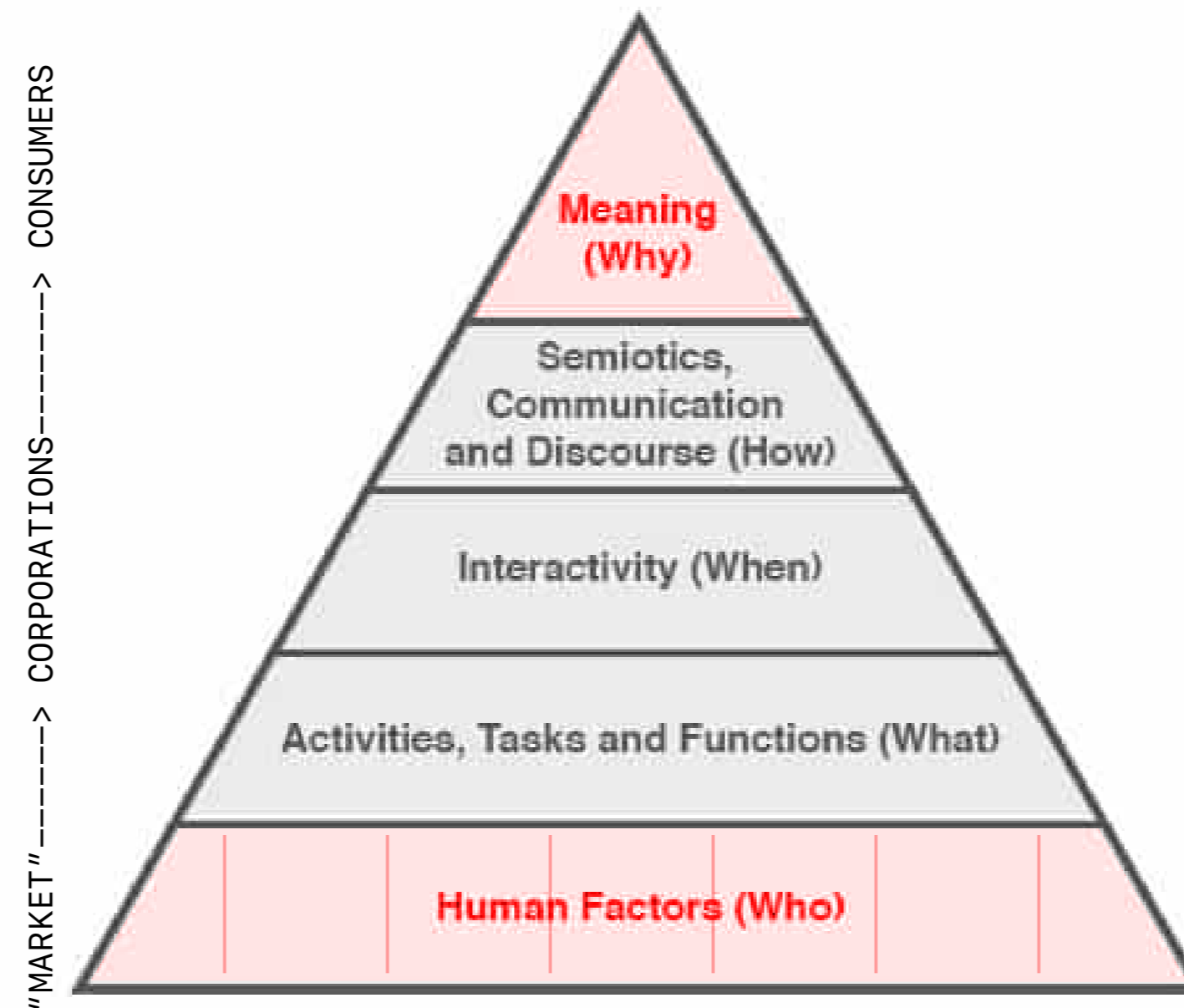
rise of Human Centered Design (HCD)

from a culture of the masses
(advertising/public)

iPod 2003 by TBWA/Chiat/Day

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

* Gilbert Simondon & Gilles Deleuze

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

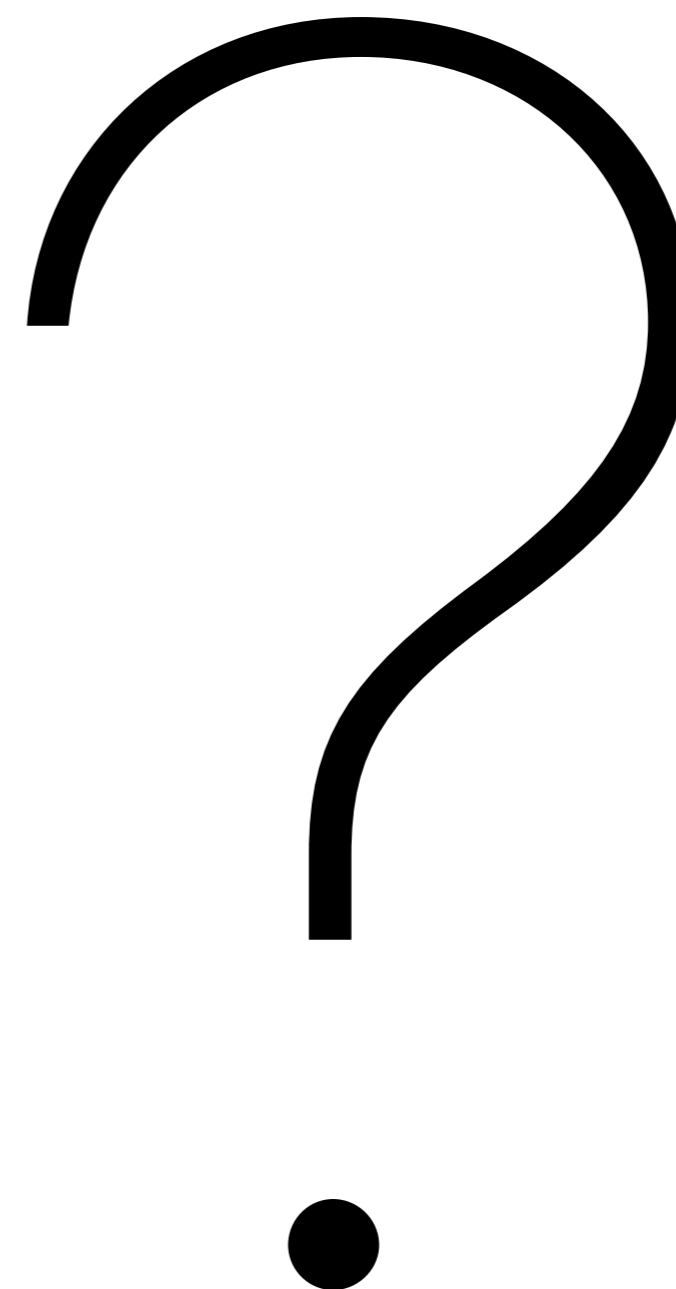> "better" consumption & profits

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

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

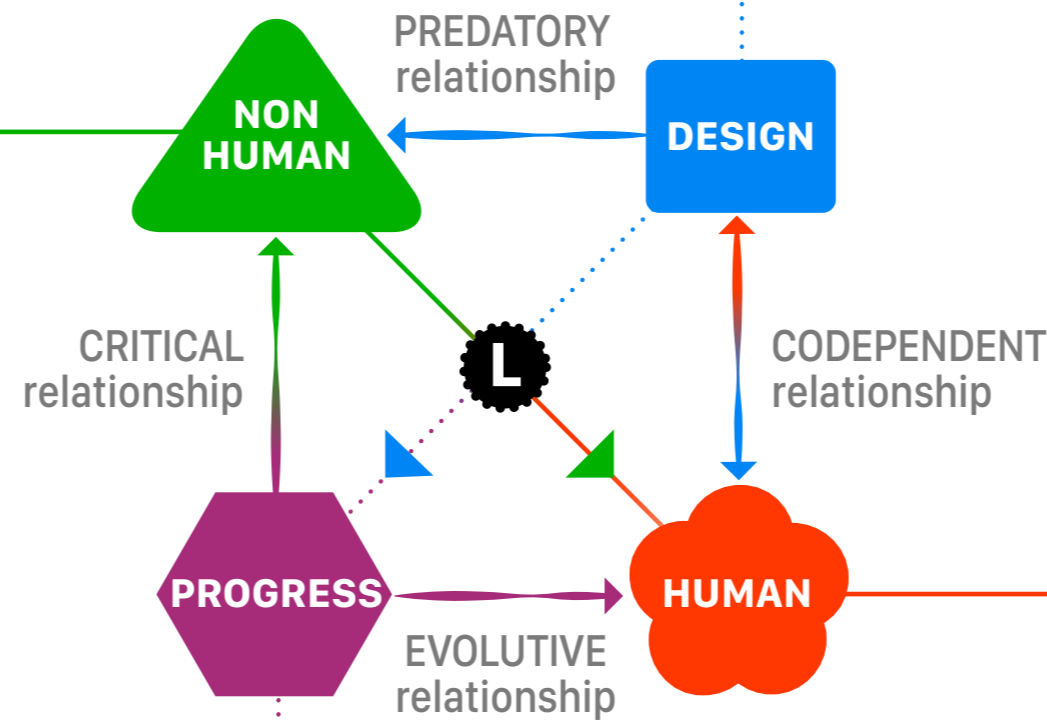**2. tools, systems & creations**

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?
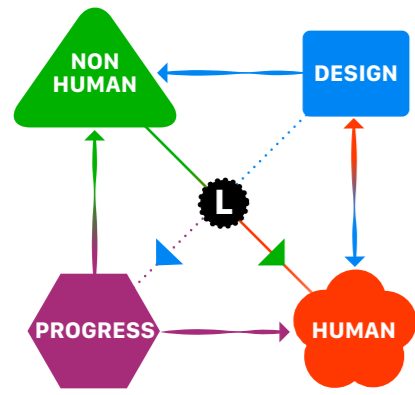
PREDATORY
relationship

NON HUMAN

DESIGN

CRITICAL
relationship

L

CODEPENDENT
relationship

PROGRESS

EVOLUTIVE
relationship

HUMAN

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?

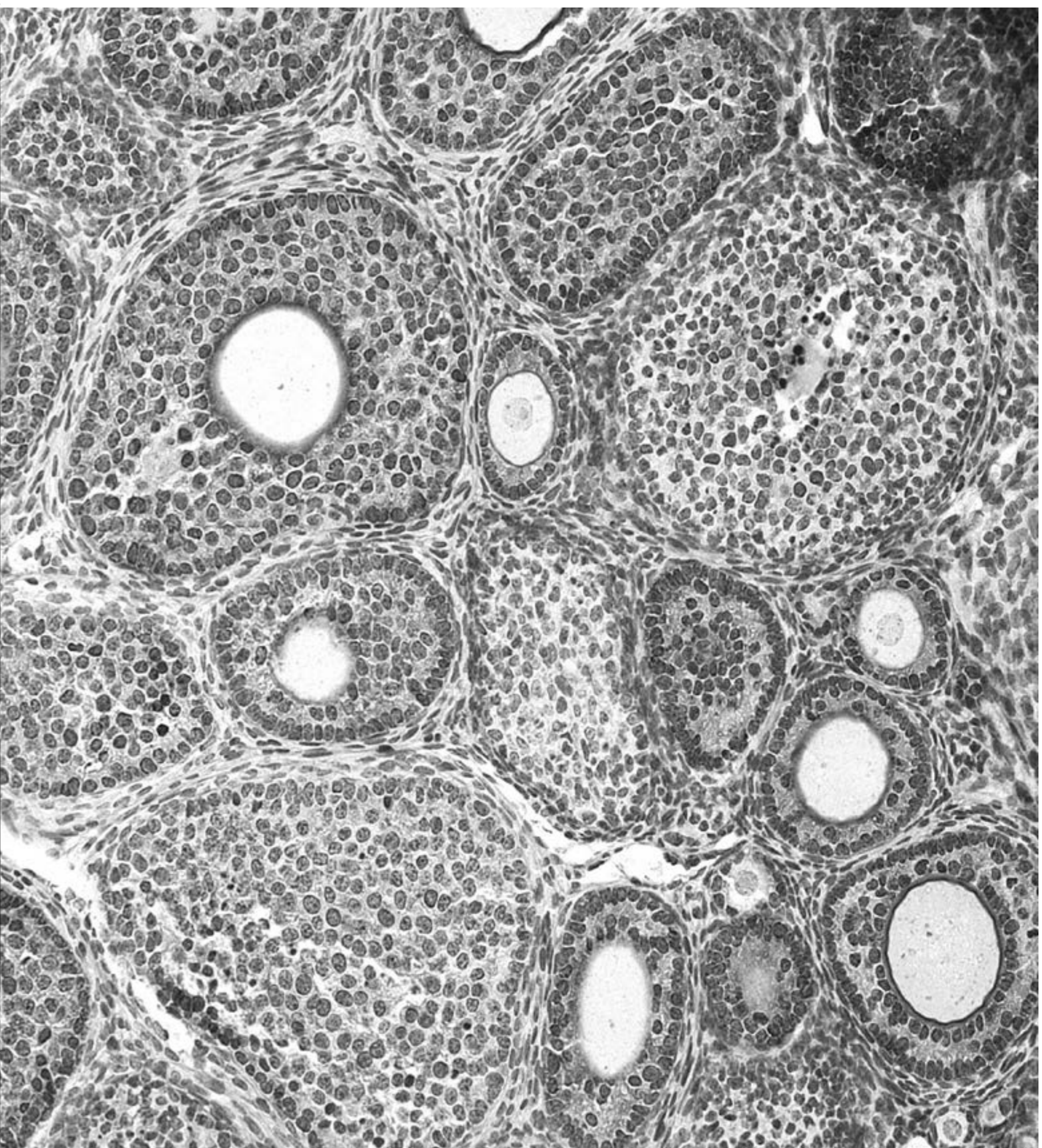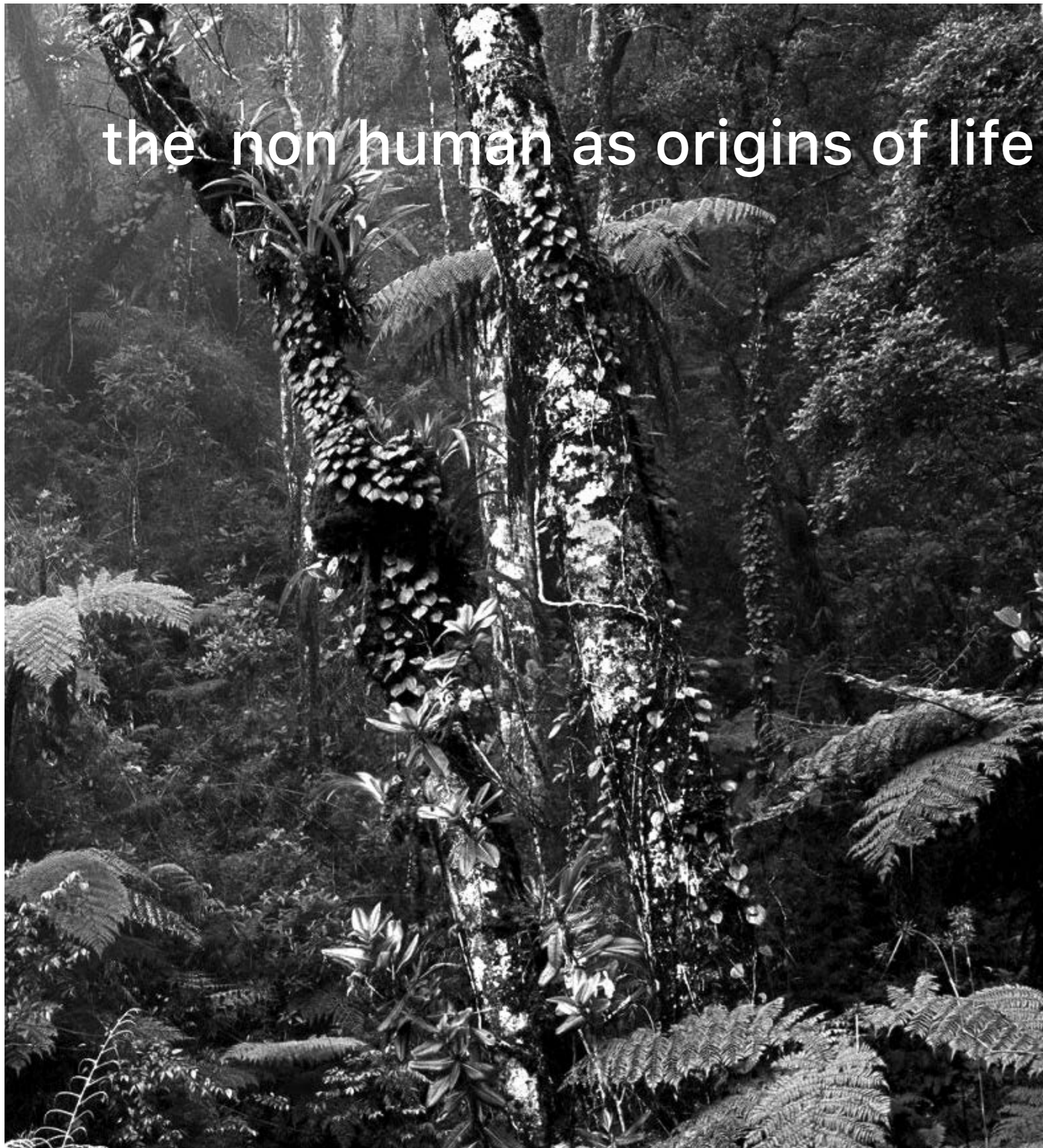CONSIDERATIONS
. other minds & matter
. the non-human & beyond human
. other intelligences (finance, ecology & pluriverse)

» 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"

Parc Nationaux logo by Pierre Bernard
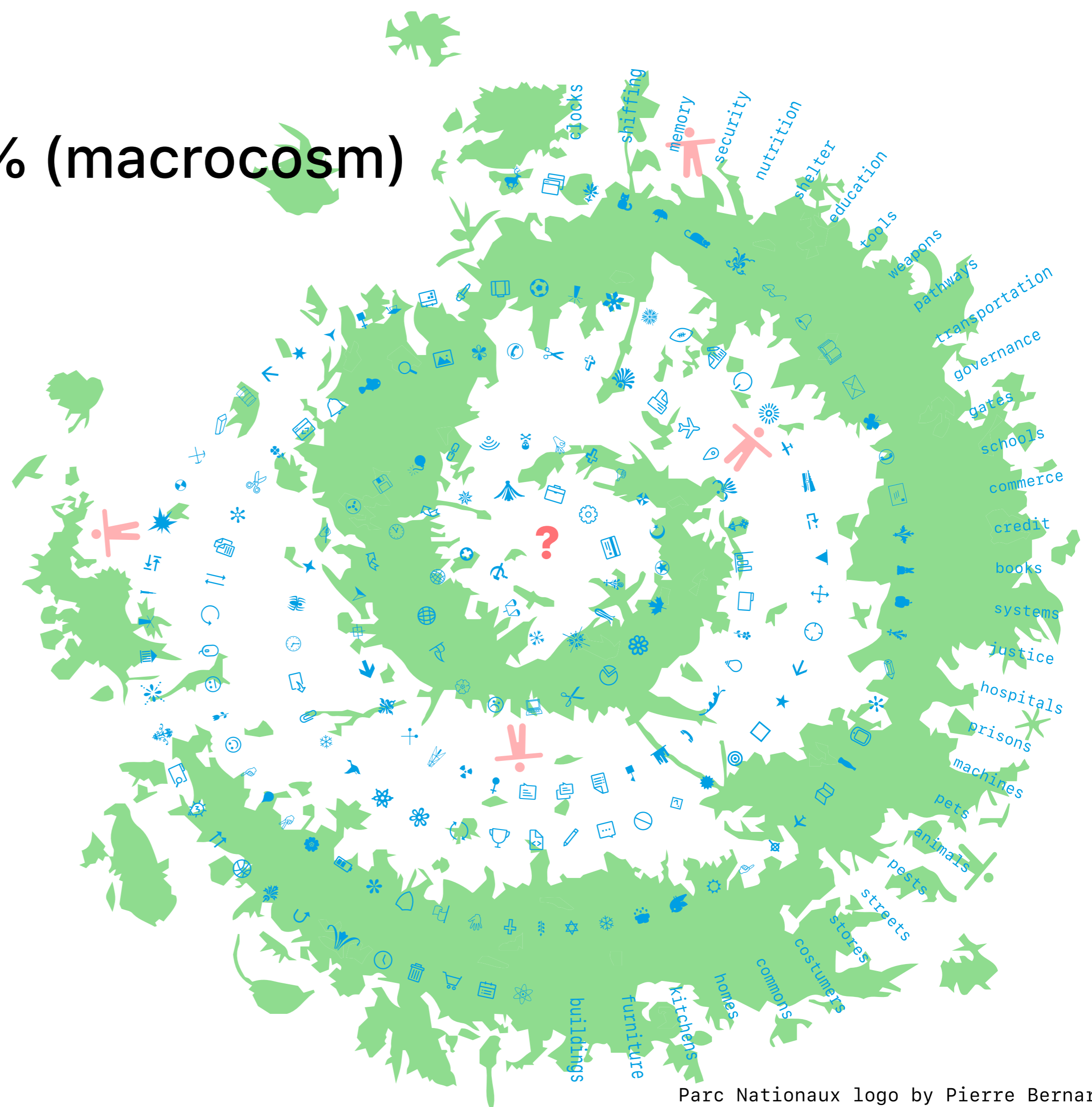
ALL SPACE IS ALREADY OCCUPIED BY THE ENEMY

silence

+
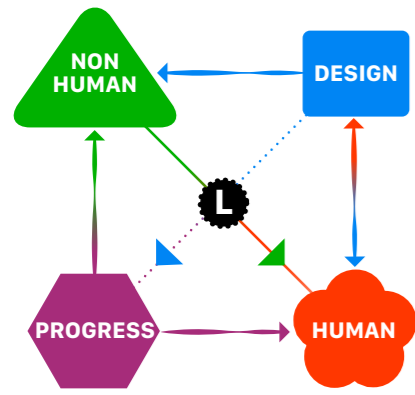
media & politics
information & art

+

sleep
dreams
ideals
justice

Situationist International, 1962 + M–A–D, 2002

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

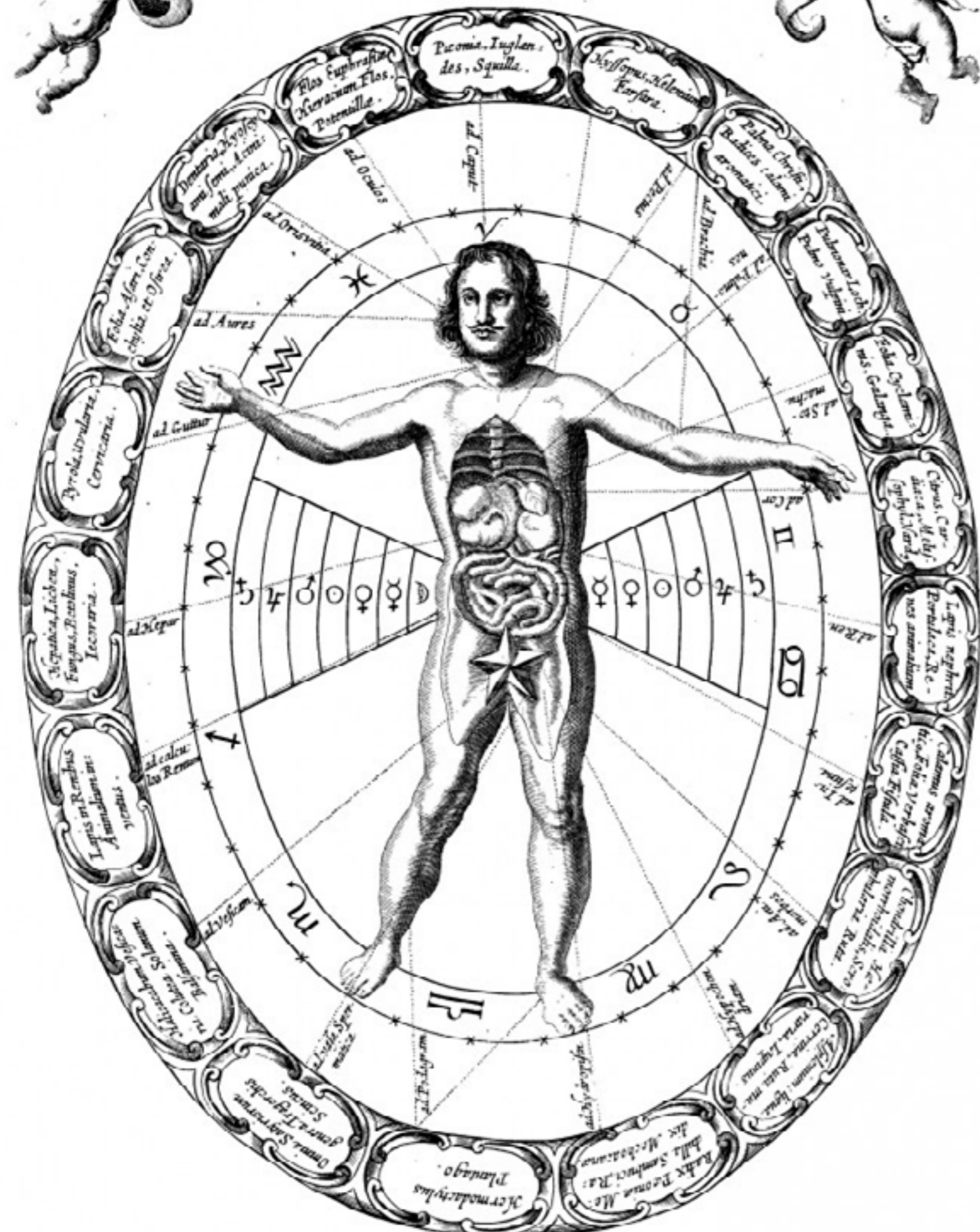But where does nature end?

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.

TYPVS SYMPATHICVS MICROCOSMI CVM MEGACOSMO.
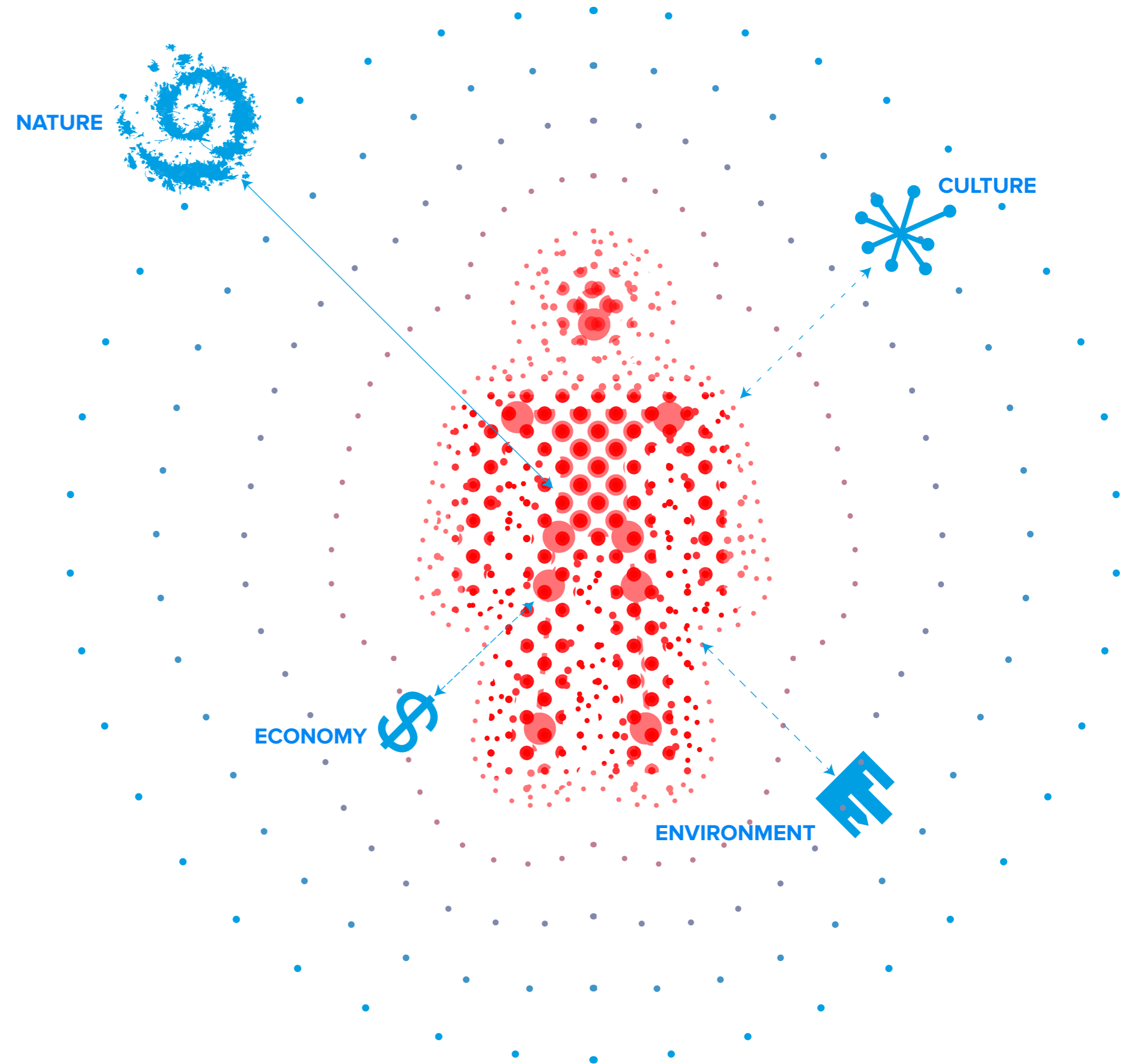sive signaturas Plantarum, cum singulis humani corporis membris exprimens.

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.

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

NATURE

CULTURE

ECONOMY

ENVIRONMENT

design is how human reality happens

DESIGN PROCESS

REALITY → TRANSLATION → USAGE → VALUE

AS
opportunity
and/or
problem

INTO
a usable
concrete
or symbolic
concept

AS
thing or service
message or representation
experience
tool or system

FOR
the user
and/or
the maker
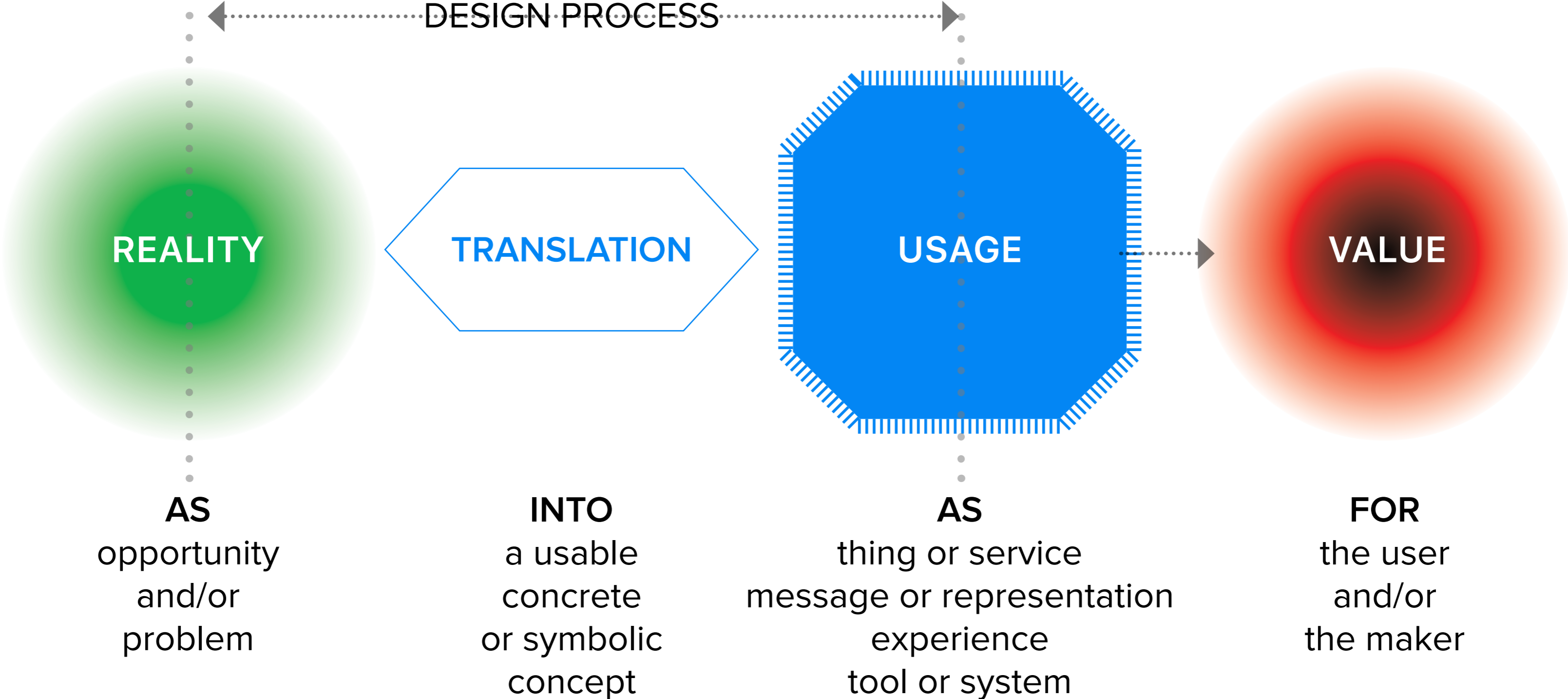
2

NON HUMAN CENTERED DESIGN

100 years after Constructivism, De Stijl & the Bauhaus

what have we learned?

design for people

for user features

    consumers & <u>desire</u>

    focus groups & analytics

CONVENIENCE

CHOICE

AFFORDABILITY
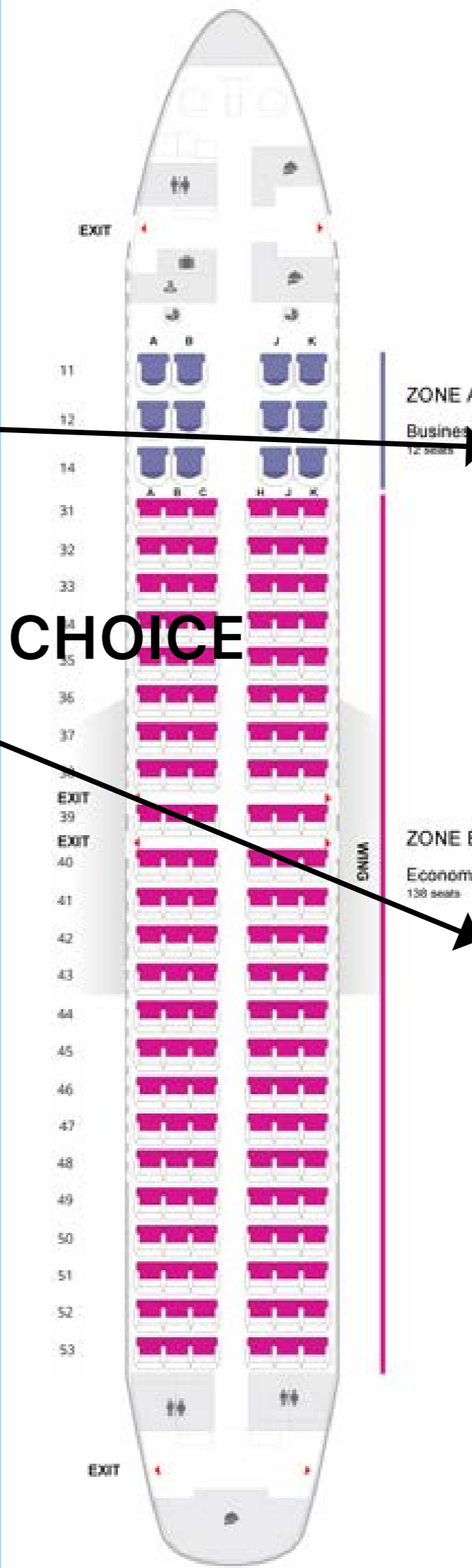
design for business

for   corporate guidelines
         technology & <u>control</u>
         sales & <u>profit</u>

People become prospects, customers, consumers & users.

IMAGE
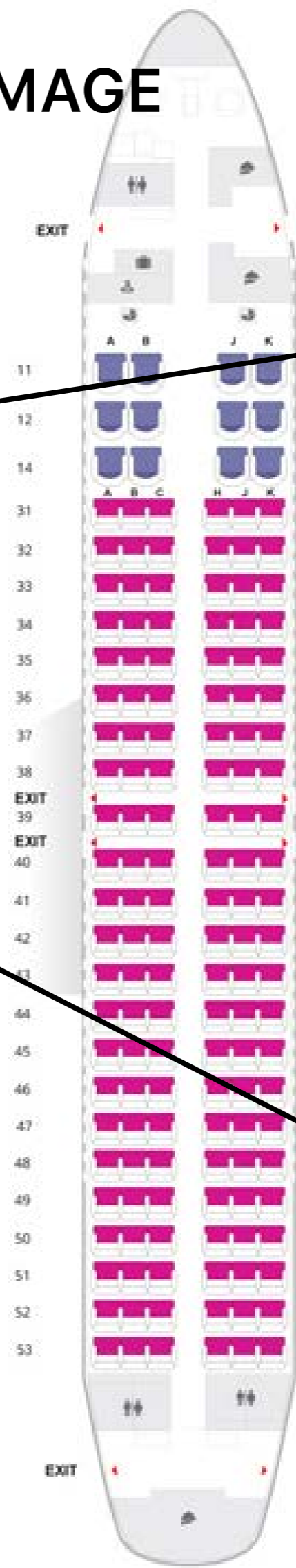
LOWER COSTS

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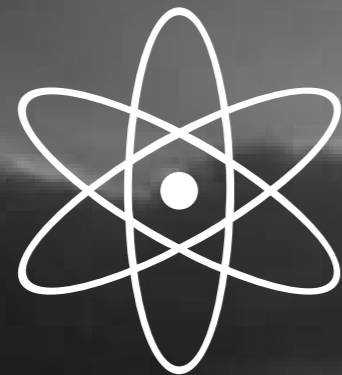
...invisible, hidden labor, outsourced or crowdsourced, hidden behind interfaces and camouflaged within algorithmic processes is now commonplace, particularly in the process of tagging and labeling thousands of hours of digital archives for the sake of <u>feeding the neural networks</u>.

— Kate Crawford & Vladan Joler, 2018 in *Anatomy of an AI System*
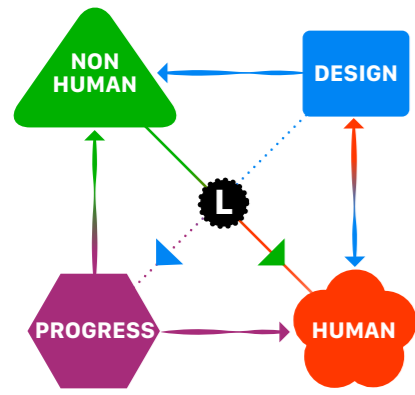
4

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,
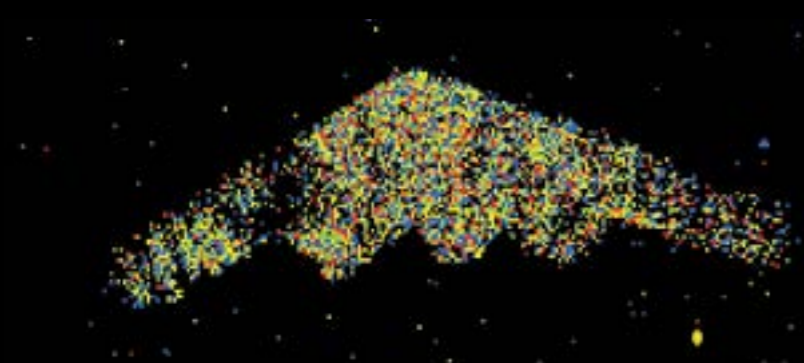
the extreme,

Northern Galactic Cap reveals millions
of galaxies (largest known structures
in the universe)
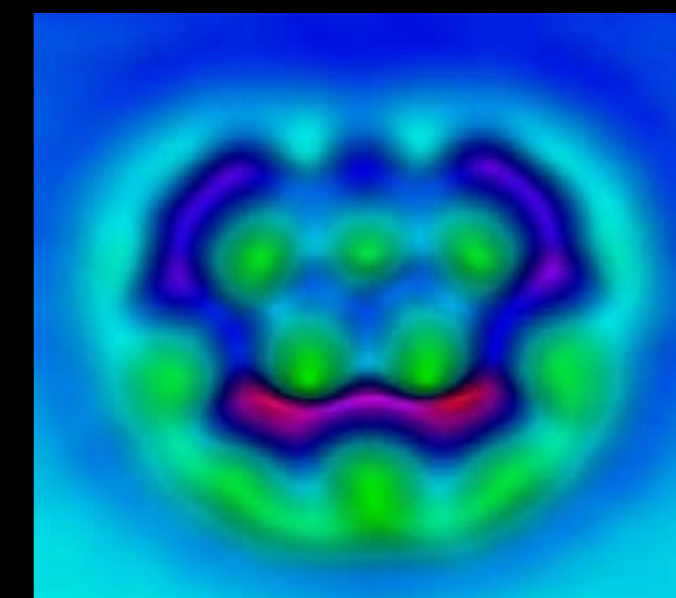
IBM research
1.2 nanometres in width — 100,000 times
thinner than a human hair

the present moment,

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

the imagined,

With the Monolyth 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,
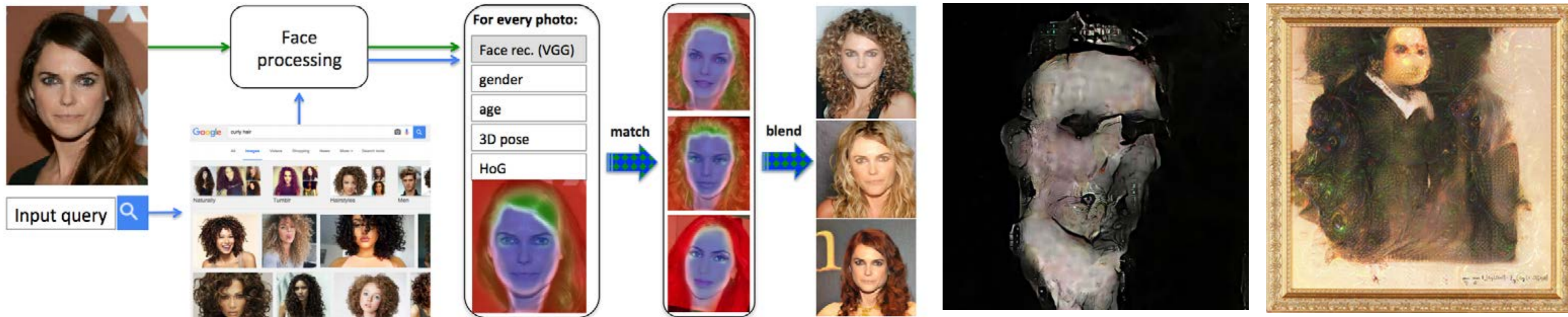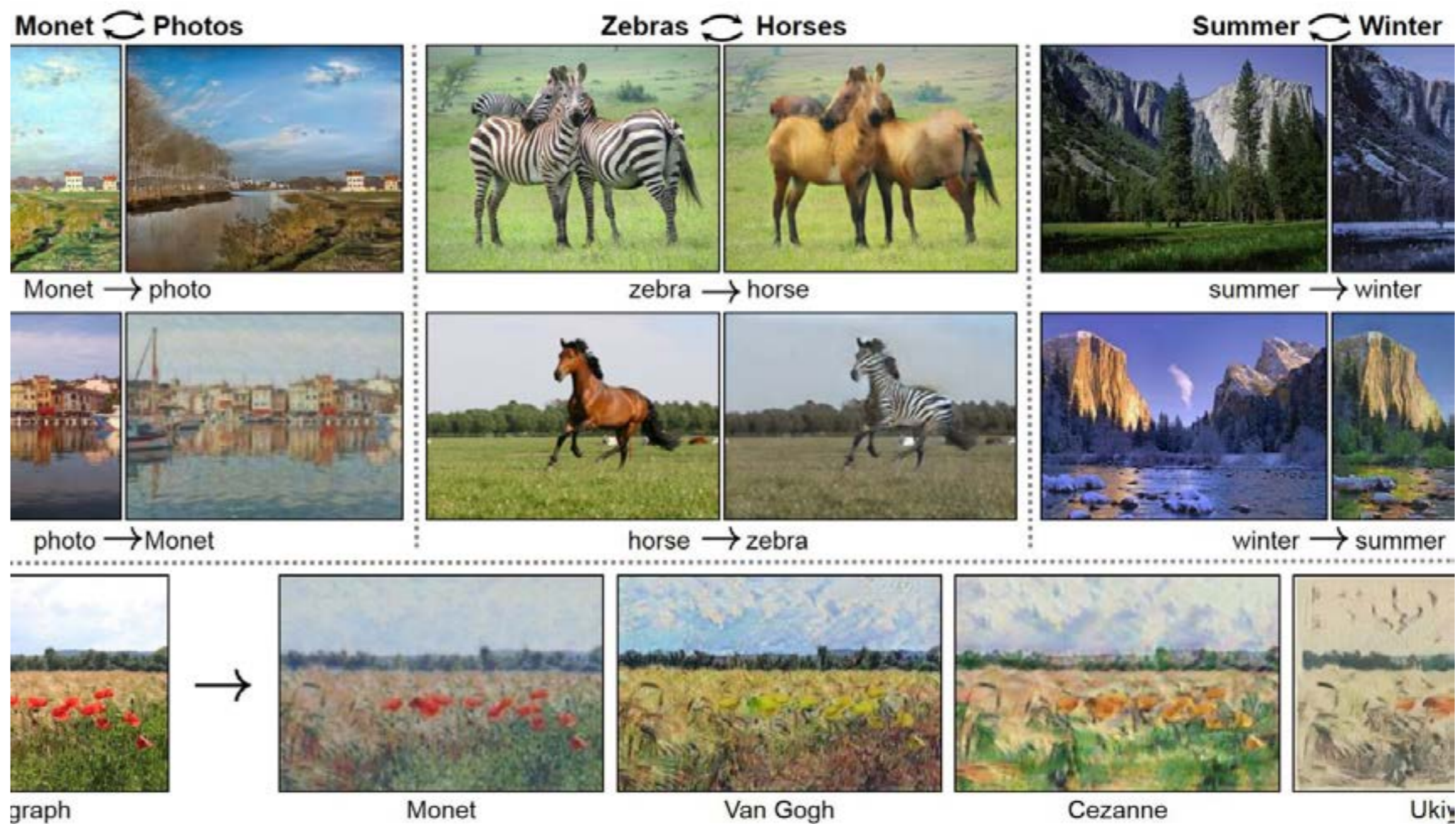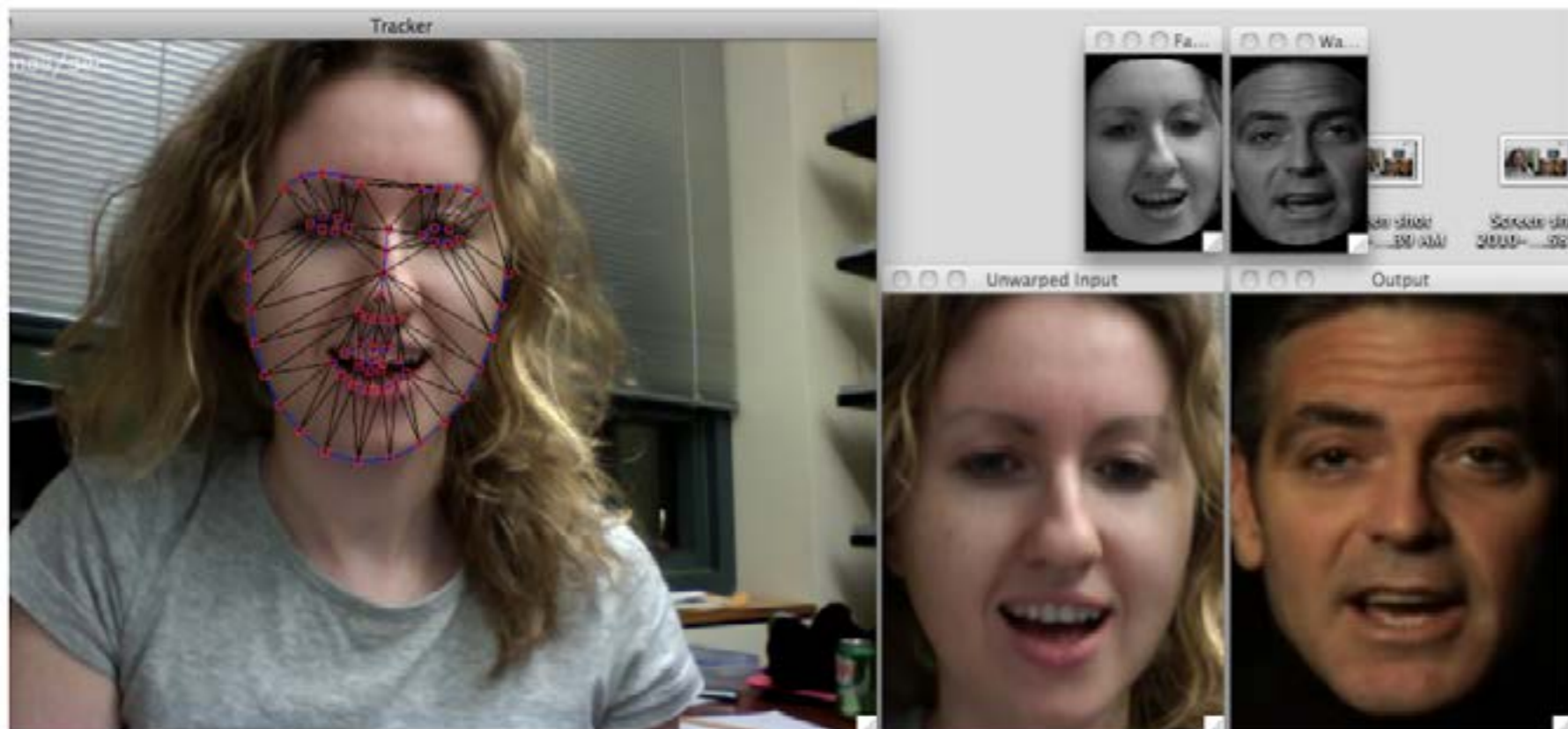
everything,

The screen is both

our new perspectives

and our new cave.

Profits more than progress?

autonomic tech + AI
exploit everything

LIFE 8.7M species

animals
+
humans*
+
plants

---> exploit **technologies** + all LIFE forms & dimensions

become
dependent on new
technologies

weaken
sustainability
for all species

*creators
corporations
investors
workers
consumers
governments
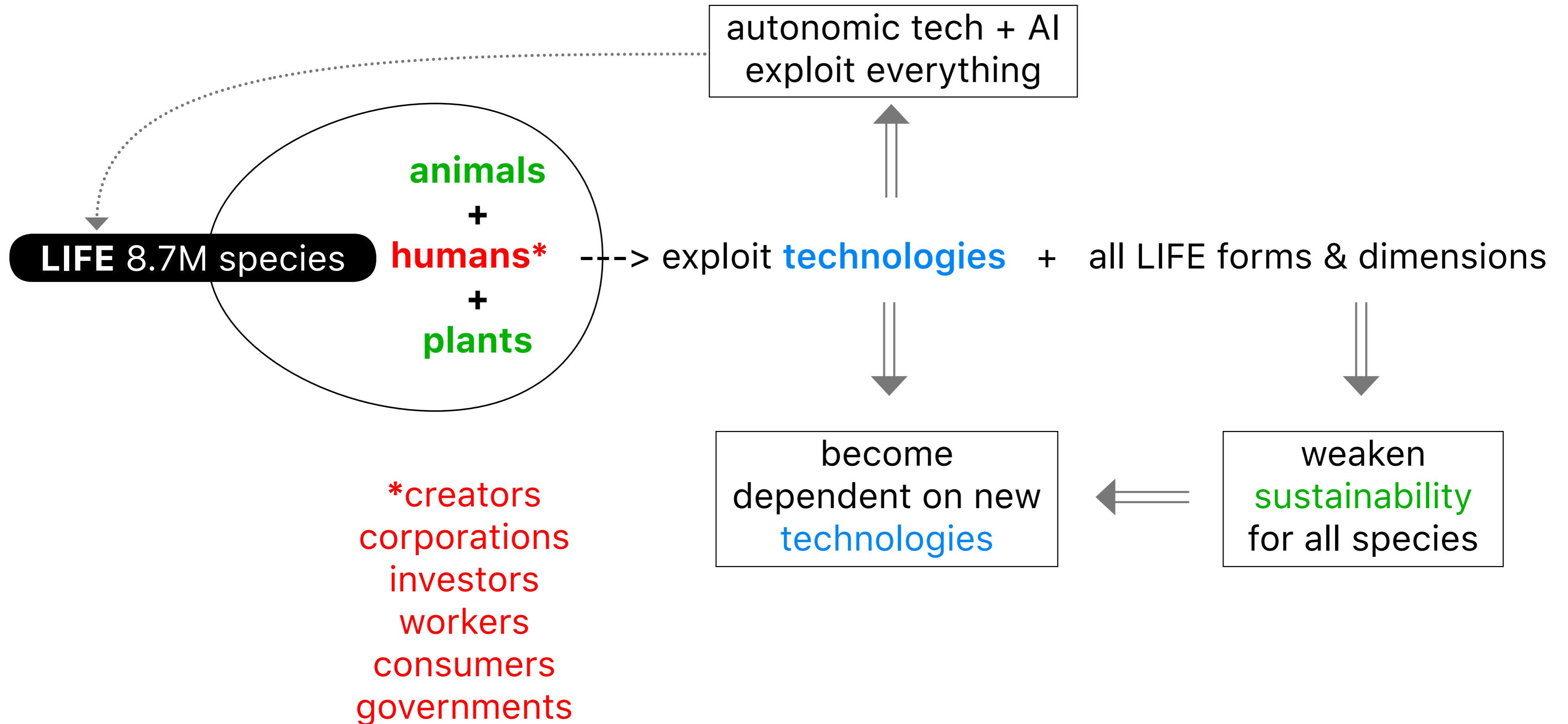
With biogenetics "we" design and edit life to be more adaptable to future environments.

Metabolic disruptions.

Who's obligation is it to adapt?

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

Socio economic disruptions.

Who's job is it to explain?
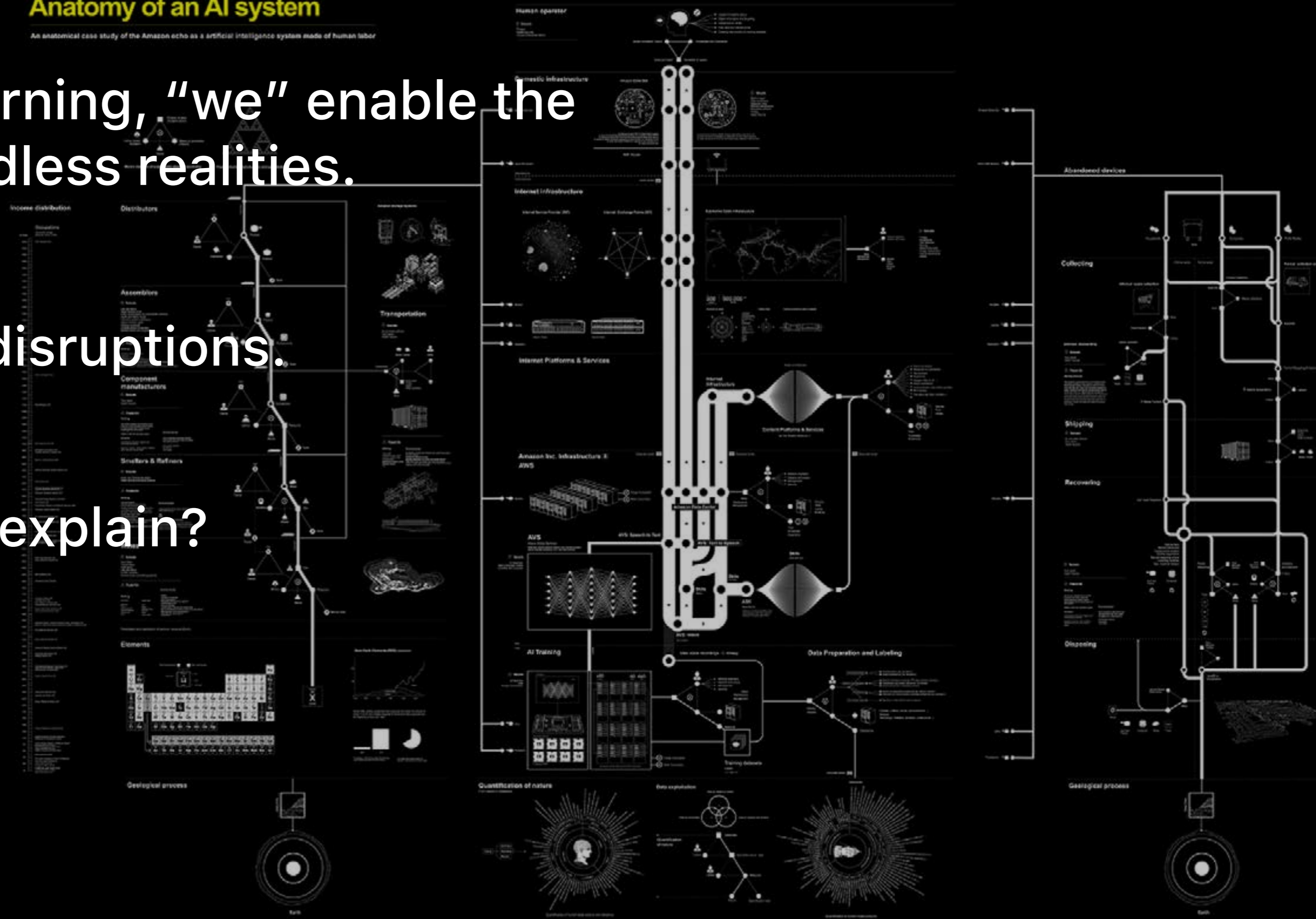
Design is part of the disruption.

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
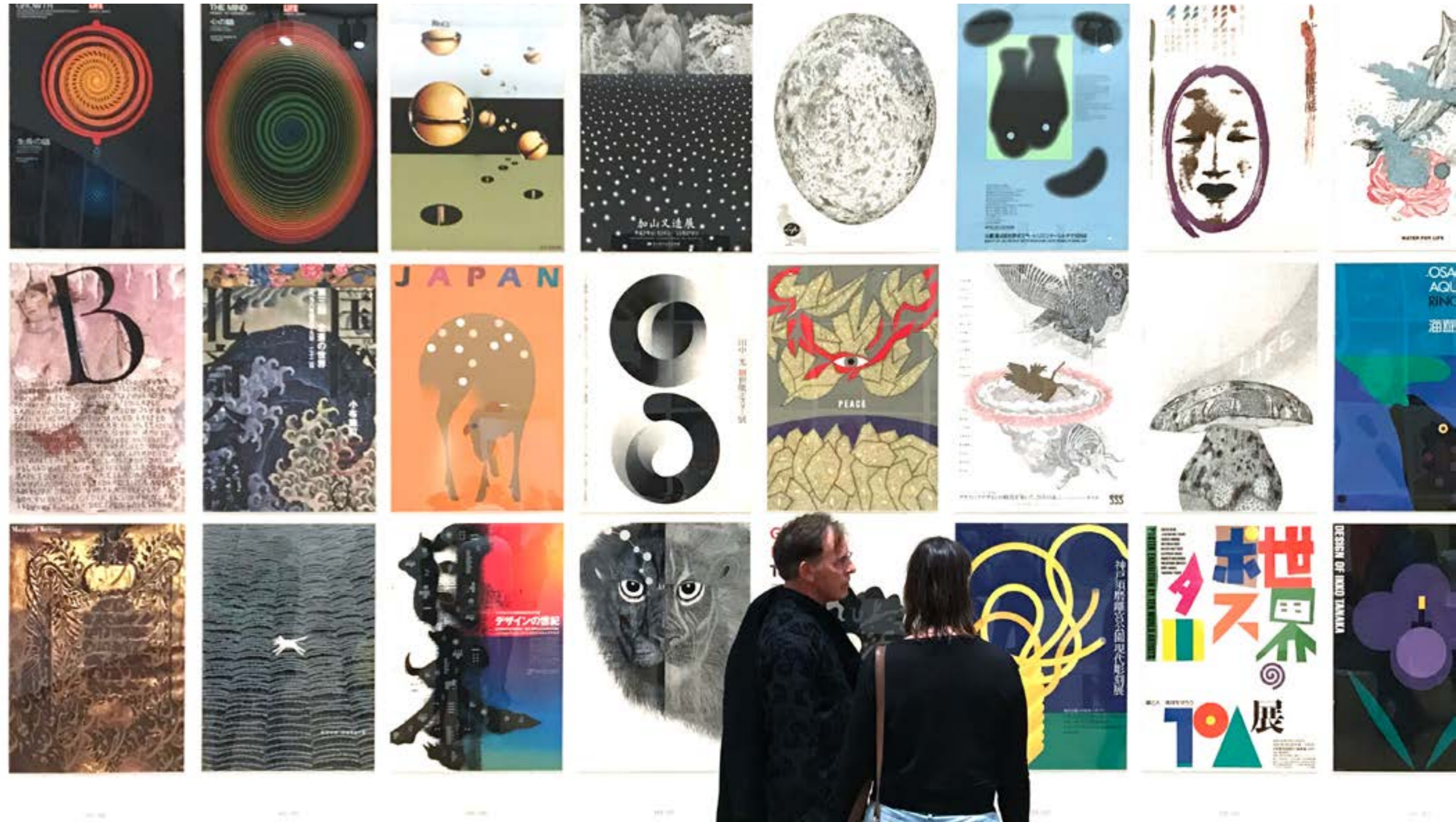
transmission
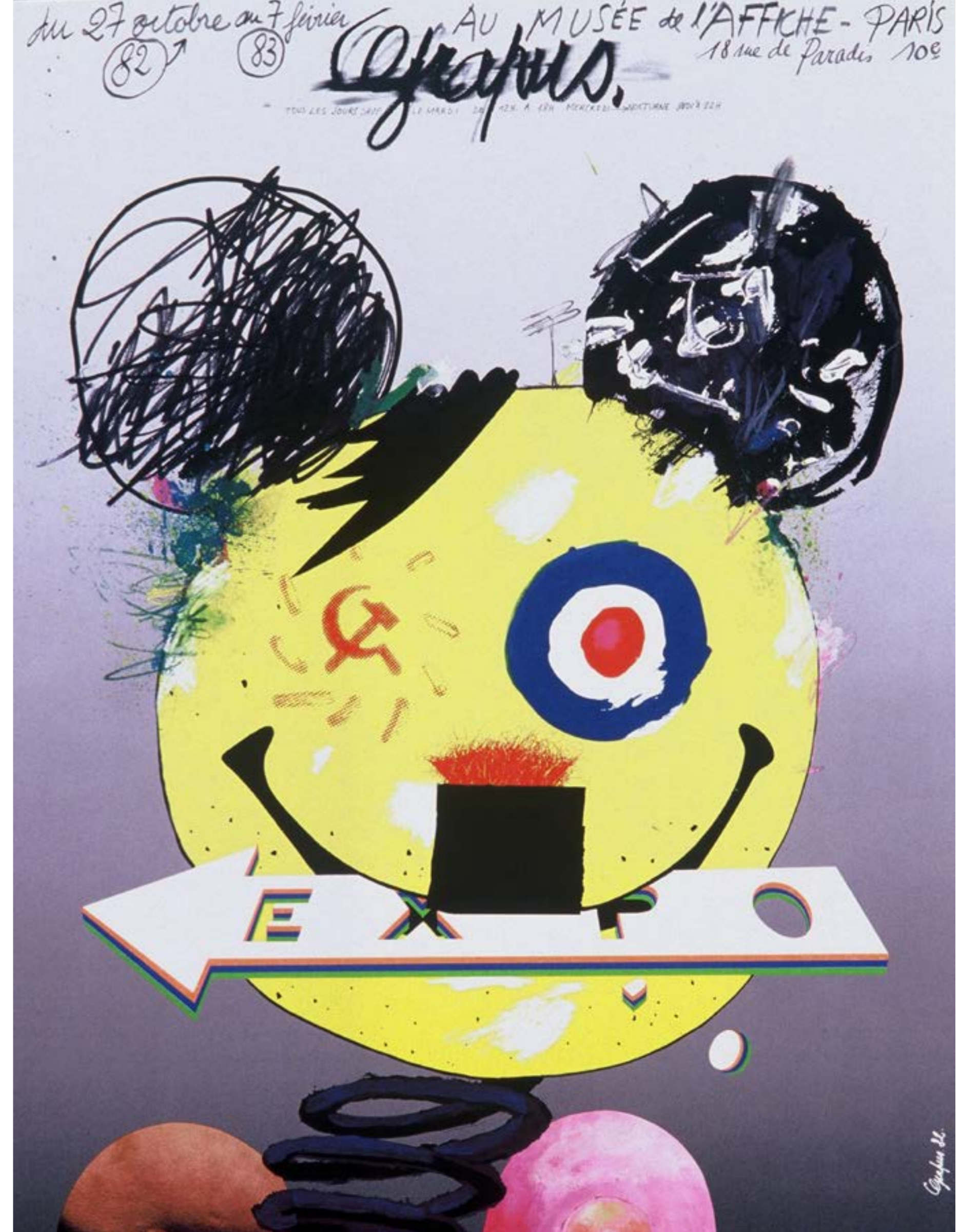
transmission vs. transmission

Max Peintner & Klaus Littmann
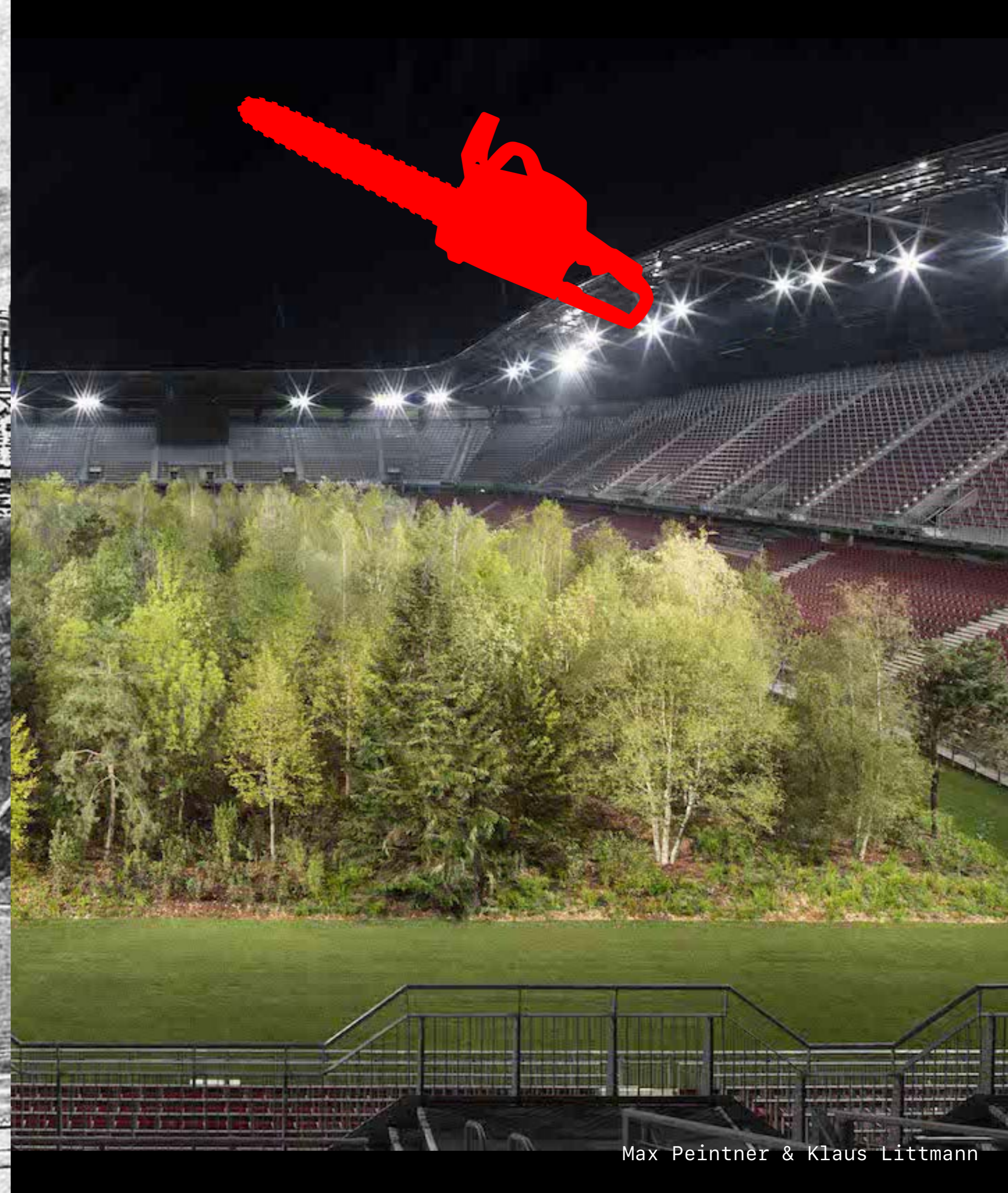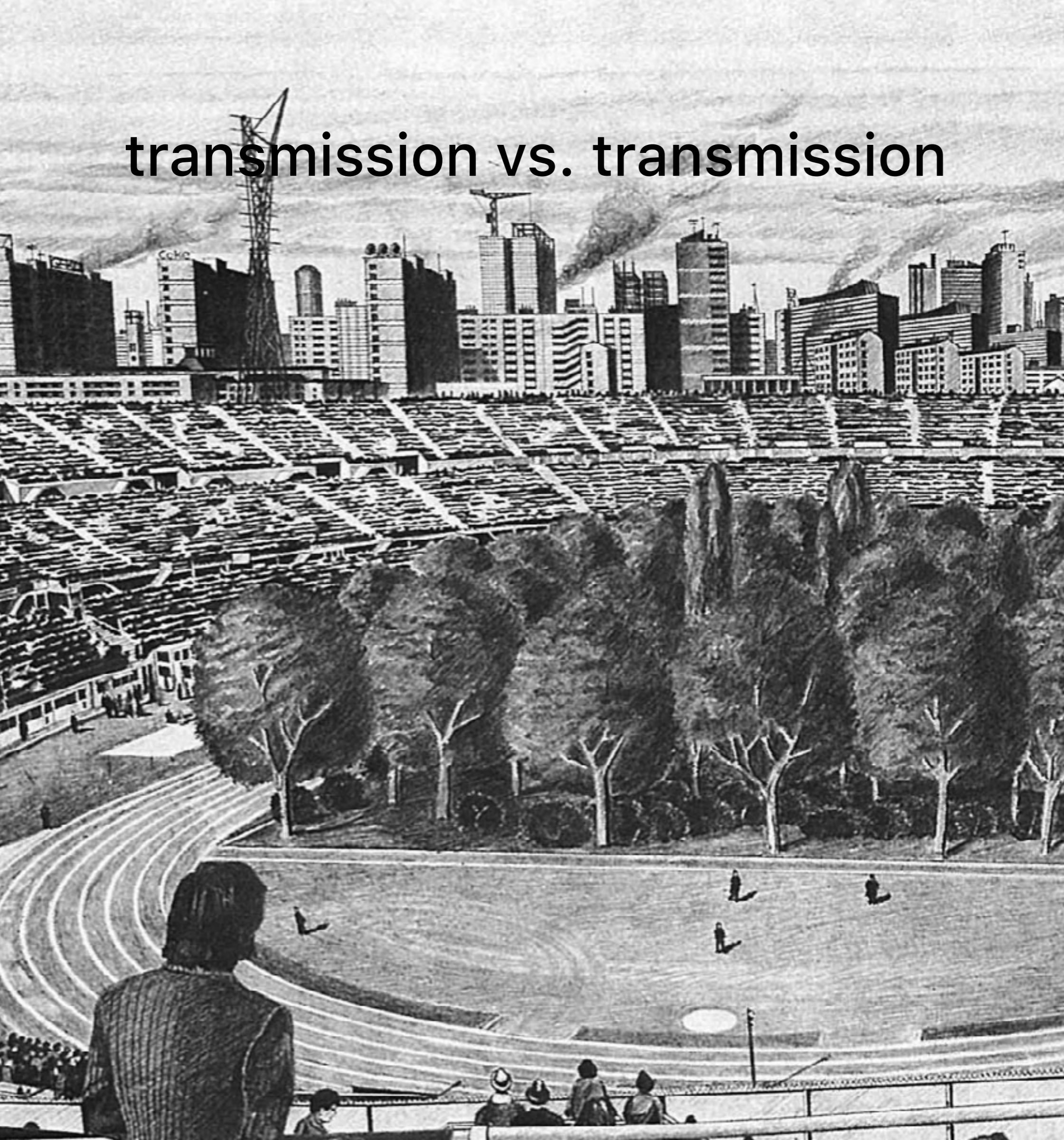
As designers, our role is to explore speculative ideas to translate them into new things and experiences.

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?**

What is progress for you as a designer?

Kevin Kelly   *(Out Of Control)* believes it is best to **embrace technology**

Jaron Lanier   (inventor of VR) believes that we are losing ourselves in technology

Douglas Rushkoff   aims to reclaim life through open technology and direct **social actions**

Bernard Stiegler   believes that our thoughts & memory are conditioned by technology

Yuk Hui   introduces the theories of cosomopolitics and **cosmotechnics**

John Thackara   promotes **sustainable design** solutions in all aspects of life

Bruno Latour   (Gaia theory) suggests a multi-disciplinary **ecologies** approach

Donna Haraway   offers a **multispecies** approach to reconfigure our relations to the earth

Ben Cerveny*   redefines "technology" & returns techno-infrastructures to the commons

*in conversation with Nanjira Sambuli

LIFE AXIOMS

1. the non-human is the 99.9%
2. design dictates reality
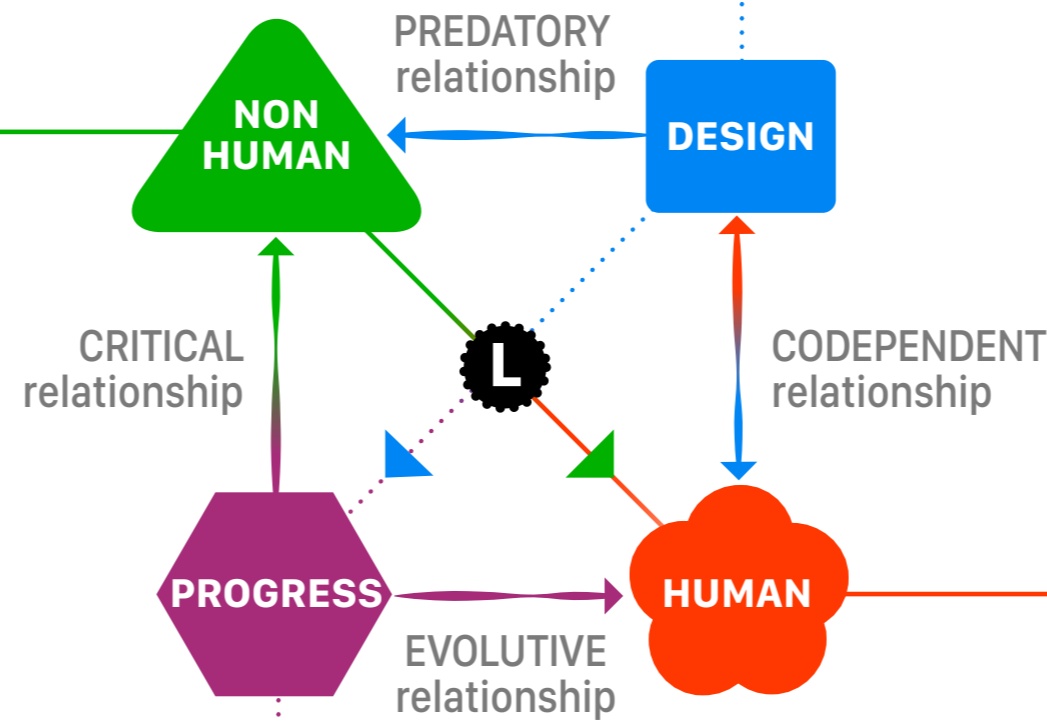3. human is a component of the non-human
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2. tools, systems & creations

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?

NON HUMAN — PREDATORY relationship — **DESIGN**

CRITICAL relationship — Ⓛ — CODEPENDENT relationship

PROGRESS — EVOLUTIVE relationship — **HUMAN**

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**

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» **can everything human-conceived be considered "human"**

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» 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**

NON HUMAN CENTERED DESIGN

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@adigard

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GRESS

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TUE. 24 SEPT
● ROTTERDAM