Subject: The Designer's Forum: Design Informatics

Date: Tuesday, 5 May 2015 16:22:02 British Summer Time

From: Alan Murray

To: Alan Murray

From: "Felicia CHAN (MCI)" <Felicia_CHAN@mci.gov.sg>

Date: Friday, 23 January 2015 08:53

To: James Auger <james.auger@rca.ac.uk>, Alan Murray <alan.murray@falmouth.ac.uk>

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DesignSingapore Council Presents

The Designer's Forum & Workshop

Design + Technology: Speculative futures and alternative presents – technological imaginaries through design

A machine of the future that uses predictive analytics of everyday life.

The renowned 20th century designer Charles Eames described design as "a plan for arranging elements to accomplish a particular purpose" (1972). The power of this simple statement is that it operates across multiple scales, material complexities and time-frames –

You will:
• understand design probes methodology
• identify new commercial opportunities
• gain insights from successful case studies

Date   Mon, 9 Feb 2015

from a piece of furniture to a city plan; a length of wood to biological parts (now seen as being designable through synthetic biology); for the marketplace of tomorrow or a distant future world.

But particularly poignant is the issue of a "particular purpose". In normative (generalised) terms, this is the arranging of available elements to create useful objects designed to exist (and usually be sold) in the real world. Increasingly, these elements are technological and as such, the designer's role could be seen as the translation of technological potential into useful, usable and desirable products.

Speculative design borrows many practical methods from its more well known counterparts (such as industrial and graphic design) but as a form of research it de-couples the practice from direct market imperatives, in turn creating a space to arrange emerging (not yet available) technological "elements" to hypothesise future products and artefacts; or apply alternative plans, motivations or ideologies to those currently driving technological development to facilitate new arrangements of existing elements; and design big systems or forms of interaction that would be impossible to implement in reality.

This forum will ask how emergent digital technologies such as Big Data, sensing, prediction algorithms and robotics could enter everyday life. The session will begin with a presentation on the methods and approach, giving examples of relevant projects. Followed by a practical workshop session in exploring Big Data to speculate the future products, systems or services that could emerge.

Facilitators: Dr James Auger, Professor Alan Murray

Time	Forum: 10.00am–12.30pm Registration from 9.30am Workshop: 2.30pm-5.30pm Registration from 2pm
Venue	Auditorium National Design Centre 111 Middle Road Singapore 188969
Admission	Free
Register	Ms Shermie Soh dsg@aspeneventplanners.com Tel: 8437 7717

◉ **Download registration form**
◉ **Download programme**

Admission to this event is exclusive to Singapore-registered companies. Registration is on a first-come-first-serve basis.

The **DesignSingapore Council** is the national agency for design under the Ministry of Communications and Information. Its objective is to enable Singapore to use design for economic growth and to make lives better.

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