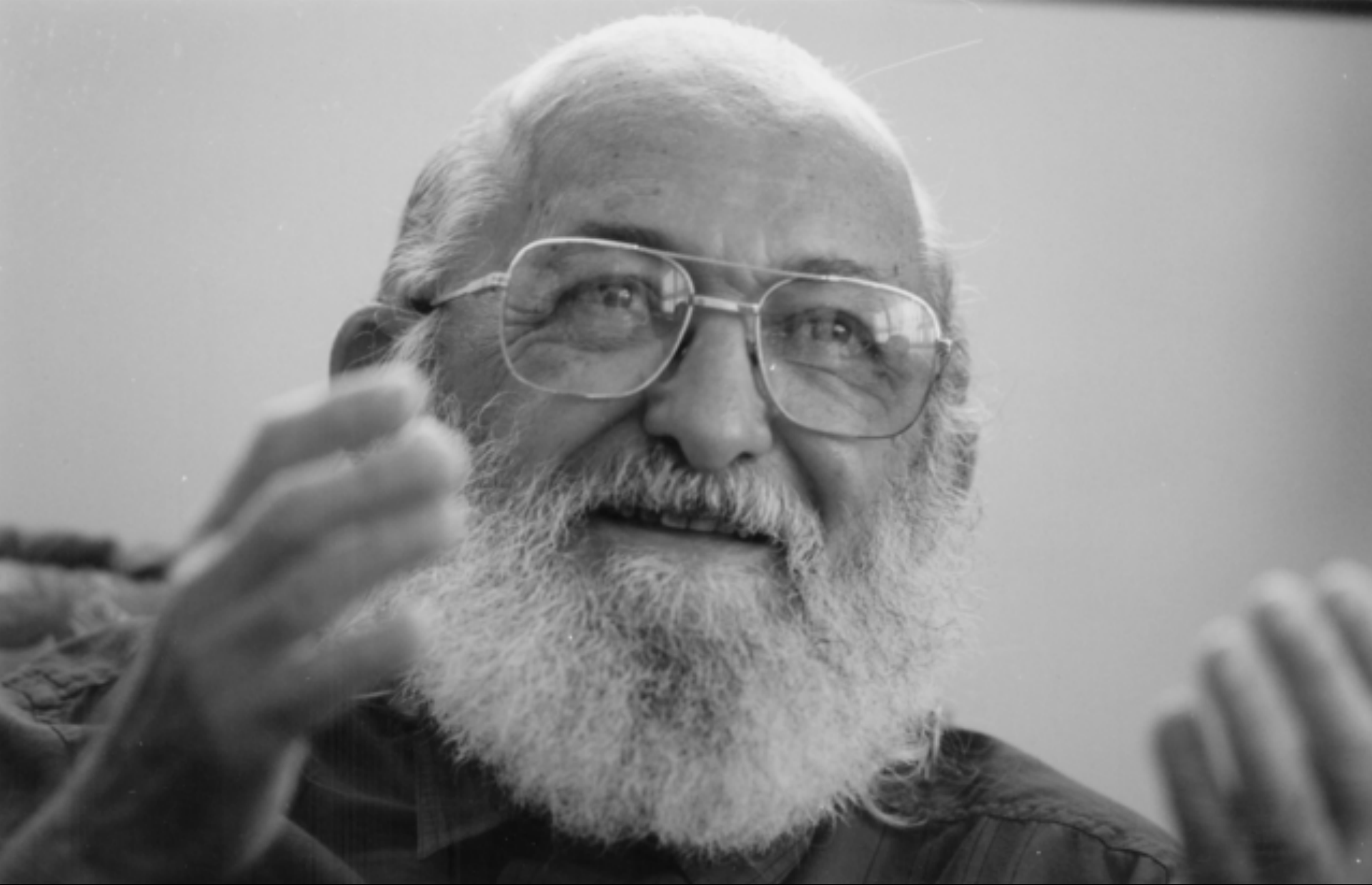


Reading the world with Lego Serious Play

Frederick van Amstel @fredvanamstel
University of Florida



This is Paulo Freire (1921-1997), a Brazilian educator who made adult education a means to transform reality.



He did so in a context where illiterate people (40% of the Brazilian population, mostly in rural areas) could not vote.

*“Basically, the pictures of concrete situations enable the people to reflect on their former interpretation of the **world** before going on to read the **word**.”*

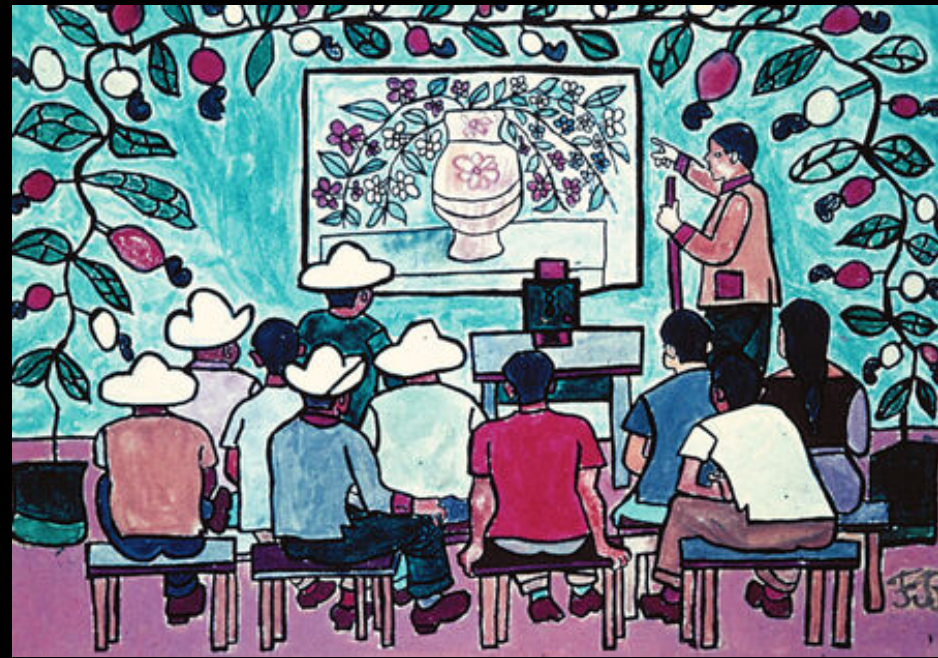
Paulo Freire (1983, p.11)

Generative image to support questioning the cultural relevance of a vase



Rereading knowledge codified in the world. Knowledge is not just codified into words.

Generative image to support questioning the cultural relevance of dialogue



Rereading knowledge codified in the word. Words advance knowledge of the world.

*“Reading the **world** precedes
reading the **word**.”*

Paulo Freire (1983, p.5)



After presenting the image of a situation in which the word makes sense, the word was broken down into syllables, and these were altered with the remaining vowels.

*Through this method, 300
rural workers in Angicos town
learned how to read and write
in only 40 contact-hours.*

*The elections prospects changed
dramatically.*



BANNED IN THE U.S.A.

Freire was persecuted, imprisoned, exiled, and his books were banned in many places, including Arizona.

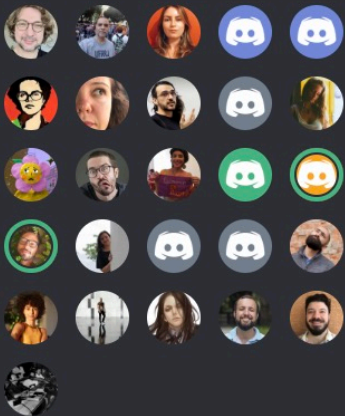
ENCONTRO 15/09 - 18:00-20:00 +

duvidas

bate-papo-escrito + ⚙️

inscritos-para-falar

bate-papo-falado 26 99



GRUPO DE TRABALHO DESIGN S... +

bate-papo-design-social

oportunidades-de-trabalho

bate-papo-audio



Fred van Amstel Hoje às 18:02
confirmam a [#agenda](#) de hoje



Sávio F. Hoje às 18:04
ótima ideia da live



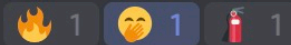
Mateus Pelanda (moita) Hoje às 18:06
Oi pessoal



Fred van Amstel Hoje às 18:06
sugestões de leituras pro próximo encontro [#votacoes-leituras](#)



Imaíra Portela Hoje às 18:07
Boa noite. Estou com a mão queimada e hoje vai ser difícil interagir aqui no chat. Mas tô ouvindo tudo! 😎 (editado)



Luciana Perpétuo de Oliveira Hoje às 18:14
Desculpe gente, quando eu entro o microfone entra aberto. Ainda me entendendo com o Discord



Fred van Amstel Hoje às 18:18
tranquilo 😊

We launched Design & Oppression Network to read Paulo Freire's books and reread the world (Van Amstel et al., 2021).

design & opressão

CRISE ESTÉTICA

design & opressão



Um espectro ronda o Design...

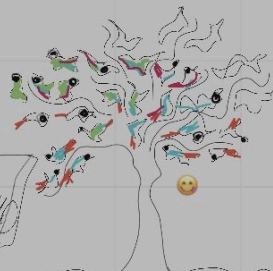
Micreiros do mundo Uni-vostr!

se fosse projetasse para todo mundo e se eu projetasse para vc e se eu não tivesse nenhuma qualificação de chefe e se quem desse a palavra final do projeto fosse...? e se o problema não fosse meu mesmo e se eu gastasse menos tempo com reuniões e mais com pensar e se eu estivesse ajustando pessoas a projetar e se eu fosse pago para não projetar



designer não é salvador? designer é cocotudo? e eu decido tudo ou não decido nada? ministro não é designer? cultura de medo, e 2020 organização de classe politizada masculinista com valores sanguinários.

utopizando design



DESIGN DE CORPOS COLETIVOS DE DESIGN

Projetar o não-produto
Projetar o não uso
Desvendar as intencionalidades
Revelar as intencionalidades

PROJETAR INUTENSÍLIOS
INUTENSILIAR PROJETOS

Greve da terceira via

design & opressão

desprojetar REDESIGNAR O PROJETO

Um mundo sem design é um mundo sem marcas?

Um mundo sem marcas é um mundo sem trabalhadores?

Libertação como projeto é possível?

libertar o projeto é possível?

projetar a libertação é possível?

A REVOLUÇÃO NÃO SERÁ POSTADA

designer so se liberta se o oprimido libertar-se

HELLVETICA
menos Helvética
mais Brasileiro

BRALIRÉRO
COMINEI ABOIRA,
GÁ AMO

A reforma territorial no

CANCELA OS RICOS
RF Ródriogo

REDESIGNAR O DESIGN

CADA ESTRIA QUE VC APKEA

MENINOS MIMADOS NÃO PODEM REJEER A NAÇÃO

ENTÃO QUEM PODE REJEER A NAÇÃO?

Posso projetar sem oprimir?

Posso fazer greve?



ção

ZAINSTORMING
O MITRO

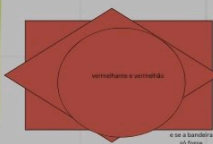
PROJUTÃO
DE ARTES

antropofagizar o antropofagizado
refundar o país!
fundar/ refundar o verde e
amarelo! refundar o design!

refundar a/o designer!

co-fundar es

OO
AVP
FARI
A



We experimented with many ways of reading and rewriting the designed world.



I was particularly drawn to experimenting with Lego. I already used this material for codesigning with users.

LEGO
System

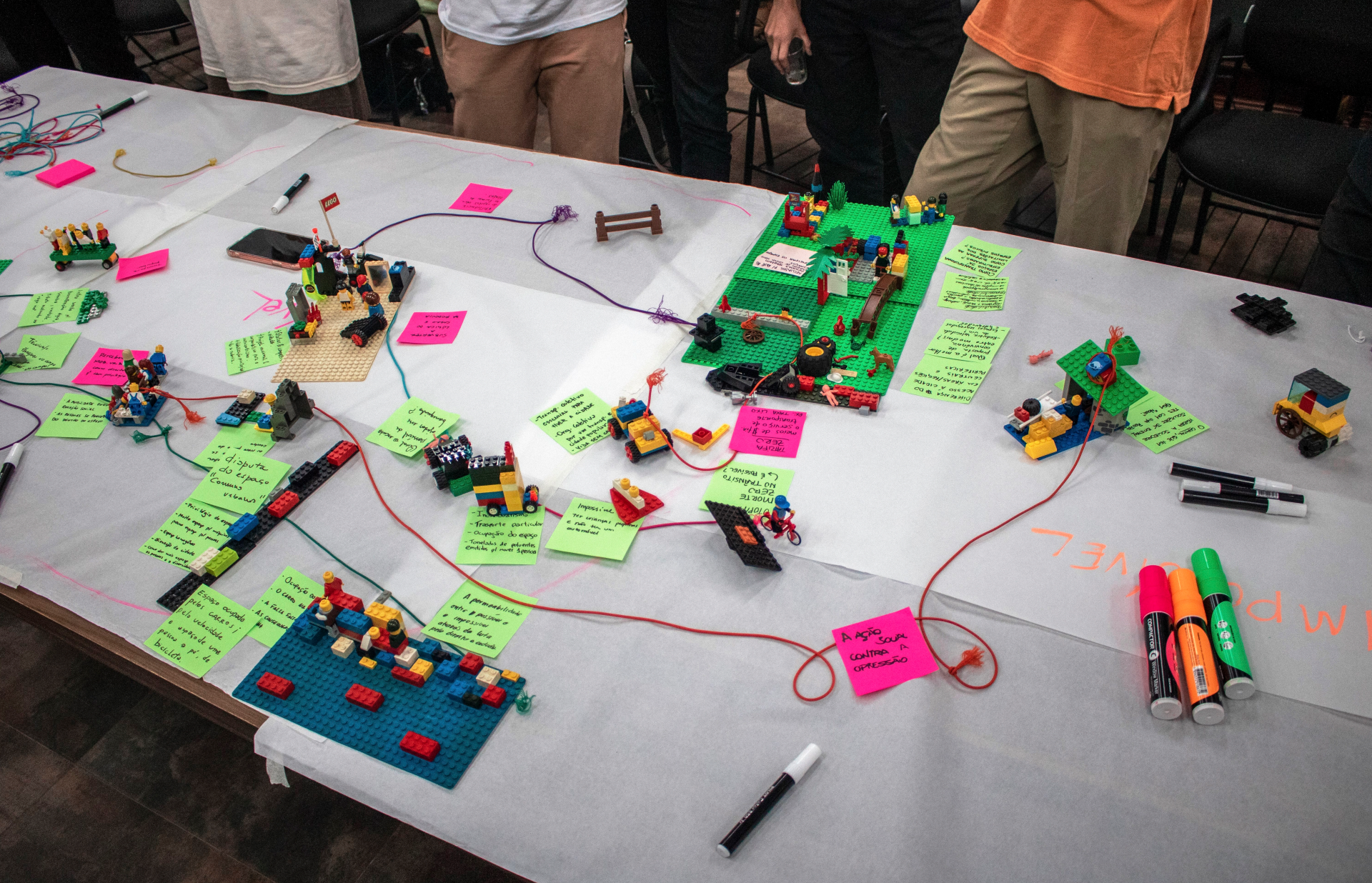


With Lego, codesigners can read/write the world as a system.

Lego is a microcosm of the modern world: mass-produced objects that can be combined and recombined into many designs.



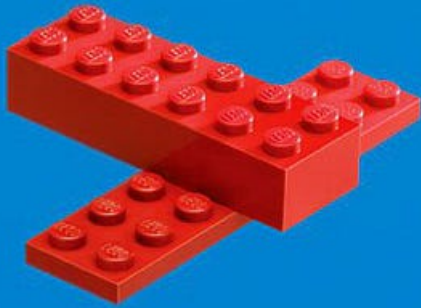
The Lego Serious Play method enables the Lego block system to represent abstract systems of any kind, not just physical.



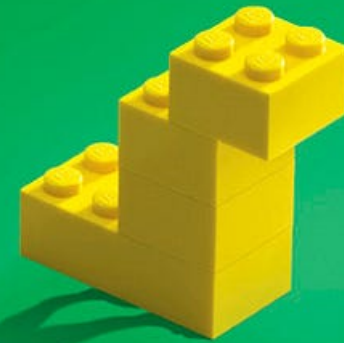
The mobility system of a city (Aliança para Mobilidade Popular).



The outreach system of UF's College of the Arts.



LEGO



LEGO

Lego Serious Play relies on physical metaphors (Roos and Victor, 2018). A handful of building blocks can represent any object.



Lego Serious Play is particularly powerful when we don't have obvious words to name our world.



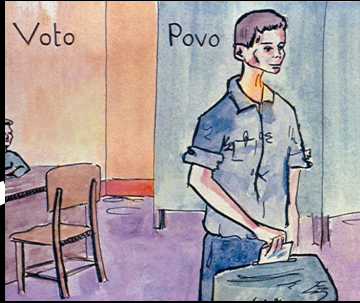
Soundwalking
- space -
nature
urban
listening

After the world is named with the metaphorical model, words are extracted from it and written down on sticky notes.

"To exist, humanly, is to name the world, to change it. Once named, the world in its turn reappears to the namers as a problem and requires of them a new naming."

Paulo Freire (1970, p. 88)

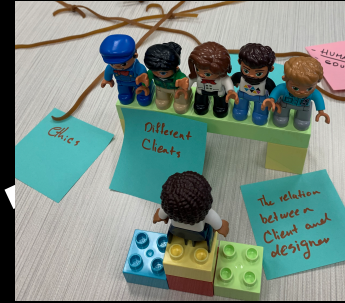
Paulo Freire Method



TEXT

CONTEXT

Expansive Design



DESIGN

CODESIGN



Generative images can expand Lego Serious Play.



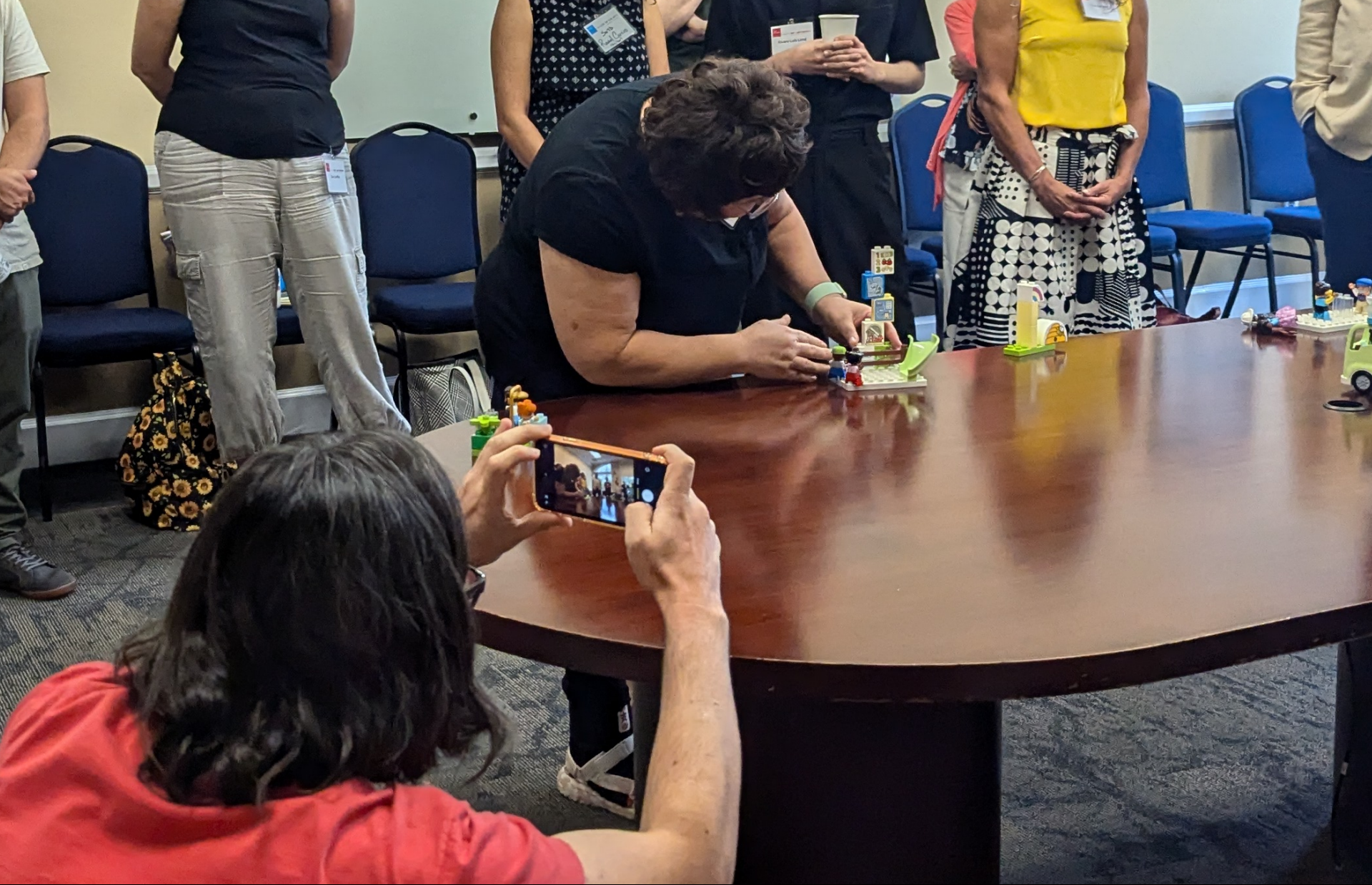
The pretext of play enables expressing sensitive issues that would otherwise go unaddressed.



In initial stages of a project, it is easier and quicker to codesign with Lego than with other materials.



After many experiments, I discovered that Duplo is more accessible to those who do not have much building experience.



Recording the model presentation on the author's smartphone lets that person watch and reflect further after the workshop.



02/01/2024



03/07/2024



05/21/2024



05/25/2024



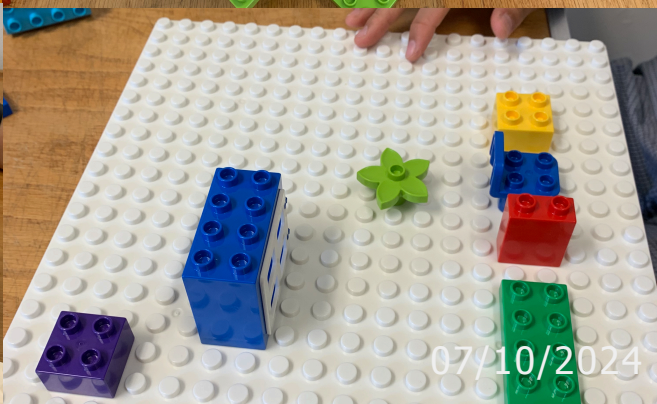
05/25/2024



07/10/2024



07/10/2024



07/10/2024



07/17/2024

Rereading the world and remaking the metaphorical model over time supports the slow emergence of breakthrough concepts.

*Lego Serious Play models are
generative objects: objects that
generate other objects in a
dialogical making activity.*

*Teachers who combine
critical pedagogy with Lego
Serious Play can literally
avoid being “another brick
on the wall.”*

Pink Floyd (1979)

References

Freire, P. (1983). The importance of the act of reading. *Journal of education*, 165(1), 5-11.

Freire, P. (1970). *Pedagogy of the oppressed*. Continuum, New York.

Van Amstel, F., Sâmia, B., Serpa, B.O., Marco, M., Carvalho, R.A., and Gonzatto, R.F. (2021) Insurgent Design Coalitions: The history of the Design & Oppression network, in Leitão, R.M., Men, I., Noel, L-A., Lima, J., Meninato, T. (eds.), *Pivot 2021: Dismantling/Reassembling*, 22-23 July, Toronto, Canada. <https://doi.org/10.21606/pluriversal.2021.0018>

Roos, J., & Victor, B. (2018). How it all began: the origins of LEGO® Serious Play®. *International Journal of Management and Applied Research*, 5(4), 326-343.

Floyd, P. (1979). Another brick in the wall. *The Wall*.

Thank you!

Frederick van Amstel @fredvanamstel
University of Florida