

DRS BOSTON



JUNE 24 — 28

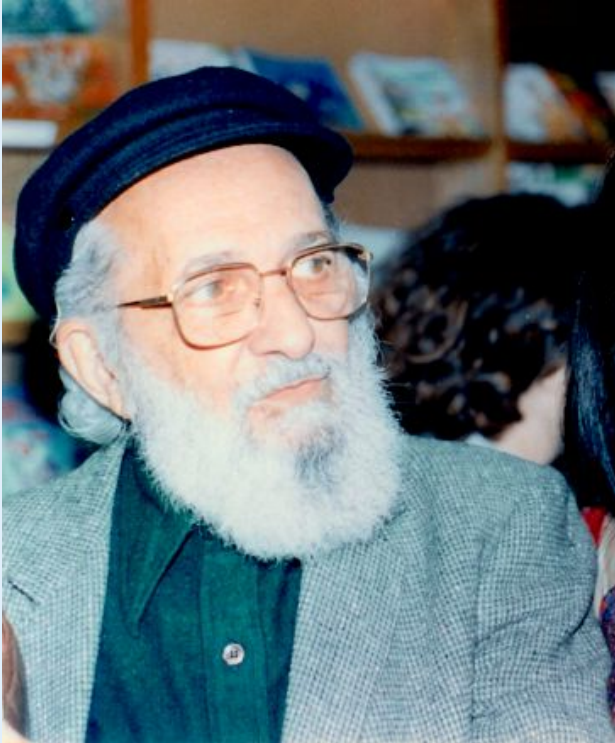
5
min

Social Design at the Brink: Hopes and Fears

Mariana Fonseca Braga - University of Salford
Frederick M. C. van Amstel - University of Florida
David Perez - Lancaster University

**Is Social Design still culturally relevant?
Can the Global South speak?
What could a Social Design SIG do?
Let's have a conversation!**

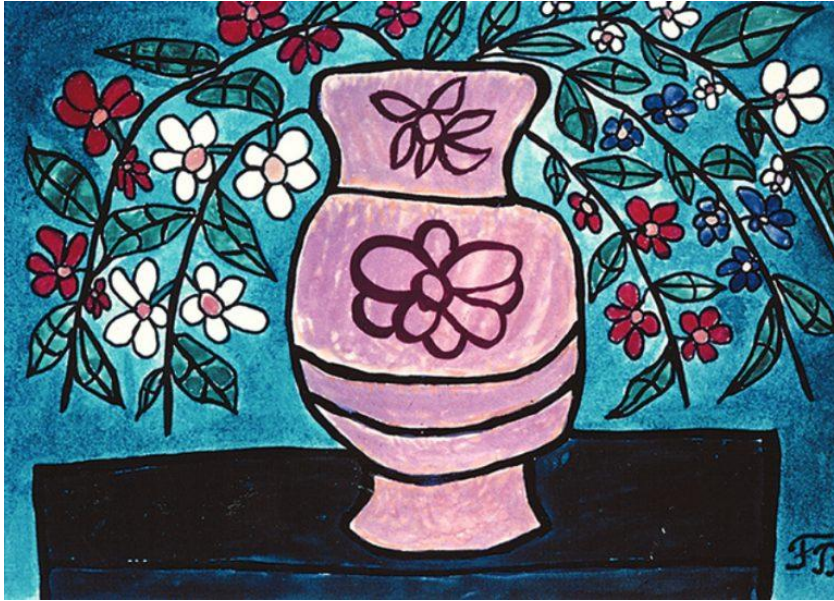
Inspiration for this conversation: Paulo Freire (1921-1997)



④ RESISTANCE RECOVERY REFLECTION REIMAGINATION

- Developed a literacy method for oppressed adults that required only 40 contact hours
- As part of the method, students discussed a set of **generative images** that stimulated students to critically read the *world* before reading the *word*

Generative images painted by Francisco Brennand for Freire (1963)



What is nature? What is culture?



Are we producing culture right now?

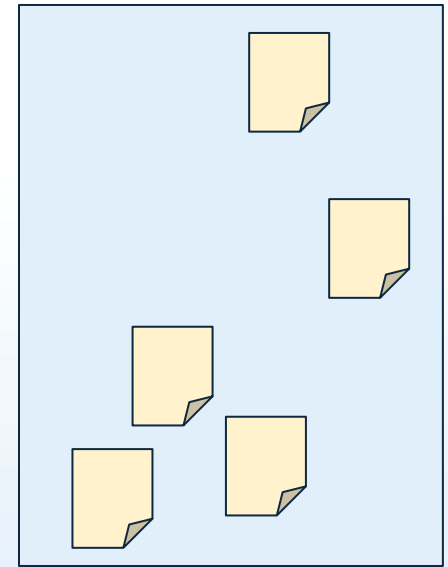
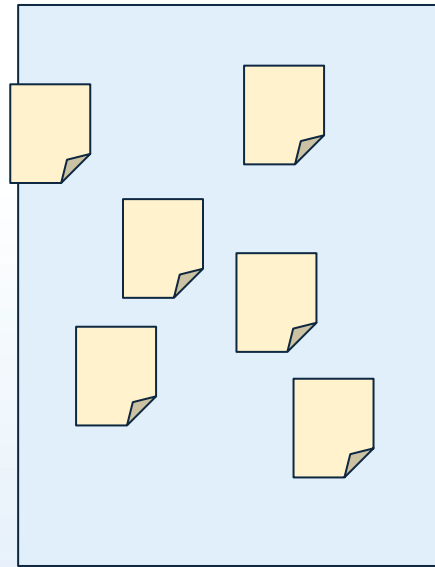
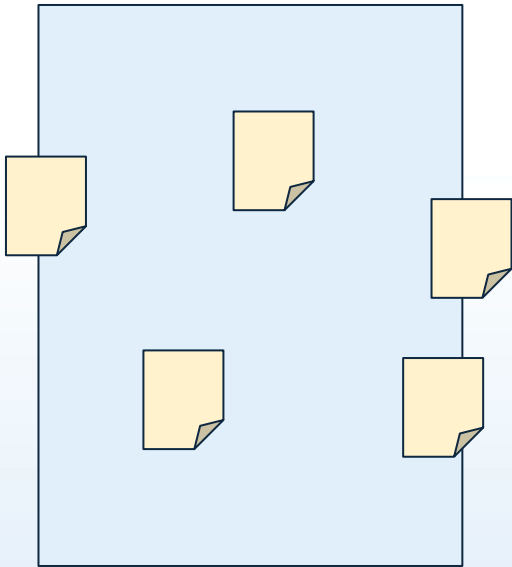
We prepared 3 generative images for you

1st phase: silent reading and quick impressions

Add sticky note to each thing you see in the picture

Go through all images

**10
min**



What do we see in this picture?

Who is doing what?

Who is most benefited from that?

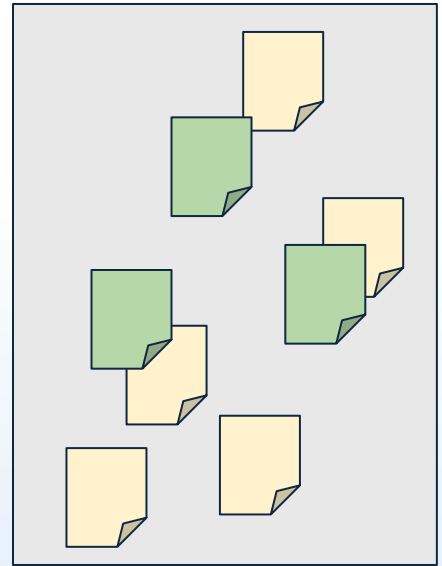
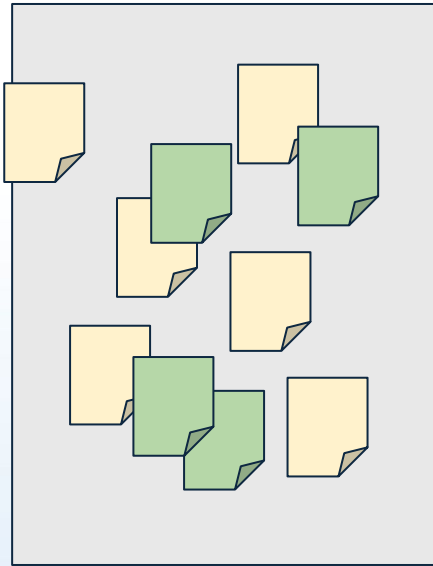
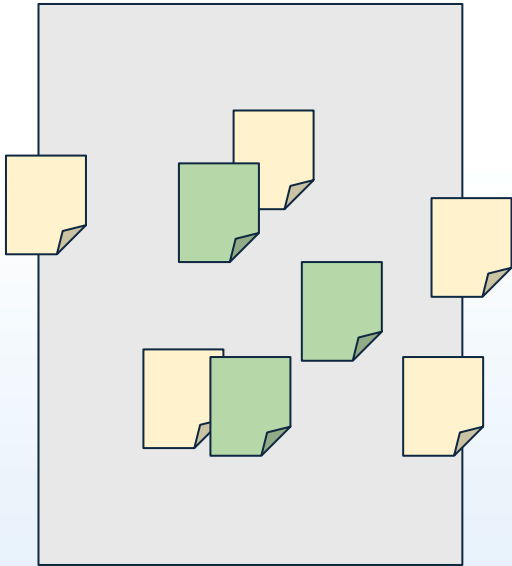
Why are things like that?

2nd phase: group discussion

Move closer to the image you would like to discuss

Add sticky notes of a different color

**25
min**



**What are our hopes and fears related to
Social Design?**

3rd phase: plenary discussion

Groups share results.

35
min

Some possible questions to discuss:

How to bring critical thinking to the span of design processes aiming at positive social change?

How conscious do we need to be (implications of our actions) in this design process? What does need to be anticipated?

What is the scope of our responsibility?

How can our design capabilities develop further to effectively make a positive social change?

Is there still a place for socialist ideas in design research?

What are the social design's neocolonialist pasts that should be understood further and overcome now and in the future?

Might social design become a totalitarian tool?

What is going on the other side of the internet?

4th phase: hybrid conversation

What were the main takeaways?

Does a Social Design SIG makes sense?

Please sign-up if you want to engage with that



Thank you, gracias, obrigado!