Design Studio 22:
Unproductive Products

Crit Structure / Pair meetings
We will get In pairs, and each one of you will act as your partner’s “primary critic”, and be responsible for initiating the group critique on your partner’s work.

Crit Structure / Pair meetings
Each of you will present your work to your partner, describing the final outcome, your working process, and any outstanding steps + questions you have about your project (ex. “this is a prototype, i want to code the final version”, or “i printed this at home, and want to find a professional printer who can make a small run”).

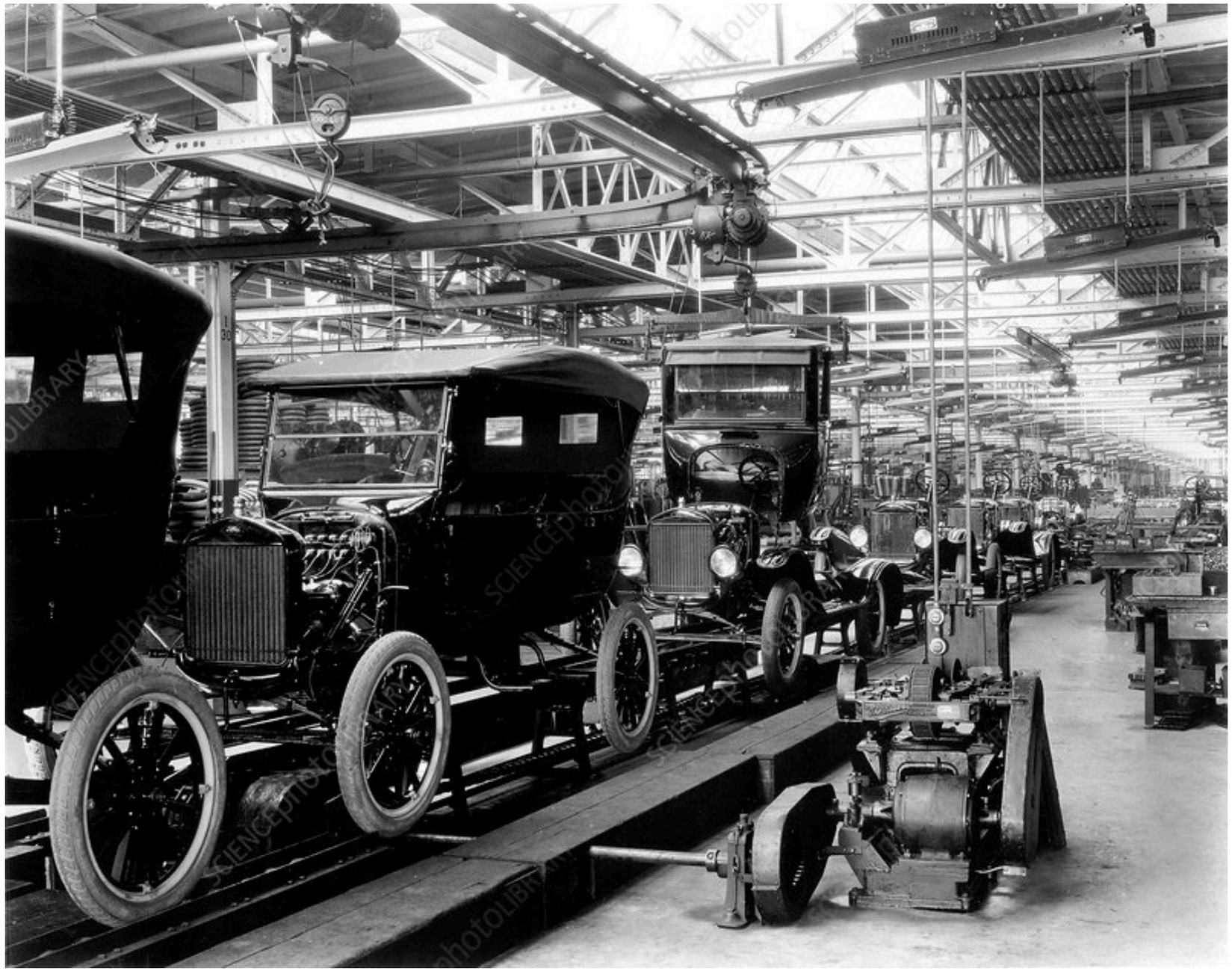
After learning about your partner’s project, you will offer feedback and discuss their project. Both ask clarifying and probing questions (ex. “why did you choose this medium?”, “if you had more time + resources, what would you do next on the project?”, “with less resources, how might you reconfigure this project to get at the same idea?”), and offer your constructive opinions (“i like xyz”, “abc seems to have some conflicts in logic because of xyz, maybe it could be resolved through 123”).

We’ll spend about ~20 mins in pairs before coming back together as a large group. After your partner presents their project, you will start off the conversation by summarizing some of your pairs discussion.

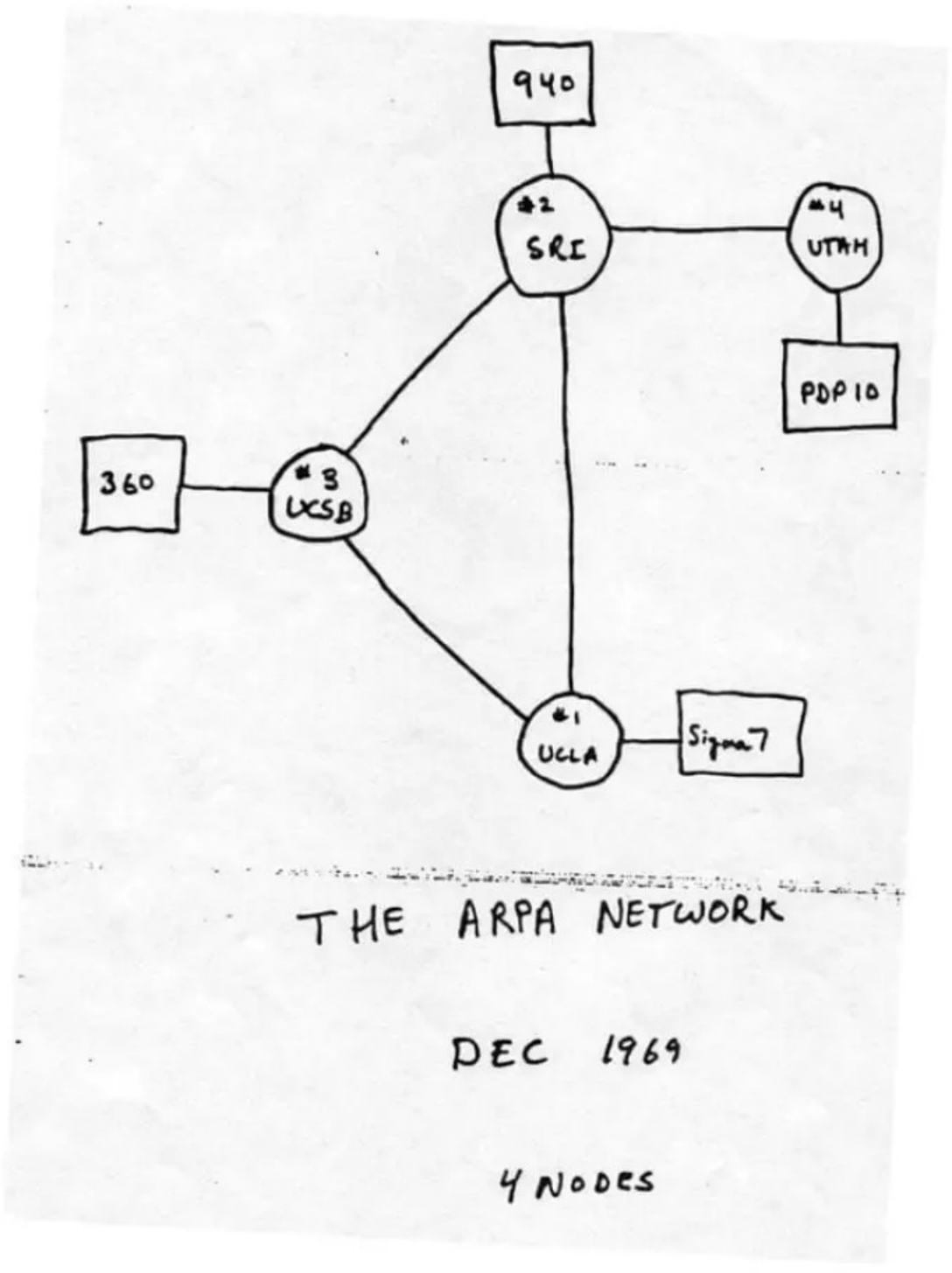
Project 2: Product for Research

It is not research that should be purposeful, but its results. In other words, let me play, then we will see.

– Bruno Munari



Ford Model T Factory


940
#2
SRI
#4
UTAH
PDP 10
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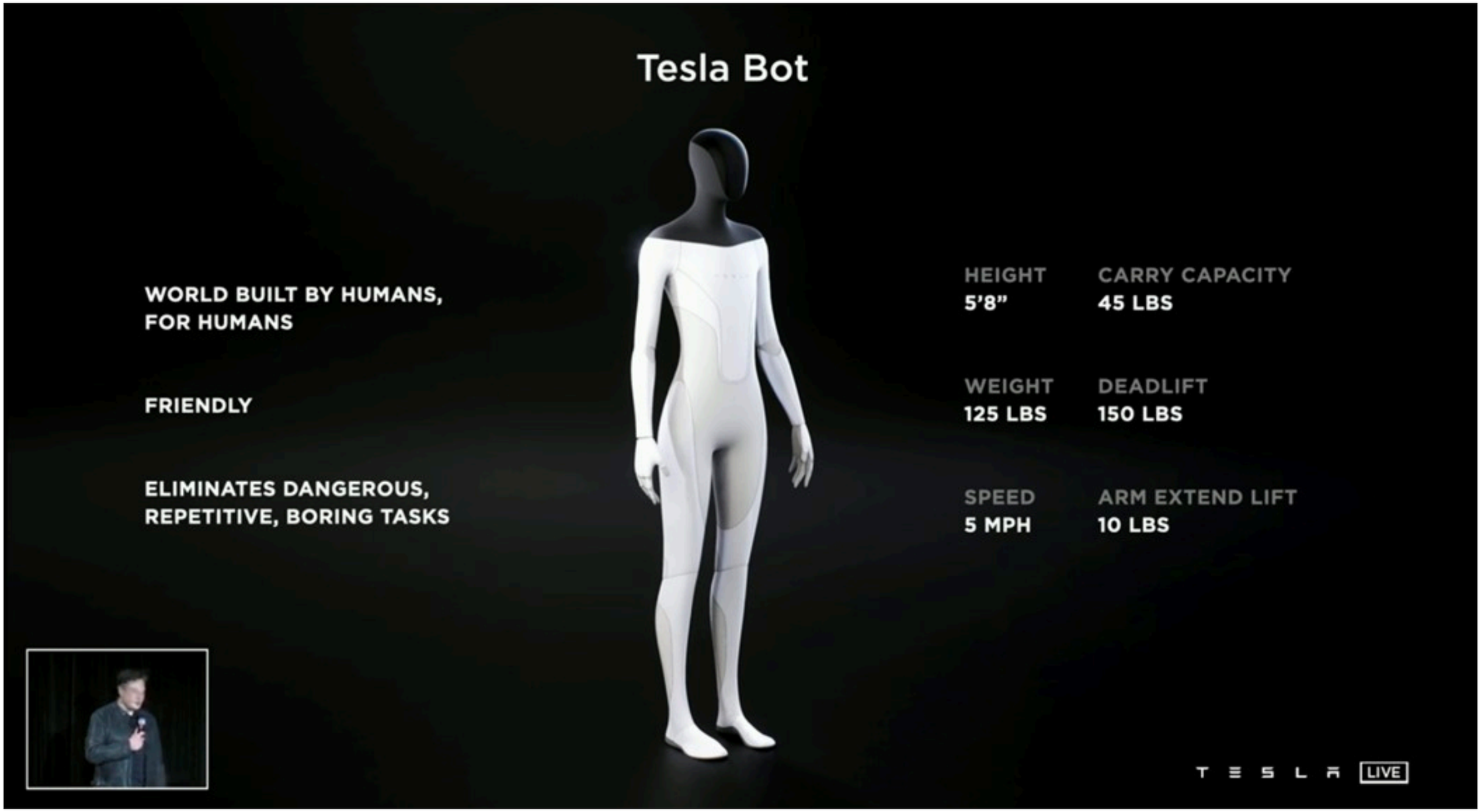
UCSB
#1
UCLA
Sigma 7
THE ARPA NETWORK
DEC 1969
4 NODES

ARPA Net

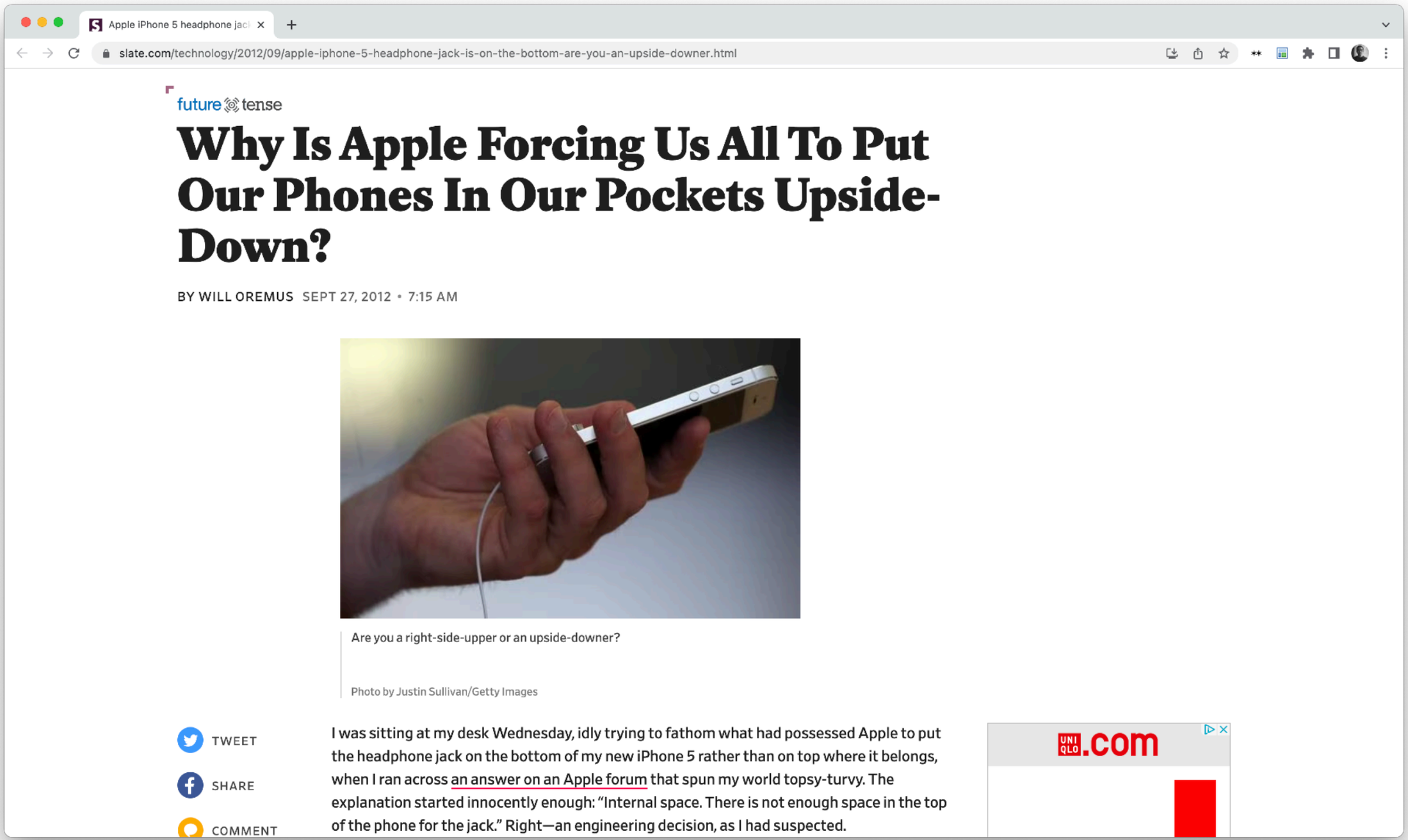
DARPA

Vanta Black


Tesla Bot
WORLD BUILT BY HUMANS,
FOR HUMANS
FRIENDLY
ELIMINATES DANGEROUS,
REPETITIVE, BORING TASKS
HEIGHT
5'8"
CARRY CAPACITY
45 LBS
WEIGHT
125 LBS
DEADLIFT
150 LBS
SPEED
5 MPH
ARM EXTEND LIFT
10 LBS
TESLA LIVE

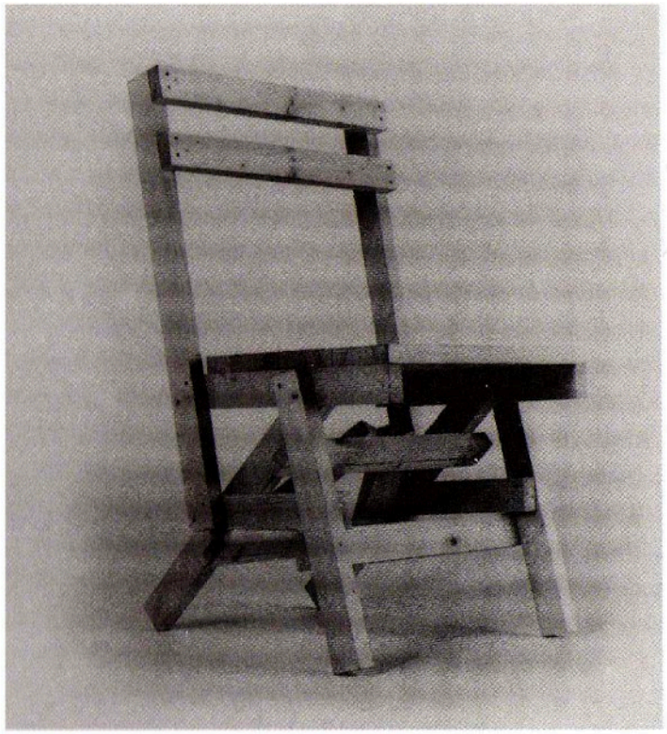
Tesla Bot

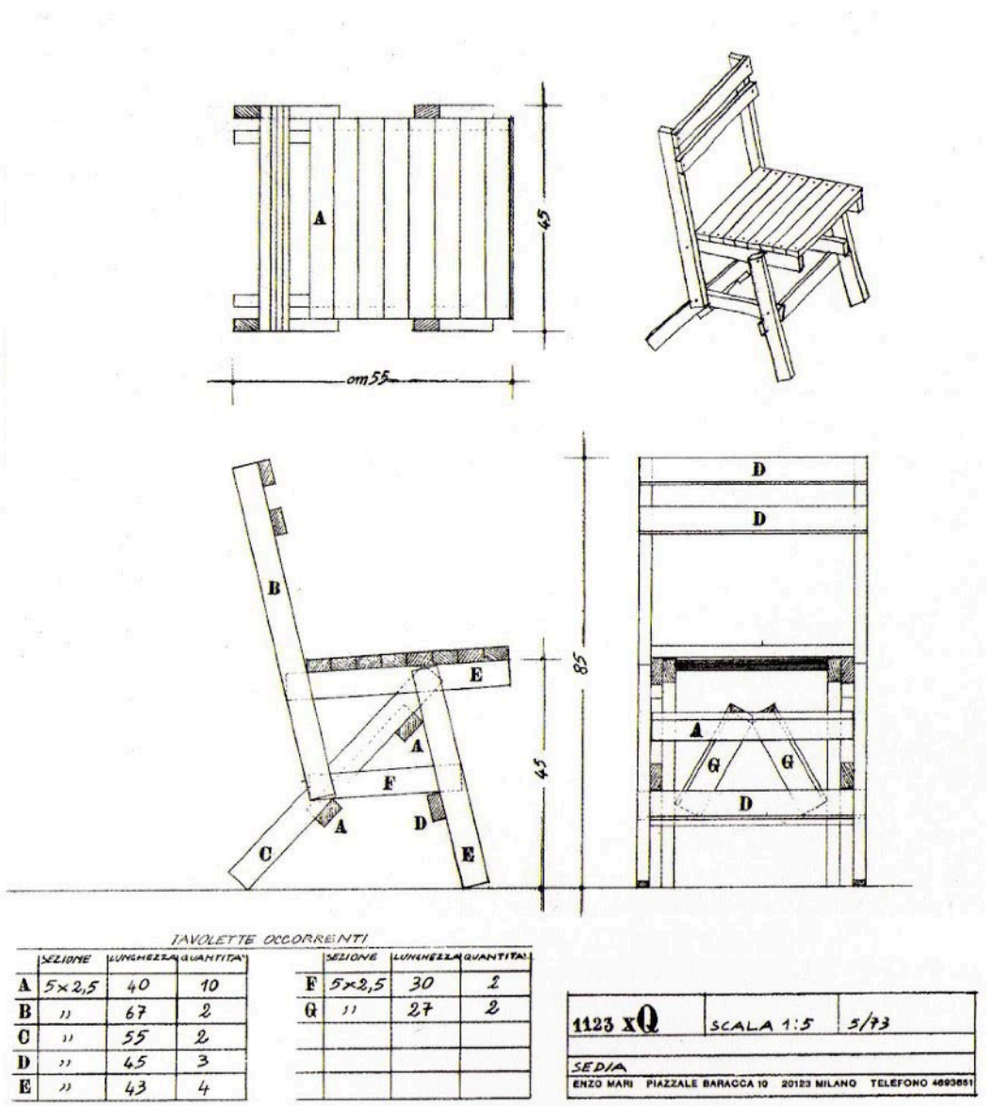
Apple iPhone SE iPhone Jack



Why Is Apple Forcing Us All To Put Our Phones In Our Pockets Upside-Down? Will Oremus

Tetracono, Bruno Munari





TAVOLETTE OCCORRENTI

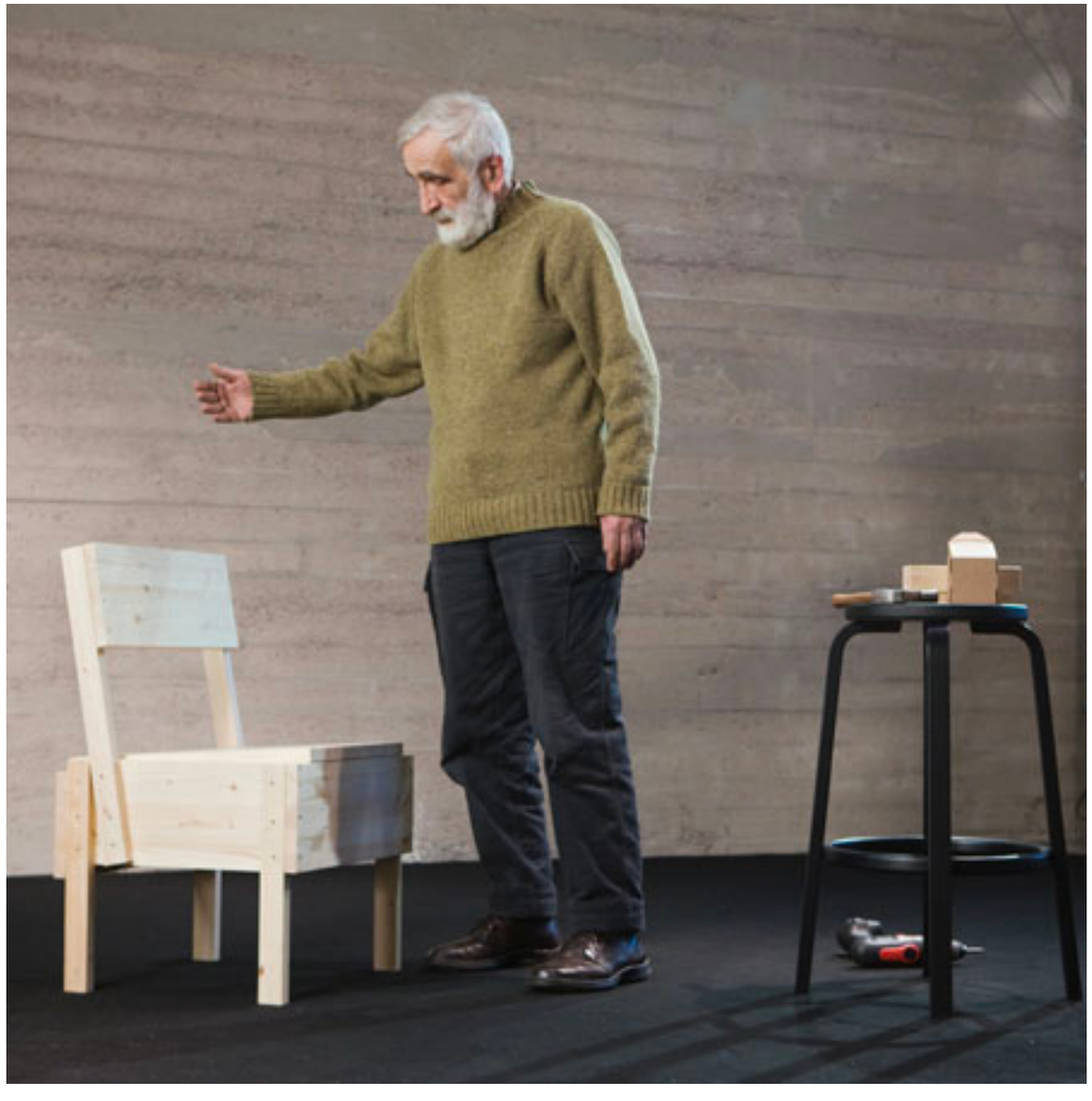
	SEZIONE	LUNGHEZZA	QUANTITA'
A	5×2,5	40	10
B	"	67	2
C	"	55	2
D	"	45	3
E	"	43	4
F	5×2,5	30	2
G	"	27	2

1123 xQ | SCALA 1:5 | 5/73

SEDIA

ENZO MARI PIAZZALE BARACCA 10 20123 MILANO TELEFONO 4693651

Autoprogettazione, Enzo Mari



Autoprogettazione, Enzo Mari

How to design (multiples) ... Multiples are designed with the methods of research. Unlike the artist, the designer does not make a wonderful sketch and later find some reproduction technique. He experiments on a phenomenon which is optical, physical, geometrical, typological, mechanical ... He refines the elements of communication, and studies the best material with which to produce the object for the maximum level of visual communication and the minimum level of cost. He finds the mechanical technique which best suits his purposes, and in the end a prototype is born — not a unique artistic creation, but a model for the creation of a series. Reproductions of artwork are always inferior to the original, but when designing a model for mass production, the prototype is always inferior to the final products.

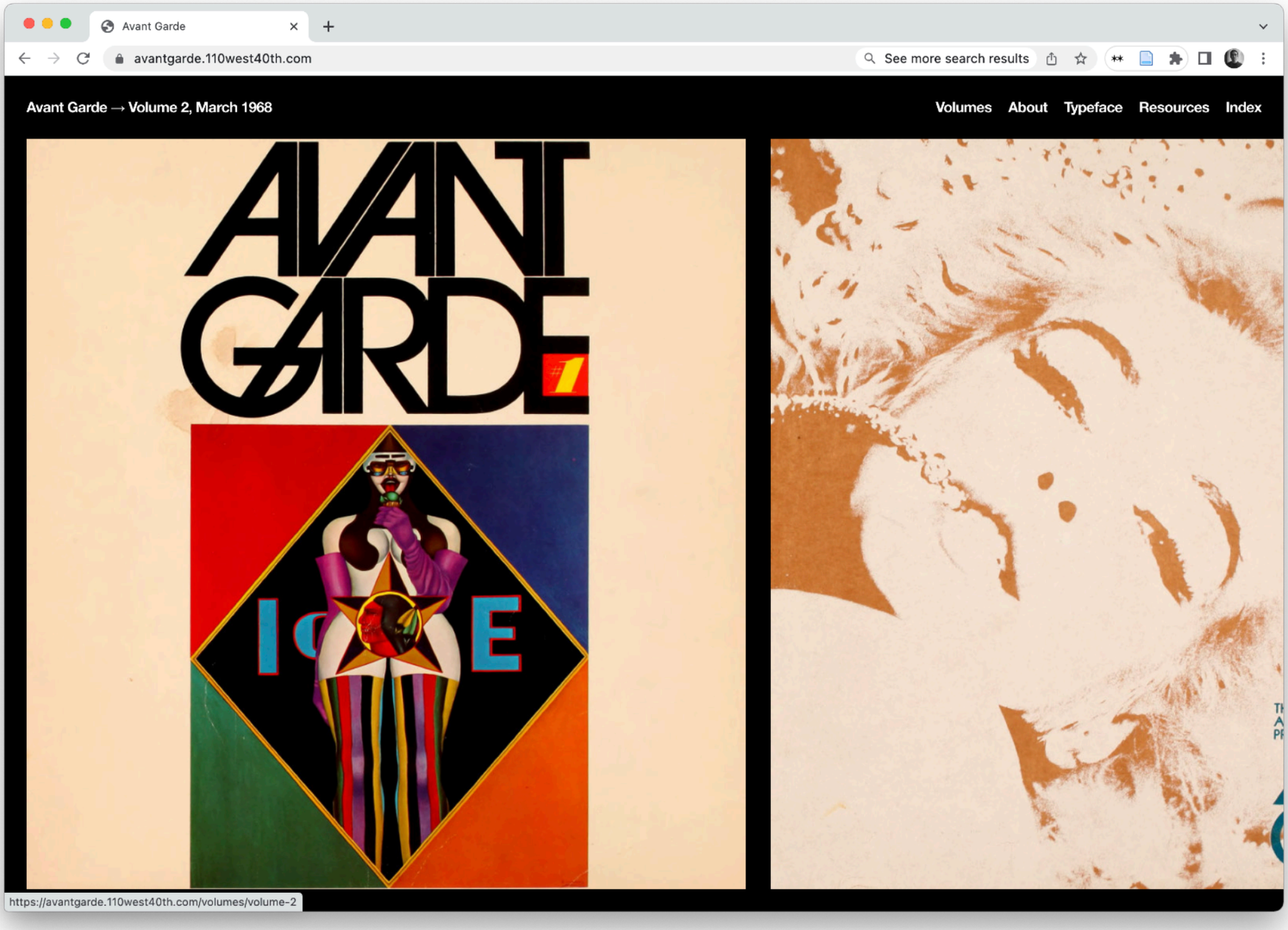
– Bruno Munari

Stampa Programmata, by David Reinfurt

Research Methods

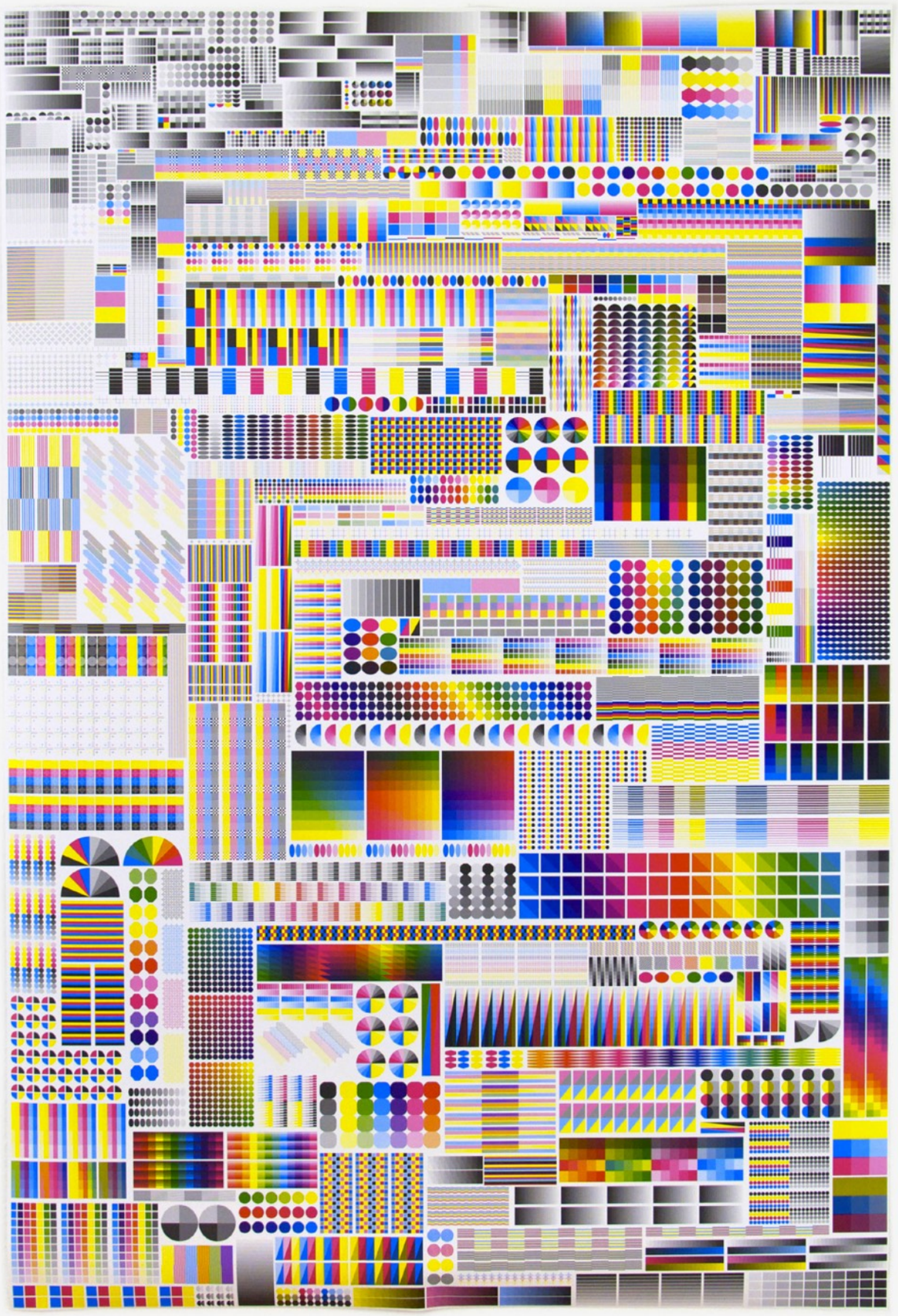
Archiving
Experimentation
Recombination
Revival
Speculation
Translation

Archiving



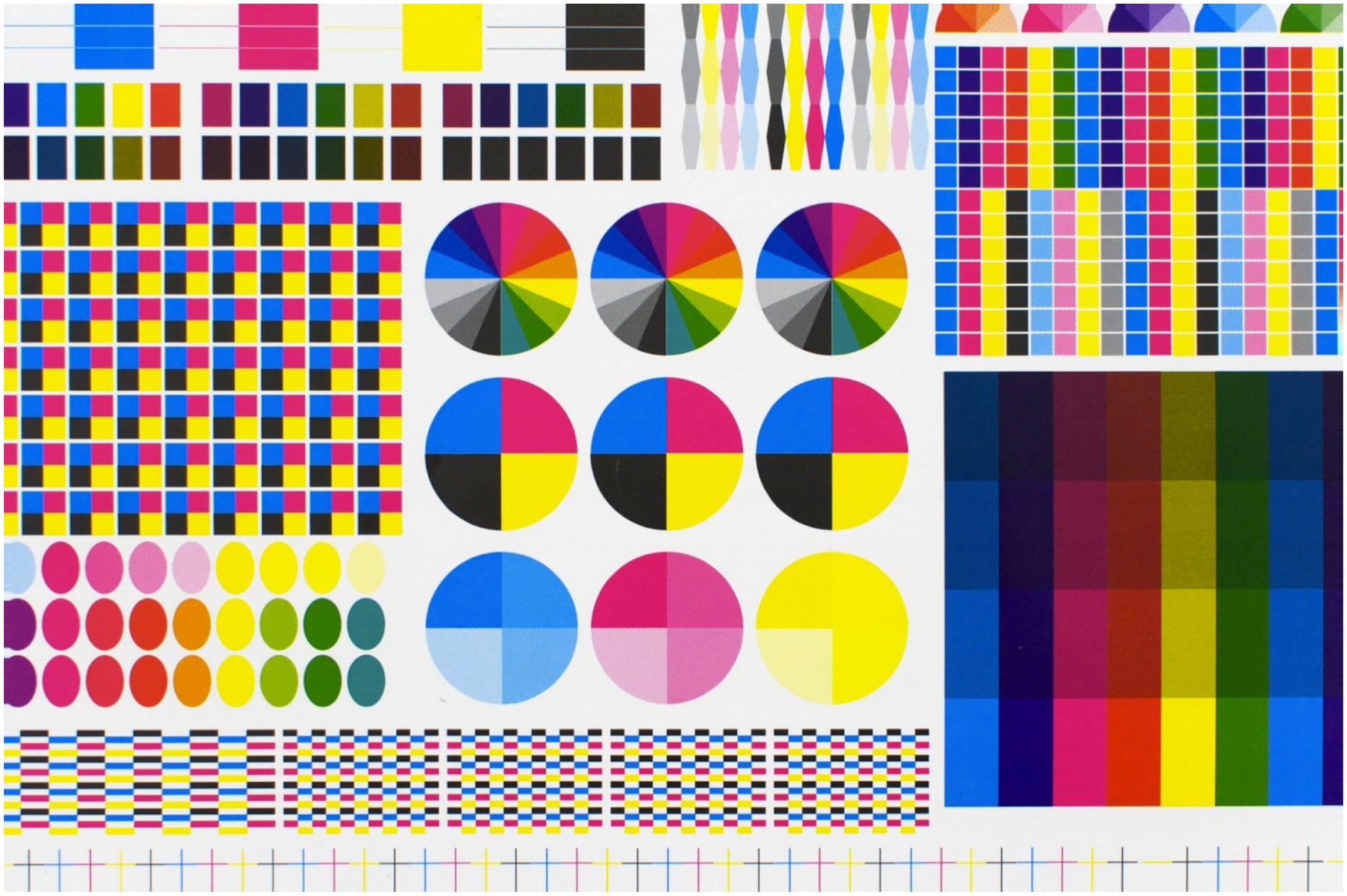
avantgarde.110west40th.com (Avant Garde Archive), Mindy Seu

Archiving



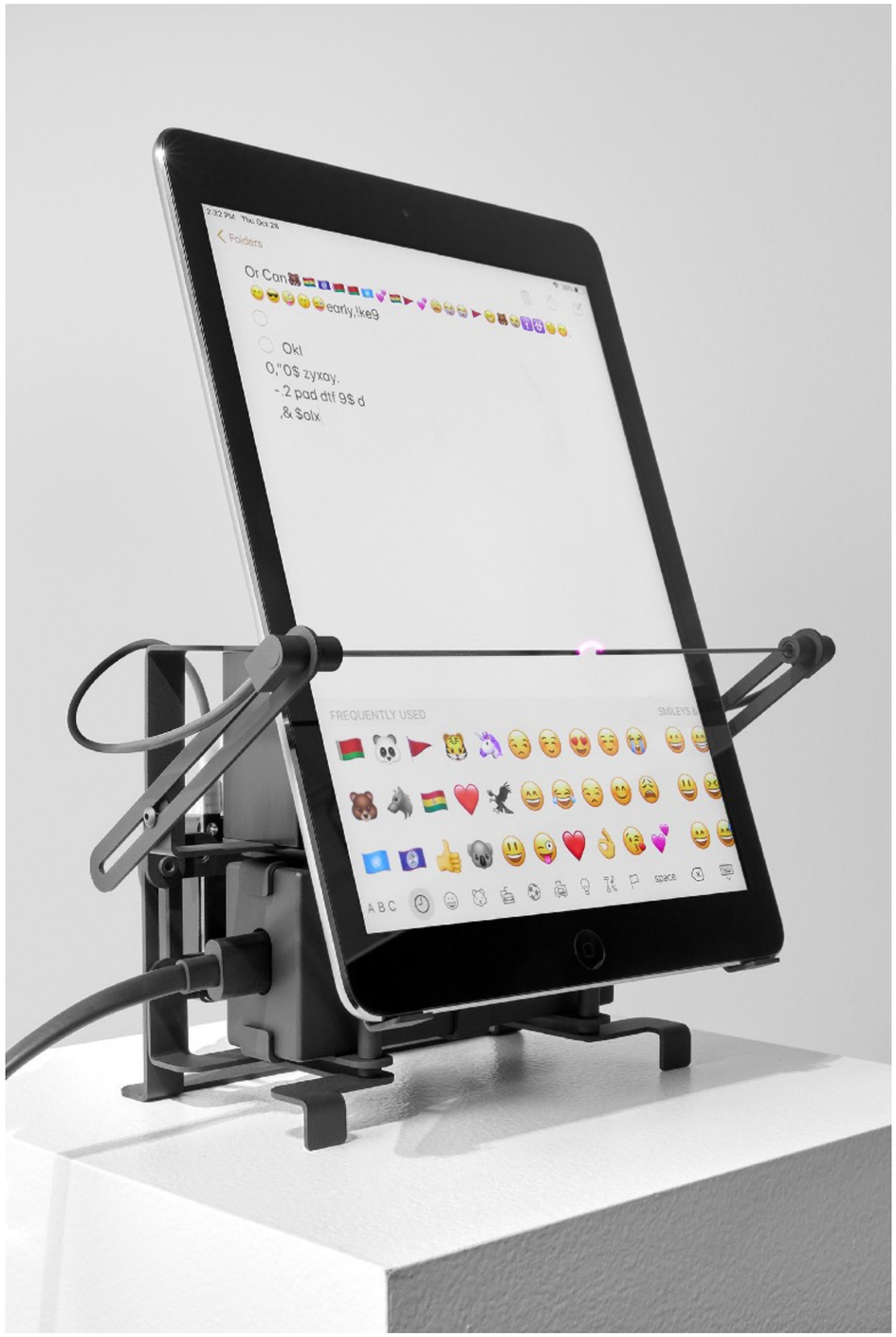
Specimen, Fanette Mellier

Archiving



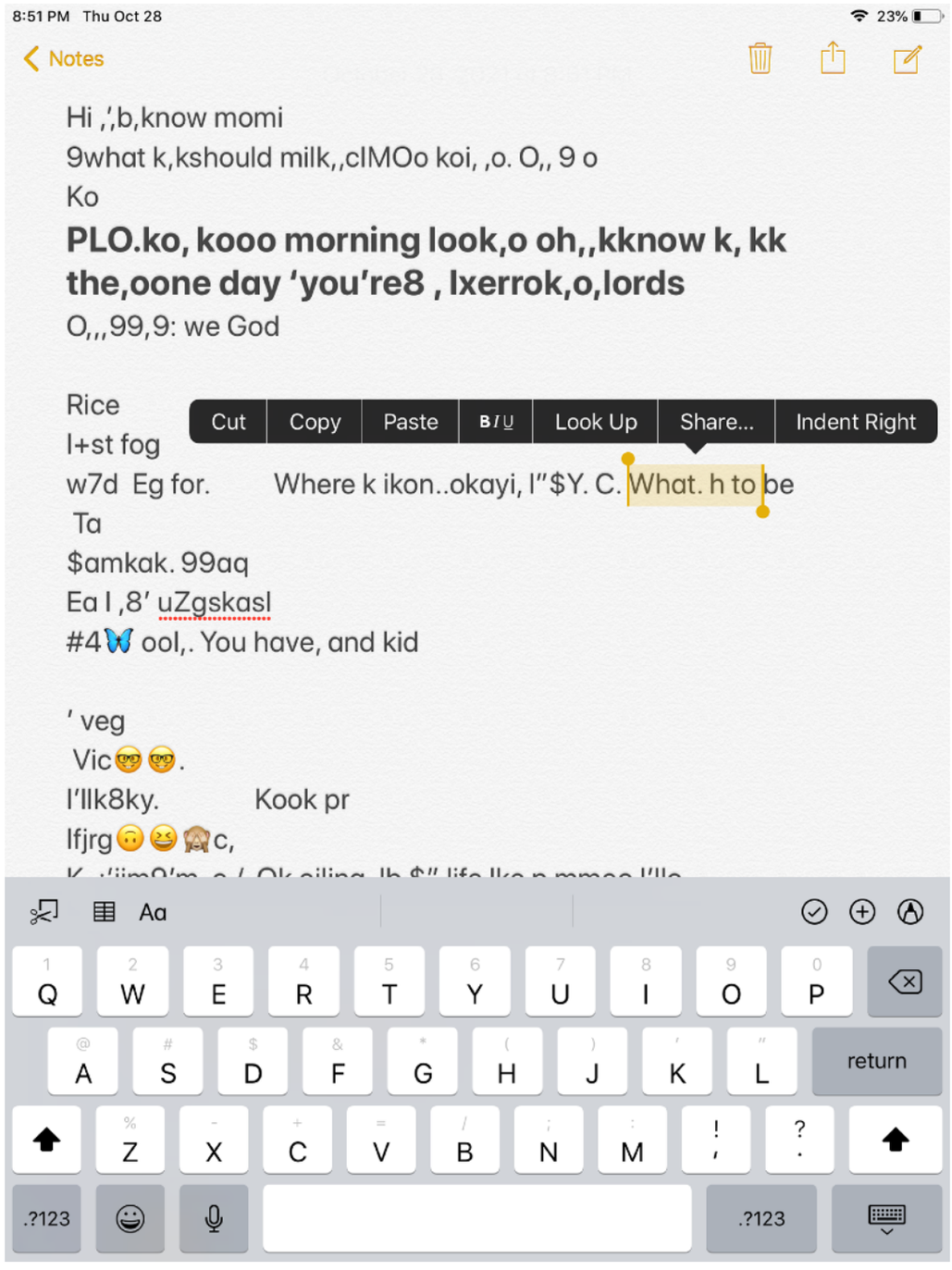
Specimen, Fanette Mellier

Experimentation



Possession Without the Body, Matthew Kneebone

Experimentation



Possession Without the Body, Matthew Kneebone

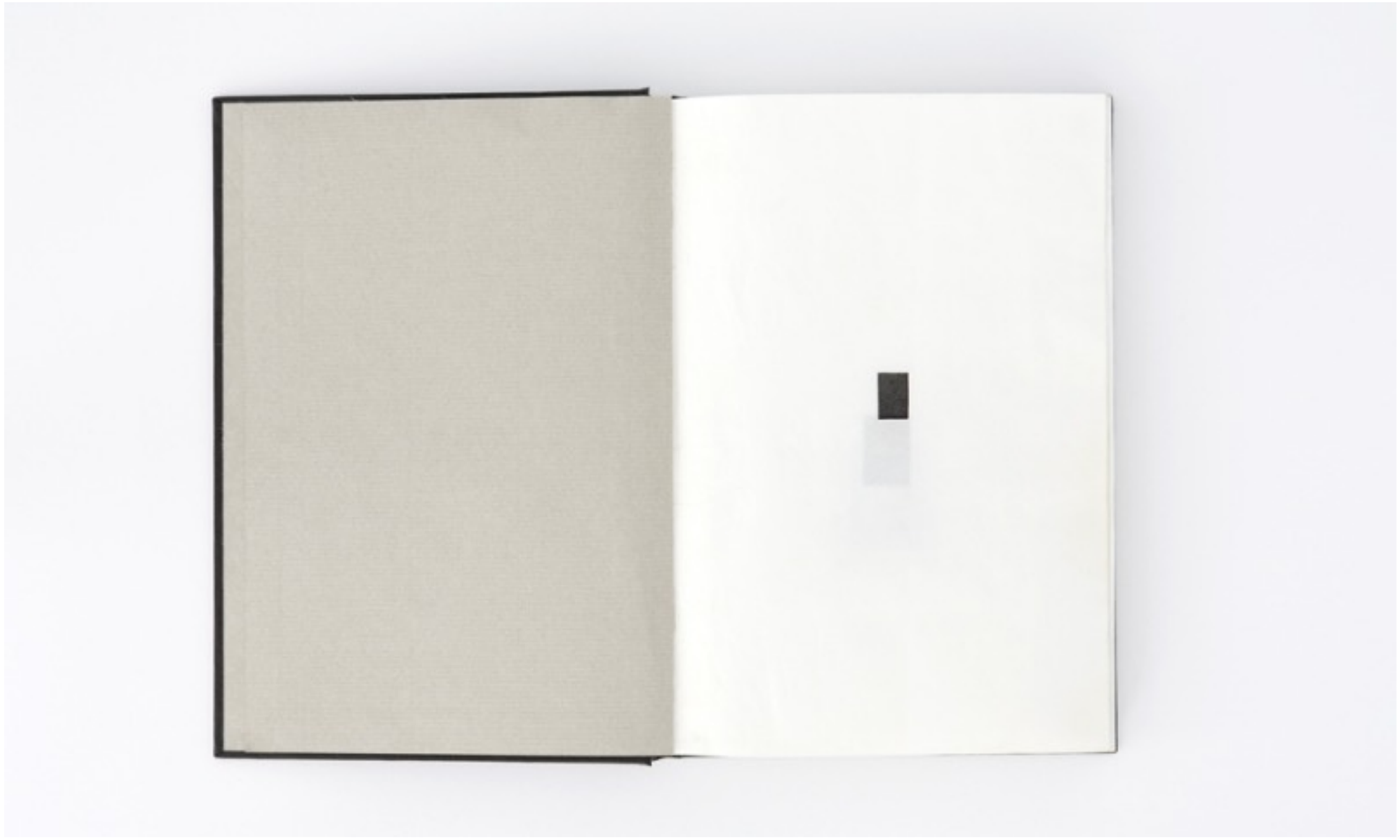
Experimentation

Watchscan 1200dpi, Dexter Sinister

Experimentation

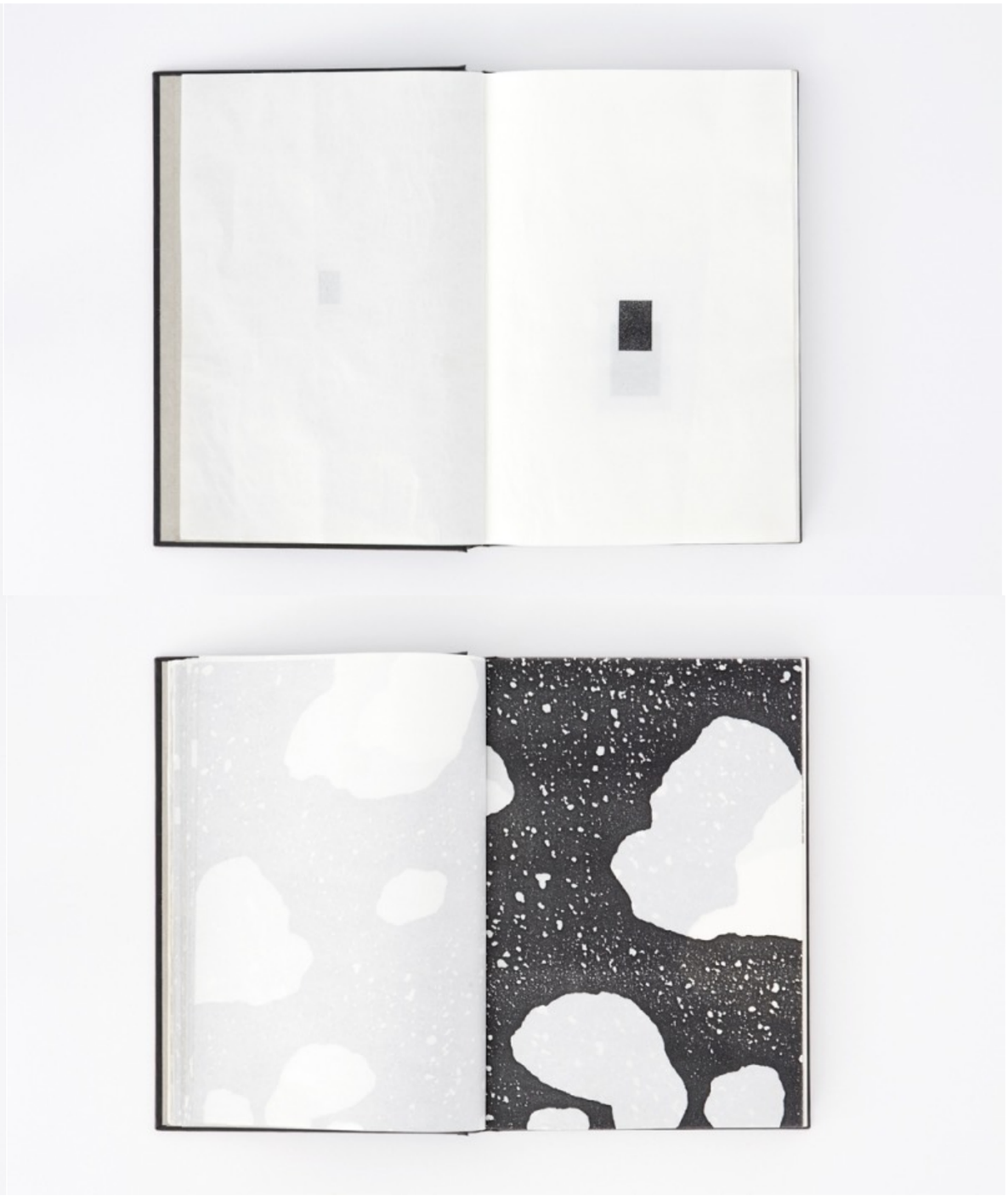
Watchscan 1200dpi, Dexter Sinister

Experimentation



LUST Bible, LUST

Experimentation

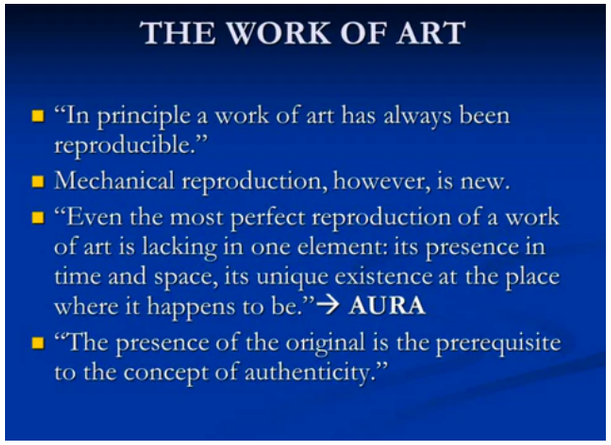


LUST Bible, LUST

Experimentation

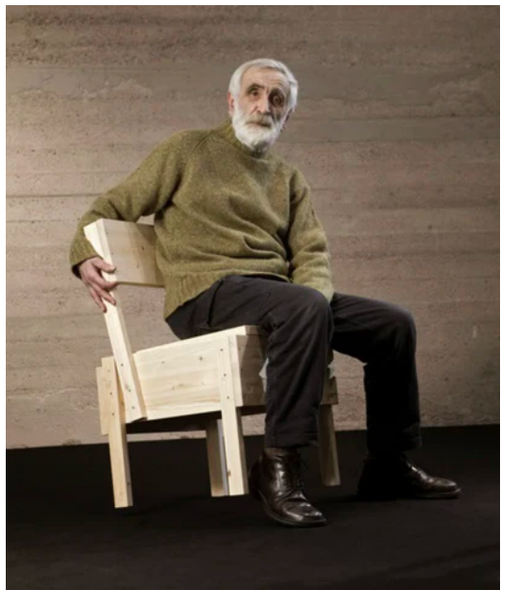
LUST Bible, LUST

Recombination

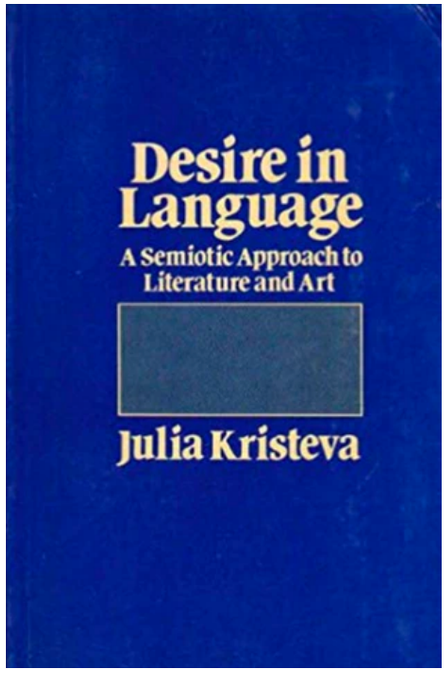


Walter Benjamin

Hito Steyerl



Enzo Mari



Julia Kristeva

Recombination

Sedia 1 Autoprogettazione, Boot Boyz Biz

Revival

Oscilloscope Clock Using Hershey Fonts

Revival

Hershey Font Revival, Frank Griesshammer

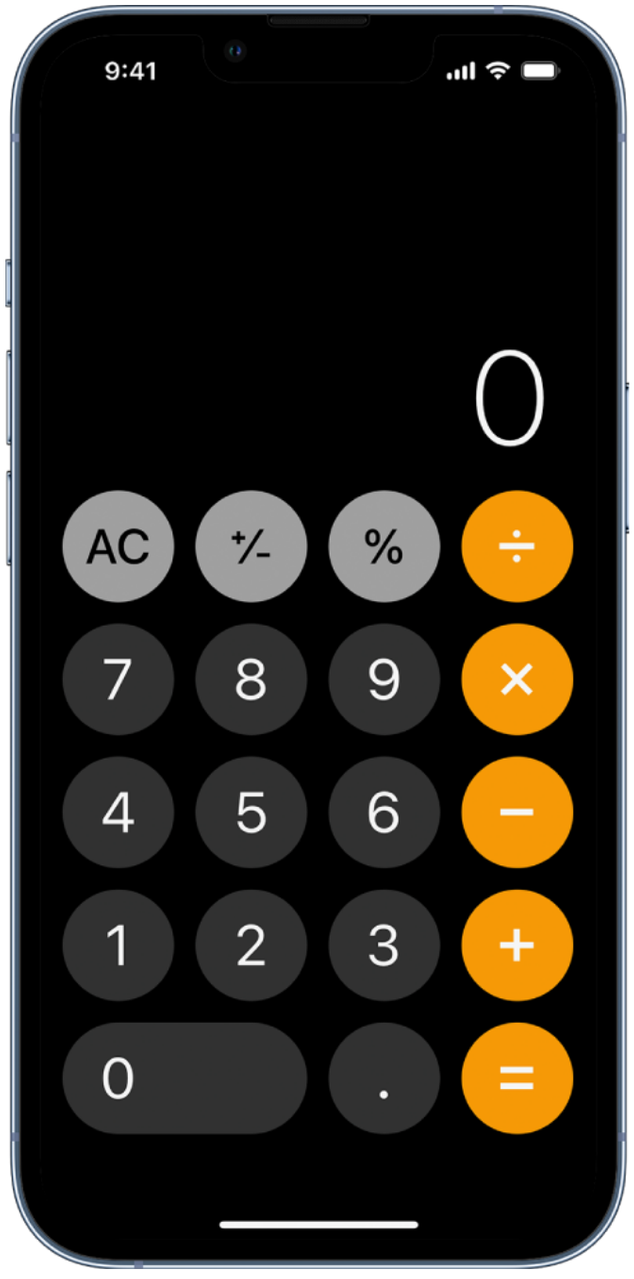
Revival

PDU Stencil, Dries Wiewauters

Speculation

Robot 1, Robot 3, Robot 2, Robot 4, Dunne and Raby

Translation



Apple Calculator

Translation

Google Tree, Certain Measures, Clement Valla, and Typico GmbH

Anonymous Objects

Tteokbokki plat

Car Stickers

USB Stick

What the Hell Was That 'S' Thing Everyone Drew in School? by Julian Morgans for Vice

Times New Roman

Aa Ee Rr

Aa Ee Rr

a

Publisher

abcdefghijklm
nopqrstuvwxyz
0123456789

Times New Roman

Parked Domain Girl

Bliss

Step 1: Anonymous Research Presentation

Select an anonymous object and create a 10 minute presentation about its origins and current context. Your object can range from a unique historical artifact, to a ubiquitous and unassuming facet of daily life.

Take time to consider what object you want to research, as this initial inquiry will be the jumping off point for your project.

products.designing.tools/projects/research-product