

3/4 **Action**

You've heard the message,
the case for change, but
now...

what do you do?
and how might you do it?

*Why is it that after a short period of time we
lose the capacity to empathise*

*or even be moved at all when confronted by
shocking images*

*for example of wars and conflicts with
unspeakable situations that we can't relate
to?*

John Thackara
Writer on design and sustainability
quoting Susan Sontag

*It is not just enough to tell people things
(by whatever means)*

*unless there is something they can do with
that information.*

John Thackara
Writer on design and sustainability

Action

Some examples of
ways to act...

...but first, guidance
on approach

Invitation to collaborate

**In this collaboration
we are not aiming
for consensus**

Invitation to collaborate

In this collaboration
we are not aiming
for consensus

but instead, a
deliberate generous
atmosphere

Invitation to collaborate

In this collaboration
we are not aiming
for consensus

but instead, a
deliberate generous
atmosphere

where different
disciplines,
knowledge and
personalities meet

Invitation to collaborate

In this collaboration
we are not aiming
for consensus

but instead, a
deliberate generous
atmosphere

where different
disciplines,
knowledge and
personalities meet

to consider and
create what would
not be possible
alone.

Approach route

Locality

- past
- present
- future

Approach route

Locality

- past
- present
- future

People

- user
- local community
- staff
- us
(we are not outsiders)

Approach route

Locality

- past
- present
- future

Intimacy

- familiarity
- layers of knowledge
- landscape

People

- user
- local community
- staff
- us
(we are not outsiders)

Approach route

Locality

- past
- present
- future

Intimacy

- familiarity
- layers of knowledge
- landscape

People

- user
- local community
- staff
- us
(we are not outsiders)

Relationship

- space
- objects
- art/design
- tradition
- new technologies

Approach route

Locality

- past
- present
- future

People

- user
- local community
- staff
- us
(we are not outsiders)

Intimacy

- familiarity
- layers of knowledge
- landscape

Relationship

- space
- objects
- art/design
- tradition
- new technologies

Meaning

- create relevance

Action

Some examples of
ways to act...

...illustrated by these
sample projects that
Fabiane will talk about

Negotiation and currency



Spaces of encounter
– building anticipation



Spaces of encounter – building anticipation



Spaces of encounter – food



Spaces of encounter – food



Spaces of encounter – walks



Mapping – personal stories



Mapping – personal stories



Mapping – routes



Mapping

– informal names and uses



Mapping – informal names and uses



Memory

– remembering and forgetting



Photography



Photography



Photography



Active observer



Active observer



Patricia Moore

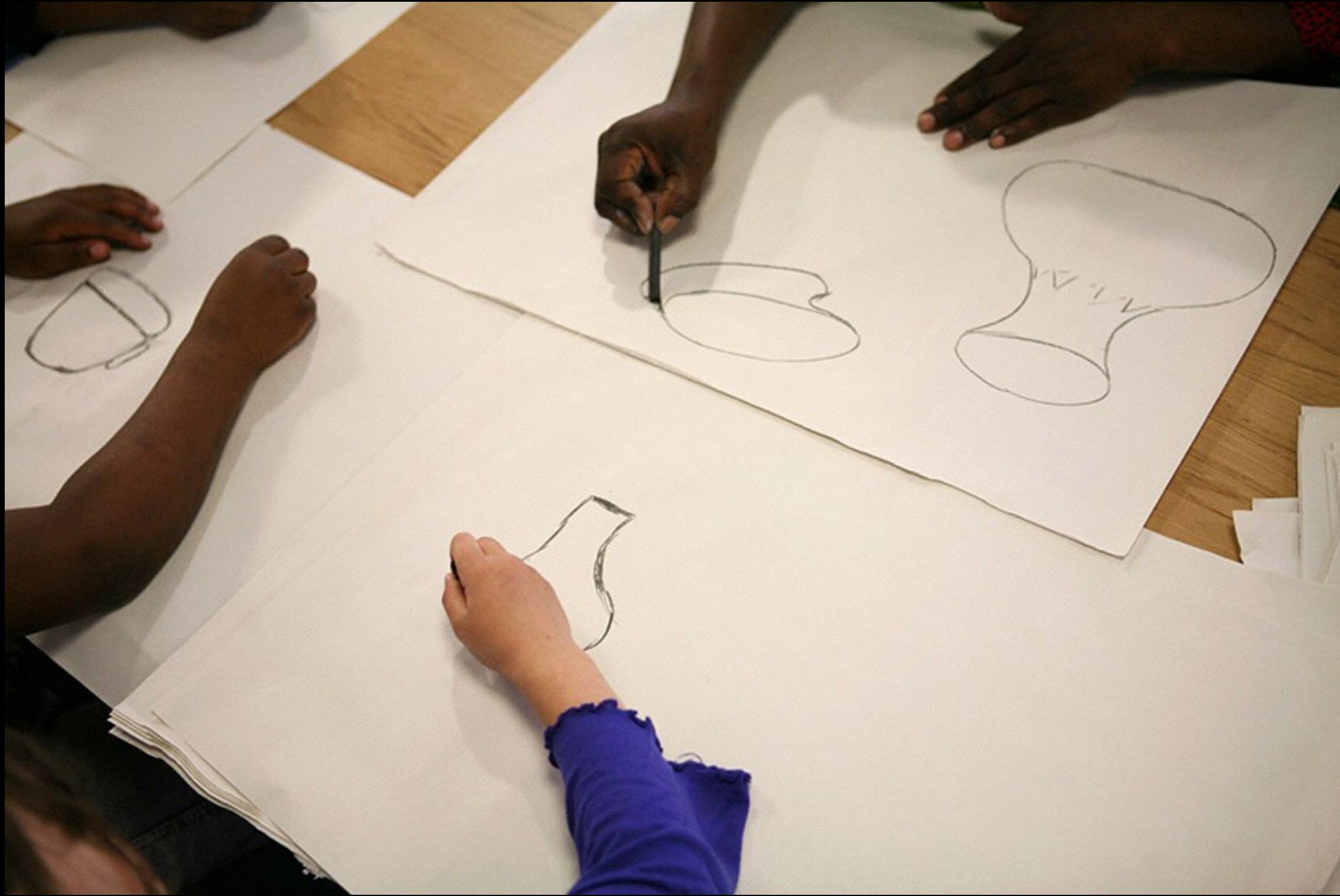
Breaking the communications barrier – making



Breaking the communications barrier – making



Breaking the communications barrier – drawing



Miniature worlds



Miniature worlds



Celebration – exhibition



Celebration – exhibition



Celebration
– exhibition



Celebration
– event/party



Jochen Gerz

Celebration – pilot



Celebration
– pilot



We are not neatly separate from the social situations we observe. . .

the objective and the subjective are inseparable

but the way we've been thinking the last 100 years (and designing!) makes a clear distinction between them. . .

– there is no “outside”. Everything is “inside”.

This insight, on the dual nature of being, is the philosophical backstory to the theory of action presented here,

a theory of how to intervene in the world with all its complexity and messiness.

**Zaid Hassan (on Martin Heidegger)
in his book *The Social Labs Revolution***