THE RESPONSIBLE OBJECT

Marjanne van Helvert (ed.)

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A HISTORY OF DESIGN IDEOLOGY FOR THE FUTURE

ONLY SUSTAINABLE DESIGN IS SOCIAL DESIGN

AND ONLY A SOCIAL FUTURE IS SUSTAINABLE

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What would future archeologists think of our time, if they were to dig in the places that used to house our civilization? They would discover countless dumpsites of things we threw away: plastic and metal objects, still smouldering heaps of discarded electronics, synthetic textiles, and other things that do not decompose within a foreseeable amount of time. They would find the leftovers of an age of rampant, imperishable objects. Today, in an economic system that revolves around producing and consuming these objects, we are starting to review their role in a series of challenges that lie ahead of us. In the design discipline, sustainability and social responsibility have become prolific epithets, generating new products, materials, and technologies, designed to change the course of our future. The intrinsic design ideologies are often not new, but form a fundamental part of design history, reappearing throughout the previous centuries. This book presents a history of socially committed design strategies within the western design tradition, from William Morris to Victor Papanek, and from VKhUTEMAS to FabLab.

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