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Speculative Everything: Design, Fiction, And Social Dreaming (MIT Press)



Synopsis

Today designers often focus on making technology easy to use, sexy, and consumable. In *Speculative Everything*, Anthony Dunne and Fiona Raby propose a kind of design that is used as a tool to create not only things but ideas. For them, design is a means of speculating about how things could be -- to imagine possible futures. This is not the usual sort of predicting or forecasting, spotting trends and extrapolating; these kinds of predictions have been proven wrong, again and again. Instead, Dunne and Raby pose "what if" questions that are intended to open debate and discussion about the kind of future people want (and do not want). *Speculative Everything* offers a tour through an emerging cultural landscape of design ideas, ideals, and approaches. Dunne and Raby cite examples from their own design and teaching and from other projects from fine art, design, architecture, cinema, and photography. They also draw on futurology, political theory, the philosophy of technology, and literary fiction. They show us, for example, ideas for a solar kitchen restaurant; a flypaper robotic clock; a menstruation machine; a cloud-seeding truck; a phantom-limb sensation recorder; and devices for food foraging that use the tools of synthetic biology. Dunne and Raby contend that if we speculate more -- about everything -- reality will become more malleable. The ideas freed by speculative design increase the odds of achieving desirable futures.

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Customer Reviews

Design as a social instrument of change - Imagining possible futures - that is my interest and this

book does a nice job of highlighting those that are doing that kind of work and the thinking behind it.

This book gives incredible insight into a design and studio practice. It encourages a revitalizing of your mindset of design.

Provocative book with a new perspective on design â” far removed from the commercial interests that the design (thinking) world is caught up in. What happened to the big dreams of last century? The book also comes with many examples of artistic projects in speculative design including those by the authors. All in all a nice inspiring read that expanded my mindset.

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