WAY OF WORKING
provoke & propose

CHALLENGE TO EXPOSE

taboo taboo taboo taboo taboo
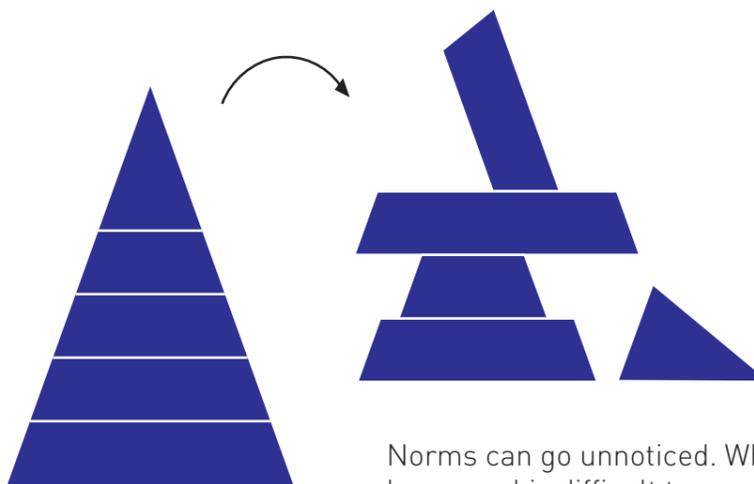
NORM

To expose a norm it needs to be challenged. Norms can, much alike dogmas, be protected by taboos. Taboos form boundaries, once broken space is created to discuss the underlying norm.

By making effort a design aim I attack certain taboos; I am passing by on assumed desirables that are taboo to debate.

EXPLORE

To discover how, when and where this alternative hierarchy of values is desirable we need to explore. And we need to explore in designerly ways.

Effort was made the design aim, I designed for effort in various everyday situations.

speculate

give form

prototype

probe

MAP OUT

Start mapping the potential, the values, the desirable qualities that are given space through the interventions.

I mapped out the potential of effort. Designing for effort has the potential to create space for a large variety of desirable qualities..

ALTER THE HIERARCHY OF VALUES

Norms can go unnoticed. What we consider to be normal is difficult to perceive without having anything to compare with. One way of creating that comparison is by altering an established hierarchy of values. As designers we can than explore how this alternative norm would shape our everyday differently.

I altered an established hierarchy of values: where ease and comfort used to be high on the ladder, now action and thought are brought to the top.

OBSERVE

Defamiliarize. Zoom in, zoom out. Perceive anew. This is the phase for open, active exploration.

I defamiliarized with several actions considered mundane. How can spending more effort be enriching?

INTERVENE

Create interventions. Design from the alternative hierarchy of values you created and observe what happens when they become part of the everyday.

In several iterations, the effort design concepts were prototyped and placed into everyday situations.

ARGUE BY EXAMPLE

Pinpoint strategically. Be specific, all nuances count. Choose the examples to be very different from each other to represent the diversity present in the area. Allow each concept to follow its own inherent logic, make sure they strongly represent the value found in their part of the area.

By executing several concepts you are arguing by example. It is in the relationship between the concepts that the core of the project is to be found.

DESIGN THE PARTICULAR

The insights gained and mapped out are valuable, but it is abstract and generalized. Design is specific; the designs are examples that should clearly contribute to the overall argument, but they need to be particular and convincing as individual proposals as well.

Each concept is an example of an everyday product that evokes more effort in usage, yet it are different kinds of effort which are desirable in their own ways.