LIGHTNESS

Solutions

Focus on recycling, renewing

Reduce waste, movement of people and goods

Service-based design

People have lack of awareness of problem

Always a better option

Materials have no limits so designers are intimidated to explore them and revert to the familiar usage

Industry slow to react

Expectations were wrong

Digital added to analog waste instead of replace

There are no longer physical limits on materials

Form no longer follows function in the tech age

Products used to be limited by the properties of the materials

A designer doesn't have to remain true to materials

"Brilliant on means... not on ends"

SMARTNESS

Thackara's law states if you put smart technology into a pointless product, the result will be a stupid product.

The law of diminishing amazement states that the more fancy tech you pack into a product, the harder it becomes to impress people with its benefits.

After the amazement of electricity wore off, designers had to add features to products to sell them

Will this continue in technology?

Humans will always be better than tech

In nature, shape is cheap and material is expensive

Nature leads in efficiency, conservation efforts, sustainability, ambient intelligence.

Biomimicry: is an approach to innovation that seeks sustainable solutions to human challenges by emulating nature's time tested patterns and strategies.

Learning, not copying

"Man-made smartness tends to be overly complicated. Every step, every intermediary process, in a smart-technology-based system, takes time and reduces efficiency."

We live in a fast-paced environment

Compared to evolution which takes thousands of years to evolve and improve

Frog analogy

We are quickly incorporating tech into our daily lives

Disregard of ethical constraints

Speed and acceleration defines how we communicate and innovate products

Acceleration

SPEED

Design in a speed not beyond our control

Feature bloat

Time is constant, speed is what we do with it