

Thinking Contextualising Creating

Organisation Tools for a post-capital design approach

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24

Starting point

Which tools allow a post-capital approach
to design?

A possibility is nurturing the commons and creating tools for cooperation and exchange. One in particular is digital gardening one's knowledge, with tools such as Are.na

A Digital Garden

is an evolving collection of interconnected ideas, notes, and resources that are organized and shared online. It serves as a platform for personal knowledge management and allows for non-linear exploration and collaboration.

Public Learning

refers to the process of acquiring knowledge and skills through open and inclusive educational practices that are accessible to a wider community. It emphasizes collaboration, shared resources, and collective participation to foster lifelong learning and empower individuals in a public setting.

Post-Capital

refers to a theoretical framework that envisions a future beyond the capitalist economic system. It explores alternative models that prioritize sustainability, social justice, and collective well-being, aiming to address the inherent flaws and inequalities of capitalism.

Attention Economy

refers to the economic system in which attention becomes a scarce and valuable resource. In this system, companies compete for individuals' attention through various platforms and services, often relying on techniques like targeted advertising and addictive design to capture and hold attention for financial gain.

Surveillance Capitalism

refers to the economic system where companies profit by collecting and analyzing massive amounts of personal data from individuals for targeted advertising and behavioral manipulation. It involves the exploitation of digital surveillance technologies to commodify and monetize people's private information. (Cf. Shoshana Zuboff)

Knowledge commoning

refers to the practice of collectively creating, sharing, and stewarding knowledge as a commons. It involves the collaborative and community-driven effort to generate and maintain a shared pool of knowledge resources, often through open and participatory processes that prioritize accessibility and collective ownership.

**How digital gardening tools help the
creative research & practice by
cultivating open & collaborative
practices aside from capitalist
monetarized data collection?**

Key Readings on Design and Economy

Design after Capitalism, Transforming Design Today for an Equitable Tomorrow,

Matthew Wizinsky, MIT Press, 2022

Caps Lock: How Capitalism Took Hold of Graphic Design and How to Escape from it,
Ruben Pater, Valiz, 2021

Post-Capital: A Reader, Edited by Michelle Cotton, Mousse, 2022

Key Readings on Digital Gardening

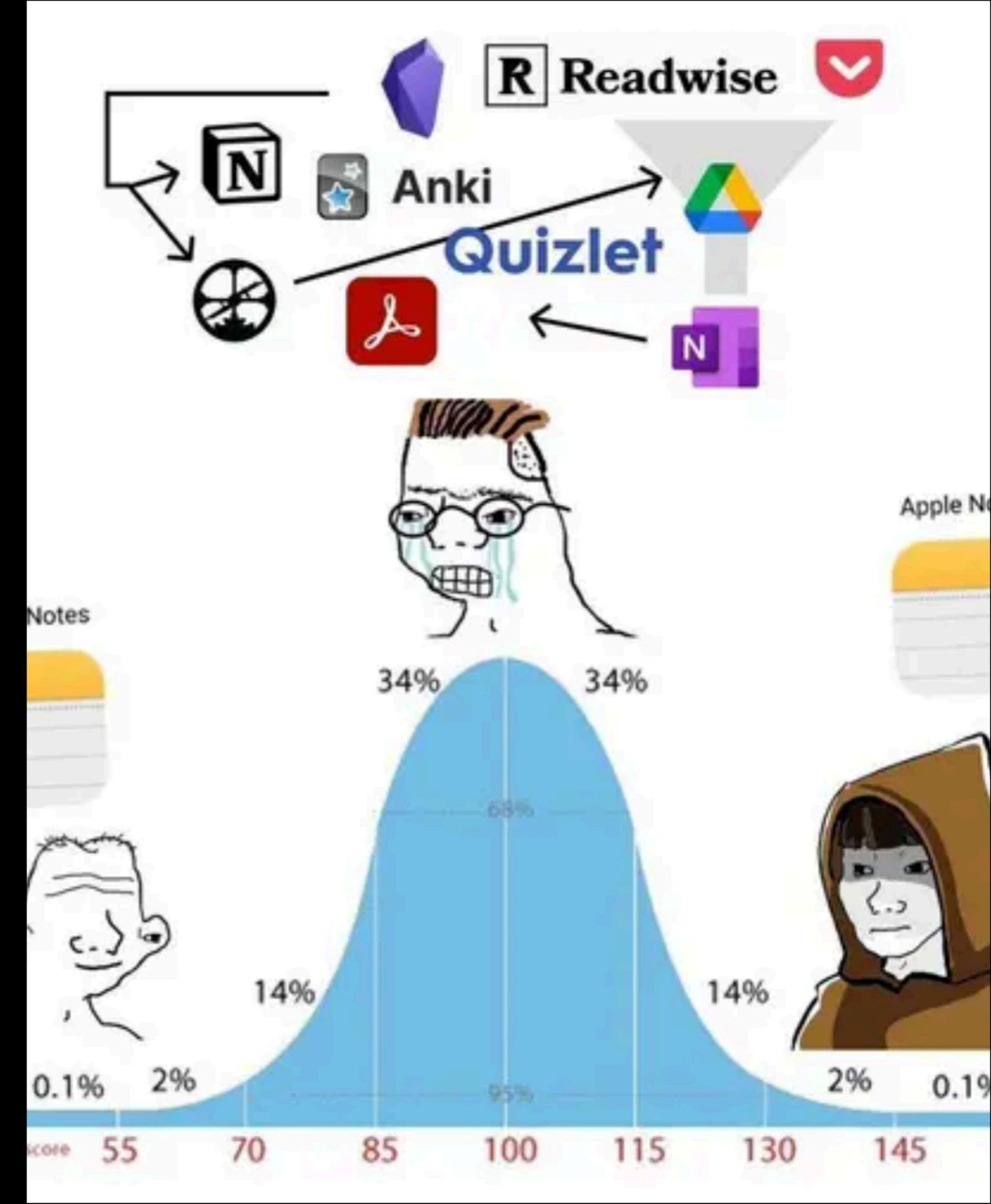
The garden & the stream, a techno-pastoral, Mike Caufield, [URL](#), 2016

A Brief History & Ethos of the Digital Garden, Maggie Appleton, 2020, [URL](#)

As we may think, Vannevar Bush, 1945

Method #1 Observation: Online Toolbox

- Social Media: Tumblr, Pinterest, Instagram...
- Blogs
- Editorial Press Websites
- Academic & Research platforms
- No-code Personal Vault/Garden: TiddlyWiki, Obsidian, Zotero, Notion, etc.
- Fully-coded custom personal websites
- ...
- Are.na



[home](#) / [wiki](#)

Welcome to wikifolder

This is my personal digital garden. A wild garden, loosely tended. There's drafts, ideas, partials, fragments and ideas.

Architecture	Art	Blogging
Books	Branding	Businessmagik
Cms-nerd	Cooking	Ctrl-p
Design	Drafts	Fixcions
Gaming	Gig-economy	Glitch
Glitch-gowanus	Gluten-free	Little-futures
Maps	Media-theory	Music
Networked-writing	Notebooks	Nurturing
Parenting	Pedagogy	Poetry
Public-digital	Strategy-consulting	Web-books
Wikis	Workshops	Zines

All notes

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For information about my site's philosophy & method, see the [About page](#); for the website features & implementation, see the [Design page](#); for information about myself, my use of other websites, and contact information, see the [Links page](#); for information about new pages, see the [Changelog](#); to receive updates, news, & reviews, [subscribe](#) to the newsletter (archives). For an annotated version of this site index page, see the [long index](#).

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Are.na / Explore

Feed

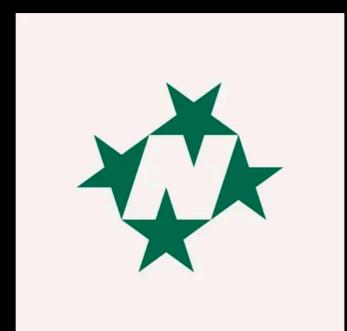
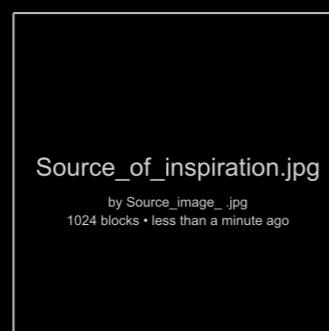
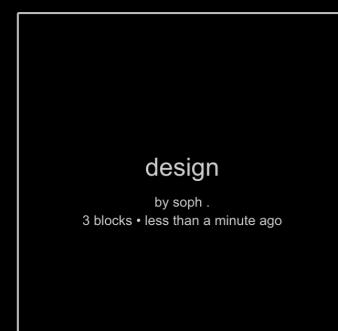
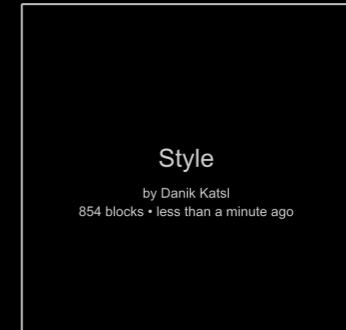
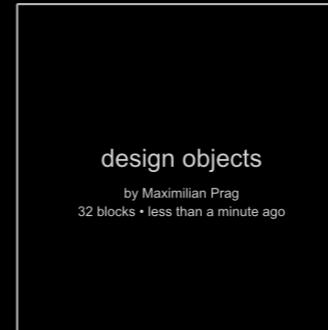
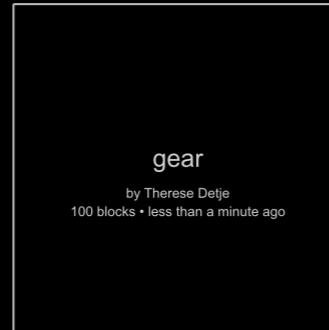
Profile

View

Sort

All
Channels
Blocks

Recently updated
Random



mountain-equipment.png

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Why Are.na and why it echoes digital gardening?

- founded by artists, for artists
- Alternative and resistance to algorithmically-filtered ephemeral streams of content
- exploratory – content linked through contextual associations
- accumulate knowledge, connect disparate information
- open-ended for various purposes with API
- Mindful Community behaviour around information
- Can be fully collaborative, open or private

Hypothesis

Using open-ended tools like are.na and digital gardening extends an opportunity for creatives to develop a more open & collaborative process, encouraging an alternative from streams of monetised data.

Methods #2

- User Interviews (zoom, screensharing) documenting various use, and their opinion on curating and sharing knowledge, limits and risks of such platforms?
 - classroom collaboration
 - personal curation
 - ideas and note-taking
 - moodboards
 - personal portfolio
 - public learning
 - CMS via API
- Direct observation: monitoring a user's exploratory journey on are.na: how one element meets another and how they are connected and contextualized by the user

Casual are.na users

Clément Gicquel, designer, FR

Florian Hilt, 3D artist & photographer, FR/CH

Lucas Erin, artist, FR/CH

Frederik Mahler-Andersen, designer & developper,
DK/CH

are.na Team

(found interviews online,
if possible interview them myself)

Daniel Pianetti, co-founder, CH/US

Charles Broskoski, co-founder, US

Chris Sherrón, co-founder, design, US

Christopher Barley, Press/PR, US

Damon Zucconi, Engineering, US

Meg Miller, Editorial & Events, US

Regular/Advanced are.na users

Baker Wardlaw, artist, US/CH

Jonas Pelzer, developper, DE

Mindy Seu, designer, educator, US

David Reinfurt, designer, educator, US

Laurel Schwust designer, educator, US

Wild Digital Gardeners

- Gwen Branwen, US [URL](#)
- Maggie Appleton, US [URL](#)
- Others [URL](#)

- Are.na General Use

- I've seen you are a user of Are.na, how would you describe your use of it?
- How did you discover it? What made you keep using it? Advantages/constraints Compared to others online research tools?
- How often do you use it? Is it key to your creative process?
- What role does Are.na and other visual research tools play in your creative process?
- Do you use it alone/with others? for yourself / others?
- How do you use it? Which functionnalities do you use most? Can you describe your daily experience and/or specific use?
- Do you use Are.na in an unconventional way? for unusual other purposes?

- Other tools/platforms than Are.na

- Which other online visual research tools do you use? did you use? What comparison between?
- Do you feel limited by what are.na can do, consider something else?

- Are.na Content

- How are your channels self-curated? Do your channels follow an underlying structural logic?
- Do you have a particular channels or suite of blocks you would like to describe?
- What do you make of your blocks once connected? How often do you come back to it?
- Is your connected content searched for , or rather stumbled upon?
- How would you gauge the agency you have over the content you browse and connect?
- How are things connected to each other? How do they fit together?
- Do you connect elements outside from are.na or only connect existing blocks already on are.na?
- How would you describe finding and connecting someone's block/channel that's relevant to you?

- On Social Media

- What is your relationship with social media?
- How is your practice affected by your online research?
- What tools do you use for your practice?

- Are.na Community, Sharing Knowledge

- Which of your channels in open access/visible/hidden? Why?
- How often do you share access to your channels to others? in what circumstances?
- Do you contribute to other's open access channels?
- Did Are.na help you to spark collaboration with other user?
- Which users are you following

- On Digital Gardening

Found Data #1 ([source](#))

Lucy Siyao Liu, architectural designer, teacher at MIT

“Are.na is kind of like my brain; it’s what I’ve been thinking about lately” she says.

- has a channel called “Thoughts Not Ready” that she keeps private.
- When ready to share and collaborate with her students or other pros, Liu will collect or create content for her public channels that anyone can see, follow, and even borrow from.

Found Data #2 (source)

David Reinfurt, graphic designer, teacher at Princeton, charged his students with redesigning the interface of the Apple Watch, instructing them to take photographs of all the clocks around them and post the images to a social network called Are.na.

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