



Aalto University  
Media Factory

# Digital\_Fabrication\_Studio.03

## Intellectual Property, Open Design, Metadesign

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<http://www.slideshare.net/openp2pdesign>



12.09.2012



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# Today:

- \* IP for Digital Fabrication
- \* Mass-collaboration + Open Design
- \* Metadesign of Open projects



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01.

# Intellectual Property: different ways of protecting your work

# Close to the Napster case of 3D Printing

The screenshot shows the homepage of The Pirate Bay. At the top, there's a navigation bar with links like "Search Torrents", "Browse Torrents", "Recent Torrents", "TV shows", "Music", and "Top 100". Below the navigation is a search bar with placeholder text "Search here..." and a "Pirate Search" button. There are also filters for "Audio", "Video", "Applications", "Games", and "Other", with "All" selected. A sidebar on the left features a logo of a ship on fire and a "VIDEO" section with a woman wearing sunglasses. On the right, there's an advertisement for "UPOUUSIA TUOTTEITA Täysi Tehtaan Takuu" featuring a MacBook Air. Below the sidebar is a large red banner with the text "YOUWIN Voita en iPhone 4" and a "Klikkaa hänen >>>" button. The main content area displays a table of torrent results for "Physibles". The table has columns for "Type", "Name (Order by: Uploaded, Size, ULed by, SE, LE)", "View: Single / Double", and "SE" and "LE" counts. The results include:

| Type              | Name (Order by: Uploaded, Size, ULed by, SE, LE) | View: Single / Double | SE | LE |
|-------------------|--|-----------------------|----|----|
| Other (Physibles) | 3D Hollow Diamond                                |                       | 1  | 0  |
| Other (Physibles) | Screwless Cube Gears                             |                       | 3  | 0  |
| Other (Physibles) | Enclosed Cable Chain with Calibrator             |                       | 2  | 0  |
| Other (Physibles) | Raspberry Pi Case with VESA mount                |                       | 3  | 0  |
| Other (Physibles) | 120 Cell Hecatonicosachoron by George Hart       |                       | 2  | 0  |

There is a rising debate about 3D printing as the next possible source of piracy... so there could be even more laws and restrictions!

Source: <http://thepiratebay.se/browse/605>

# Digital Fabrication and copying...



The screenshot shows the Sculpteo App landing page. At the top, there's a navigation bar with links for Home, Services, Materials, Support, Cloud Engine, App, and FAQ, along with a "Upload a 3D file" button. Below the navigation, the main heading reads "Sculpteo App" and "3D PRINT YOUR PERSONAL COLLECTION". It features two download buttons: "Available on the App Store" and "Download on the iPhone" and "Download on the iPad". In the center, there's a smartphone displaying a 3D scan of a person's face, and next to it is a tablet showing a blue screen with the text "3D PRINTING COLLABORATIVE DESIGN MAKER BY SCULPTEO.COM" and "CREATE YOUR FIRST UNIQUE 3D PRINTED COLLECTION WITH TOP DESIGNERS." A "Start" button is visible at the bottom right of the tablet screen. At the bottom of the page, a note states "Free on the iPhone, iPod touch and iPad. IOS 5.0 or later."

But fabbing is only experiencing the same phenomena of design and manufacturing...

Source: <http://www.sculpteo.com/en/app/>

# Digital Fabrication and copying...

LIVING / POLTRONE E CHAISE-LONGUE / POLTRONE E POUF

← Prodotto precedente Prodotto successivo

## Santapouf di Campeggi

[Pin it](#) [Mi piace](#) 7

AZIENDA

Campeggi

Vai al sito →  
altro da Campeggi →

DESIGNER

Denis Santachiara →  
altro del designer →

CONDIVIDI

Stampa scheda →  
Invia ad un amico →  
Facebook →

SHOP ONLINE  
Acquista su made in design ●●●

**SCHEDA PRODOTTO**

|            |                                 |
|------------|---------------------------------|
| Nome:      | Santapouf                       |
| Categoria: | Poltrone e Pouf                 |
| Azienda:   | Campeggi                        |
| Stile:     | Design                          |
| Designer:  | Denis Santachiara               |
| Anno:      | 2011                            |
| Materiali: | Poliuretano espanso, PVC, lycra |



Arredo al confine tra arte e industrial design, Santapouf di Campeggi si ispira alla forma delle sculture a profilo continuo, sperimentate a partire dal Paleolitico. Tra le più conosciute sono quelle dello scultore fiorentino Giuseppe Bertelli, che le ha proposte nella modalità seriale: viste di profilo ricordano il profilo di un volto



But fabbing is only experiencing the same phenomena of design and manufacturing...

Source: <http://atcasa.corriere.it/catalogo/prodotti/Campeggi/Santapouf.shtml>

# Digital Fabrication and copying...



But fabbing is only experiencing the same phenomena of design and manufacturing... So who copies who?

Source: <http://www.liveauctioneers.com/item/8263457>

# Digital Fabrication and copying... even the details



They were so eager to clone Arduino that they even copied the "MADE IN ITALY" (from ebay)

337 271 days ago

But fabbing is only experiencing the same phenomena of design and manufacturing... even details are copied!

Source: <http://twitpic.com/7t9879>

# Fashion Design and copying... “piracy” ?



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Copying in Fashion Design is a common practice, because only the trademark is protected.. and that's how we they set trends!

Source: <http://www.refinedhype.com/hyped/entry/adidas-beachstar-sandal>

# Fashion Design and copying... “piracy” ?



The screenshot shows a product page from the Adidas website. At the top, the Adidas logo is visible along with a search bar, sign-up options, and a shopping cart icon. A navigation menu includes categories like SHOP, MEN, WOMEN, KIDS, MI ADIDAS, FOOTBALL, RUNNING, BASKETBALL, ORIGINALS, TRAINING, MORE, and GO ALL IN. Below the menu, a breadcrumb trail indicates the product's path: Back | Home > Men > Shoes > Men's Duramo Clog Slides. The main image displays two dark blue clog slides with white stripes on the toe. To the right, the product title "Men's Duramo Clog Slides" is shown above a small Adidas logo. A green "In Stock" indicator is present next to a five-star rating and a "Write the First Review" link. A detailed product box highlights "COLOUR New Navy / New Navy / Running White (G62583)" with a small image of the shoes. Size information shows "SIZE 43 (Size Chart)" with options for sizes 43 and 44 1/2. The price is listed as "€ 30,00" with an "Add To Bag" button. Below the price, social sharing links for "Send to a Friend" and "Add to Wishlist" are shown, along with icons for sharing on various platforms.

Copying in Fashion Design is a common practice, because only the trademark is protected.. and that's how we they set trends!

Source: [http://www.adidas.fi/Men%27s-Duramo-Clog-Slides/G62583\\_640,fi\\_FI,pd.html](http://www.adidas.fi/Men%27s-Duramo-Clog-Slides/G62583_640,fi_FI,pd.html)

# Copyright ...

*Copyright essentially attaches to every original creative work that is fixed in a tangible medium. This includes most things that are written, drawn, or designed. However, the copyright only protects the actual writing, drawing, or design itself, not the idea that it expresses.*

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

Copyright =

- \* the right to copy (the rights to let or stop copying)
  - \* the author's rights (the rights to be credited)
-

# **Patent ...**

*Patent protection is not granted automatically. An inventor must apply for a patent on her invention at the Patent and Trademark Office (PTO). The invention must be new, useful, and non-obvious. In making the application, the inventor must disclose information that would allow others to practice the invention. Finally, patent protection is significantly shorter in duration than copyright protection.*

*Once an object has been patented, all copies, regardless of the copier's knowledge of the patent, infringe upon that patent. Simply stated, if you are using a 3D printer to reproduce a patented object, you are infringing on the patent.*

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

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# **Copyright, Patent and originality ...**

*In the world of copyright law, this intuition is correct. When a child in Seattle writes an ode to his pet dog, that work is protected by copyright. If, two years later, another child in Atlanta writes an identical ode to her pet dog (unaware of the first ode), the second work is also protected by copyright. This is possible because copyright allows for independent creation, even if the same work was independently created twice (or even more than twice). While a work must be original in order to receive copyright protection, the work does not need to be unique in the world.*

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

*However, and relevantly for reproducing 3D objects, patent law does have a novelty requirement. Patent law does not allow for parallel creation. Once an invention is patented every unauthorized reproduction of that invention is an infringement, whether the reproducer is aware of the original invention or not.*

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

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# Watch out when you enter this game...

Follow Christina Bonnington (@redgirlsays) on Twitter

## Apple and Samsung Both Owe One Another Damages

By Christina Bonnington August 24, 2012 | 2:37 pm | Categories: R&D and Inventions

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[Like](#) [Send](#) [47 people like this. Be the first of your friends.](#)

[Tweet](#) [+1](#) [Share](#)

273 8 10



The Apple iPad and a Samsung Galaxy Tab have a rough day in South Korea. Photo: Jon Snyder/Wired

A South Korean court ruled that both Apple and Samsung infringed on one another's intellectual property and owe each other damages.

Source: <http://www.wired.com/gadgetlab/2012/08/s-korea-court-rules-damages/>

# Trademark ...

*Trademark developed as a way to protect consumers, giving them confidence that a product marked with a manufacturer's symbol was actually made and backed by that manufacturer. As a result, trademark is not designed to protect intellectual property per se. Intellectual property protection is instead a side effect of needing to protect the integrity of the mark.*

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

*Because trademark protection is specifically geared towards preventing consumer confusion in the marketplace, trademark infringement is described in terms of "use in commerce." Unlike patent or copyright, it is not copying a trademark that creates a trademark violation. Instead, it is using that trademark in commerce (thus potentially confusing a consumer as to the origin of the product) that results in a violation.*

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

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# Trade Dress

*Trademark protection can extend beyond a logo affixed to a product to include the design of the product itself. However, in order to extend protection to product design, courts have required that trade dress acquire a distinct association with a specific manufacturer. Acquiring this type of distinctiveness takes time, and must be proven by survey results or some other proof of association in the eyes of the general public. As a result most product designs, even unique designs intended “to render the product more useful or more appealing,” will not be protected as trade dress.*

Source: <http://www.publicknowledge.org/it-will-be-awesome-if-they-dont-screw-it-up>

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# Trade Dress, an example



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A very recognizable shape...

Source: [http://en.wikipedia.org/wiki/Coca\\_cola](http://en.wikipedia.org/wiki/Coca_cola)

# Be careful: every country has its laws...

The screenshot shows the voga.com website with a navigation bar at the top featuring categories like Furniture, Office, Lighting, Accessories, In Stock, Sale, Designers, and 2nd Stock. Below the navigation is a breadcrumb trail: Home > 100% Legal. The main content area is titled "Legal statement". It contains text about the company being an English company selling replica furniture and lighting, and operating under UK copyright rules which provide 25 years of protection. It also mentions a legal review and a list of two points regarding law application and business model compliance. At the bottom, it states that it is legal for users within EU/EEA to buy and import replica products.

**voga.com**  
THE ORIGINAL QUALITY

Furniture   Office   Lighting   Accessories   In Stock   Sale   Designers   2nd Sto

Home > 100% Legal

## Legal statement

Voga Limited ("Voga") is an English company. We sell replica furniture and lighting of well-known designers.

We operate under the UK rule (article 52 in Copyright, Design and Patents Act) whereby protection for such designs lasts for only 25 years.

Voga has obtained a legal review of its services and business model. The unequivocal conclusion is that:

- 1) English law applies to Voga's service on voga.com; and
- 2) Voga's business model is compliant with English law. In other words: It is legal to use the service and buy products from [www.voga.com](http://www.voga.com).

Furthermore, it is legal for users within EU/EEA to buy and import replica furniture, lighting, etc., even if the products are protected by intellectual property laws in the user's home country.

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In UK copyright only lasts 25 years after the creation ...

# Licensing your project ...

*The main benefit of product licensing is that you do not have all of the risk and headaches that necessarily come with running your own business. It is quite true that you could make a lot more money if you sold your own idea (if you did not screw things up at any number of places along the way).*

Source: [http://www.core77.com/blog/columns/product\\_licensing\\_in\\_an\\_era\\_of\\_open\\_innovation\\_22953.asp](http://www.core77.com/blog/columns/product_licensing_in_an_era_of_open_innovation_22953.asp)

*Young designers often gasp when hearing that a good royalty rate might be 5% of wholesale cost (around 2% of retail price)—"but it is MY idea!" Seasoned designers understand that a designed product (not to mention one that is not engineered, sourced, and fully developed and tested) is but a small part of the business equation.*

Source: [http://www.core77.com/blog/columns/product\\_licensing\\_101\\_so\\_lets\\_talk\\_money\\_23366.asp](http://www.core77.com/blog/columns/product_licensing_101_so_lets_talk_money_23366.asp)

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# Creative Commons: licensing the sharing

The screenshot shows the Creative Commons homepage. At the top, there's a navigation bar with links for About, Licenses, Public Domain, Support CC, Projects, and News. A search bar is also at the top right. The main content area features a large banner for the "OPEN EDUCATION VIDEO CONTEST WINNERS ANNOUNCED". The banner includes a cartoon illustration of a boy sitting at a desk with a rocket launching from his head, surrounded by mathematical equations like  $\Delta u_0 \ln m_1$  and  $a = km/h$ . Below the banner, there's a call-to-action button: "Watch the winning entries in our open education video contest." To the left of the banner, there's a sidebar with sections for "Mission" and "License". The "Mission" section has a "WHAT IS CREATIVE COMMONS?" heading and text explaining that Creative Commons helps share knowledge and creativity. It also mentions that Creative Commons develops legal and technical infrastructure for digital innovation. There's a "Learn about CC" button. The "License" section has a "HOW CAN I LICENSE MY WORK?" heading and text explaining the process of selecting a license. It includes a "Choose a License" button. To the right of the banner, there's a section titled "Explore" with a "LOOKING FOR CREATIVE WORKS?" heading and text encouraging users to search for works like music and video. There's a "Find CC-licensed works" button.

How to publish your content while at the same time enabling sharing and protecting your author rights.

Source: <http://creativecommons.org/>

# License: Review conditions

-  **Attribution:** Licensees may copy, distribute, display and perform the work and make derivative works based on it only if they give the author or licensor the credits in the manner specified by these.
  -  **Non commercial:** Licensees may copy, distribute, display, and perform the work and make derivative works based on it only for noncommercial purposes.
  -  **No Derivative Works:** Licensees may copy, distribute, display and perform only verbatim copies of the work, not derivative works based on it.
  -  **Share alike:** Licensees may distribute derivative works only under a license identical to the license that governs the original work.
-

# License: Select license



Attribution



Attribution - ShareAlike



Attribution - No Derivatives



Attribution - Non-Commercial



Attribution - Non-Commercial - Share Alike



Attribution - Non-Commercial - No Derivatives

Most Free

Least Free

# Creative Commons: licensing the sharing

**License Features**  
Your choices on this panel will update the other panels on this page.

Allow modifications of your work?  
 Yes  No  
 Yes, as long as others share alike

Allow commercial uses of your work?  
 Yes  No

License Jurisdiction:  
International

**Selected License**  
**Attribution 3.0 Unported**

This is a Free Culture License!

**Help others attribute you!**  
This part is optional, but filling it out will add machine-readable metadata to the suggested HTML!

Title of work   
Attribute work to name   
Attribute work to URL   
Source work URL   
More permissions URL   
Format of work  Other / Multiple formats  
License mark  HTML+RDFa

**Have a web page?**

This work is licensed under a Creative Commons Attribution 3.0 Unported License.

Copy this code to let your visitors know!

```
<a rel="license" href="http://creativecommons.org/licenses/by/3.0/deed.en_US"></a><br />This work is licensed under a <a rel="license" href="http://creativecommons.org/licenses/by/3.0/deed.en_US">
```

Normal Icon  Compact Icon

How to publish your content while at the same time enabling sharing and protecting your author rights.

Source: <http://creativecommons.org/choose/>

## Everything is a Remix #01



Everything  
is a Remix

---

BugLabs has been much more successful in offering completely open products.

Source: <http://vimeo.com/14912890>

## Everything is a Remix #02



Everything  
is a Remix

---

BugLabs has been much more successful in offering completely open products.

Source: <http://vimeo.com/19447662>

## Everything is a Remix #03



Everything  
is a Remix

---

BugLabs has been much more successful in offering completely open products.

Source: <http://vimeo.com/25380454>

## Everything is a Remix #04



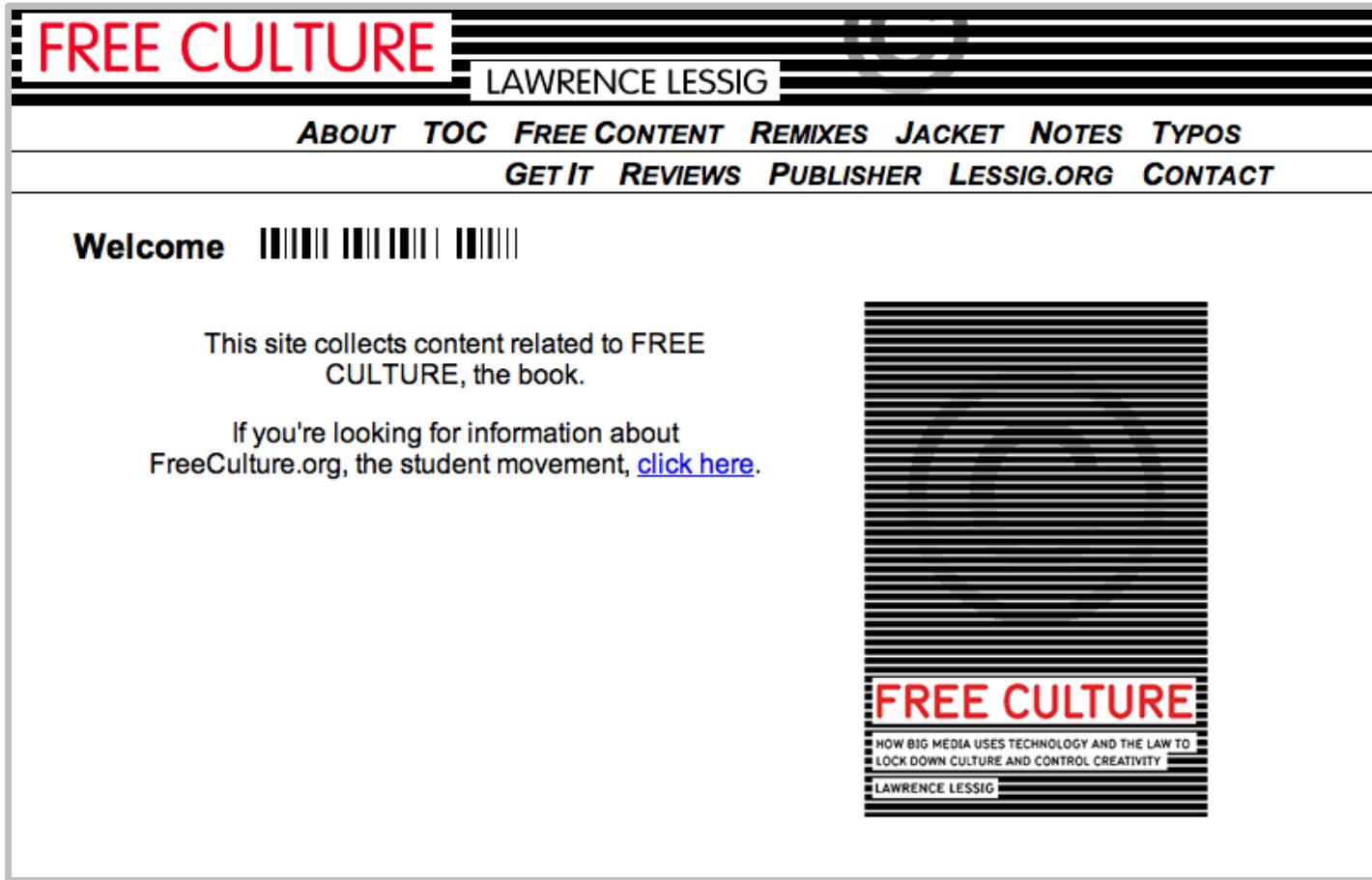
Everything  
is a Remix

---

BugLabs has been much more successful in offering completely open products.

Source: <http://vimeo.com/36881035>

# For a further reading on the topic ...



The screenshot shows the homepage of the Free Culture website. At the top, there is a red banner with the text "FREE CULTURE" and "LAWRENCE LESSIG". Below the banner is a navigation menu with links: "ABOUT", "TOC", "FREE CONTENT", "REMIXES", "JACKET", "NOTES", "TYPOS", "GET IT", "REVIEWS", "PUBLISHER", "LESSIG.ORG", and "CONTACT". The main content area has a "Welcome" message followed by a barcode graphic. Below the barcode, text states: "This site collects content related to FREE CULTURE, the book." and "If you're looking for information about FreeCulture.org, the student movement, [click here](#)." To the right of the main content area is a large, vertically oriented image of the book cover for "FREE CULTURE" by Lawrence Lessig.

**FREE CULTURE**  
LAWRENCE LESSIG

**ABOUT TOC FREE CONTENT REMIXES JACKET NOTES TYPOS**  
**GET IT REVIEWS PUBLISHER LESSIG.ORG CONTACT**

Welcome

This site collects content related to FREE CULTURE, the book.

If you're looking for information about FreeCulture.org, the student movement, [click here](#).

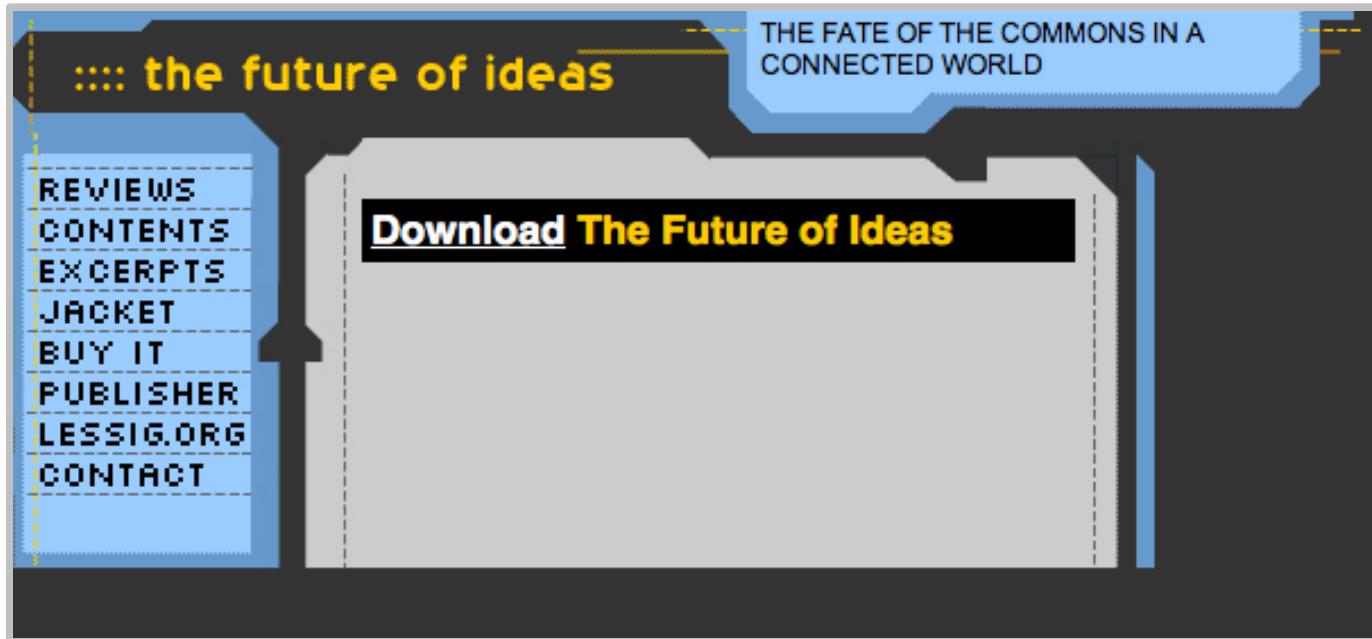
**FREE CULTURE**  
HOW BIG MEDIA USES TECHNOLOGY AND THE LAW TO  
LOCK DOWN CULTURE AND CONTROL CREATIVITY  
LAWRENCE LESSIG

---

An open and free book about Free Culture  
and Open Knowledge.

Source: <http://www.free-culture.cc/>

# For a further reading on the topic ...



---

An open and free book about Free Culture  
and Open Knowledge.

Source: <http://www.the-future-of-ideas.com/download/>

# For a further reading on the topic ...

The screenshot shows the homepage of the Sharing website. At the top, there's a navigation bar with links for About, Buy, Code, Comment, Datasets, Download, Media, and Models. The main title "SHARING" is prominently displayed in large, colorful letters. To the right of the title, it says "Culture and the Economy in the Internet Age" and "Philippe Aigrain". There's also a logo for Amsterdam University Press (AUP). Below the navigation bar, there's a section titled "About" with a quote from Prof. Juan Carlos De Martin. To the right, there are three callout boxes: "Author talks and events", "5 reasons to buy the paper book", and a thumbnail image of the book cover for "Sharing: Culture and the Economy in the Internet Age" by Philippe Aigrain.

**About**

*“Anyone interested in the future of culture in the Internet age will want to read this carefully reasoned, pragmatic yet passionate book. Dr Aigrain enlightens our understanding of the present while opening our minds to new, better ways of reaping the cultural and social benefits of the digital revolution.”*

Prof. Juan Carlos De Martin - Co-Director, NEXA Center for Internet & Society, Politecnico di Torino

This site hosts the augmented edition of **Sharing: Culture and the Economy in the Internet Age**, a book by Philippe Aigrain, with the contribution of Suzanne Aigrain, published at **Amsterdam University Press** on February 1st, 2012 as a paper book and as an open access digital monograph. On this site, you can access the **source code** and **datasets** used in the book, **comment on each of the book chapters**, run our **economic models** for the financing of a sharing-compatible culture with your choice of parameters, and run our diversity of attention analysis software on your own datasets.

**Publisher and US distributor presentations**

In the past fifteen years, file sharing of digital cultural works between individuals has been at the center of a number of debates on the future of culture itself. To some, sharing constitutes piracy, to be fought against and eradicated. Others see it as unavoidable, and table proposals to compensate for its harmful effects. Meanwhile, little progress has been made towards addressing the real challenges facing culture in a digital world.

*Sharing* starts from a radically different viewpoint, namely that the non-market sharing of digital works is both legitimate and useful. It supports this premise with empirical research, demonstrating that non-market sharing leads to more diversity in the attention given to various works. Taking stock of what we have learnt about the cultural economy in recent years, *Sharing* sets out the conditions necessary for valuable cultural functions to remain sustainable in this context.

An in-depth exploration of digital culture and its dissemination. *Sharing* offers a counterpoint to the dominant view that file

**Author talks and events**

**5 reasons to buy the paper book**

**SHARING**  
Culture and the Economy in the Internet Age  
— Philippe Aigrain  
with the contribution of Suzanne Aigrain  
AMSTERDAM UNIVERSITY PRESS

An in-depth exploration of digital culture and its dissemination, *Sharing* offers a counterpoint to the dominant view that file sharing is piracy.

Source: <http://www.sharing-thebook.com/content/about>

# For a further watching on the topic ...



An open and free documentary about  
intellectual property and remix.

Source: <http://ripremix.com/> [http://www.nfb.ca/film/rip\\_a\\_remix\\_manifesto/](http://www.nfb.ca/film/rip_a_remix_manifesto/)



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02.

**Exercise:**

**choose a Creative Commons license  
for your project, and add it to the  
Readme.md file.**



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03.

# Open Design: mass collaboration enabled by the Internet and other tools

# Web 2.0



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A new model of mass collaboration, based on user-generated content and commenting.

Source: <http://www.time.com/time/magazine/article/0,9171,1570810,00.html>

# Web 2.0

THE CREATIVE WORLD AT WORK™

create a portfolio post a job log in

## coroflot

design jobs portfolios member gallery employer directory groups genius my account

### Olivier Henrichot

Back To Thumbnails ← Previous | Next →

FOOTWEAR RUNNING (1 of 15)

OVERVIEW  
→ PORTFOLIO PROFILE

Contact Olivier Share

follow

Last Login: 11 Aug 2011



Muscular (2003)

Description: Muscular fiber inspired shoe on track and field last.

Comments:

- Adrián Castro says: Exelent idea...cool!!!!  
Posted 28 Jan 2009
- Jose Figueroa says: this is one of my favorite images in all of coroflot...  
Posted 27 Jun 2009
- s siddharth says: cool..!!  
Posted 26 Jul 2009

Tags: Design, Fila, Footwear, photoshop, Rendering, running

To add a comment you need to have a public profile. [Log In](#) or [Create an Account](#).

### Description

Muscular fiber inspired shoe on track and field last

### Comments



Adrián Castro says:  
Exelent idea...cool!!!!  
Posted 28 Jan 2009



Jose Figueroa says:  
this is one of my favorite images in all of coroflot...  
Posted 27 Jun 2009



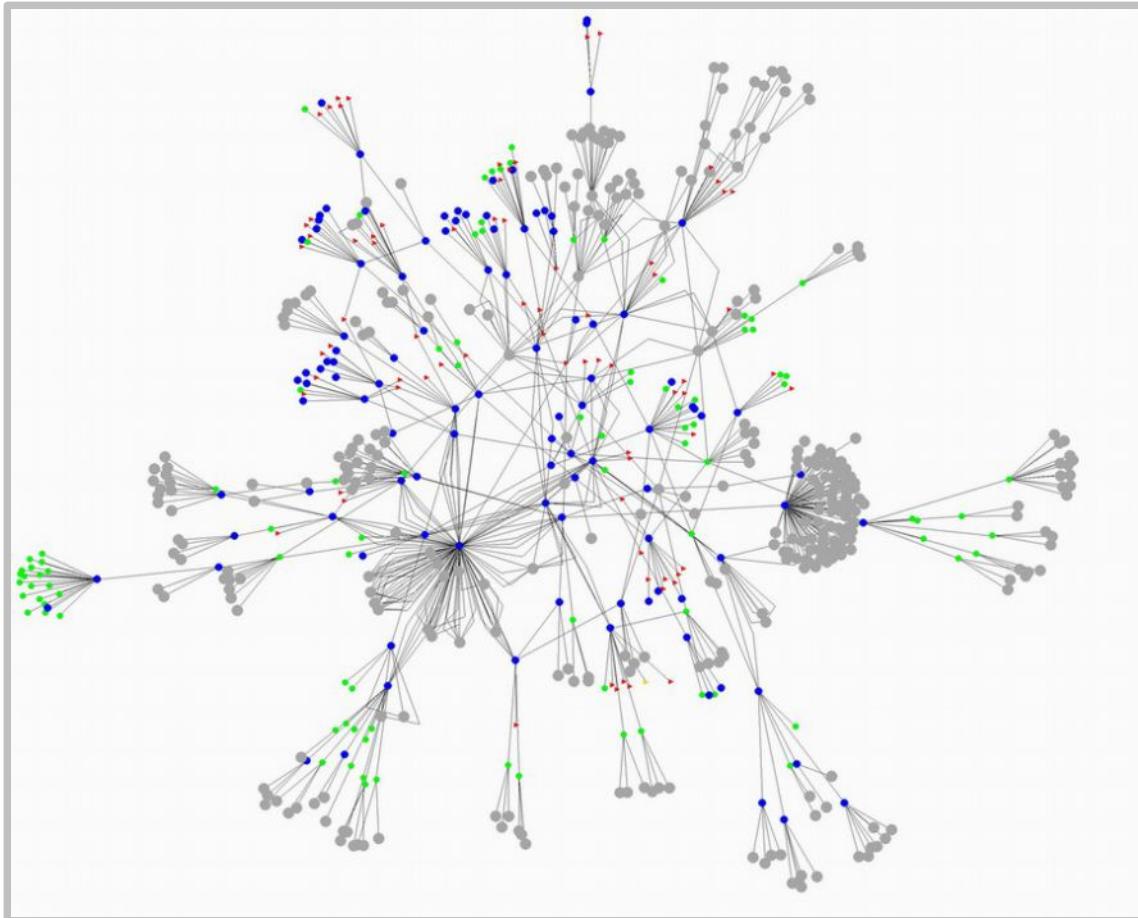
s siddharth says:  
cool..!!  
Posted 26 Jul 2009

To add a comment you need to have a public profile. [Log In](#) or [Create an Account](#).

And the same model can be applied to Design.

Source: <http://www.coroflot.com/heo/FOOTWEAR-RUNNING/1>

# Peer-to-Peer



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More than about file sharing, peer-to-peer  
defines new dynamics between people.

Source: <http://home.comcast.net/~gregory.bray/>

# Peer-to-Peer

KIVA    GIFTS    LOGIN    REGISTER    MY BASKET

Lend    About    Community    Updates    My Portfolio

## Kanze Hanjari

Samburu, Kenya   Retail | Retail



A loan of \$225 helps Kanze Hanjari to purchase bundles of maize flour and wheat flour for resale.

0% raised, \$225 to go

Select amount to lend

\$25  

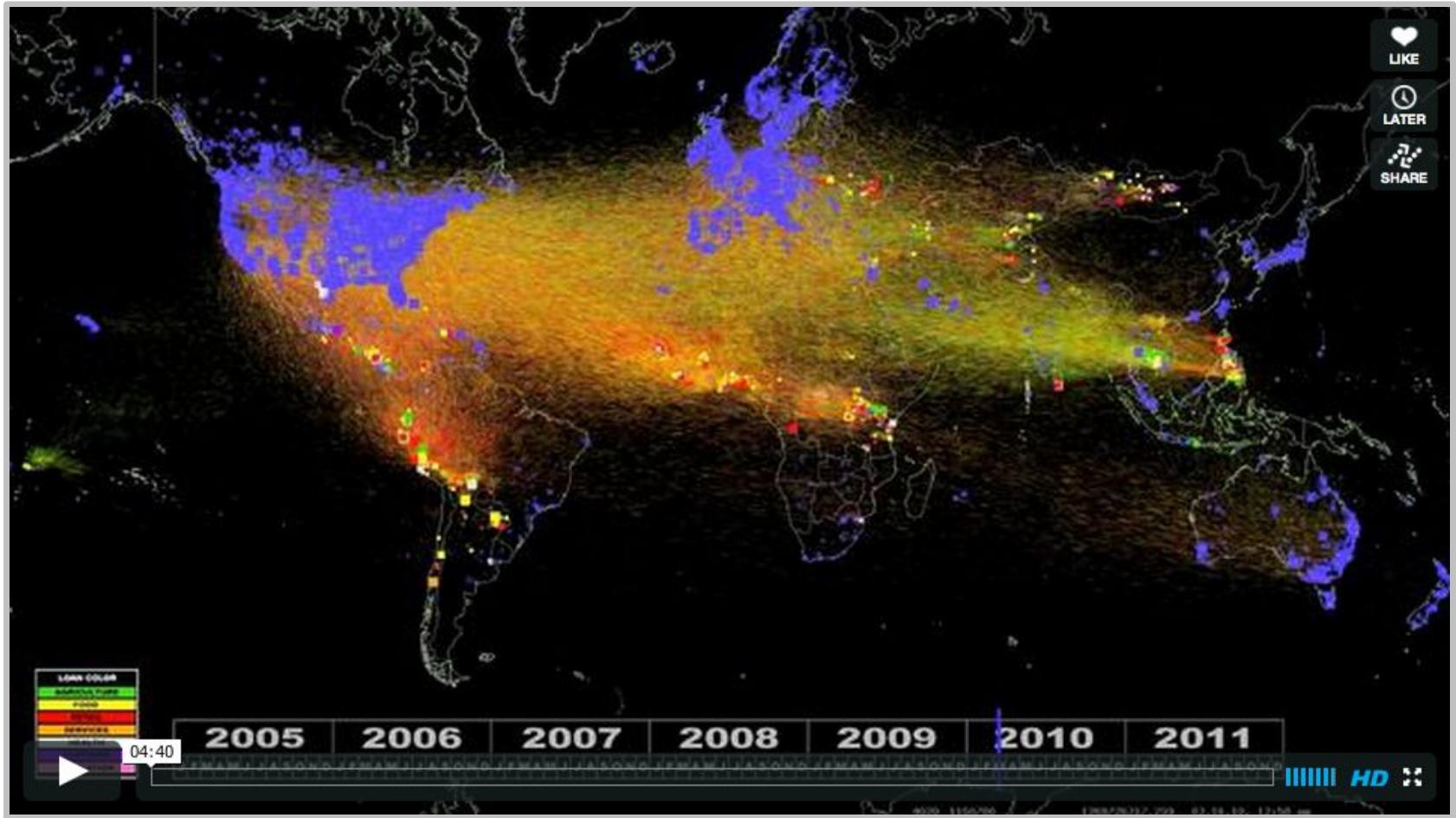
Repayment Term: 13 months (more info)  
Repayment Schedule: Monthly  
Pre-Disbursed: Aug 4, 2011  
Listed: Sep 9, 2011  
Currency Exchange Loss: Possible  
Default Protection: Not Covered

Your funds will be used to backfill this loan.  
Repayments will go to you.

And the same model can be applied to Design.

Source: <http://www.kiva.org/lend/333427>

# Peer-to-Peer



And the same model can be applied to  
Design, with important results!

Source: <http://vimeo.com/28413747>

# Crowdsourcing

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## Welcome To InnoCentive

Where the World Innovates

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**Drive Innovation »**



Are you passionate about solving important problems that really matter?

**Become A Solver »**



### Open Challenges

Show: **Featured Challenges** ▾

There are 114 active challenges | [View All »](#)

|   |   |   |               |
|---|---|---|---------------|
|   | <b>A GRI (Glucose Responsive Insulin) for Better Treatment of Type 1 Diabetes</b> | Deadline: 11/09/2011   32 active solvers   Referral award: \$10,000 USD | \$100,000 USD |
|  | <b>The Economist/Qualcomm Challenge: Pictures of Tomorrow</b>                     | Deadline: 10/31/2011   41 active solvers   Referral award: \$100 USD    | \$1,000 USD   |

### NEWSFLASH

InnoCentive and JDRF Partner to Combat Diabetes

JDRF is harnessing InnoCentive's Challenge Platform and Global Solver Community to uncover solutions for a transformative and sophisticated insulin drug for patients with diabetes to improve

Outsourcing a project or a task to an online crowd,  
more about competition than collaboration.

Source: <http://www.innocentive.com/>

# Crowdsourcing

The screenshot shows the homepage of DesignCrowd. At the top, there's a navigation bar with links for 'Log in', 'Register', 'Help', and a green button 'Post a design project'. Below the navigation is a secondary menu with 'Categories', 'Get Started', 'Browse Projects', 'Portfolios', and 'About Us'. The main header features the text 'Custom Design. Online. Risk-free.' in large white letters. Below this, a callout lists '1) Post a project 2) Get 100+ designs 3) Select the best design'. Two large statistics are displayed: '39,213 graphic designers' and '103 average number of designs / project'. There are two prominent buttons: a blue one labeled 'See how it works' and a green one labeled 'Get started now'. Below the main banner, the text 'As featured in' is followed by logos for 'YAHOO! FINANCE', 'smartcompany', 'Mashable', and 'TNW THE NEXT WEB'. At the bottom, there's a section for 'Web Design' starting at €235, 'Business Card' starting at €90, 'Flyer Design' starting at €130, and 'T-shirt Design' starting at €130. Each category has a small icon and a 'Learn More' button.

And the same model can be applied to  
Design, with critica results!!

Source: <http://www.designcrowd.com/>

# Mobile: Single user designing, no collaboration



Collaboration is not only based on a single tool: not only on a PC!

Source: <http://www.mshape.com/>

# Mobile: Smart Mobs, Ubiquitous Computing



We could even (re)build a design from  
noncoordinated users.

Source: <http://grail.cs.washington.edu/rome/> <http://youtu.be/HrgHFDPJHXo>

# **Open Source: open collaborative development**



The most complete and promising model for mass-collaboration on the Internet.

Source: <http://www.buglabs.net/ford-buglabs>

# And hybrid models... like OpenIDEO

The Challenge 289 followers [Follow updates](#)

## How might we use social business to improve health in low-income communities?

INSPIRATION 290 inspirations CONCEPTING 98 concepts EVALUATION 20 final concepts WINNING CONCEPTS Announced! REALISATION Ongoing

Congratulations to all our contributors!

Check out the impact stories!

**Challenge Brief**

OpenIDEO has partnered with the Holistic Social Business Movement (HSBM) of Caldas – a joint venture between the Grameen Creative Lab and the Government of Caldas, Colombia – to consider how social businesses can improve the health of low-income communities in Colombia and around the world. Together, with your help, we hope to develop a set of implementable and high impact solutions to support and promote social business development and improve health in low-income areas like Caldas, where 26% of the population lives in extreme poverty.

THE GRAMEEN CREATIVE LAB  
FIRING FOR SOCIAL BUSINESS

Sponsored by:  
Grameen Creative Lab

Challenge Start Date:

Crowdsourcing 50% + Web 2.0 30% + Open Source 20%.

Source: <http://www.openideo.com/>

# What is Open Source? A generic definition

A (software) project published with a **license** that facilitates its **access + modifying + sharing** in a collaborative way.

A (software) project developed **collaboratively** by a **community**, based not on hierarchy but on **reputation**.

---

# Why Open Source in Software?



Source Code (human readable) --> Binary Code (machine readable)

# Why Open Source in Software?



---

Source Code (human readable) --> Binary Code (machine readable)

# Why Open Source in Software?



---

Source Code (human readable) --> Binary Code (machine readable)

# Open Source Everywhere...

*“Software is just the beginning ... open source is doing for mass innovation what the assembly line did for mass production. Get ready for the era when collaboration replaces the corporation.”*

Thomas Goetz, Wired November 2003

Source: <http://www.wired.com/wired/archive/11.11/opensource.html>

---

Open Source as promising way to organise communities.

Source: <http://www.buglabs.net/ford-buglabs>

# Open Drinks



Started as an example or for marketing, now  
an important field of experimentation!

Source: [http://en.wikipedia.org/wiki/OpenCola\\_\(drink\)](http://en.wikipedia.org/wiki/OpenCola_(drink)) [http://en.wikipedia.org/wiki/Free\\_Beer](http://en.wikipedia.org/wiki/Free_Beer)  
<http://www.flickr.com/photos/16038409@N02/2327138220/in/photostream>

# Open Biotechnology

The screenshot shows the Cambia website homepage. At the top left is the Cambia logo with the tagline "enabling innovation". To its right is a text block: "Cambia means change. Cambia is an independent non-profit institute **creating new technologies, tools and paradigms** to promote change and enable innovation." On the far right is a search bar with the placeholder "Search this website" and a "Search" button. Below the header is a navigation menu with links: Home, About Cambia, Media Centre, Papers & Publications, and Contact Us. The main content area features a large image of a hand holding and sowing seeds in soil. Overlaid on this image is a dark box containing the text "BiOS Biological Open Source Farmers have been doing it for ages" and a blue button with the text "» Visit the BIOS website". At the bottom of this section are three small numbered links: 1, 2, 3. To the right of the image is a dark blue sidebar with white text: "Global Problems?", "Disease, hunger, poverty, climate change... Most people see these as big worldwide problems.", "We see them as symptoms.", "It's time to change the way we look at the world. The people who experience these problems are the solution.", and a blue button with the text "» Cambia means change".

Go to the Cambia home page

**Cambia**  
enabling innovation

Cambia means change.  
Cambia is an independent non-profit institute **creating new technologies, tools and paradigms** to promote change and enable innovation.

Search this website  Search

Home About Cambia Media Centre Papers & Publications Contact Us

**BiOS** Biological Open Source  
*Farmers have been doing it for ages*

» Visit the BIOS website

1 2 3

**Global Problems?**  
Disease, hunger, poverty, climate change... Most people see these as big worldwide problems.

We see them as symptoms.

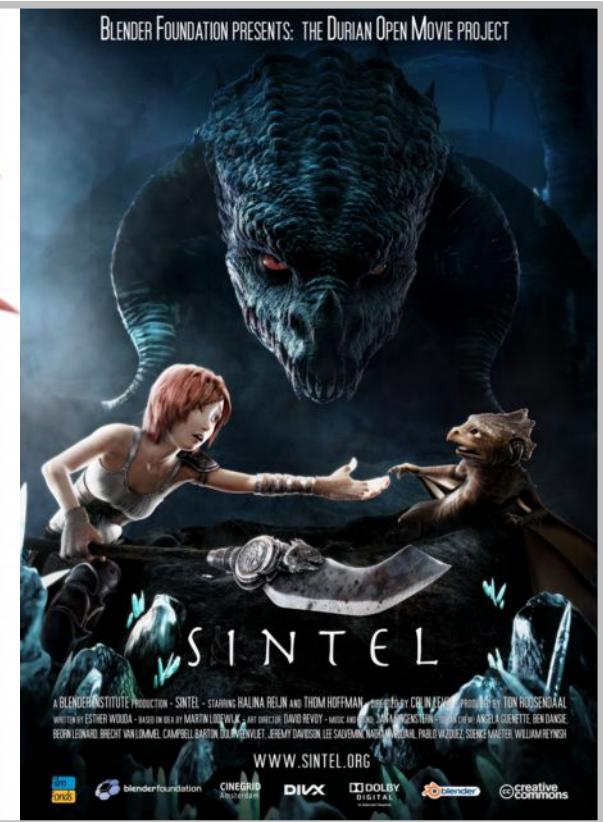
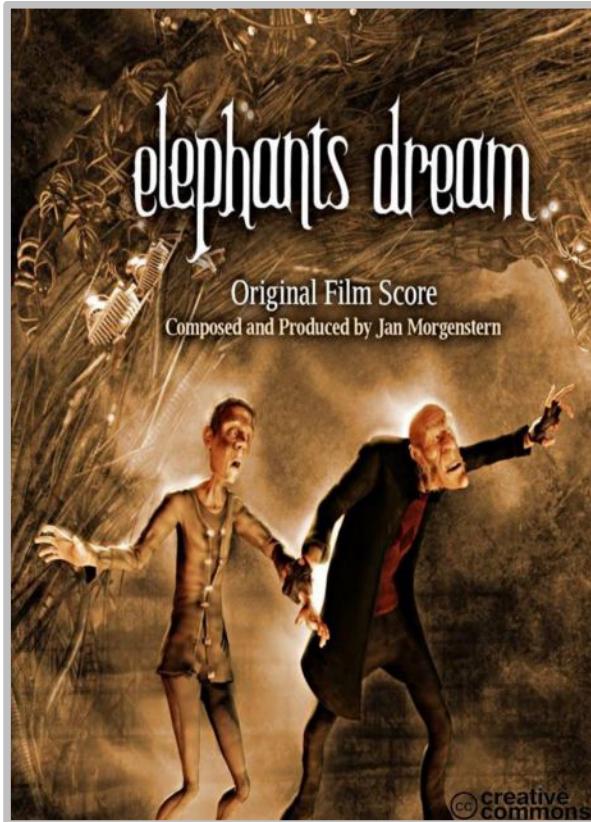
It's time to change the way we look at the world. The people who experience these problems are the solution.

» Cambia means change

Applied in many different scientific researches.

Source: <http://www.cambia.org/>

# Open Movies + Videogames



Done with and for Blender (Open Source 3D modeling software).

Source: <http://www.elephantsdream.org/> <http://www.bigbuckbunny.org/> <http://www.sintel.org/>

# What is Open Design? A generic definition

a project published with a **license** that facilitates its sharing and that can be “compiled” or “manufactured” locally.

- \* sharing
- \* collaboration
- \* open licenses
- \* code --> artifact

Open Design refers to every kind of design projects that can be shared in a digital format over a network.

---

# Open Typography

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

“<<.:?!©\*¶§&/()[]{}€†‡@®™¿¡;,»”

The first open source font (2001) by Victor Gaultney, with a specific license: SIL Open Font License (OFL).

Source: [http://scripts.sil.org/cms/scripts/page.php?site\\_id=nrsi&item\\_id=Gentium](http://scripts.sil.org/cms/scripts/page.php?site_id=nrsi&item_id=Gentium)

# Open Fashion Design

**openwear/ collaborative clothing**

INFO  
MEET THE COMMUNITY  
BROWSE CREATIONS  
COLLABORATIVE COLLECTION  
BLOG

search | keep in touch | help / support | log in **JOIN US!**

## Nadiuchka's Showbox

EXPERTISE: tailoring, fashion design, education

PROFESSIONAL from MILAN

Map

ABOUT → PICTURES & CREATIONS → NETWORK →

MY BLOG

FORUM

PICTURES & CREATIONS

PERSONAL PICTURE PERSONAL CREATION COLLABORATIVE CREATION CUSTOMIZATION

LATEST UPLOADS

BUY IT BUY IT BUY IT BUY IT

Visit Gallery

ACTIVITIES OF YOUR NETWORK

CREATIONS COMMENTS NETWORKING

Latest uploaded creations by collaborators

r0k0 uploaded: MEME expo panoji 2 08.04.2011 - 08:04

r0k0 uploaded: animacija\_IMG\_7018 06.04.2011 - 10:54

r0k0 uploaded: MEMEFEST expo Ljubljana debate 06.04.2011 - 10:10

popland uploaded: MEME expo Ljubljana banners 05.04.2011 - 11:53

popland uploaded: fluo tshirt 17.01.2011 - 10:54

Open Fashion Design projects and brands.

Source: <http://www.openwear.org/>

# Open Architecture

The screenshot shows a web page from the Open Architecture Network. At the top, there's a navigation bar with links for 'ABOUT', 'PROJECTS', 'COMPETITIONS', and 'PEOPLE'. Below the navigation is a 'PROJECT DETAILS' section for the 'Native Cultural and Learning Centre'. This section includes a large image of a modern building with a wooden facade and glass windows, surrounded by small trees. To the right of the image, there's a summary of the project: NAME: Native Cultural and Learning Centre; PROJECT LEAD: Jake Chakasim; LOCATION: Toronto, Ontario, Canada; START DATE: October 02, 2007; CURRENT PHASE: Design development; PROJECT TYPE: Community Center, Cultural Display, Education Facility - Training Center, Theater (Stage), Youth Center; STUDENT: Jake Chakasim. Below this, there's a 'COPYRIGHT' section with icons for Creative Commons licensing and a link to 'More info about Creative Commons Licensing'. Further down, there's a 'Open Architecture iPad App' section with an icon of a globe and a link to download it from iTunes.

Welcome, guest: please register or log in to your account!

ABOUT PROJECTS COMPETITIONS PEOPLE

Native Cultural and Learning Centre

OVERVIEW TEAM UPDATES WORKSPACE CALENDAR FILES

PROJECT DETAILS

**NAME:** Native Cultural and Learning Centre  
**PROJECT LEAD:**  
**LOCATION:** Toronto, Ontario, Canada  
**START DATE:** October 02, 2007  
**CURRENT PHASE:** Design development  
**PROJECT TYPE:** Community Center, Cultural Display, Education Facility - Training Center, Theater (Stage), Youth Center  
**STUDENT:** Jake Chakasim

COPYRIGHT

This work's Creative Commons license

More info about Creative Commons Licensing

Open Architecture iPad App

Explore Open Architecture Network projects from around the world on your iPad!

Download on iTunes

Not as advanced as Open product design, but still part of an ongoing experimentation.

Source: <http://openarchitecturenetwork.org/>

# Open Architecture

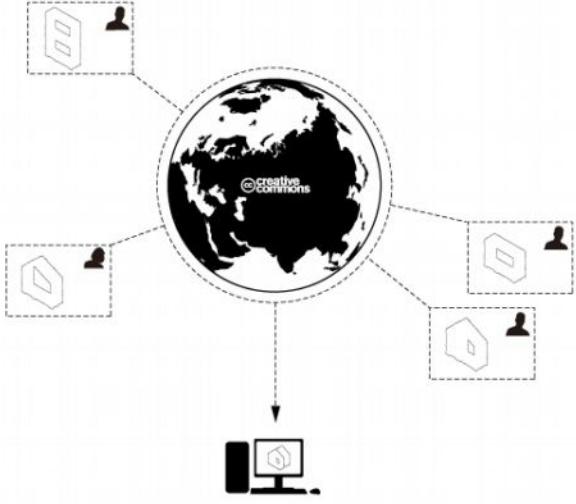


WikiHouse 

PROCESS | ABOUT | PROTOTYPE | CONTRIBUTE

$d = D \neq d$

design.is.design.is.not.design



Download houses and components which are created and shared by an open community of designers from around the world. Individual parts can be combined or adapted using the free program Google Sketchup.

1 2 3 4 5 6 7 8 9 10

powered by 

 Gwangju Biennale

Not as advanced as Open product design, but still part of an ongoing experimentation.

Source: <http://www.wikihouse.cc/>

# (Open) Design competitions

[Login | Français](#)

**SUBMIT YOUR DESIGN ➤**

search a design

**(UN)LIMITED Design Contest 2011**

form food fashion fusion

**Shades of Wood**

[Product view](#) [Manual view](#)

[Download blueprint](#)

  
Designer: **Jorn van Eck & Overtreders-W.**  
Published: Sep 15, 2010  
Number of designs: 1  
Rating: 4.4 (12 votes)  




**Contest winners**

**Shades of Wood**  
Jorn erfde een oude schemerlamp van zijn opa...  
by Jorn van Eck & Overtreders-W

**Coolplus micro knitted shawl with transfer flex folie**  
Future vision on the production of...  
by Marina Toeters

**2 teaspoons // tablespoons at once!**  
In cooking recipes we often...  
by Eulàlia Llovet Vidal

**Magic Box (entirely new)**  
Last year Magic Box was a tool that helped you to make custom boxes...  
by Studio Ludens

**Related products**

**Floo's Bag**  
The idea was to make a bag using the laser cutter only. The art of ...  
by Floo

**Emergency Coat Rack**  
Never Have a Coat Hanging Emergency Again! Just Break Apart ...  
by D E Sellers

**ClickBag**  
The ClickBag is based upon the beatiful Floo's Bag.I wanted to design a ...  
by Jens

**Most viewed products**

Digital fabrication and FabLabs open new possibilities for Design competitions and Open Design.

Source: <http://unlimiteddesigncontest.org/>

# (Open) Design competitions

The screenshot shows a web page from the Domus website. At the top, there is a navigation bar with the word "domus" in blue, followed by "Sections", "Magazine", "Network", "Store", and "Events". There is also a search bar labeled "Search Domus..." and a "Sign up" button. A small Italian flag icon is visible. The main content features a large, intricate geometric model, possibly a chair or a piece of furniture, composed of a grid of points and lines. An inset circular view provides a closer look at a specific part of the design. Below the model, a dark banner contains the text "Autoprogettazione 2.0: on display—" in white. Underneath the banner, a smaller text block reads: "The selection committee has decided: here are the seven projects which will be on display at *The Future in the Making*, in Palazzo Clerici. A news report from Milan".

Digital fabrication and FabLabs open new possibilities  
for Design competitions and Open Design.

Source: <http://www.domusweb.it/en/upcoming-event/call-for-ideas-autoprogettazione-20--/>  
<http://www.domusweb.it/en/news/autoprogettazione-20-on-display/>

# Completely Open: Hardware, Software, Design

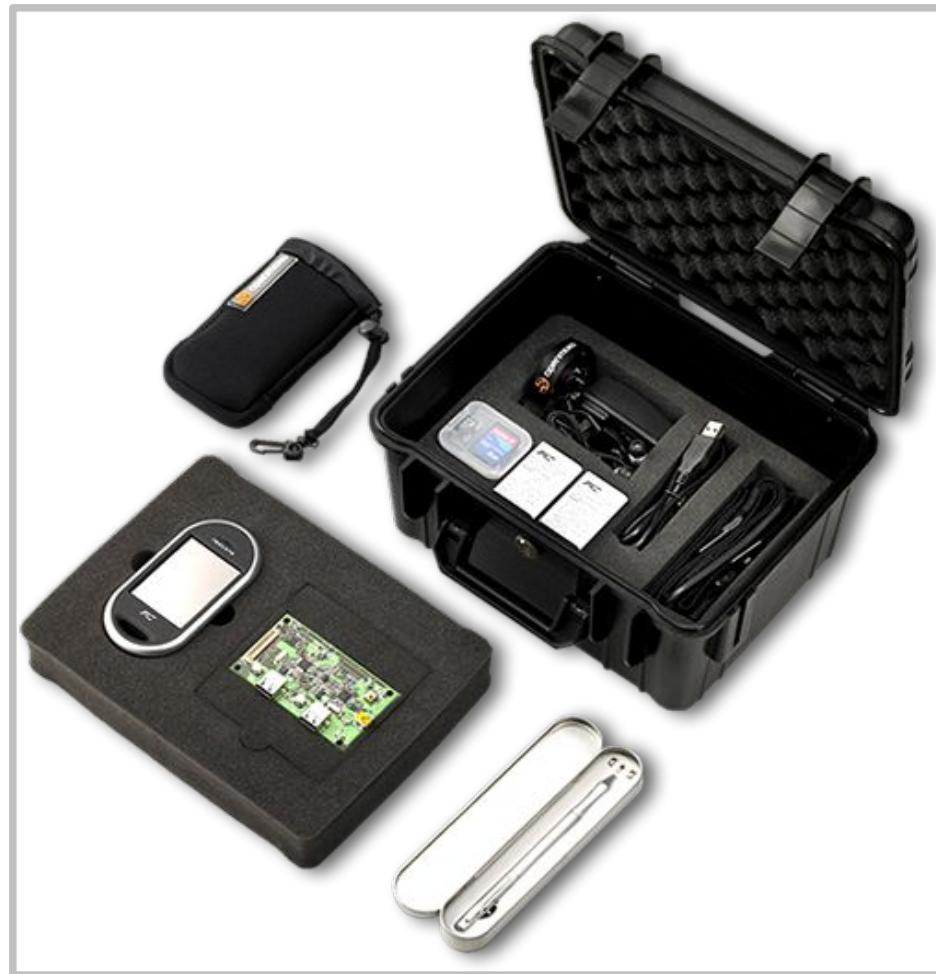


---

OpenMoko was the first product to be completely open:  
open hardware, open source software, open design.

Source: [http://wiki.openmoko.org/wiki/Main\\_Page](http://wiki.openmoko.org/wiki/Main_Page)

# Completely Open: Hardware, Software, Design



---

OpenMoko was the first product to be completely open:  
open hardware, open source software, open design.

Source: [http://wiki.openmoko.org/wiki/Main\\_Page](http://wiki.openmoko.org/wiki/Main_Page)

# Completely Open: Hardware, Software, Design



BugLabs has been much more successful in offering completely open products.

Source: <http://www.buglabs.net/>

# BugLabs + Ford

Ford + Bug Labs Press Release

login  
sign up



Bug System Apps Store Support Community Businesses Education Developers

Google™ Custom Search

Mailing List Feed



Ford and Bug Labs explore open innovation and crowd sourced, community-driven development

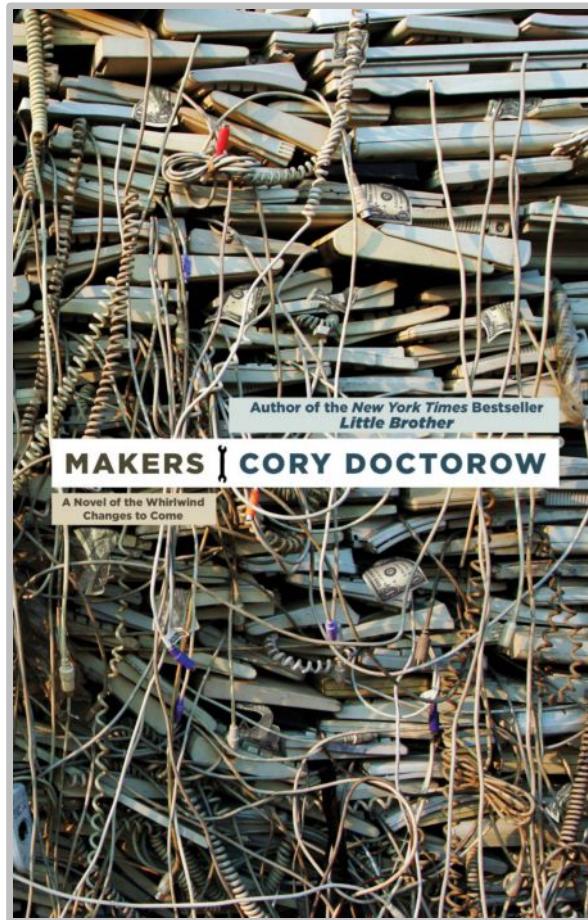
## Ford and Bug Labs Develop Open-Source R&D Platform for Socially-Networked In-Car Connectivity Innovation

- Ford and Bug Labs, an open-source hardware and software provider, announce a joint development project to research, develop and distribute open-source developer tools to advance in-car connectivity innovation

So successful that they just announced a partnership with Ford Car.

Source: <http://www.buglabs.net/ford-buglabs>

# Open Design: (almost) already successful

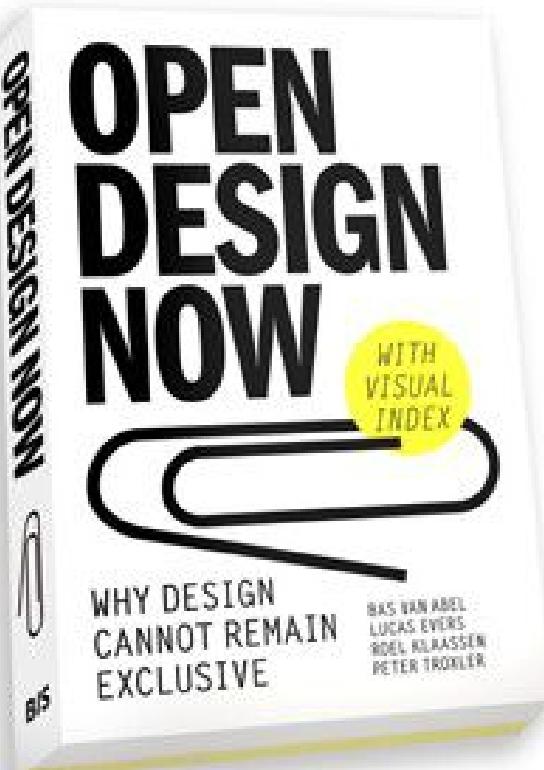


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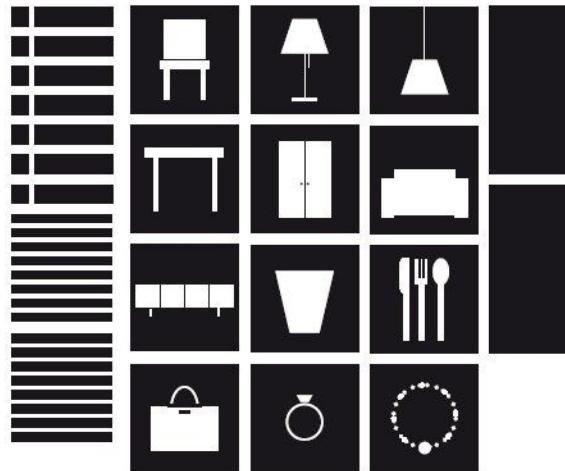
When you have a sci-fi novel from a popular autor about open design and makers, they are not underground any longer.

Source: <http://craphound.com/makers/download/>

# Open Design: (almost) already successful



design for download



When a famous design company and the national organization of design embrace Open Design ...

Source: <http://www.buglabs.net/ford-buglabs>

# Open Design: (almost) already successful

The screenshot shows the Instructables website. At the top is the logo featuring a yellow robot-like character and the word "instructables" with the tagline "share what you make". Below the logo is a navigation bar with categories: Food, Living, Outside, Play, Technology, Workshop, and a "Community" section represented by three bat icons. The main content area displays a blog post titled "Instructables Joins Autodesk" in orange text. The post discusses the company's vision and its acquisition by Autodesk, expressing excitement about the future of the community.

## Community : forums : community blog

### Instructables Joins Autodesk

The Instructables community is incredible: you build, bake, and create amazing things, then share your projects and ideas with the world. I think it's great when someone builds a project using instructions from our site, but it's even more amazing when we inspire someone to start (or finish) that project they've always dreamed of. This has been my vision for Instructables: to have a positive impact on the world by giving passionate people great publishing tools to document their projects, and connect them to a community full of like-minded people.

Today I'm able to share my plan for accelerating that vision, and making Instructables an even better place to be. I'm proud to announce that **Instructables is becoming part of Autodesk**. Everyone here at Instructables HQ is absolutely thrilled, because this is going to be awesome for the entire Instructables community.

And when probably the biggest CAD design software house buys an open design community, there must be money ahead!

Source: <http://www.instructables.com/community/Instructables-Joins-Autodesk/>  
<http://techcrunch.com/2011/08/01/autodesk-acquires-diy-community-instructables/>

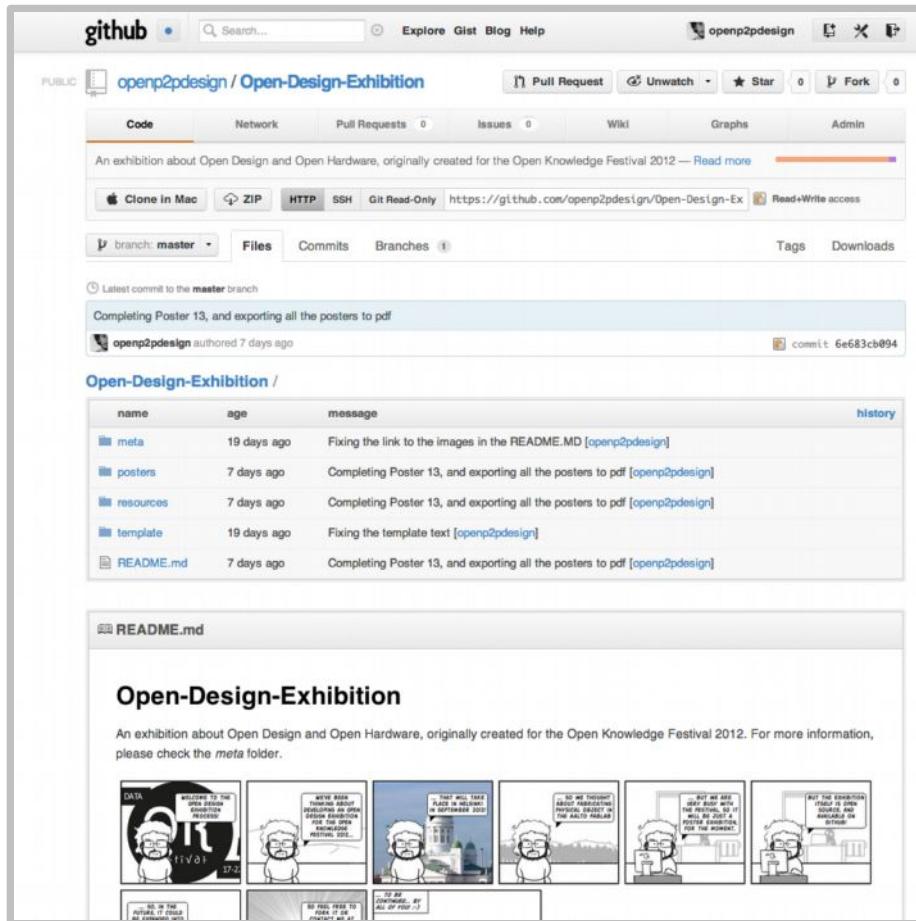
# Open Design: (almost) already successful

The screenshot shows the Autodesk 123D Beta 7 website. At the top, there's a dark blue header bar with the Autodesk 123D logo on the left, followed by navigation links: "About 123D", "Get Content", "Gallery", "Make It", "My Corner", and "Get 123D". On the right side of the header are "Login or Register", "My Cart (0 Items)", and "Support". Below the header, the main content area has a white background. A large heading "Autodesk 123D Beta 7" is centered. To its left is a text block: "Laser cutting workflows plus in-app access to fabbing services and free 3D models." Below this text is a yellow "Download" button. To the right of the text is a photograph of several wooden laser-cut parts, including a large circular wheel and a smaller rectangular piece with a grid pattern.

And when probably the biggest CAD design software house offers freeware software for makers, there must be money ahead!

Source: <http://www.123dapp.com/>

# More on the Open Design Exhibition!



An open exhibition about the most important Open Design projects:  
on Media Factory's walls and on GitHub!

Source: <https://github.com/openp2pdesign/Open-Design-Exhibition>

# Sketch Chair: Open Design as code

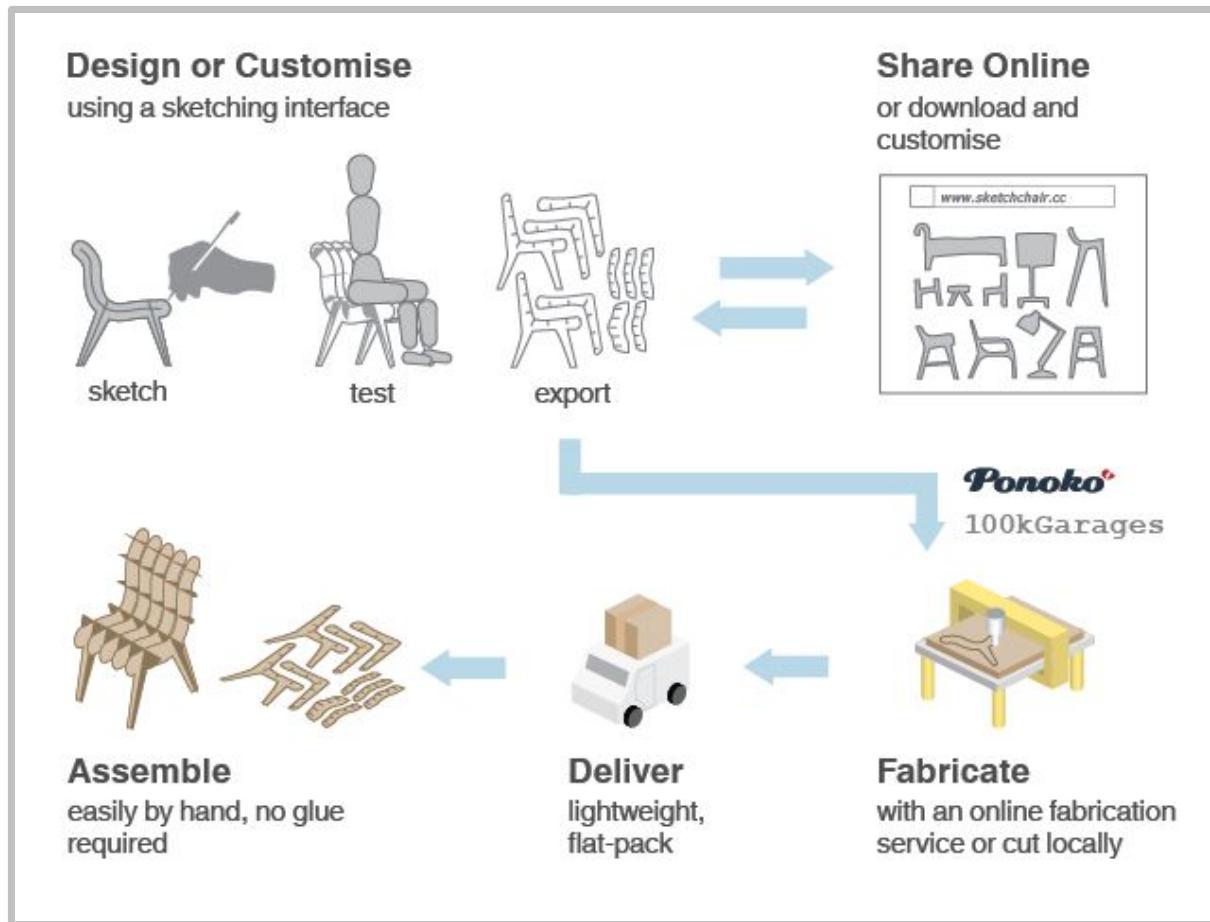
SketchChair



What is Open Design, if the chair is designed  
by a software?

Source: <http://www.sketchchair.cc/>

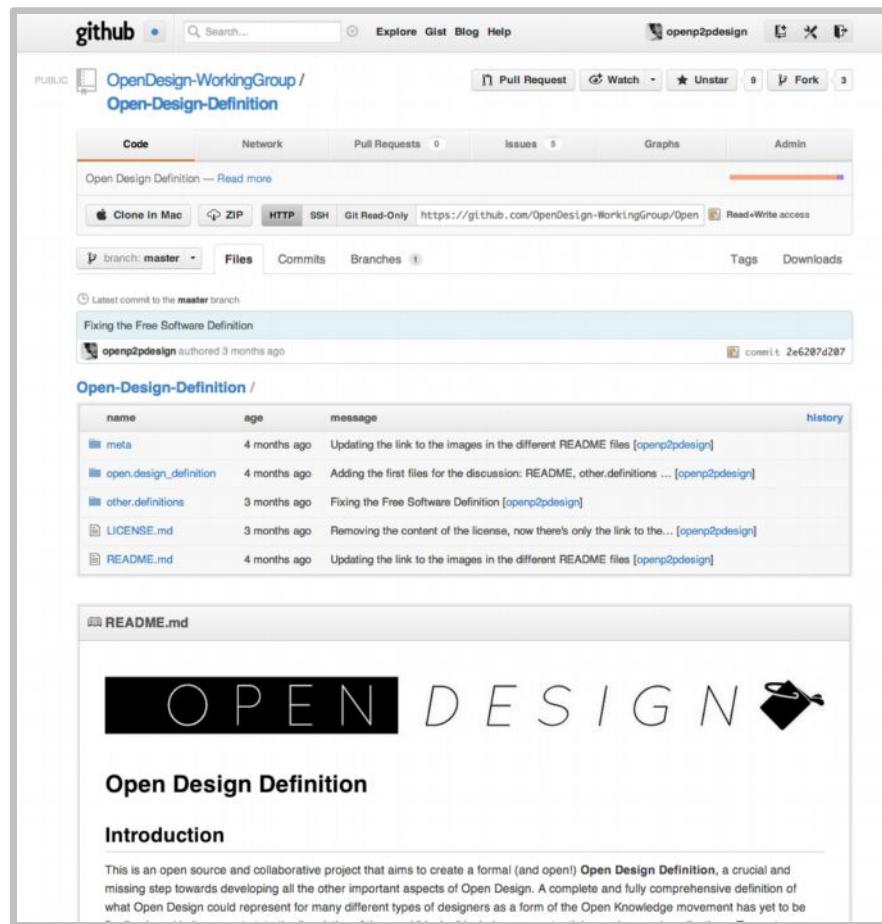
# Sketch Chair: Open Design as code



What is Open Design, is manufacturing and supply chain process?

Source: <http://www.sketchchair.cc/>

# ... and participate in the Open Design Definition!



And when probably the biggest CAD design software house offers freeware software for makers, there must be money ahead!

Source: <https://github.com/OpenDesign-WorkingGroup/Open-Design-Definition>

# The current status of Open Design

- \* single persons or small groups design a project and then **just publish it online**
- \* lack of new **tools, processes, systems** that enable designers and users in developing open design projects

--> where is the **collaboration**?

--> where are the **open processes**?

--> where are the **communities**?



# The current status of Open Design

From: torvalds@klaava.Helsinki.FI (Linus Benedict Torvalds)

Newsgroups: comp.os.minix

Subject: What would you like to see most in minix?

Summary: small poll for my new operating system

Message-ID:

Date: 25 Aug 91 20:57:08 GMT

Organization: University of Helsinki

Hello everybody out there using minix -

I'm doing a (free) operating system (just a hobby, won't be big and professional like gnu) for 386(486) AT clones. This has been brewing since april, and is starting to get ready. I'd like any feedback on things people like/dislike in minix, as my OS resembles it somewhat (same physical layout of the file-system (due to practical reasons) among other things).

I've currently ported bash(1.08) and gcc(1.40), and things seem to work. This implies that I'll get something practical within a few months, and I'd like to know what features most people would want. Any suggestions are welcome, but I won't promise I'll implement them :-)

Linus (torvalds@kruuna.helsinki.fi)

---

So successful that they just announced a partnership with Ford Car.

Source: <http://www.cs.cmu.edu/~awb/linux.history.html>

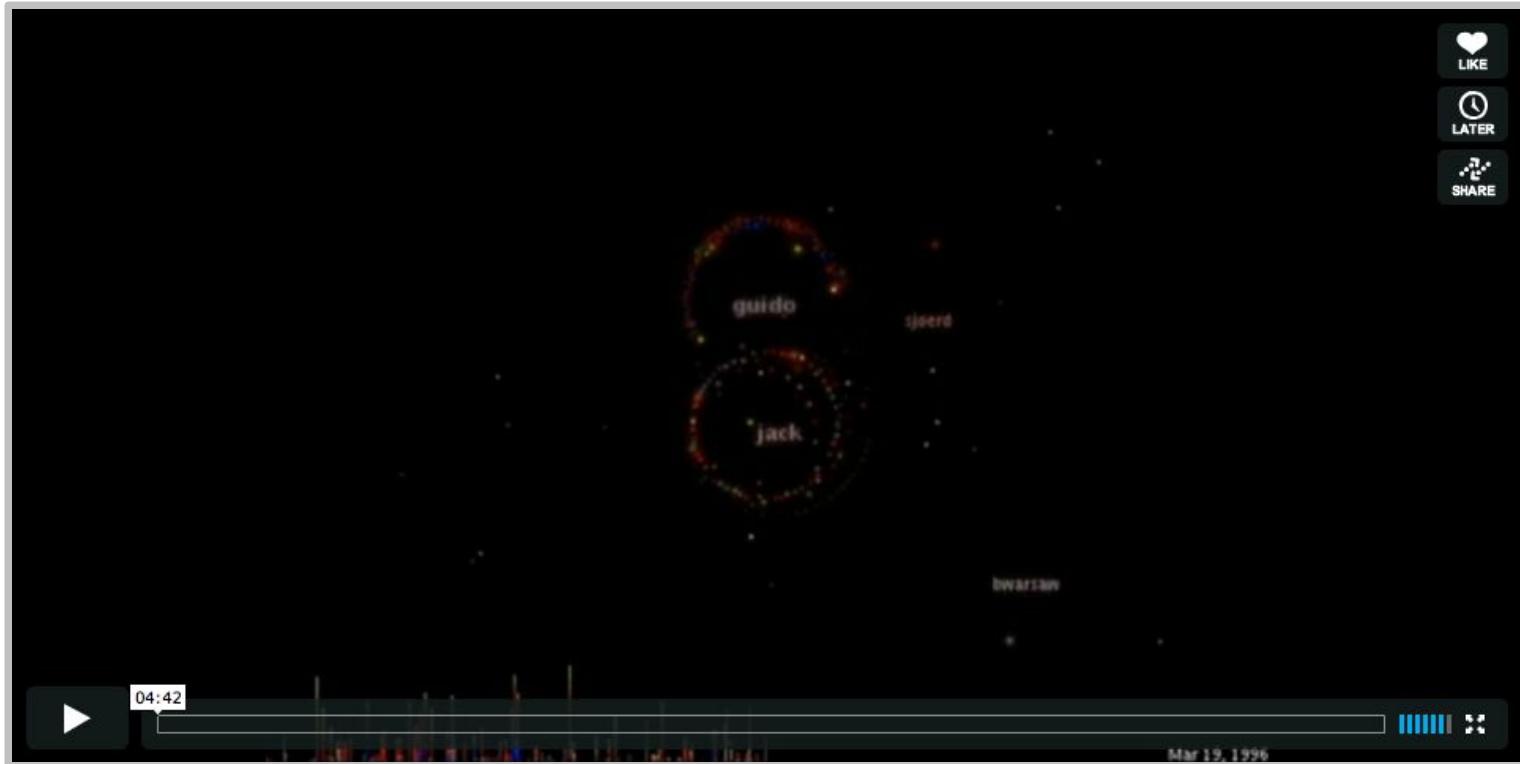
# The experience of a user of Open Source software

The screenshot shows the SourceForge homepage. At the top, there's a navigation bar with the SourceForge logo, 'Register', and 'Log In'. Below it, a large banner says 'Find, Create, and Publish Open Source software for free' with a search bar containing 'Search from 293,991 projects' and a 'Search' button. Below the banner, there are stats: 'TODAY: 3,506,302 DOWNLOADS', '5,259 CODE COMMITS', '3,374 FORUM POSTS', '577 BUGS TRACKED', and a 'MORE SITE ACTIVITY' link. On the left, there's a sidebar with categories like 'Audio & Video', 'Business & Enterprise', etc. The main content area features 'Project of the Month' for 'OpenPetra', which is described as a free administration software for non-profit organizations. It includes a download button for 'Alpha 0.2.10'. Below it is another project, '7-Zip', described as a file archiver with support for various compression formats, also with a download button for '7z922.tar.bz2'. The footer has a '@sourceForge' link.

The surface experience with open source software: not only finished products that can be downloaded and used!

Source: <http://sourceforge.net/>

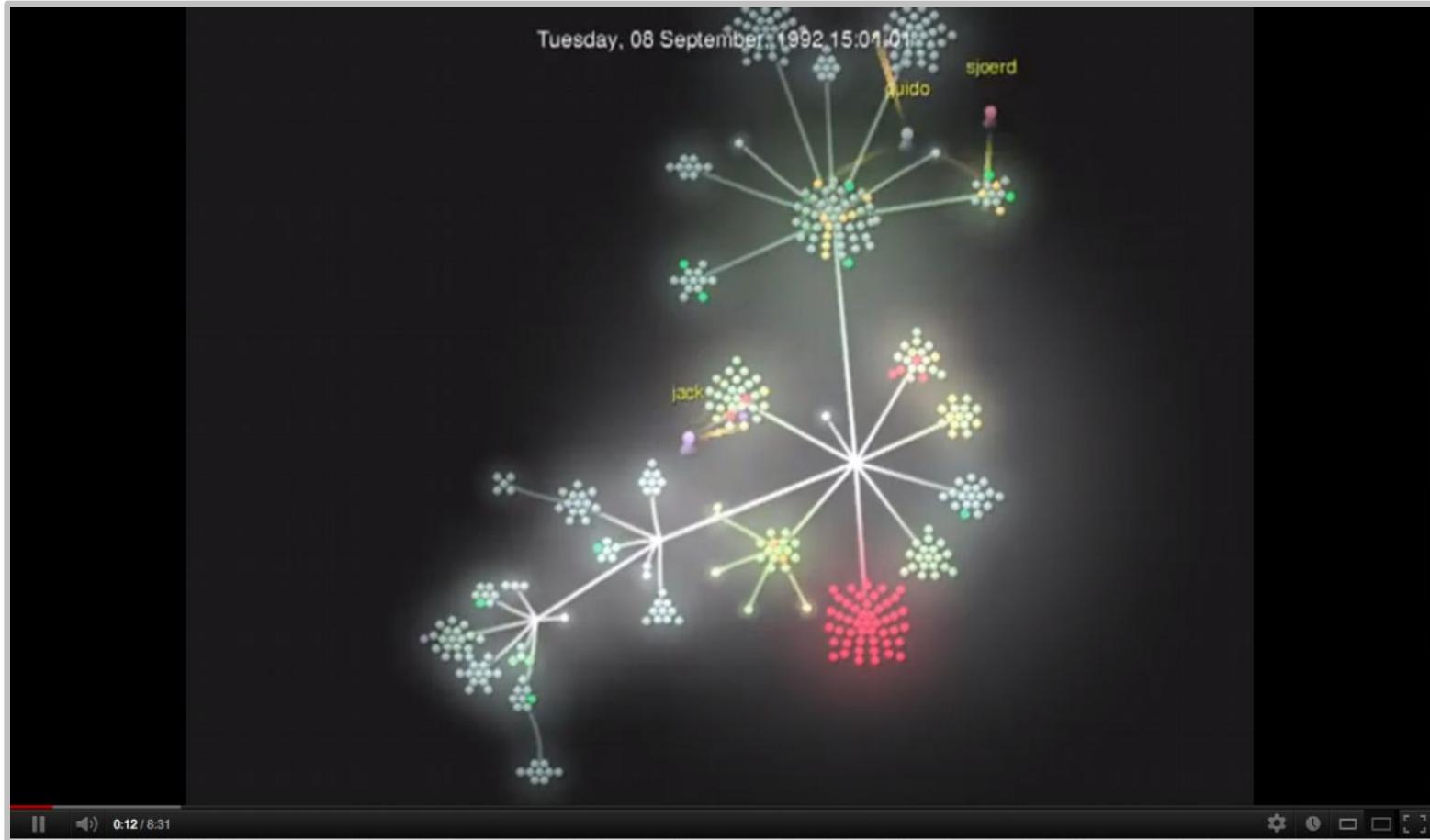
# ... the big picture of Open Source: the **process**



But there's a big process of collaboration  
behind the final product!

Source: <http://code.google.com/p/codeswarm/>  
<http://vimeo.com/1093745>

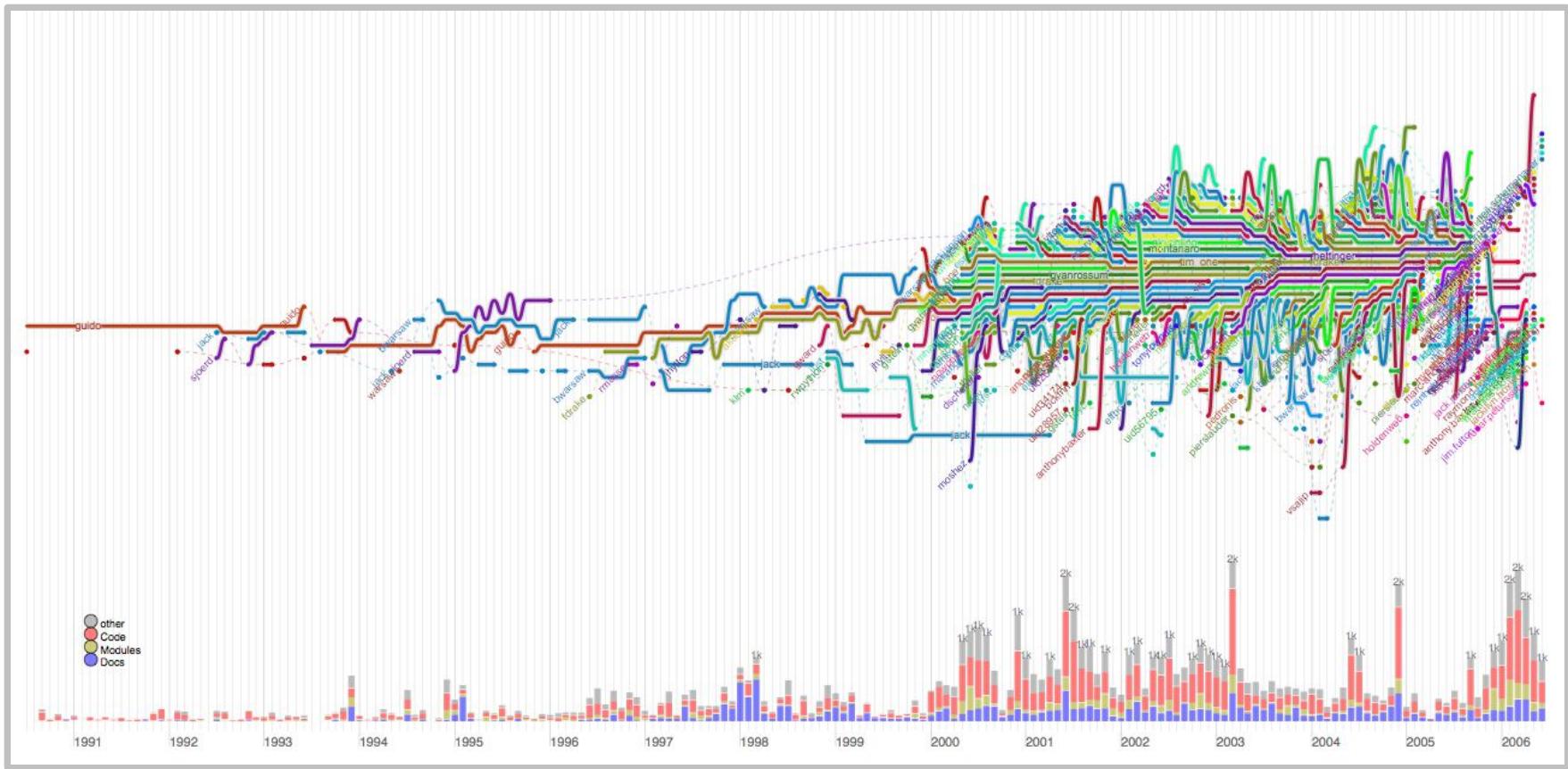
# ... the big picture of Open Source: the process



But there's a big process of collaboration  
behind the final product!

Source: <http://code.google.com/p/gource/>  
<http://youtu.be/aPk1BqK8zzI>

# ... the big picture of Open Source: the process



But there's a big process of collaboration  
behind the final product!

Source: <http://www.michaelogawa.com/research/storylines/>

# A more systemic definition of Open Design

A collaborative distributed **system** of design & manufacturing

- \* sharing
- \* collaboration
- \* open licenses
- \* open and distributed manufacturing technologies

A **system of agents** that:

- \* use
  - \* design
  - \* manufacture
  - \* market
  - \* distribute
  - \* manage the end-of-life
-



Aalto University  
Media Factory

04.

# Metadesign: designing the design processes and tools

# What can we do for Open Design projects?

**Metadesign is the design of the design tools, processes and systems**

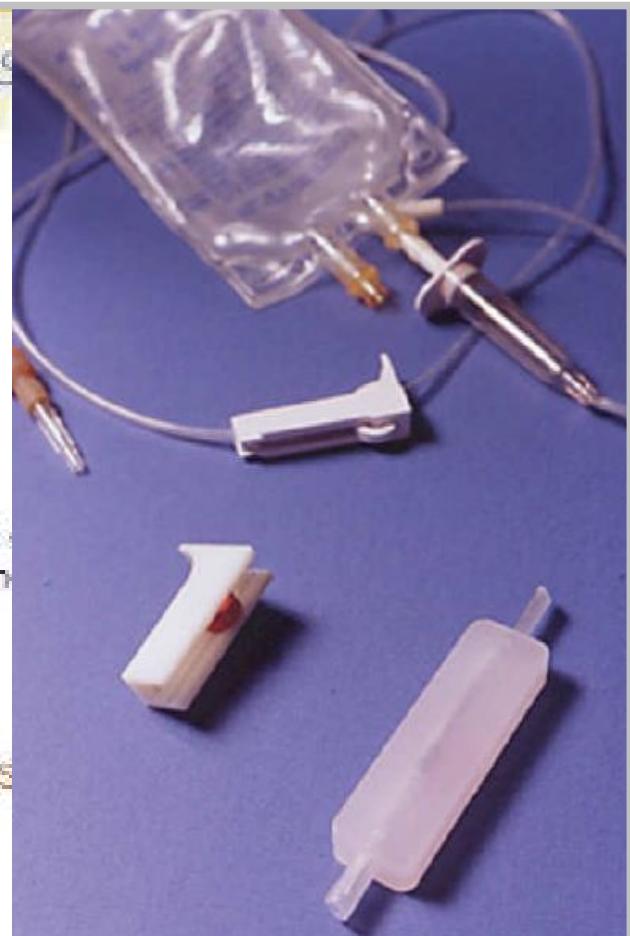
- \* research and share **design knowledge**
  - \* research and share **business models**
  - \* research and share **financial and environmental sustainability**
  - \* design and share **design tools**
  - \* design and share **design processes**
  - \* facilitate **design & manufacturing & end-of-life systems**
  - \* facilitate the **distributed creativity**
-

# Designing Open Collaborative projects: Thinkcycle



The screenshot shows the homepage of ThinkCycle. At the top, there's a logo featuring a stylized orange and yellow figure. Below the logo, the text "ThinkCycle" is written in a large, green, sans-serif font, followed by "Open Collaborative Design" in a smaller, gray font. To the right of the logo, there are navigation links for "HOME" and "TOPICS". Below the header, there's a banner with the text "May 4, 2008 Login to ThinkCycle" and "SoapBox: 1 New Rant Today". The main content area has a section titled "About ThinkCycle" with a sub-section "Why Open Source?". Under "Why Open Source?", there's a bulleted list:

- Key Article: Cathedral and the Bazaar by Eric Raymond
- Software Movements: Free Software Movement and the Open Source Movement
- Research: Open Source Research Community (MIT)



First example: a platform and supply chain and social system for Open Design projects.

Source: <http://www.thinkcycle.org> (now closed) <http://web.media.mit.edu/~nitin/thesis/>

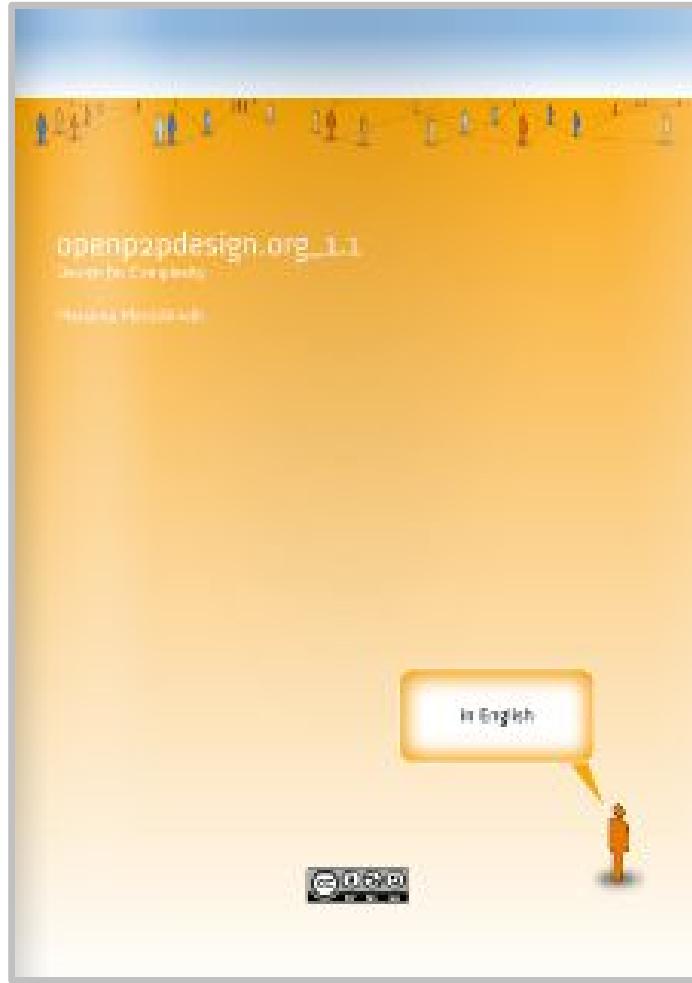
# P2P Service Design: Open Health (Design Council)



Second example: first peer-to-peer public services by design (2004-2006).

Source: <http://www.designcouncil.info/mt/RED/> (now inactive) <http://www.participle.net/>

# Open P2P Design: Metadesign for Open projects



A short summary of a research about developing metadesign initiatives for Open projects.

Source: <http://www.issuu.com/openp2pdesign> <http://www.scribd.com/openp2pdesign>

# Where should we use Open P2P Design?

- \* for community-centered projects
- \* for community-based services / businesses
- \* for projects that are distributed in a territory / locality
- \* for complex projects
- \* for participatory processes
- \* for open processes and projects

In Open Design, Open Innovation, Open Business, Open Government...

---

# Why Open P2P Design?

- \* mass-collaboration/crowdsourcing --> change in the role of designers
  - \* being subjected to mass collaboration --> designing it
  - \* communities generate innovations --> more opportunities for designers
- > designers can be **enablers / facilitators** of distributed creativity
- > designers still have more **knowledge and expertise**, just now they are part of collaborative networks
- > designers could even **adopt** open strategies
-

# And the Design research and practice is changing

Design by author -->

Design by marketing -->

User-centred Design →

User-experience Design →

Activity-centred Design →

Co-Design --> ...



# What does Open P2P Design design?

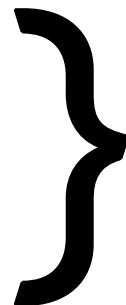
Activity Theory +

Service Design (+ Activity Theory) +

Action Planning (Urbanism) +

Social Network Analysis +

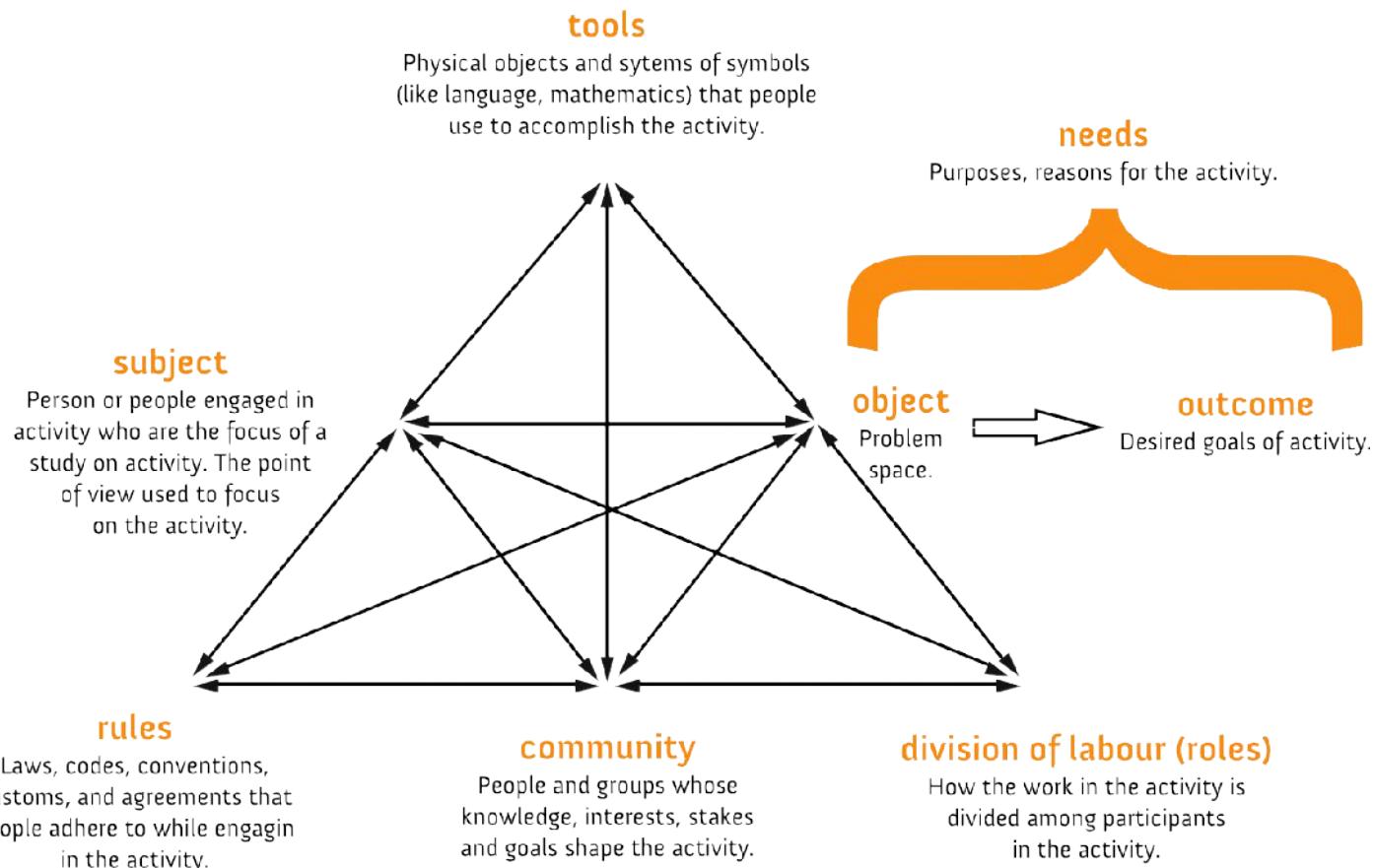
...



Activity



# Activity Theory



Activity theory is an approach in psychology that aims to understand individual / social entities, with an analysis of the genesis, structure, processes of their activities.

# Metadesign with Open P2P Design ?

Analysis +

Concept design +

Prototyping +

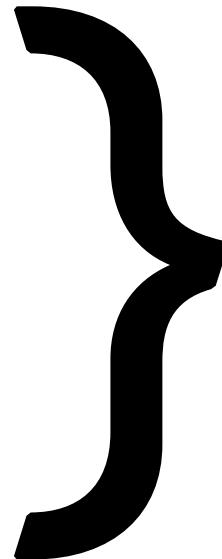
Manufacturing +

Distribution +

Support +

End of life +

...



Design process:  
A systemic **activity**  
comprising set of  
**actions (sub-**  
**activities)**, with  
their own tools,  
roles, rules

# What about the source code for Open P2P Design?

Participation matrix +

Activity analysis +

Social Network Analysis +

Storyboard +

System map +

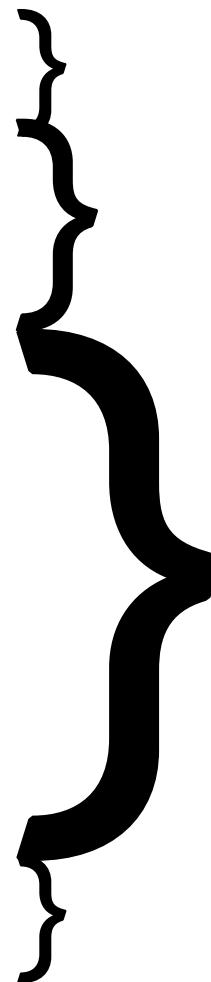
Service blueprint +

Motivation matrix +

Activity description +

...

Design project



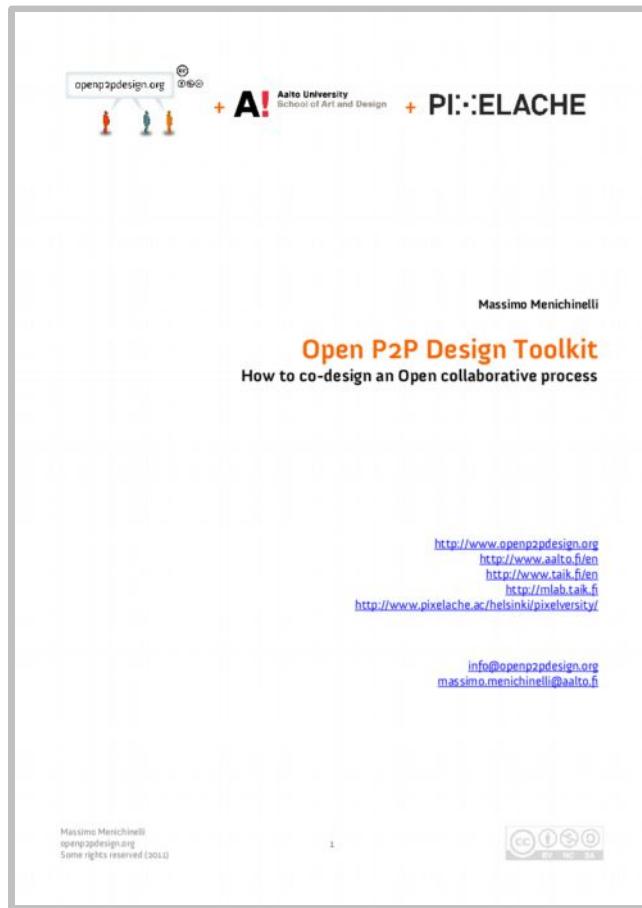
Process Design

Community analysis

Activity Design

Open Design

# A toolkit for the Open P2P Design methodology



A simple, free and open paper toolkit for brainstorming metadesign projects for Open initiatives.

Source: <http://www.issuu.com/openp2pdesign> <http://www.scribd.com/openp2pdesign>

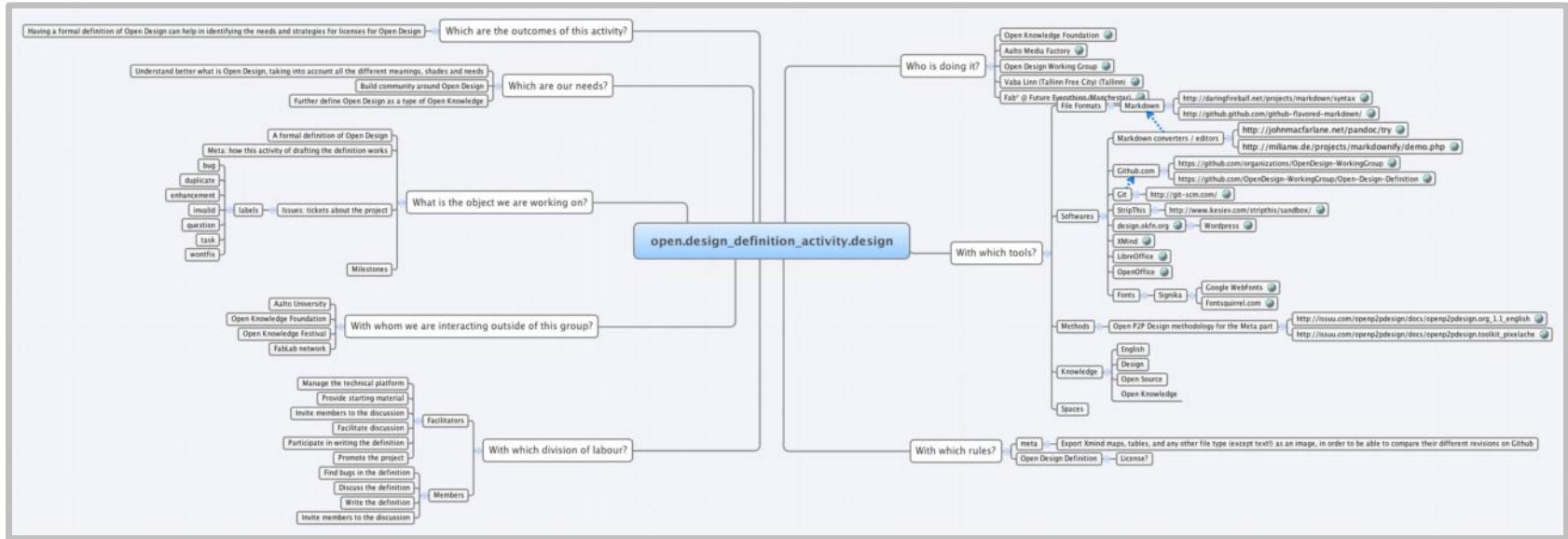
# Process: Activities and participation

|                | Step 01: | Step 2: | Step 03: | Step 04: | Step 05: | Step 06: | Step 07: |
|----------------|----------|---------|----------|----------|----------|----------|----------|
| None           |          |         |          |          |          |          |          |
| Indirect       |          |         |          |          |          |          |          |
| Consultative   |          |         |          |          |          |          |          |
| Shared control |          |         |          |          |          |          |          |
| Full control   |          |         |          |          |          |          |          |

A simple tool for mapping the level of participation in the structure of the design process.

Source: Hamdi, N., & Goethert, R. (1997). Action Planning for Cities: A Guide to Community Practice. Academy Press.

# Activity Design



Mapping the Activity System with a simpler Mind Map.

Source: <https://github.com/OpenDesign-WorkingGroup/Open-Design-Definition/tree/master/meta>

# Open P2P Design Process

|                | Open P2P Design proposal |                |                              |                         |               |              |         |             |  |
|----------------|--------------------------|----------------|------------------------------|-------------------------|---------------|--------------|---------|-------------|--|
|                | Analysis                 | Concept Design | Communication of the concept | Co-Design / Prototyping | Manufacturing | Distribution | Support | End of life |  |
| None           |                          |                |                              |                         |               |              |         |             |  |
| Indirect       |                          |                |                              |                         |               |              |         |             |  |
| Consultative   |                          |                |                              |                         |               |              |         |             |  |
| Shared control |                          |                |                              |                         |               |              |         |             |  |
| Full control   |                          |                |                              |                         |               |              |         |             |  |



# Flows: System Map

The System Map is very useful to visualize and design **interactions** as **flows** between people. Its elements are:

- \* material flows



- \* information flows



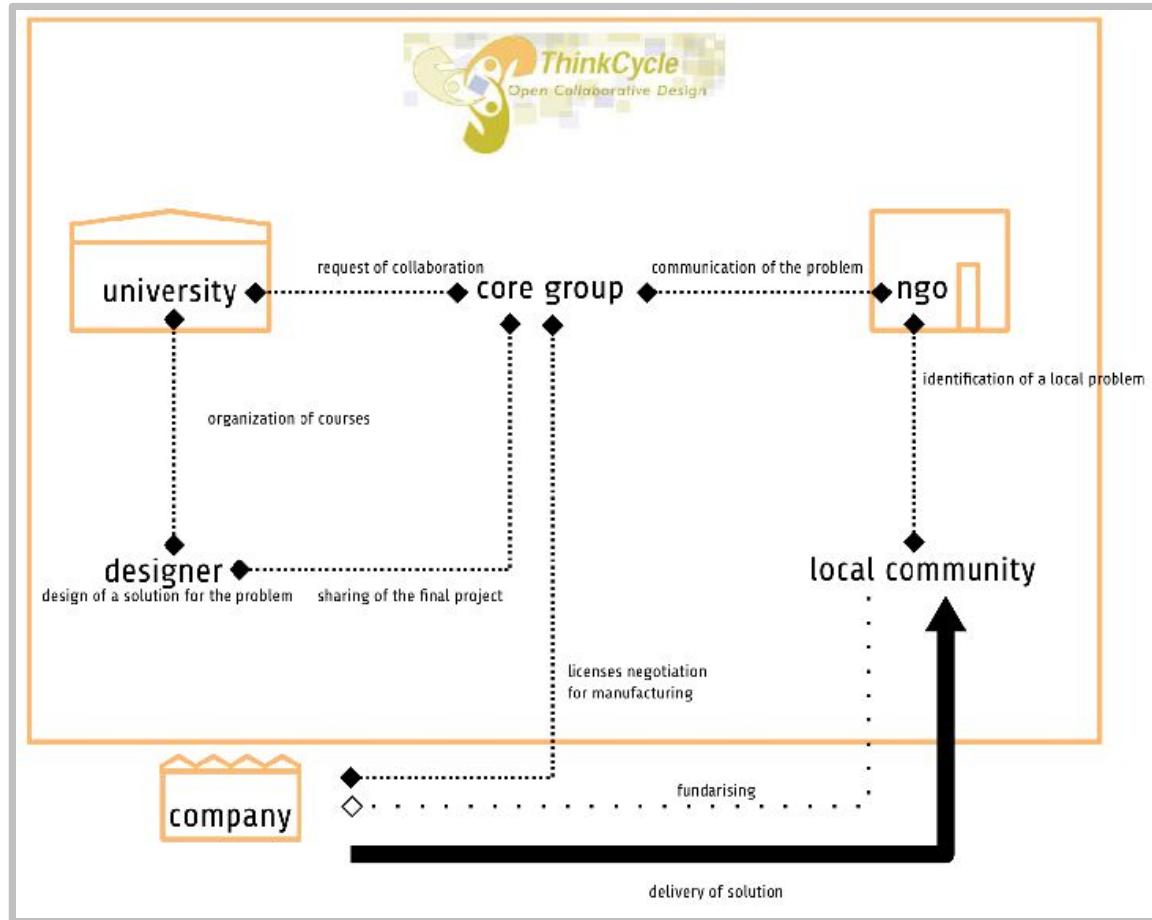
- \* financial flows



- + roles

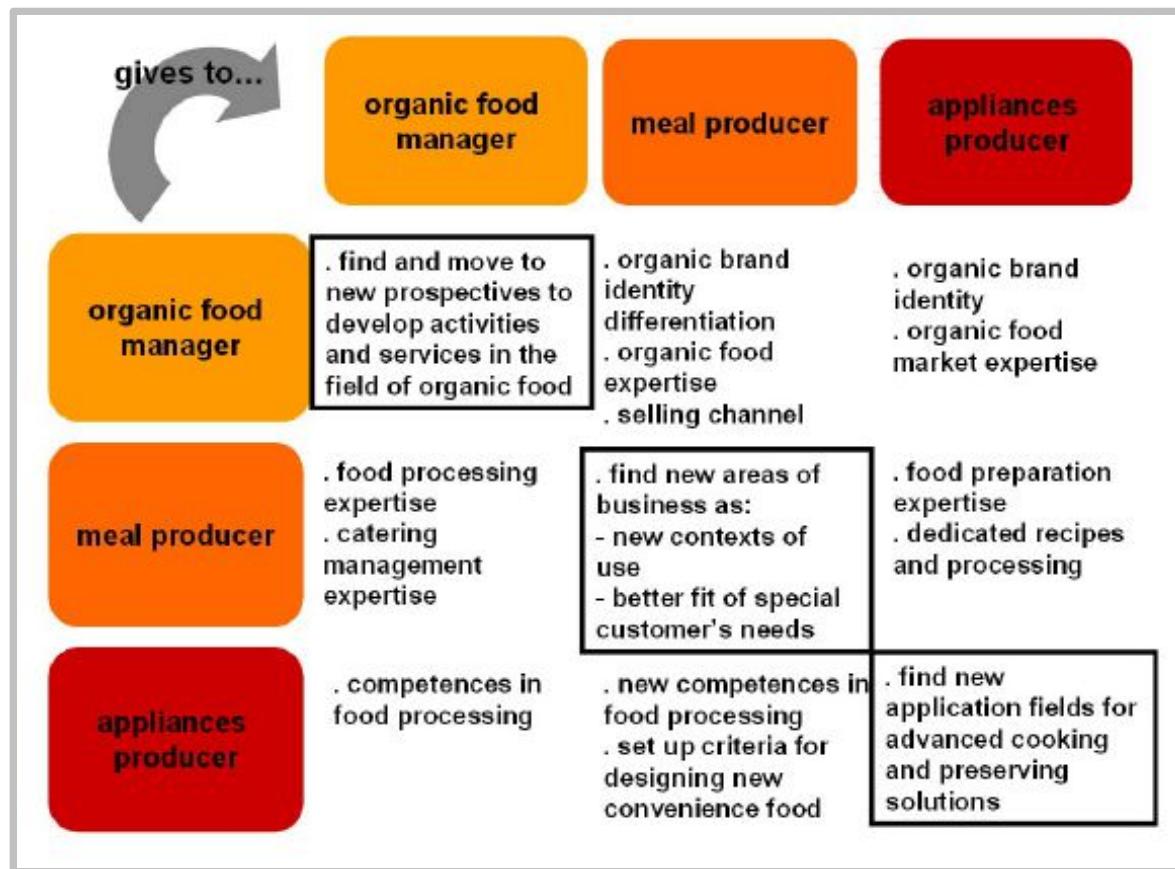
- + border of the system

# System Map



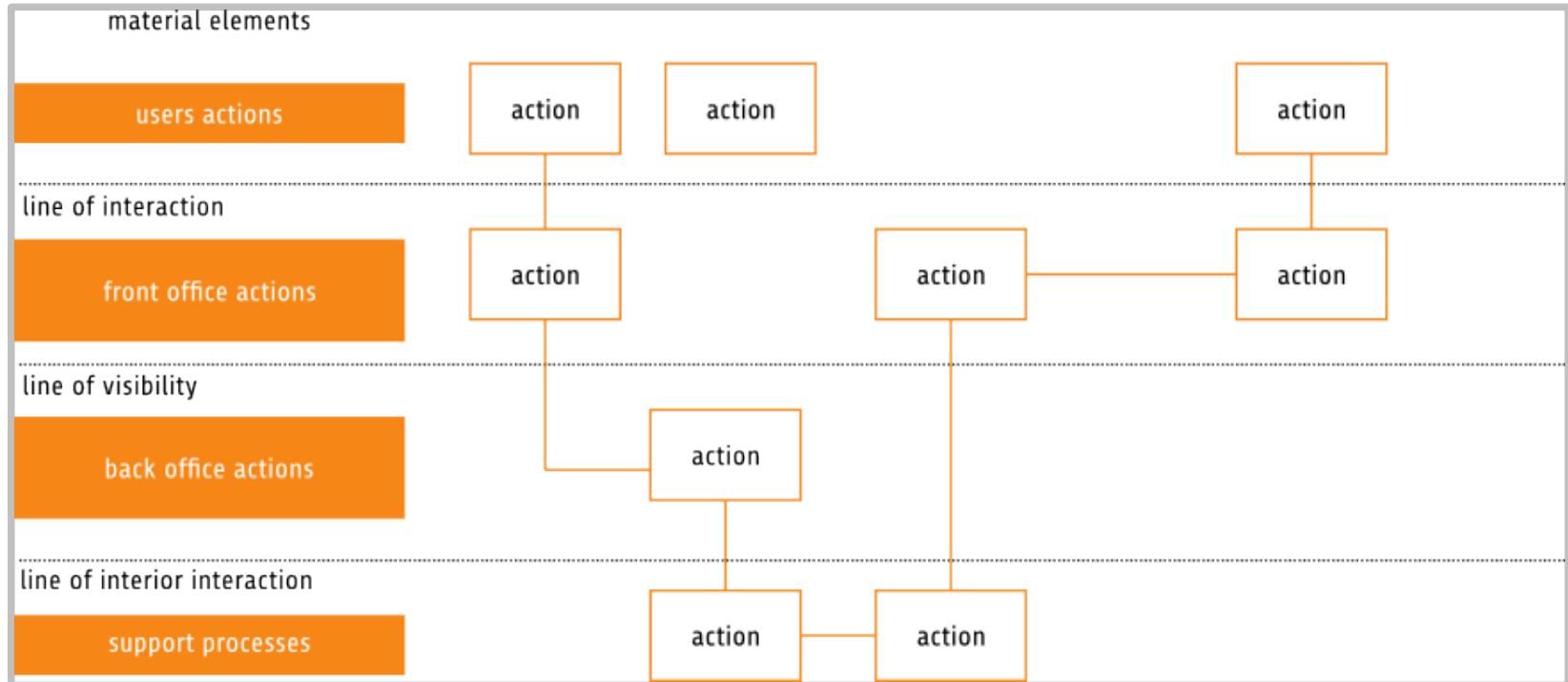
The flows of money, information and material resources in the Thinkcycle project.

# Interactions: Motivation Matrix



The Motivation Matrix is useful for analysing, designing, visualizing interactions as motivations between the roles of the Open Design activity.

# Blueprint



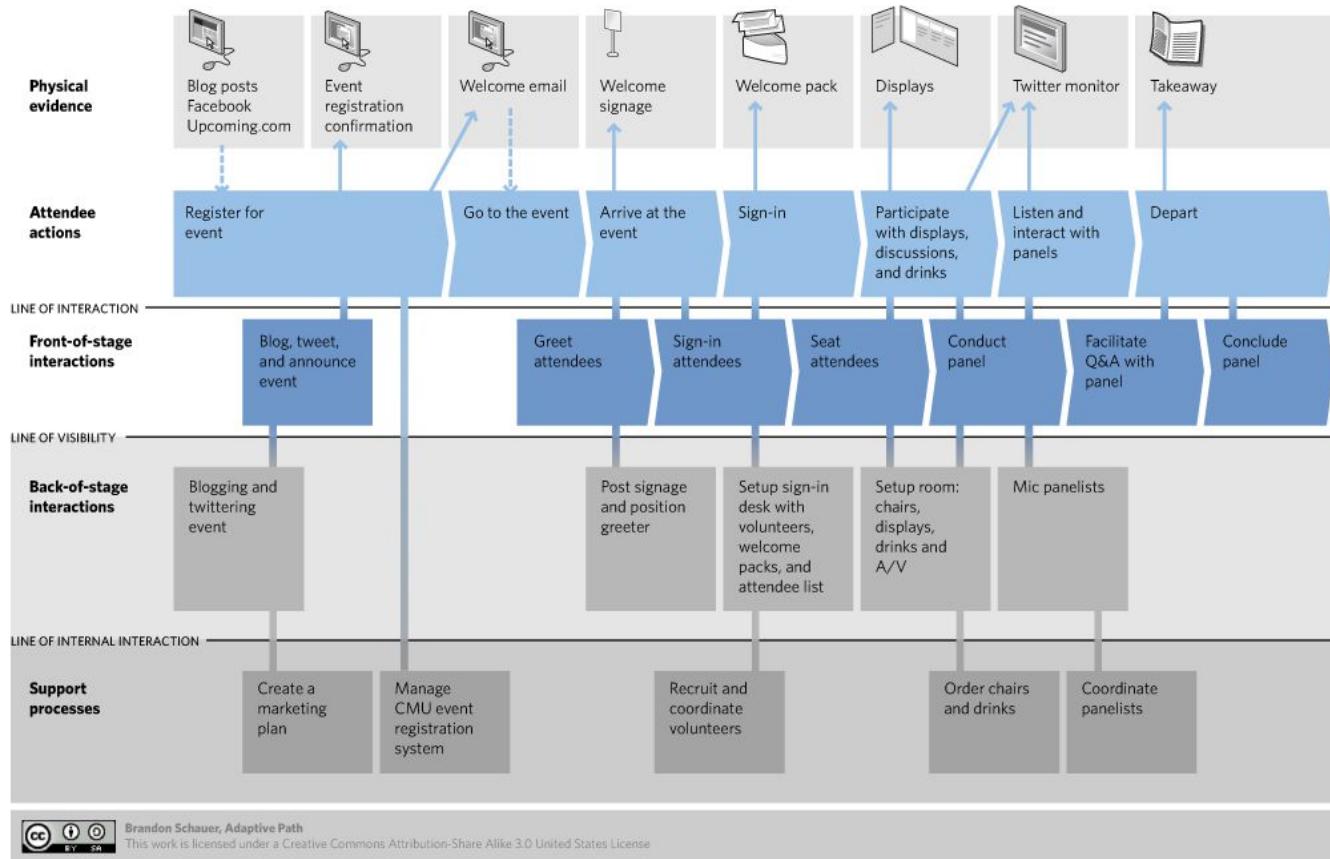
Service Blueprints are used in order to design and visualize processes and specifications of the Activity when it happens inside an organization or place.

Source: <http://www.face.ubiobio.cl/webfile/media/42/version%20-8-1/mariaperez.pdf>  
<http://www.servicedesigntools.org/tools/35>

# Blueprint

## Service Blueprint for Seeing Tomorrow's Services Panel

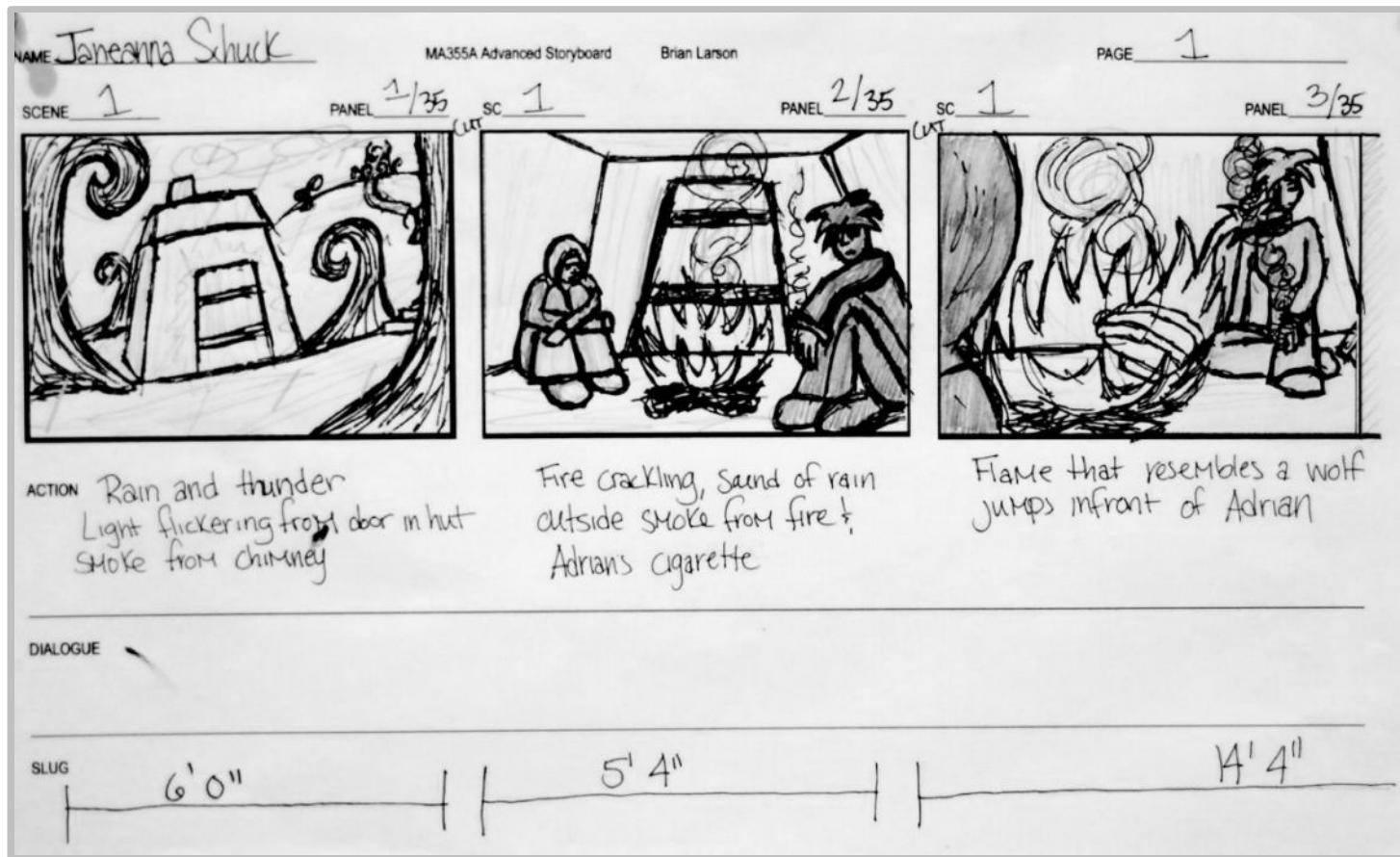
find out more: <http://upcoming.yahoo.com/event/1768041>



Service Blueprints are used in order to design and visualize processes and specifications of the Activity when it happens inside an organization or place.

Source: <http://www.face.ubiobio.cl/webfile/media/42/version%20-8-1/mariaperez.pdf>  
<http://www.servicedesigntools.org/tools/35>

# Storyboard



Storyboards are a series of illustrations or images displayed in sequence. They enable analysing, designing, visualizing interactions through time as a story.

Source: <http://www.servicedesigntools.org/tools/13> <http://en.wikipedia.org/wiki/Storyboard>  
<http://www.flickr.com/photos/ninga/473316247/>

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```

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Source: <http://creativecommons.org/choose/>

# Open P2P Design Workshop, Singapore, NTU

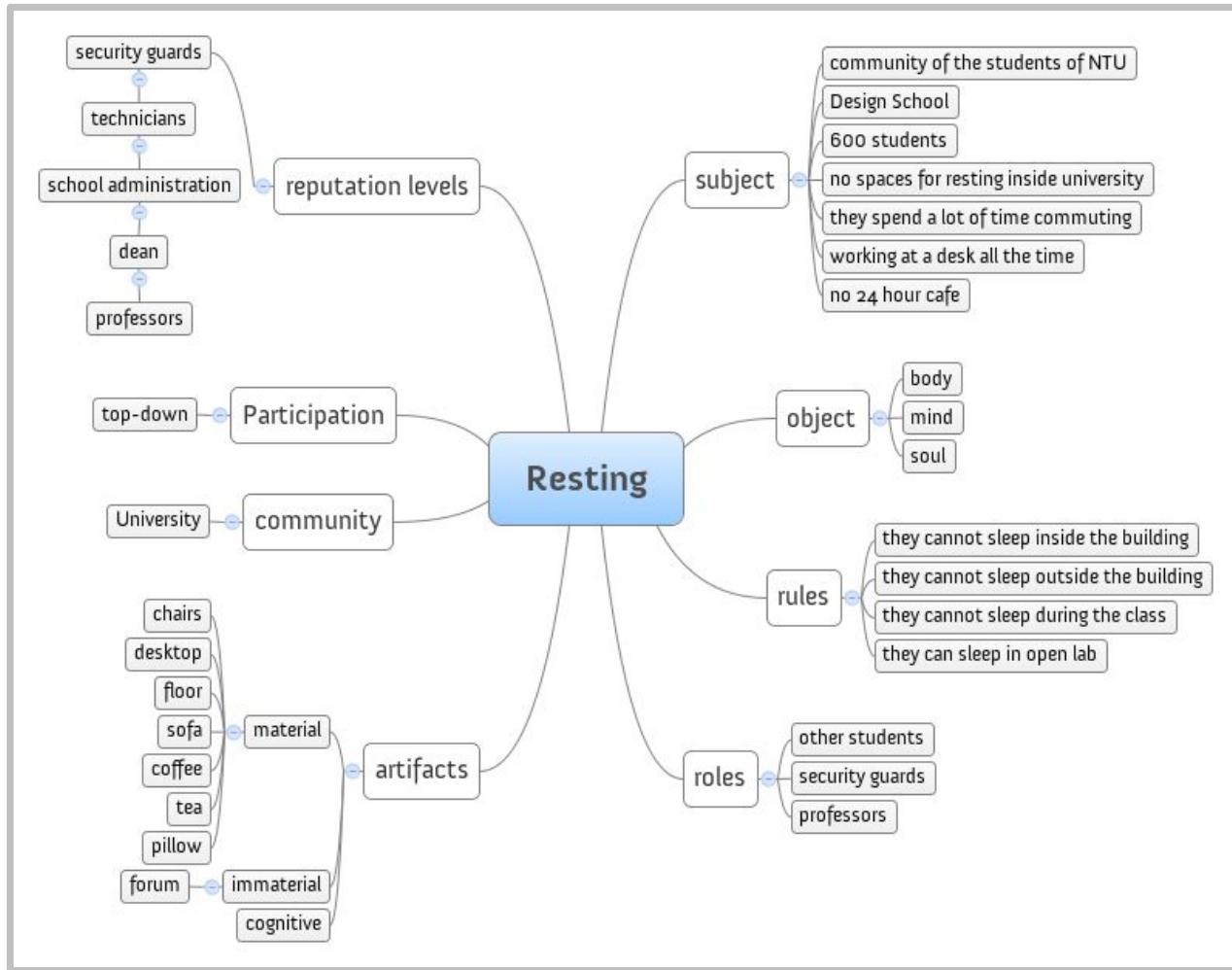


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With Roger Pitiot. 25-27 November 2009, NTU University  
Singapore Design Festival

Source: <http://www.openp2pdesign.org/projects/past-projects/open-p2p-design-workshop-seoul-singapore-2009/>

# 01. Community Analysis



Analysis of the community of students at NTU and  
of their activity we want to solve.

# 02. Participation Matrix

|                | analysis | organizing the design process | concept design | meeting | Co-design | meeting | Co-design | manufacturing | distribution | end of life |
|----------------|----------|-------------------------------|----------------|---------|-----------|---------|-----------|---------------|--------------|-------------|
| none           |          |                               |                |         |           |         |           |               |              |             |
| indirect       |          |                               |                |         |           |         |           |               |              |             |
| consultative   |          |                               |                |         |           |         |           |               |              |             |
| shared control |          |                               |                |         |           |         |           |               |              |             |
| full control   |          |                               |                |         |           |         |           |               |              |             |

*“First version of the Participation Matrix, we do everything by ourselves”*

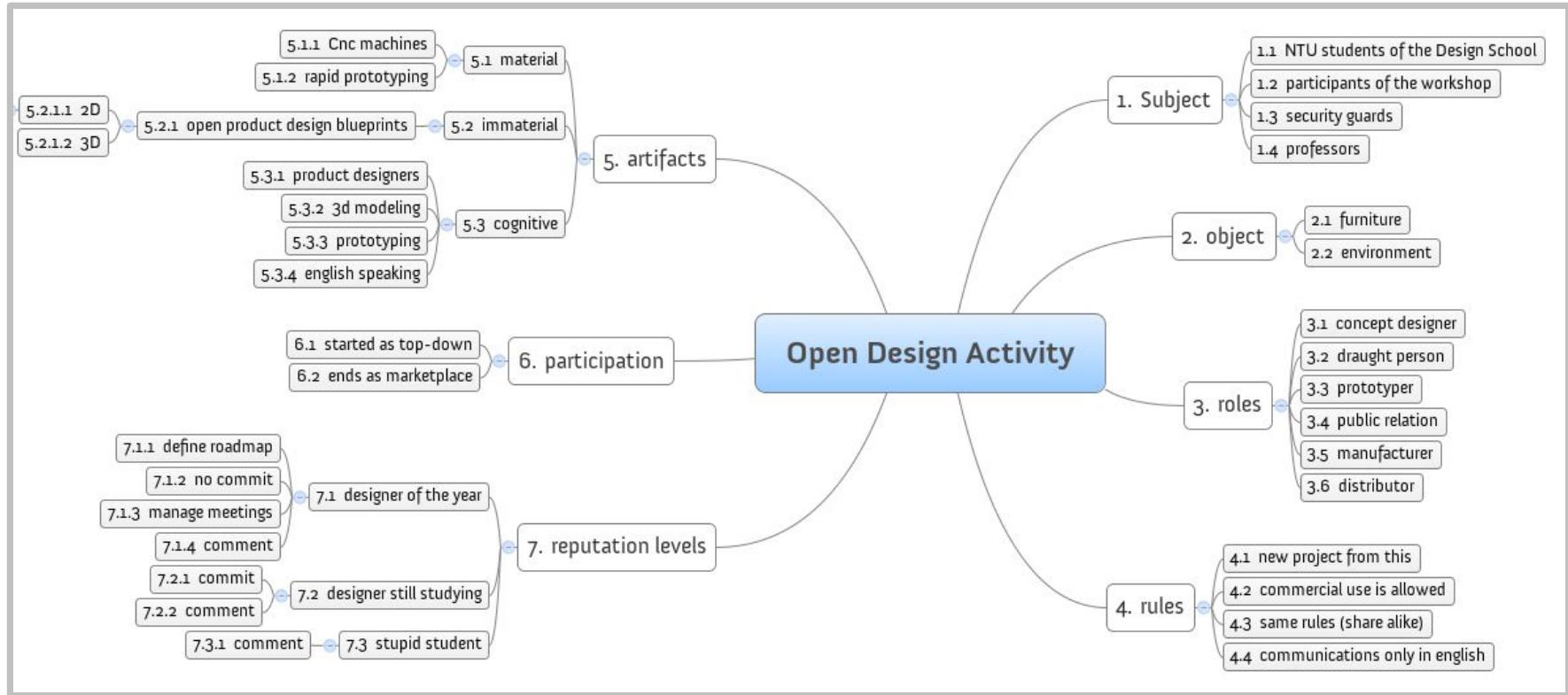
|                | analysis | organizing the design process | concept design | meeting | Co-design | manufacturing | distribution | end of life |
|----------------|----------|-------------------------------|----------------|---------|-----------|---------------|--------------|-------------|
| none           |          |                               |                |         |           |               |              |             |
| indirect       |          |                               |                |         |           |               |              |             |
| consultative   |          |                               |                |         |           |               |              |             |
| shared control |          |                               |                |         |           |               |              |             |
| full control   |          |                               |                |         |           |               |              |             |

*“Second version, now the students manufacture and manage the product, we just help them distributing it”*

---

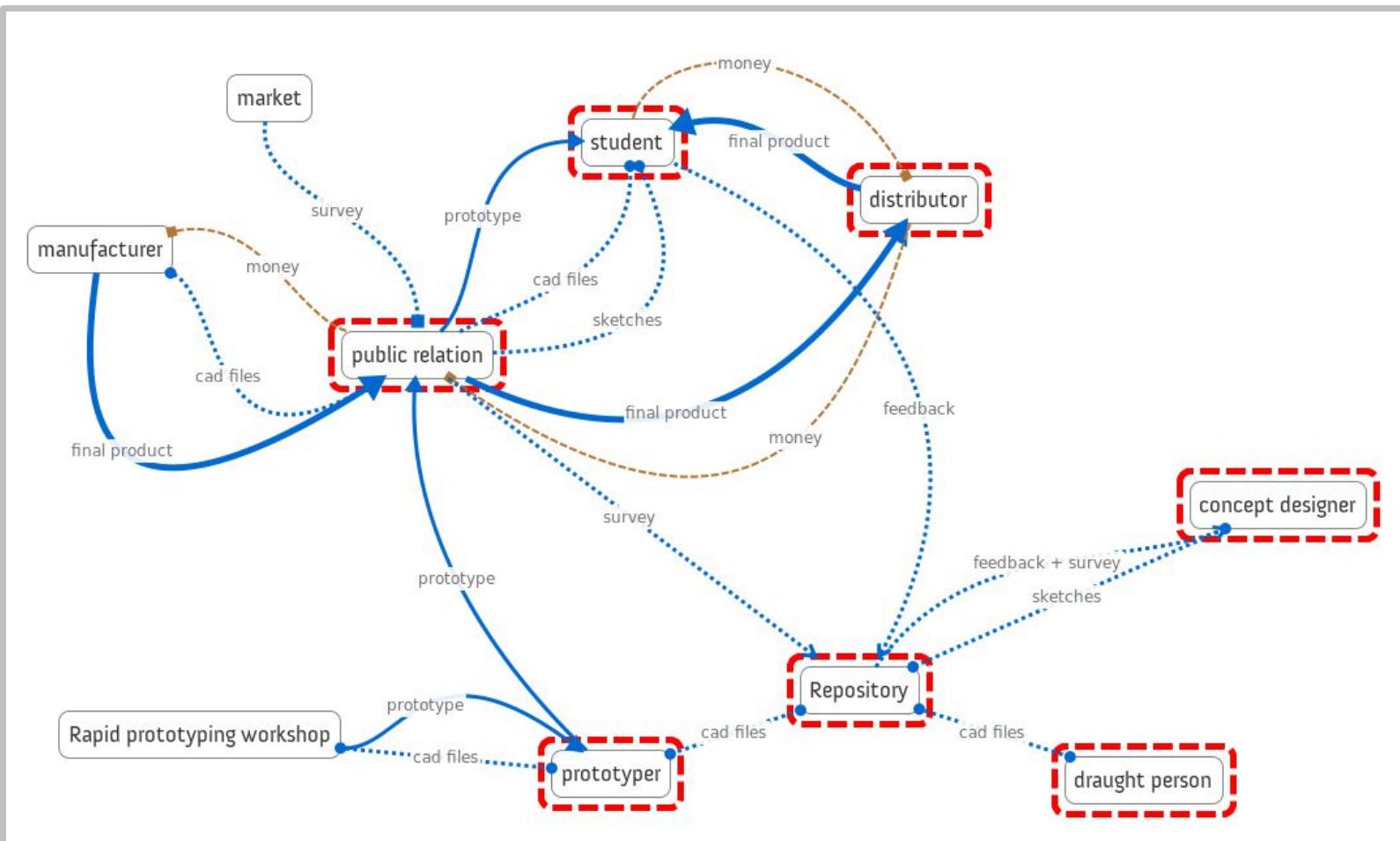
Process design (with a participation matrix): two revisions.

# 03. Open Design Activity



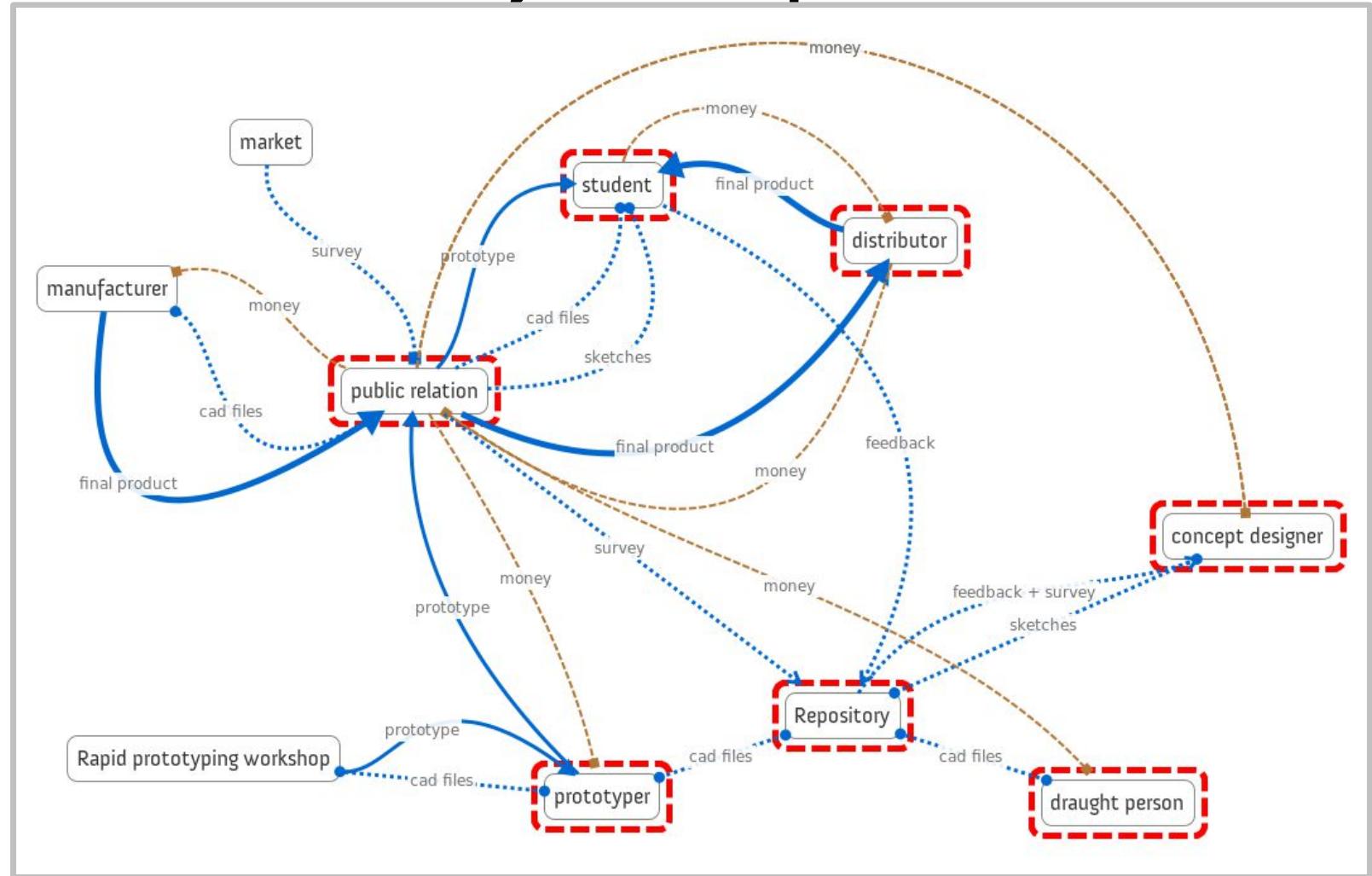
Design of the Open Design Activity, based on the Activity Theory System.

# 04. System Map rev. 20



*“Feedback from students and survey results from customers, now available to read by concept designers.”*

# 04. System Map rev.21



*“Everyone gets paid now”*

# 05. Open Design Activity Poster

Now you can have no fear of falling  
while you **sleep!**

**CC CLAMP**

You're invited.  
Come join the project!

Now you can have no fear of falling  
while you **sleep!**  
Fits well with all chairs

**DC CLAMP**

You're invited.  
Come join the project!

---

Final posters for promoting the Open Design projects,  
first version and second modification.

# Storyboard: can be generated with software!

**STRIP THIS!**  
Web. Comic. For real.

« FIRST < PREVIOUS #10 OF 10

**FLEXIBLE INSTRUMENTS**

ORIGINAL IN ENGLISH IT FR ES DE

**COMIC SCRIPT**

"Flexible instruments" in english

kesiev is with glass and serious looking down

office panel  
kesiev  
alessio happy says "Hi kes! Which game you've purchased this weekend?"

another panel  
kesiev says "Band hero. For 6.90 euros."  
alessio surprised replies "A guitar hero game for cheap! Cool!"  
kesiev says "mh."

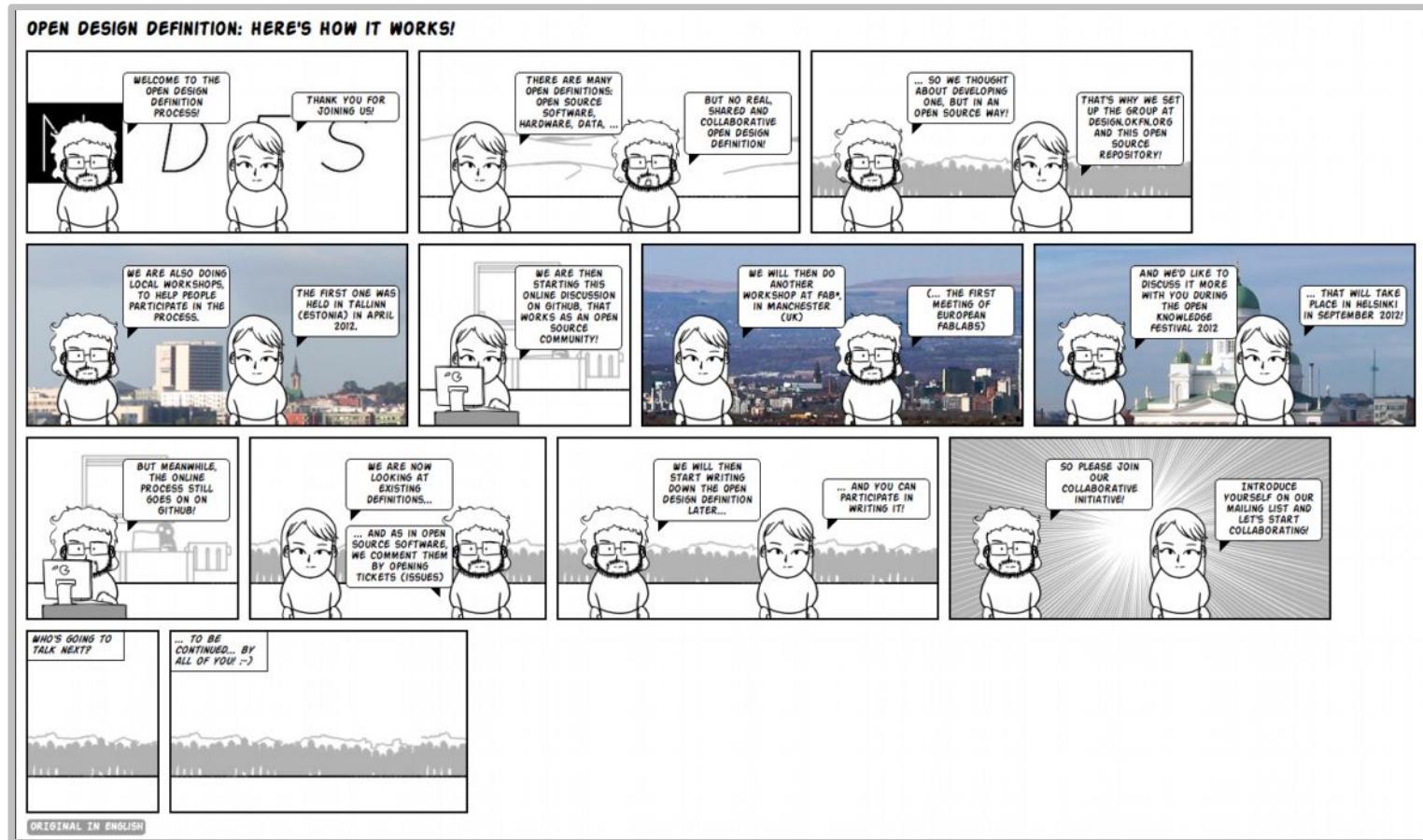
dark confusion panel  
kesiev looking right with ghostly head says "You actually play electric trumpet in Y.M.C.A."  
alessio scary looking left  
kesiev says "and piano. sometime. With the guitar."

office panel  
kesiev says "pay me another coffee and is your."  
alessio scary looking down replies "I'm actually homeless... and... my children are starving..."  
alessio replies to self "I hope you understand..."

For generating storyboards more easily, a javascript app that turns a script into a comic.

Source: <http://www.kesiev.com/striphis/>

# Storyboard: can be generated with software!



For generating storyboards more easily, a javascript app that turns a script into a comic.

Source: <https://github.com/OpenDesign-WorkingGroup/Open-Design-Definition/tree/master/meta>

# A”

Aalto University  
Media Factory

# Thank you!!

Massimo Menichinelli  
Aalto Media Factory  
[massimo.menichinelli@aalto.fi](mailto:massimo.menichinelli@aalto.fi)  
@openp2pdesign  
<http://www.slideshare.net/openp2pdesign>



12.09.2012