



Aalto University
Media Factory

Digital_Fabrication_Studio.03

Intellectual Property, Open Design

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





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Today:

- * IP for Digital Fabrication
- * Mass-collaboration + Open Design

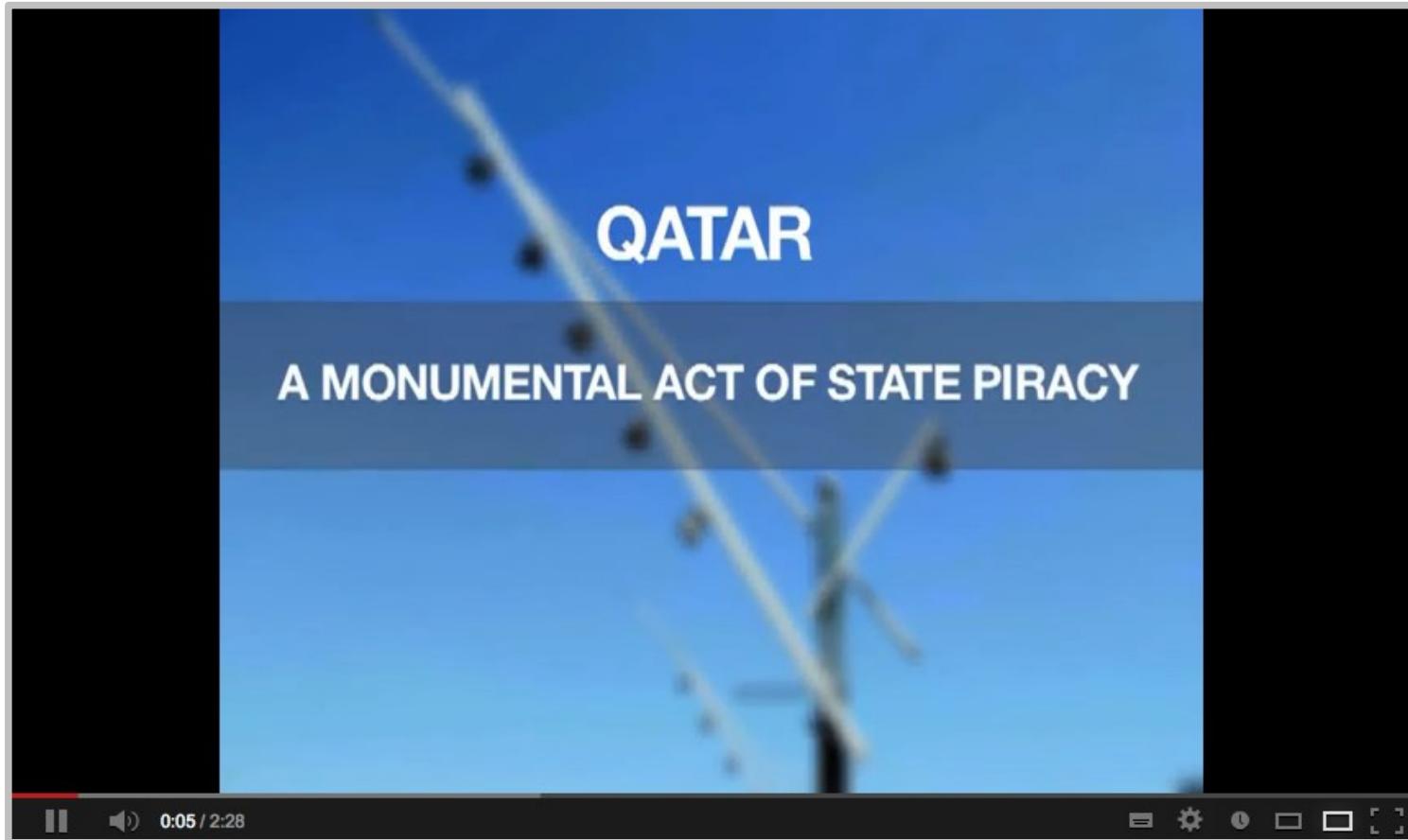


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01.

Intellectual Property: different ways of protecting your work

Design and Piracy



Even design have to face piracy...

Architectural design and Piracy



Even architecture have to face piracy...

Source: <http://www.dezeen.com/2013/01/02/zaha-hadid-building-pirated-in-china/>

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: Search Torrents, Browse Torrents, Recent Torrents, TV shows, Music, and Top 100. Below the search bar, there are filters for Audio, Video, Applications, Games, Other, and a dropdown set to All. A banner on the right side of the header reads "UPOUUSIA TUOTTEITA Täysi Tehtaan Takuu" with an image of a MacBook Air. The main content area shows a search result for "Browse Other > Physibles". A large red banner in the center says "YOUWIN Voita en iPhone 4" with a "Klikkaa hänen >>>" button. To the left of the table, there's a "VIDEO" section with a thumbnail of a woman wearing sunglasses. The main table lists five torrent entries:

Type	Name (Order by: Uploaded, Size, ULed by, SE, LE)	View: Single / Double	SE	LE
Other (Physibles)	3D Hollow Diamond Uploaded 09-04 02:34, Size 119.76 KiB, ULed by garenthino		1	0
Other (Physibles)	Screwless Cube Gears Uploaded 08-31 18:39, Size 7.51 MiB, ULed by garenthino		3	0
Other (Physibles)	Enclosed Cable Chain with Calibrator Uploaded 08-31 15:46, Size 2.35 MiB, ULed by garenthino		2	0
Other (Physibles)	Raspberry Pi Case with VESA mount Uploaded 08-30 18:00, Size 291.77 KiB, ULed by garenthino		3	0
Other (Physibles)	120 Cell Hecatonicosachoron by George Hart Uploaded 08-30 17:37, Size 536.77 KiB, ULed by garenthino		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!

DRM and Design



A group of designers have built a chair with a DRM system -- after being sat on eight times, it self-destructs.

Source: <http://www.wired.co.uk/news/archive/2013-03/03/drm-chair>

DRM and Design

The screenshot shows a news article from TorrentFreak. The title of the article is "3D Printer DRM Patent To Stop People Downloading a Car". The article discusses a patent for a DRM system that aims to prevent people from printing physical objects like cars using 3D printers. It includes author information (enigmax), publication date (October 12, 2012), and a sidebar with tags (3d, printer, Physibles) and a print option. A small image of a 3D-printed ship model is also visible.

TorrentFreak

The place where **breaking news**, BitTorrent and **copyright collide**

Subscribe via RSS | Subscribe via Email | Tip Us Off!

3D Printer DRM Patent To Stop People Downloading a Car

enigmax | October 12, 2012 | 226 | 3d printer, Physibles | Print

DRM systems in the digital media world are nothing new and are utilized extensively in the music, movie and video games industries. Now, after applying four years ago, a company has this week obtained a patent for a DRM system that aims to stop future owners of 3D printers from printing whatever they like. The dream of downloading a new pair of sneakers or even a car might already be in jeopardy, before it's even begun.

During the last 20 years inkjet printers made an unholy mess of the short-run commercial print guy's business, enabling just about anyone to print on anything from paper to plastics with a relatively tiny outlay.

During the next 20 years the 3D printer will be the bogeyman affecting industries both far and wide and large and small, by giving the man in the street the ability to print physical objects as easily as he can print a family



Digital Rights Management could be a strategy for “protecting” design...

Source: <https://torrentfreak.com/3d-printer-drm-patent-to-stop-people-downloading-a-car-121012/>

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 blue "Upload a 3D file" button. Below the navigation is a large title: "Sculpteo App" followed by "3D PRINT YOUR PERSONAL COLLECTION". To the left of the title is a black rectangular button with white text that says "Available on the App Store" and icons for the App Store and Google Play. Below this are two blue rectangular buttons: one for "Download on the iPhone" and another for "Download on the iPad", each with its respective icon. In the center, there's a smartphone displaying a 3D scan of a person's face. To the right is a tablet displaying 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 small "Start" button is at the bottom right of the tablet screen. At the very bottom of the page, a thin horizontal bar contains the text "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” ?



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, there is a navigation bar with the Adidas logo, a search bar, and links for 'Sign up & Save', 'Log in', 'Checkout' (with 0 items), and a shopping bag icon. Below the navigation is a secondary menu with categories: SHOP, MEN, WOMEN, KIDS, MI ADIDAS, FOOTBALL, RUNNING, BASKETBALL, ORIGINALS, TRAINING, MORE, and GO ALL IN. The main content area shows a pair of dark blue men's Duramo Clog Slides with white stripes. The top image shows the front view, and the bottom image shows the back view. Below the images are three smaller thumbnail views of the same shoes. To the right of the images, the product title 'Men's Duramo Clog Slides' is displayed in bold black text, followed by the Adidas logo. A green circular icon indicates 'In Stock'. Below the title is a five-star rating with the text 'Write the First Review'. Underneath, the color 'New Navy / New Navy / Running White (G62583)' is listed, along with a small image of the shoes. The size '43 (Size Chart)' is shown with buttons for '43' and '44 1/2'. The price '€ 30,00' is displayed in bold black text, with a blue 'Add To Bag' button next to it. Below the price, there are links for 'Send to a Friend' and 'Add to Wishlist'. At the bottom of the page, there are social sharing icons for Google+, LinkedIn, and Facebook.

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

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>

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>

Watch out when you enter this game...

GADGET LAB | [apple](#) | [Apple v Samsung](#) | [galaxy nexus](#) | [Galaxy S II](#)

South Korean Court Rules Apple and Samsung Both Owe One Another Damages

BY CHRISTINA BONNINGTON | 08.24.12 | 2:37 PM | PERMALINK

[Share](#) 0 [Tweet](#) 0 [g+1](#) 13 [Share](#) [Pin it](#)



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>

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>

Trade Dress, an example



A very recognizable shape...

Source: 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 is titled "Legal statement". It begins with a paragraph about Voga Limited being an English company that sells replica furniture and lighting. It then discusses the UK rule regarding design protection for 25 years. A legal review concludes that English law applies to their service and that it is legal to use the service and buy products from voga.com. It also states that it is legal for users within EU/EEA to buy and import replica furniture, lighting, etc., even if protected by intellectual property laws in their home country.

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.

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.

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

Source: <http://www.voga.com/is-it-legal/>

http://www.core77.com/blog/business/scandinavian_design_piracy_company_utilizes_uk_copyright_loophole_22318.asp

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

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

Creative Commons: licensing the sharing

The screenshot shows the Creative Commons homepage. At the top, there's a green navigation bar with the Creative Commons logo, a search bar, and links for About, Licenses, Public Domain, Support CC, Projects, and News. Below the header, there's a large banner for an 'OPEN EDUCATION VIDEO CONTEST WINNERS ANNOUNCED'. It features a cartoon boy sitting at a desk with a rocket ship launching from his head, surrounded by mathematical equations like $\Delta v = u_0 \ln \frac{m_0}{m_1}$ and $a = km/h$. To the right of the banner is a section titled 'why OPEN EDUCATION matters WINNING VIDEOS ANNOUNCED' with a link to 'Watch the winning entries in our open education video contest.' Below the banner, there are three main sections: 'Mission', 'License', and 'Explore'. The 'Mission' section has a 'WHAT IS CREATIVE COMMONS?' heading and text explaining that Creative Commons helps share knowledge and creativity. It also discusses their role in developing legal and technical infrastructure. A 'Learn about CC' button is at the bottom. The 'License' section has a 'HOW CAN I LICENSE MY WORK?' heading and text explaining the simplicity of choosing a license. It includes a 'Choose a License' button. The 'Explore' section has a 'LOOKING FOR CREATIVE WORKS?' heading and text about finding music, video, writing, code, or other creative works. It includes 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

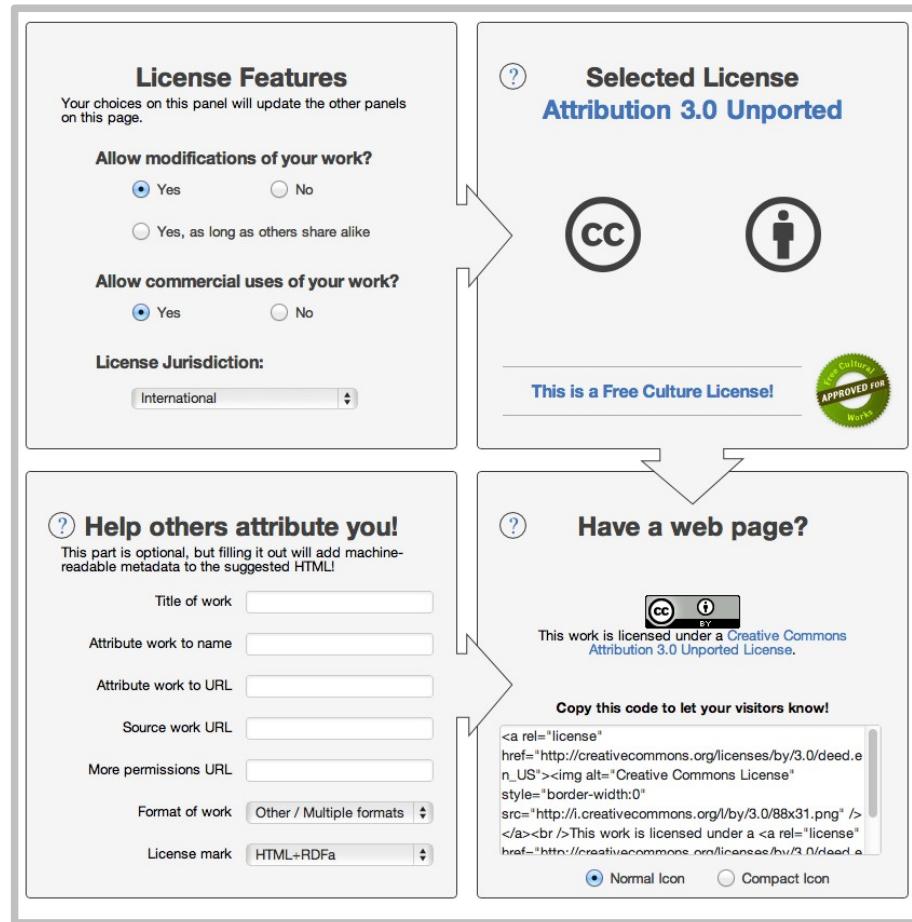


Attribution - Non-Commercial - No Derivatives

Most Free

Least Free

Creative Commons: licensing the sharing



The image shows a step-by-step wizard for selecting a Creative Commons license. It consists of four panels:

- License Features:** A panel where users can choose to allow modifications and commercial use of their work. It also includes a dropdown for license jurisdiction.
- Selected License:** A panel showing the chosen license: "Attribution 3.0 Unported". It features the CC BY logo and a person icon. A green badge indicates it is a "Free Culture License" and approved for works.
- Help others attribute you:** An optional panel for adding machine-readable metadata to HTML. It includes fields for title, attribution name, URL, source URL, more permissions URL, format of work, and license mark.
- Have a web page?** A panel for generating license code. It shows the CC BY logo and a message stating the work is licensed under a Creative Commons Attribution 3.0 Unported License. It includes a code editor with the HTML code for the license, and options for "Normal Icon" or "Compact Icon".

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

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

Creative Commons: licensing the sharing

The image shows a step-by-step wizard for selecting a Creative Commons license. It consists of four panels:

- License Features:** A panel where users can choose to allow modifications and commercial use. It includes options for "Yes" or "No" and a "Yes, as long as others share alike" option. It also asks for "License Jurisdiction" (International).
- Selected License:** A panel showing the chosen license: "Attribution 3.0 Unported". It features the CC BY logo and a person icon.
- Help others attribute you!:** An optional panel for adding machine-readable metadata. It includes fields for "Title of work", "Attribute work to name", "Attribute work to URL", "Source work URL", "More permissions URL", "Format of work" (set to "Other / Multiple formats"), and "License mark" (set to "HTML+RDFa").
- Have a web page?:** A panel for generating license code. It shows the CC BY logo and a message: "This work is licensed under a Creative Commons Attribution 3.0 Unported License." It includes a "Copy this code to let your visitors know!" section with the following code:

```
<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"></a>
```

It also offers "Normal Icon" and "Compact Icon" options.

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

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

Everything is a Remix #01



**Everything
is a Remix**

More about the complex field of Intellectual
Property

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

Everything is a Remix #02



**Everything
is a Remix**

More about the complex field of Intellectual
Property

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

Everything is a Remix #03



**Everything
is a Remix**

More about the complex field of Intellectual
Property

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

Everything is a Remix #04



**Everything
is a Remix**

More about the complex field of Intellectual
Property

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 a black banner with "LAWRENCE LESSIG". Below these are two rows of navigation links: "ABOUT TOC FREE CONTENT REMIXES JACKET NOTES TYPOS" and "GET IT REVIEWS PUBLISHER LESSIG.ORG CONTACT". The main content area has a "Welcome" message followed by a barcode graphic. Below this, a text block states: "This site collects content related to FREE CULTURE, the book." Another text block below it says: "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

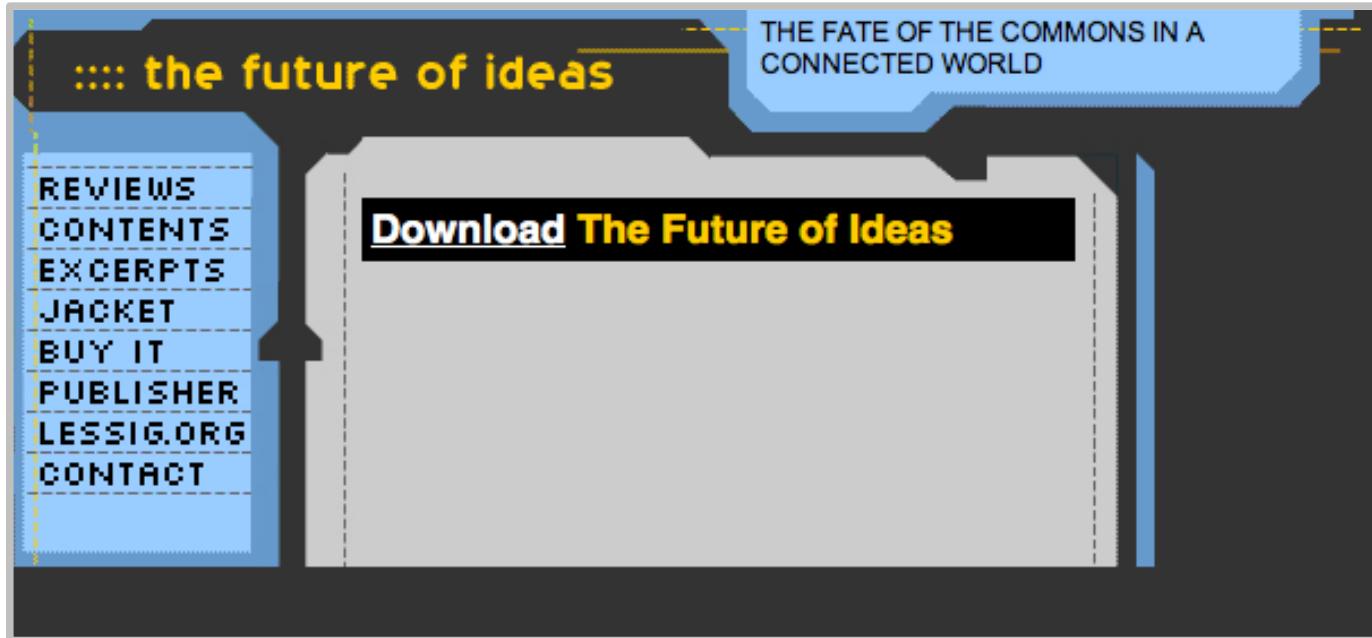
HOW BIG MEDIA USES TECHNOLOGY AND THE LAW TO LOCK DOWN CULTURE AND CONTROL CREATIVITY

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: About, Buy, Code, Comment, Datasets, Download, Media, and Models. To the right of the navigation is the title "Sharing" in large, bold, colorful letters (blue, red, green, purple), followed by the subtitle "Culture and the Economy in the Internet Age" and the author's name "Philippe Aigrain". There's also a logo for Amsterdam University Press (AUP) featuring a stylized sunburst design.

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 sharing is piracy.

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/



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Media Factory

02.

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

Web 2.0



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 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: Excellent 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](#).

Description

Muscular fiber inspired shoe on track and field last

Comments



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



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



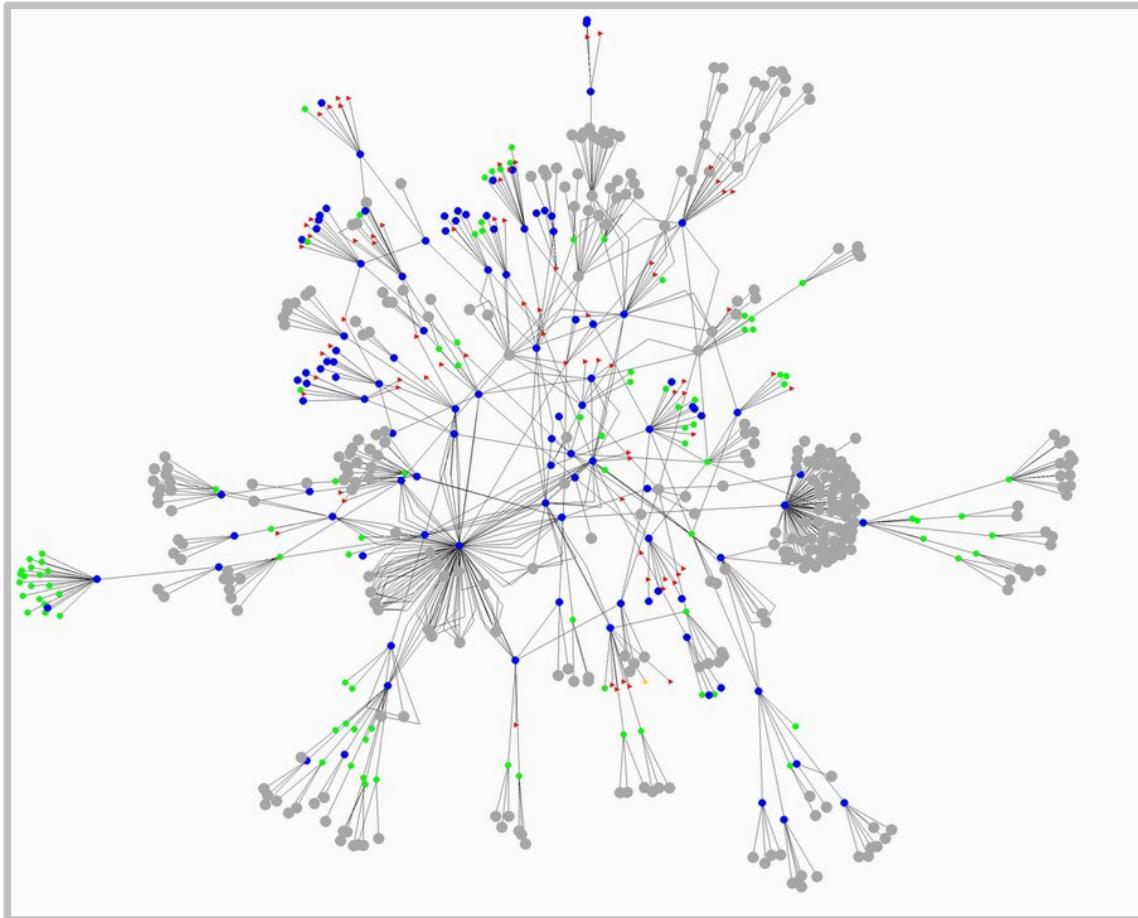
s siddharth says:
cool..!!
Posted 26 Jul 2009

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



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

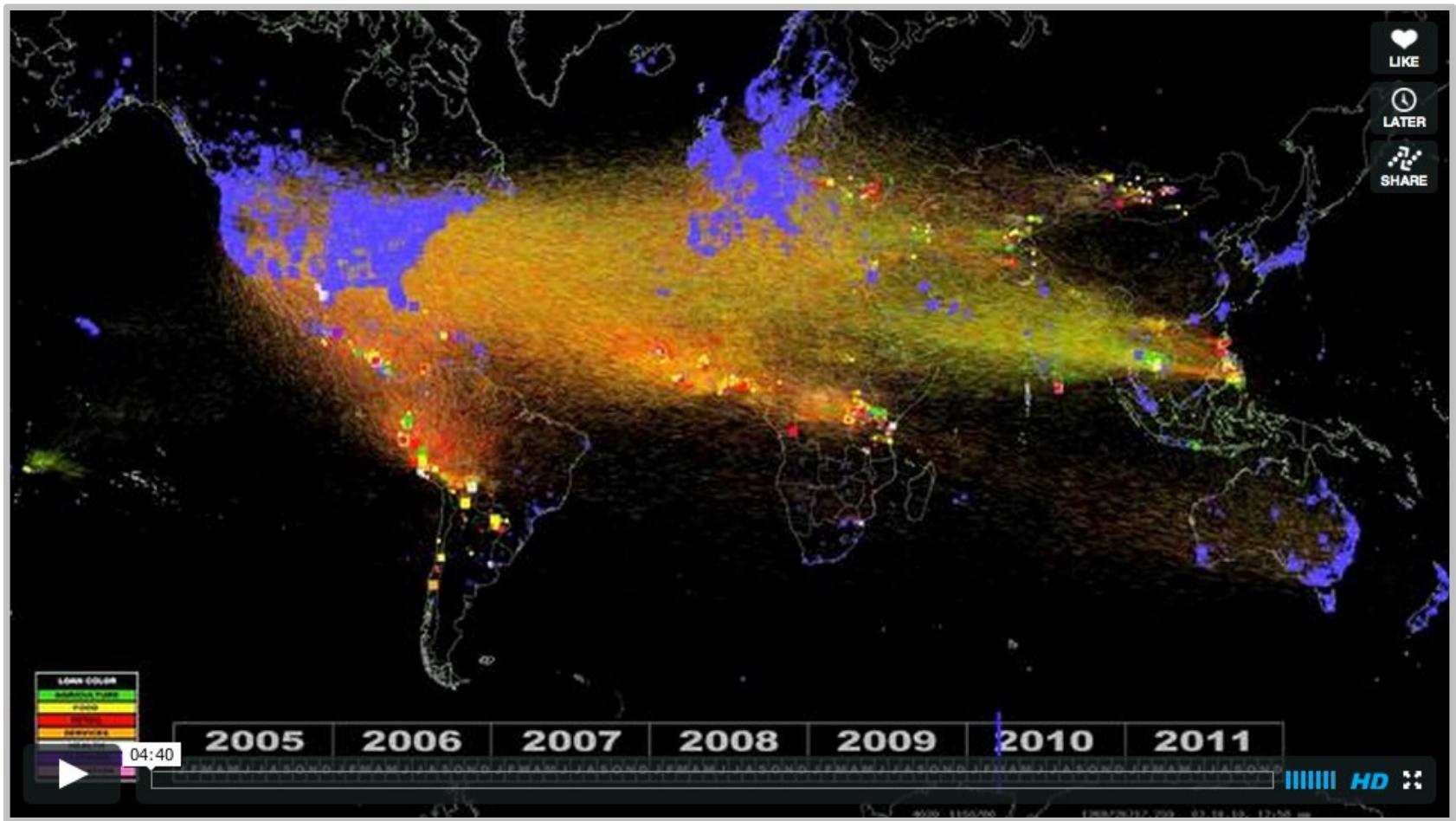
Repayment Term: 13 months (more info)
Repayment Schedule: Monthly
Pre-Disbursed: Aug 4, 2011
Listed: Sep 9, 2011
Currency Exchange Loss: Possible
Default Protection: Not Covered

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

Are you looking to solve problems and accelerate your innovation capability?

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 »](#)

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

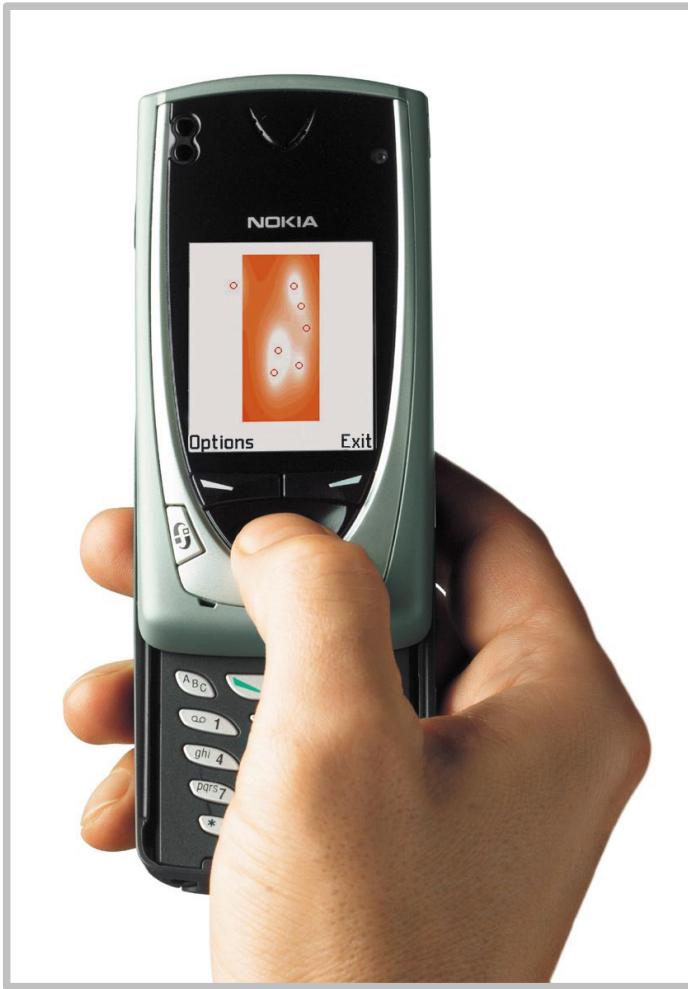
Crowdsourcing

The screenshot shows the homepage of DesignCrowd. At the top, there's a navigation bar with the logo 'DesignCrowd' (featuring a blue starburst icon), 'Log in', 'Register', 'Help', and a green button 'Post a design project'. Below the navigation is a secondary menu with links to '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'. Below these are two buttons: a blue one labeled 'See how it works' and a green one labeled 'Get started now'. The middle section has a heading 'As featured in' followed by logos for 'YAHOO! FINANCE', 'smartcompany', 'Mashable', and 'TNW THE NEXT WEB'. At the bottom, there's a row of four boxes showing service offerings: 'Web Design' (starting at €235), 'Business Card' (starting at €90), 'Flyer Design' (starting at €130), and 'T-shirt Design' (starting at €130). Each box includes a small icon (a smartphone, business cards, a flyer, and a t-shirt) and a 'Learn More' button.

And the same model can be applied to
Design, with critical 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/>

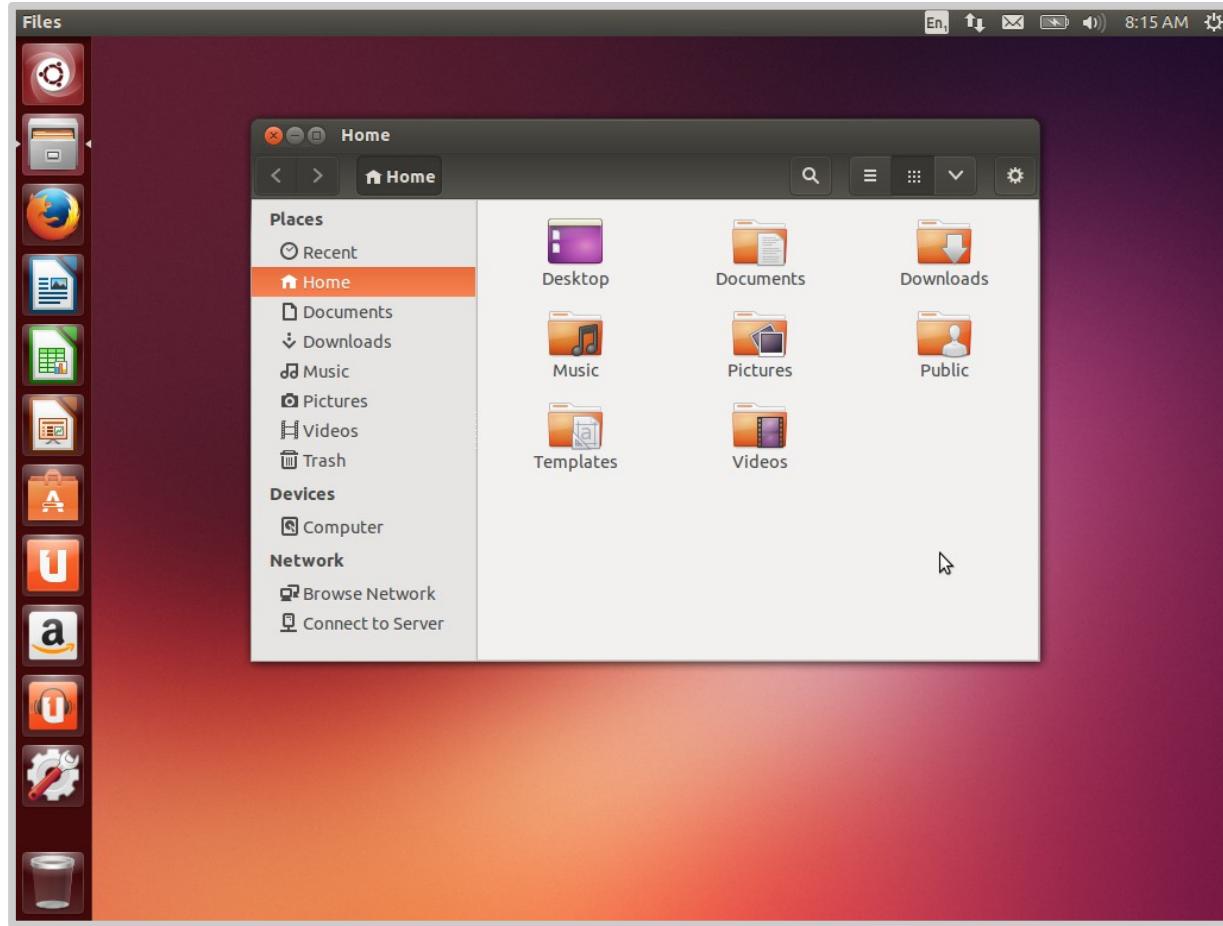
Mobile: Smart Mobs, Ubiquitous Computing



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://commons.wikimedia.org/wiki/Ubuntu>

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
Passion for Social Business

Sponsored by:
Grameen Creative Lab

Challenge Start Date:

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

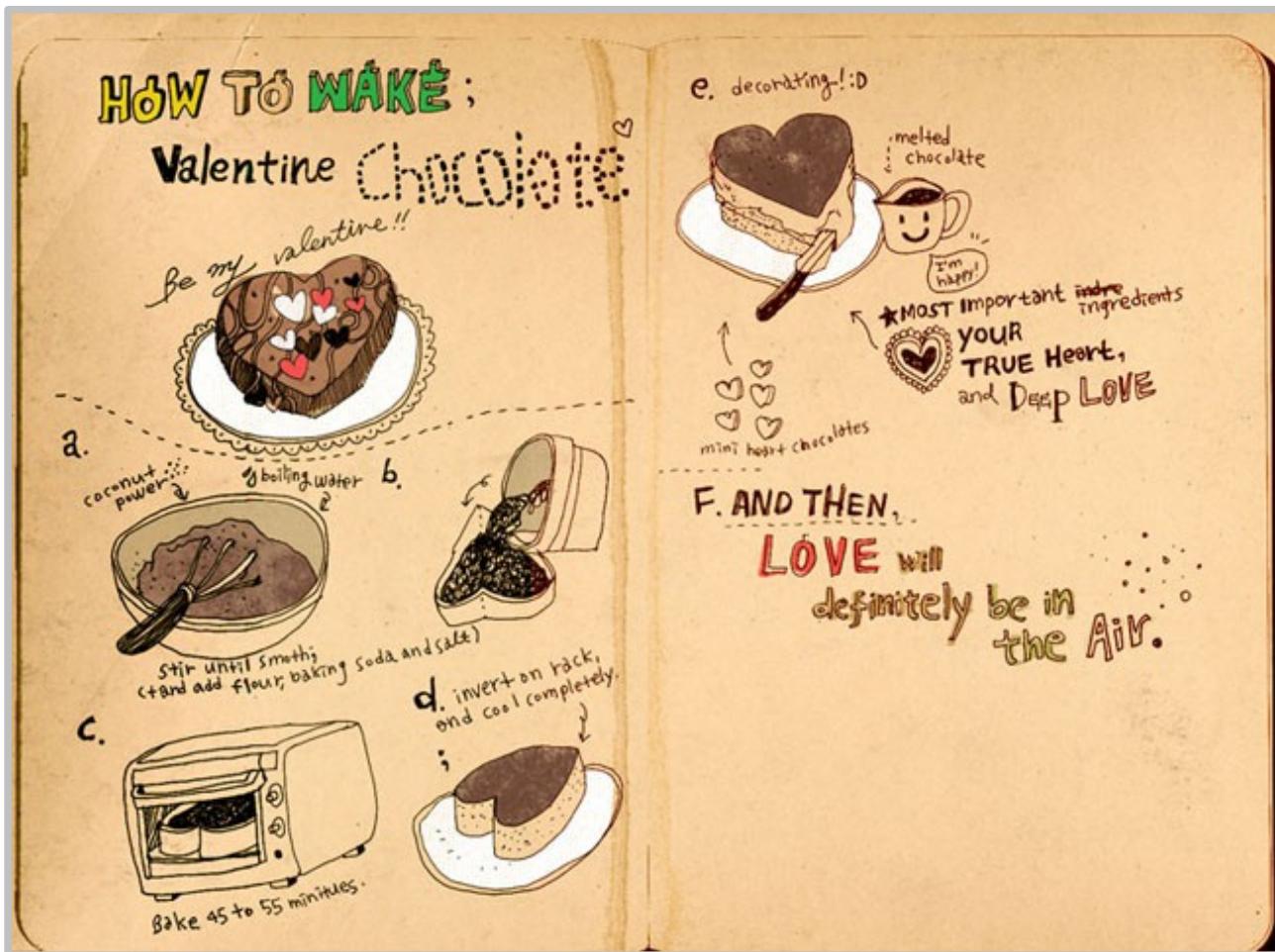
Source: <http://www.openideo.com/>

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)

Source: <http://www.flickr.com/photos/ladymixy-uk/3650120464/>

Open Source Everywhere...

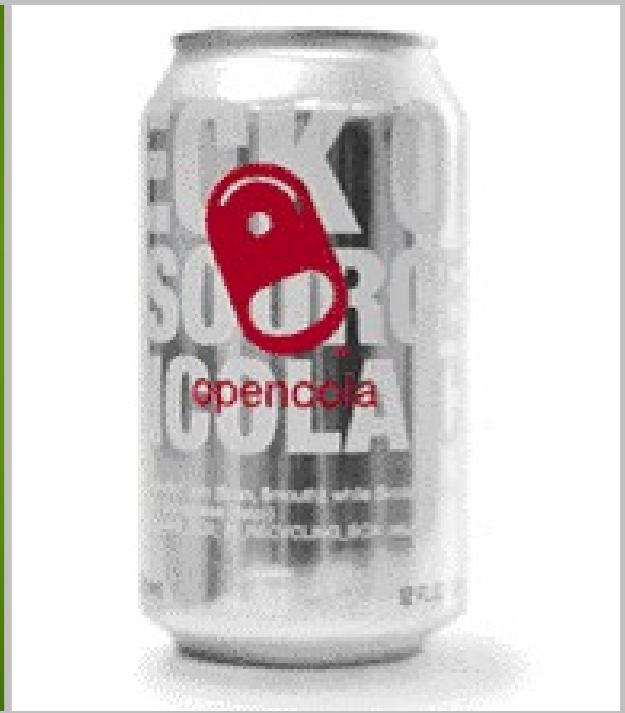
“Software is just the beginning ... open source is doing for mass innovation what the assembly line did for mass production. Get ready for the era when collaboration replaces the corporation.”

Thomas Goetz, Wired November 2003

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

Open Source as promising way to organise communities.

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://www.flickr.com/photos/16038409@N02/2327138220/in/photostream>

Open Biotechnology



Cambia means change.

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

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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.

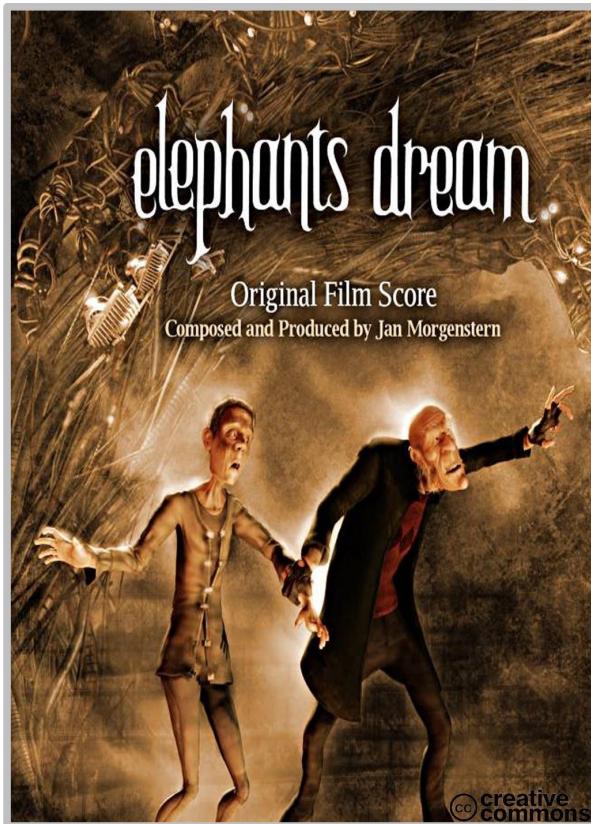
It's time to change the way we look at the world. The people who experience these problems *are the solution*.

[» 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

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 →

PICTURES & CREATIONS

PERSONAL PICTURE PERSONAL CREATION COLLABORATIVE CREATION CUSTOMIZATION

LATEST UPLOADS

BUY IT BUY IT BUY IT BUY IT

Visit Gallery

MY BLOG

FORUM

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

r0k0 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 browser displaying the Open Architecture Network website. The header features the network's logo (a stylized orange square) and the text "Open Architecture Network". On the right side of the header are links for "Register or Log In" and a search bar. Below the header, a navigation menu includes "ABOUT", "PROJECTS", "COMPETITIONS", and "PEOPLE". A welcome message "Welcome, guest: please register or log in to your account!" is displayed. The main content area is titled "Native Cultural and Learning Centre". It includes tabs for "OVERVIEW", "TEAM", "UPDATES", "WORKSPACE", "CALENDAR", and "FILES". The "OVERVIEW" tab is selected, showing a large image of a modern building with a unique curved facade and wooden panels. Below the image, there are navigation controls (arrows and a "Share" button). To the right of the image, a "PROJECT DETAILS" box contains the following information:

- 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

A "COPYRIGHT" section indicates that the work is under Creative Commons license, with icons for person, dollar sign, and equals sign. A link "More info about Creative Commons Licensing" is provided. Below this is a "Open Architecture iPad App" section featuring an icon of a globe and a button to "Download on iTunes".

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

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

Open Architecture

The screenshot shows the homepage of the WikiHouse website. At the top left is the WikiHouse logo, which consists of a stylized cluster of black geometric shapes resembling a house or a group of people. Below the logo is the text "WikiHouse" followed by the Creative Commons logo (CC). To the right of the logo are navigation links: "PROCESS | ABOUT | PROTOTYPE | CONTRIBUTE". Further to the right is a red mathematical expression: $d = D \neq d$ over a red square symbol. Below these links is the text "design.is.design.is.not.design". The central part of the page features a graphic of a globe with a dashed line around it, representing a global community. Four small icons with user profiles are connected to the globe by dashed lines. An arrow points from the globe down to a computer monitor icon at the bottom, representing the download process. Below this graphic is a explanatory text: "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." At the bottom of the page is a navigation bar with numbers 1 through 10, where number 2 is highlighted in grey. At the very bottom left is the text "powered by 00:/", and at the bottom right is the logo for the Gwangju Biennale, featuring a stylized building silhouette and the text "GWANGJU BIENNALE".

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

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

(Open) Design competitions

(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 present. 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 one of the joints or supports. Below the model, a dark grey 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/>

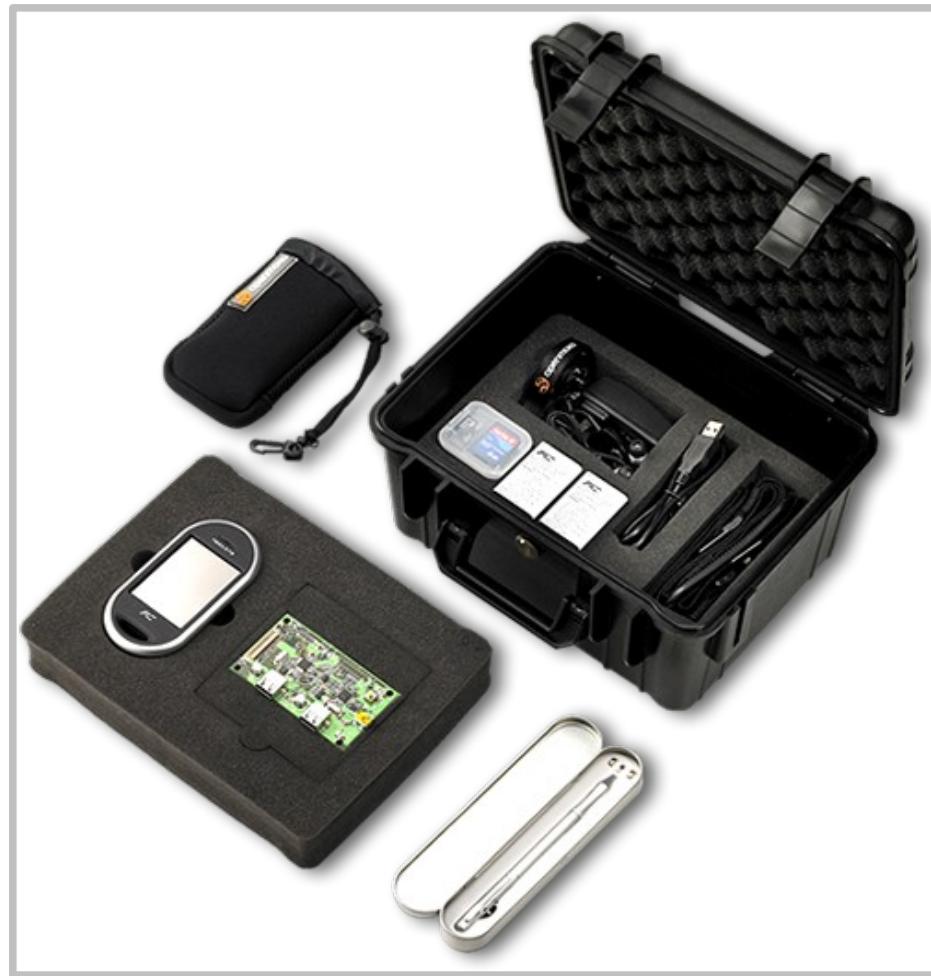
Completely Open: Hardware, Software, Design



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

Source: http://wiki.openmoko.org/wiki/Main_Page

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

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

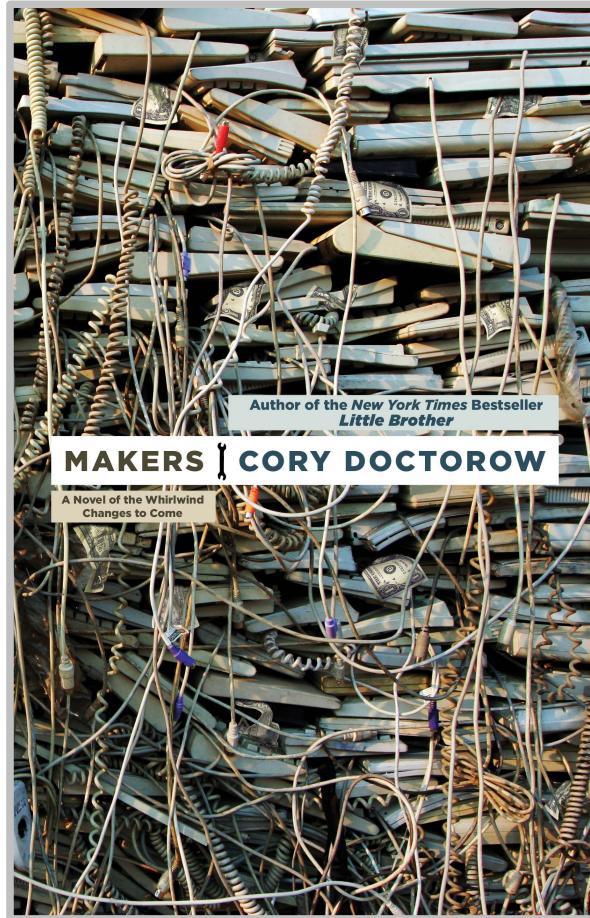
Ford and Bug Labs Develop Open-Source R&D Platform for Socially-Networked In-Car Connectivity Innovation

- 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>

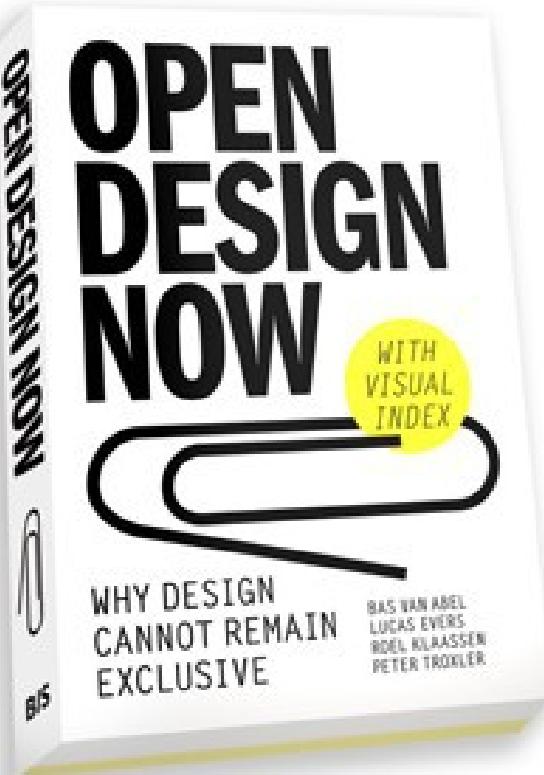
Open Design: (almost) already successful



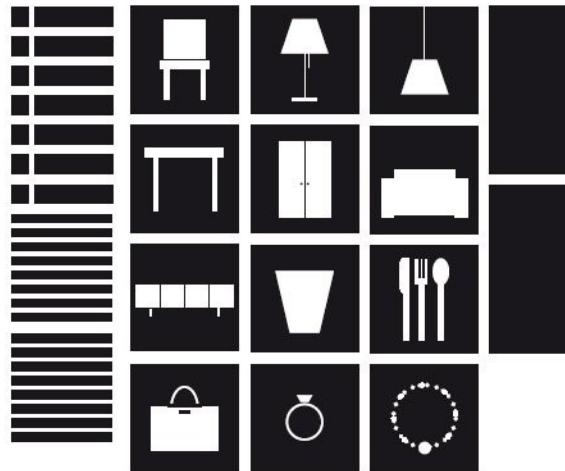
When you have a sci-fi novel from a popular author about open design and makers, they are not underground any longer.

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://opendesignnow.org/> <http://www.droog.com/projects/events/design-for-download/>

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 section for forums and community. The main content area displays a blog post titled "Instructables Joins Autodesk" by the Instructables team. The post discusses the company's vision to inspire others to build amazing things and how becoming part of Autodesk will accelerate this mission. It also mentions the acquisition of Instructables by Autodesk.

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 website interface. On the left, there's a large image of a 3D model of a bullet-like object against a red and orange background. Below it, a section titled "Featured projects" lists "Tinkercad" as a featured tool. The main content area has a navigation bar with "Apps" (which is highlighted in blue), "Explore", "Fabricate", and "Learn". To the right of the navigation is a "Go Premium" button. The main content area lists several tools:

- 123D Circuits** New!
Design your next electronic project
- 123D Catch**
Generate 3D models from photos
- 123D Creature**
Create and 3D print fantastic characters
- 123D Design**
Easy 3D modeling for Mac, PC & Web
- 123D Make**
Unique 3D models from 2D slices
- 123D Sculpt**
Tactile modeling for iPad
- Meshmixer** New!
The ultimate tool for 3D mashups
- Tinkercad**
Get started with 3D modeling

On the right side, there's a sidebar with buttons for launching different tools online and a "Visit the Sandbox" button. Below that is a box for "Charmr!" which says "Make a pendant or charm personalized with a photo!" and has a "Launch Project Charmr" button.

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

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

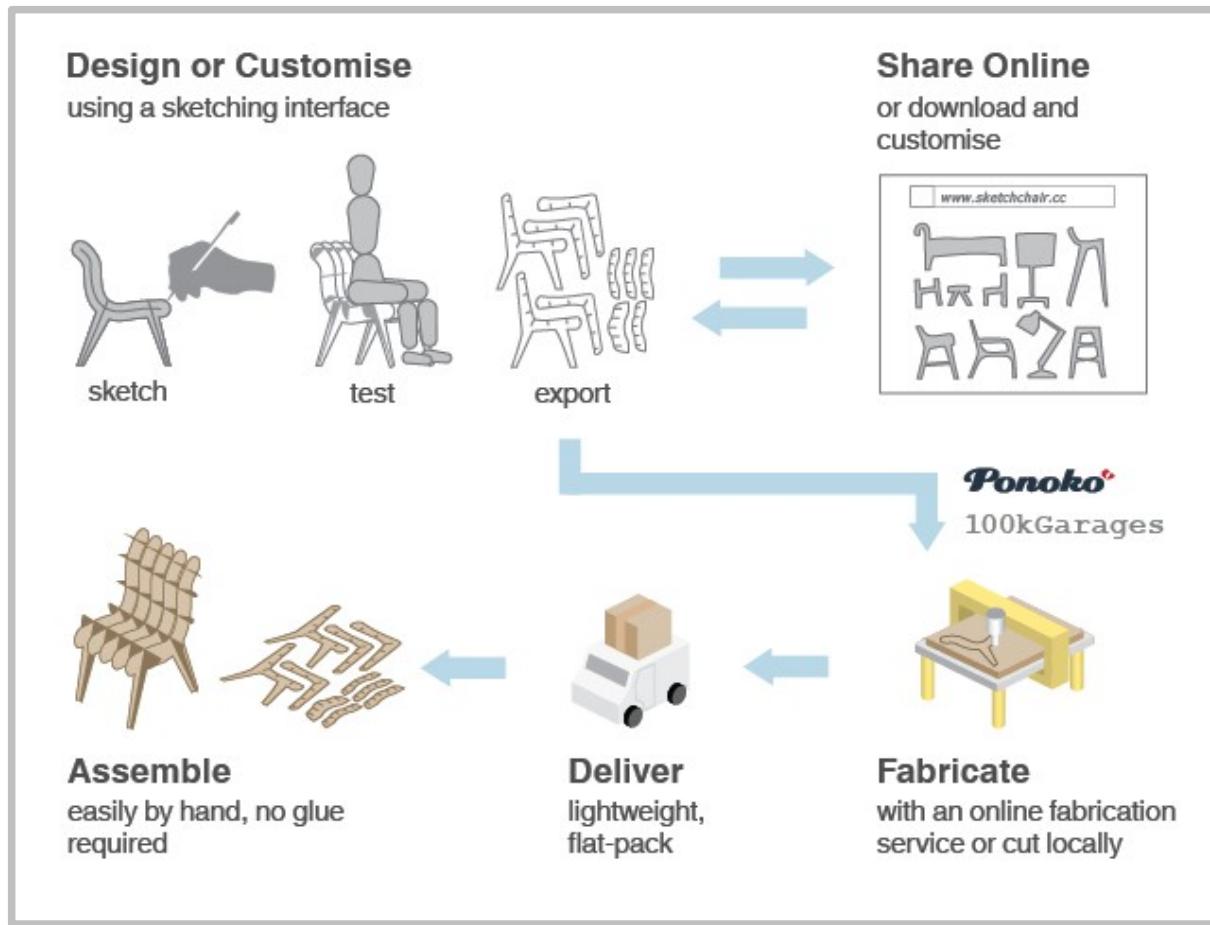
Sketch Chair: Open Design as code



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 it manufacturing and supply chain process?

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

Sea Chair: Open Design as process



What is Open Design, is it manufacturing and process documentation?

Source: <http://www.studioswine.com/sea-chair>

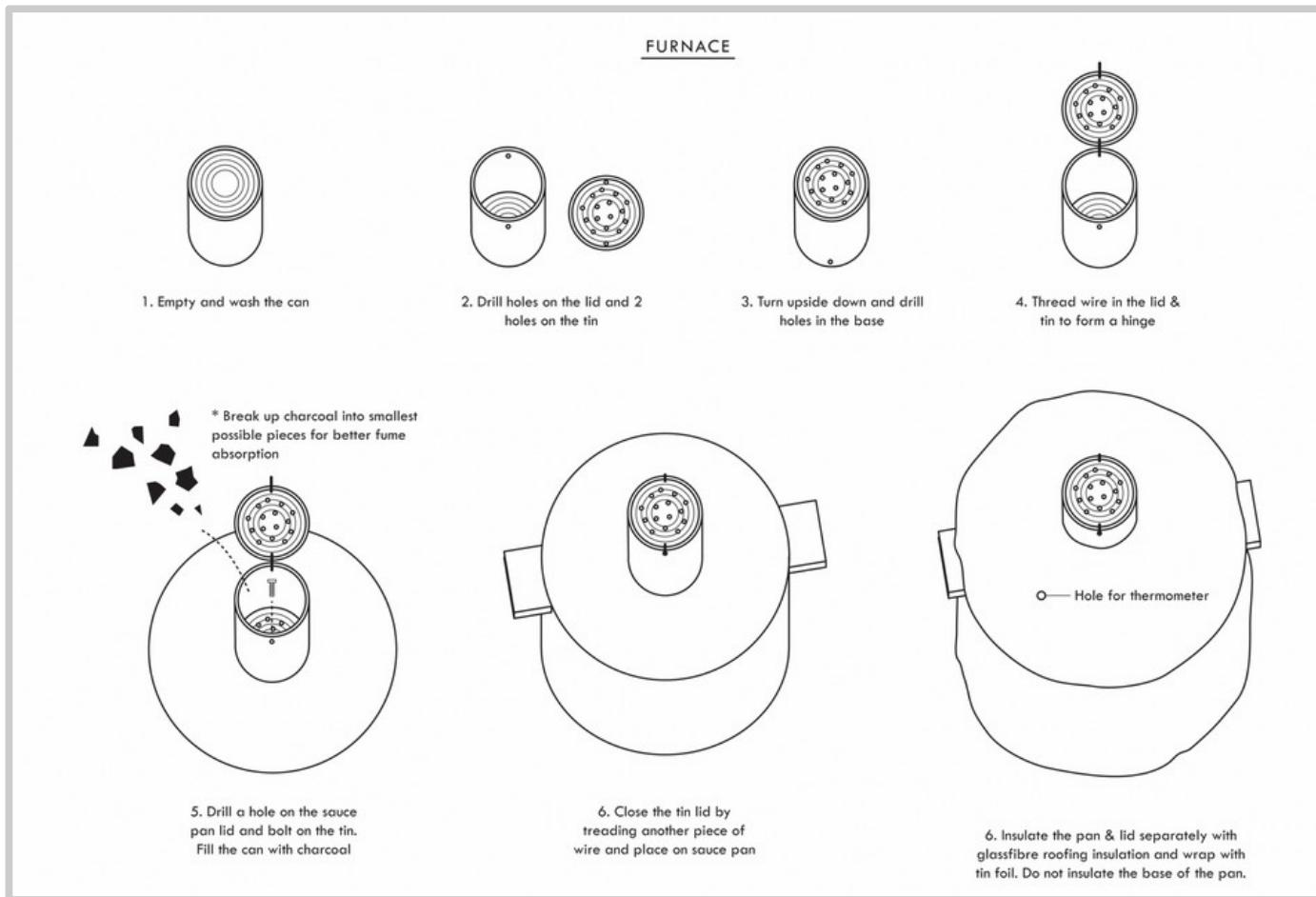
Sea Chair: Open Design as process



What is Open Design, is it manufacturing and
process documentation?

Source: <http://vimeo.com/58461689>

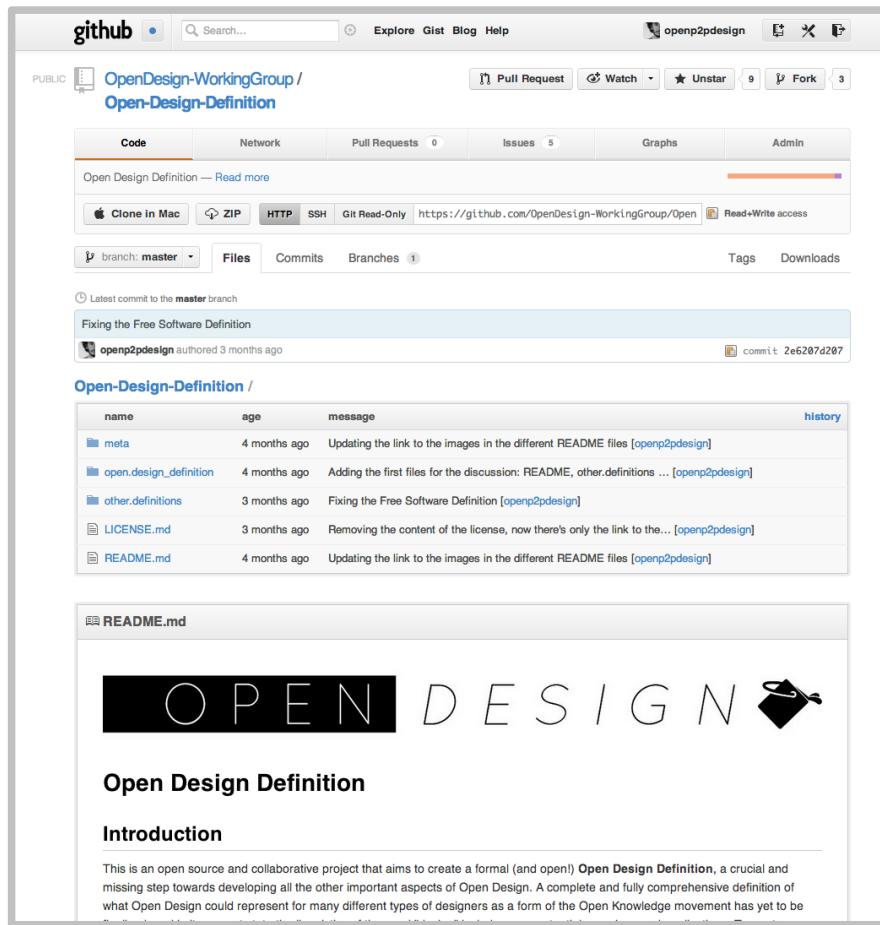
Sea Chair: Open Design as process



What is Open Design, is it manufacturing and process documentation?

Source: <http://www.studioswine.com/sea-chair-open-source>

... and participate in the Open Design Definition!



A collaborative and open source Definition project, on GitHub!

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)

Just at the beginning of mass collaboration

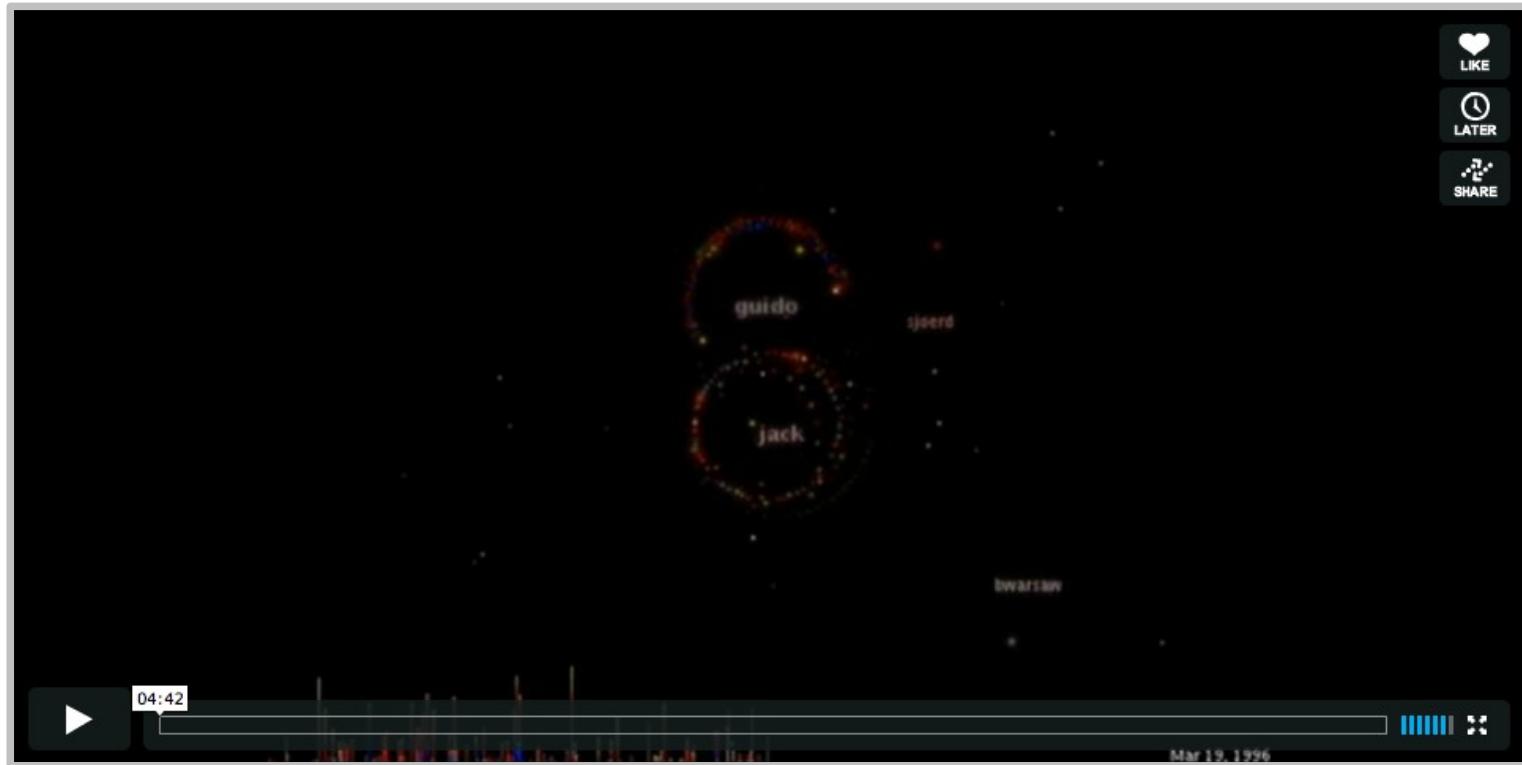
The experience of a user of Open Source software

The screenshot shows the SourceForge homepage. At the top, there's a navigation bar with the SourceForge logo, 'Register', and 'Log In'. Below this is a main banner with the text 'Find, Create, and Publish Open Source software for free'. A search bar contains the placeholder 'Search from 293,991 projects' with a 'Search' button next to it. Below the search bar, there are several statistics: 'TODAY: 3,506,302 DOWNLOADS', '5,259 CODE COMMITS', '3,374 FORUM POSTS', '577 BUGS TRACKED', and a link to 'MORE SITE ACTIVITY'. On the left side, there's a sidebar with links to various categories: Audio & Video, Business & Enterprise, Communications, Development, Home & Education, Games, Graphics, Science & Engineering, Security & Utilities, and System Administration. Below these categories is the '@sourceForge' logo. In the center, there's a 'Project of the Month' section for 'OpenPetra'. It features a small logo for 'open:PETRA', the name 'OpenPetra', and a brief description: 'OpenPetra is a free and easy-to-use administration software package for non-profit organizations. Specifically designed to meet the administrative requirements of an international mission agency or other non-profit organisation, OpenPetra runs standalone or as a multi-user system in an office ...' followed by a 'Read more.' link. To the right of this is a green 'Download Alpha 0.2.10' button. Further down, there's another project entry for '7-Zip', which includes a small icon of a folder with a 'SF' logo, a brief description of its file archiving capabilities, and a green 'Download 7z922.tar.bz2' button.

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

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

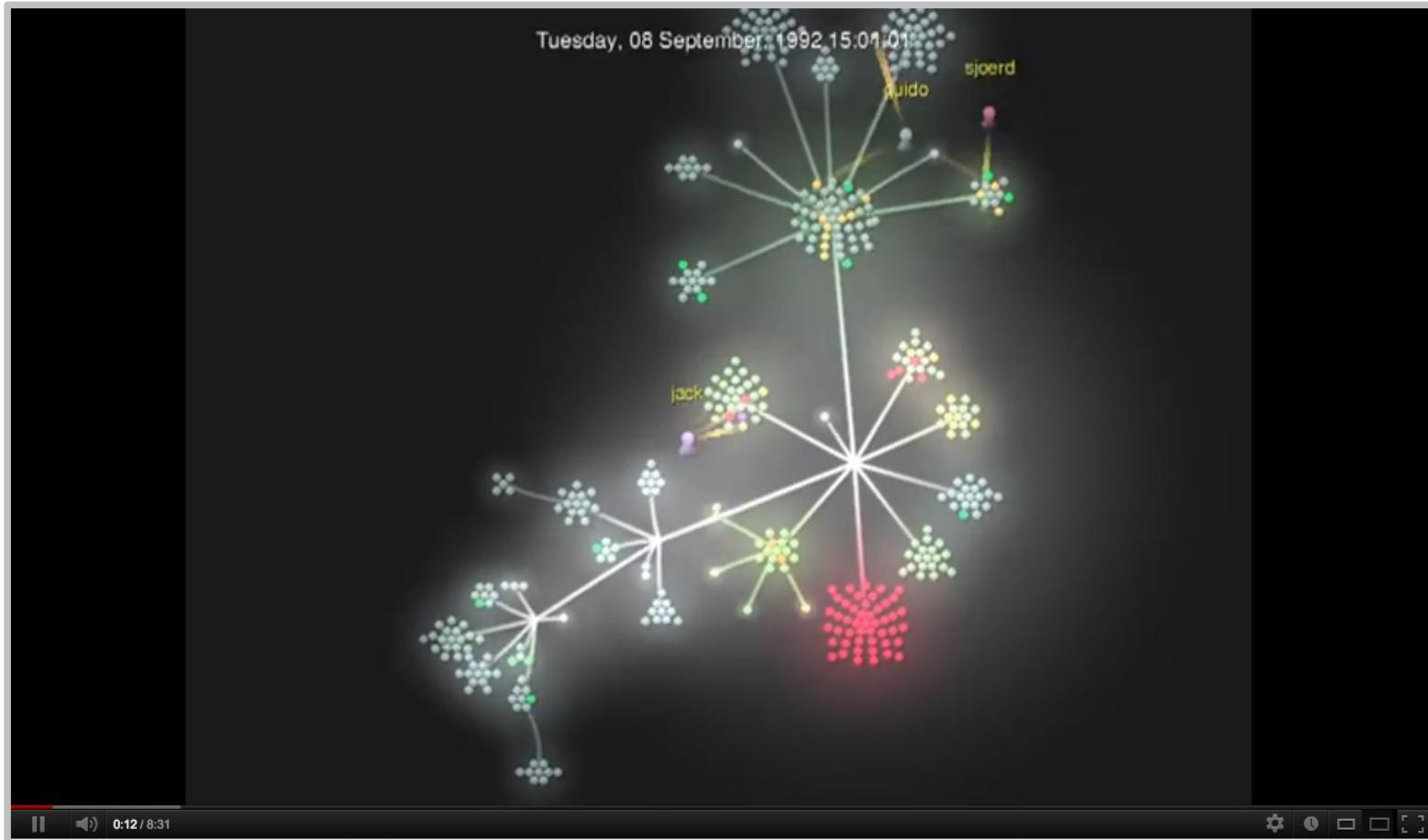
... the big picture of Open Source: the process



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

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

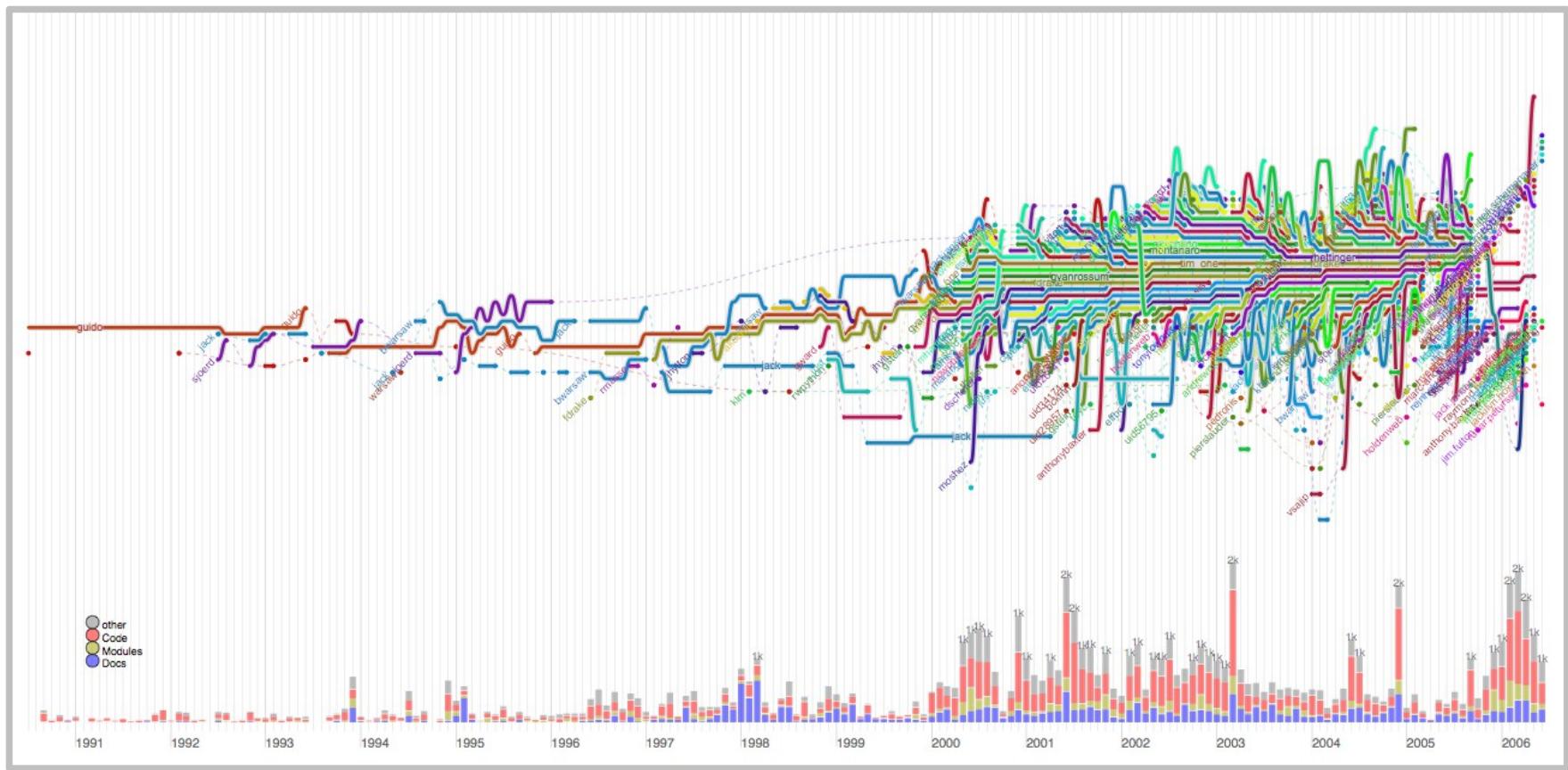
... the big picture of Open Source: the process



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

Source: <http://code.google.com/p/gource/>
<http://youtu.be/aPk1BqK8zI>

... 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

Thank you!!

Massimo Menichinelli
Aalto Media Factory
massimo.menichinelli@aalto.fi

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

