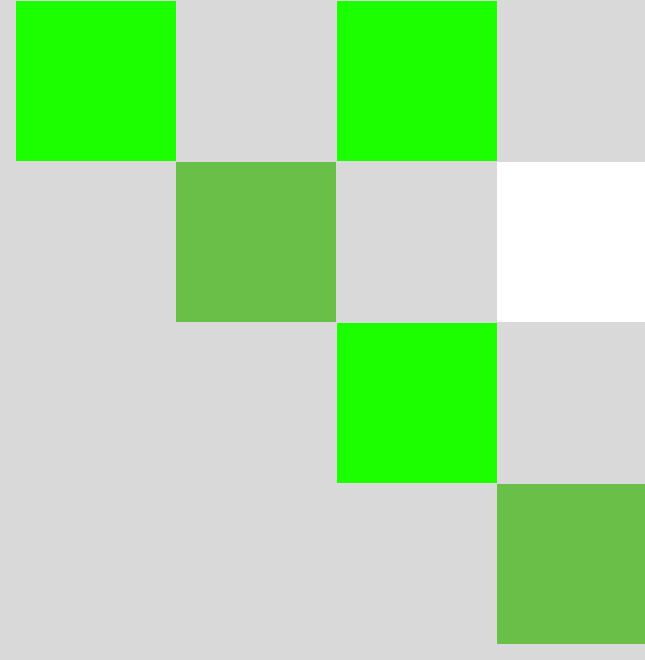


# Speculative Everything

PAULINE BRANDER  
NATALIA NAVARRETE  
SOFÍA OLIVERO  
JUAN CARLOS VERGARA

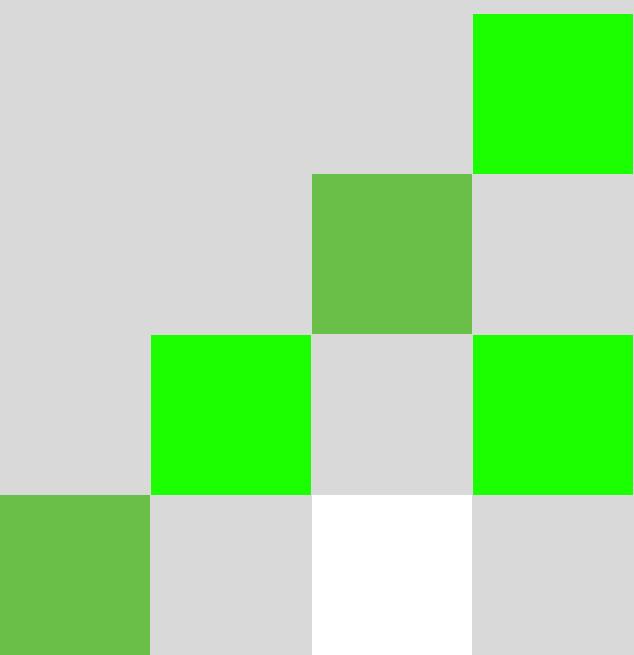


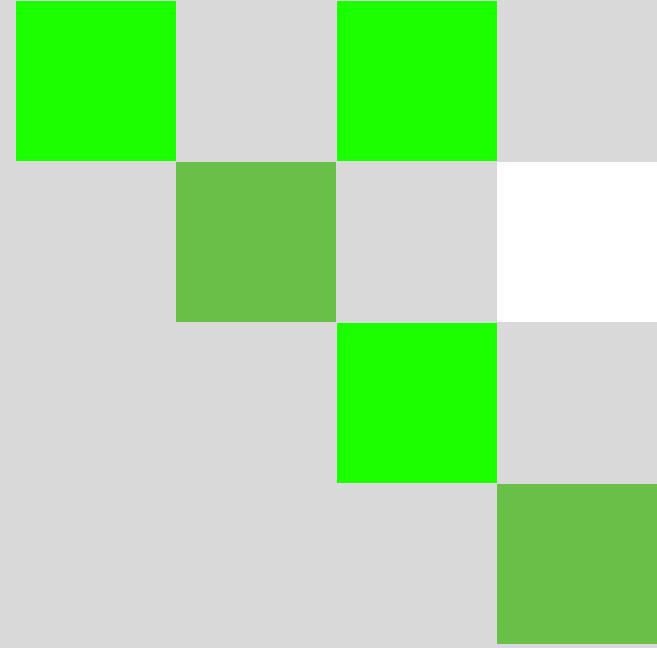
# Introduction

**Anthony Dunne  
y Fiona Raby**



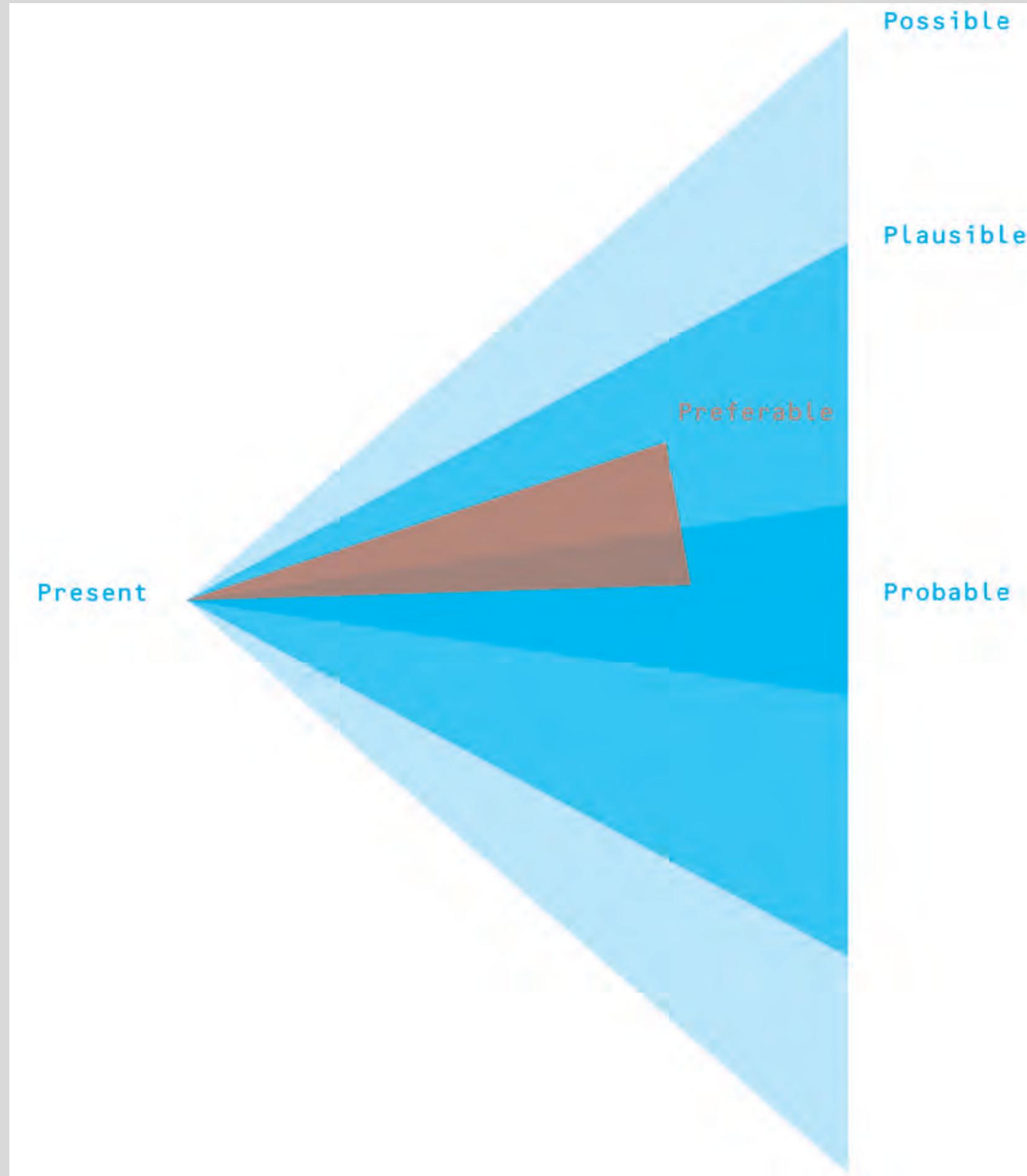
# Beyond Radical Design?





¡Todo  
comienza  
con un  
sueño!

Poder de los  
sueños



# ¿Qué rol juega el diseño?

# Cambios del diseño radical

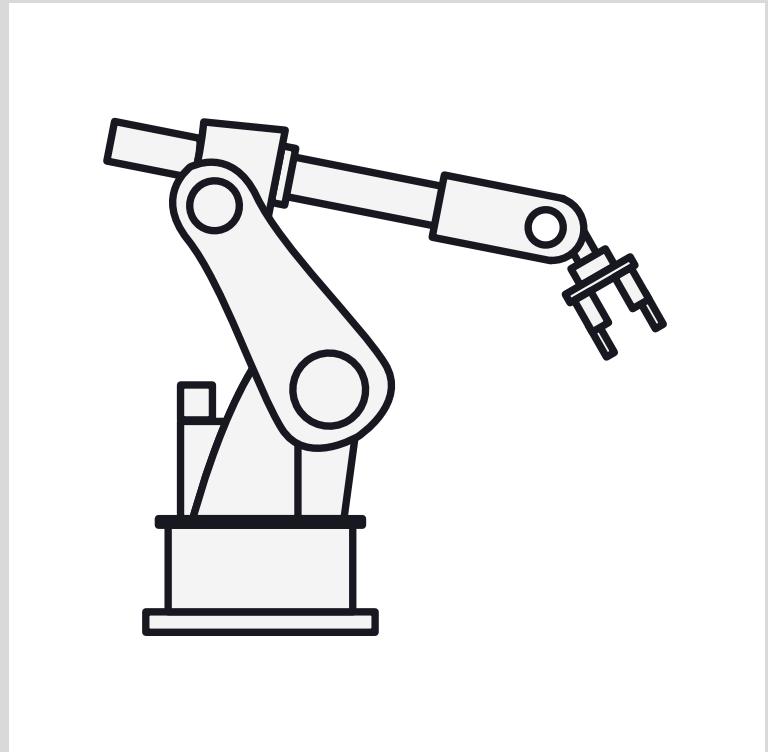
1980



1989



Tecnología



Sueños



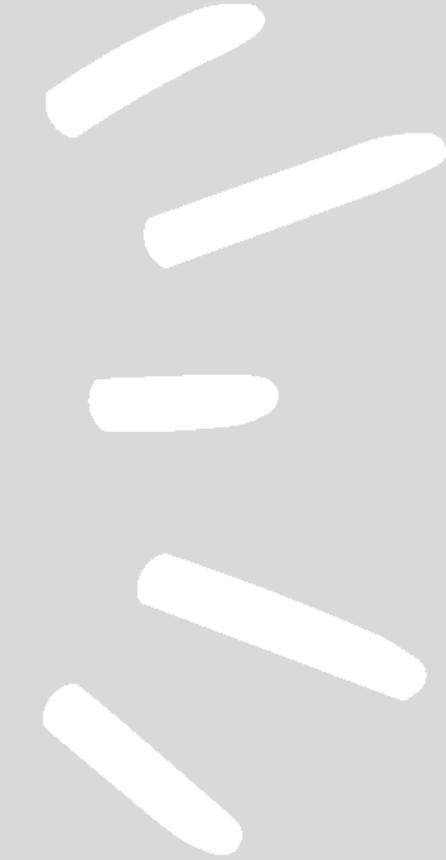
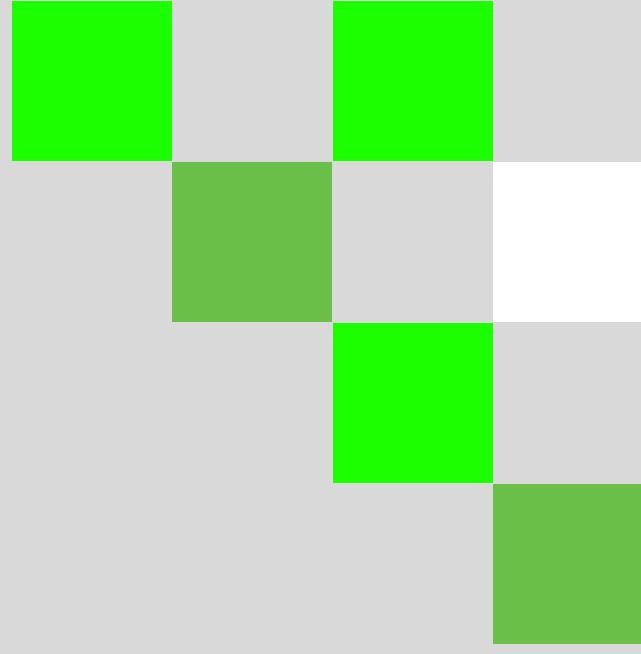
# A Map of Unreality

The diagram illustrates a 'Map of Unreality' with a grid of colored squares. The categories listed on the left side are:

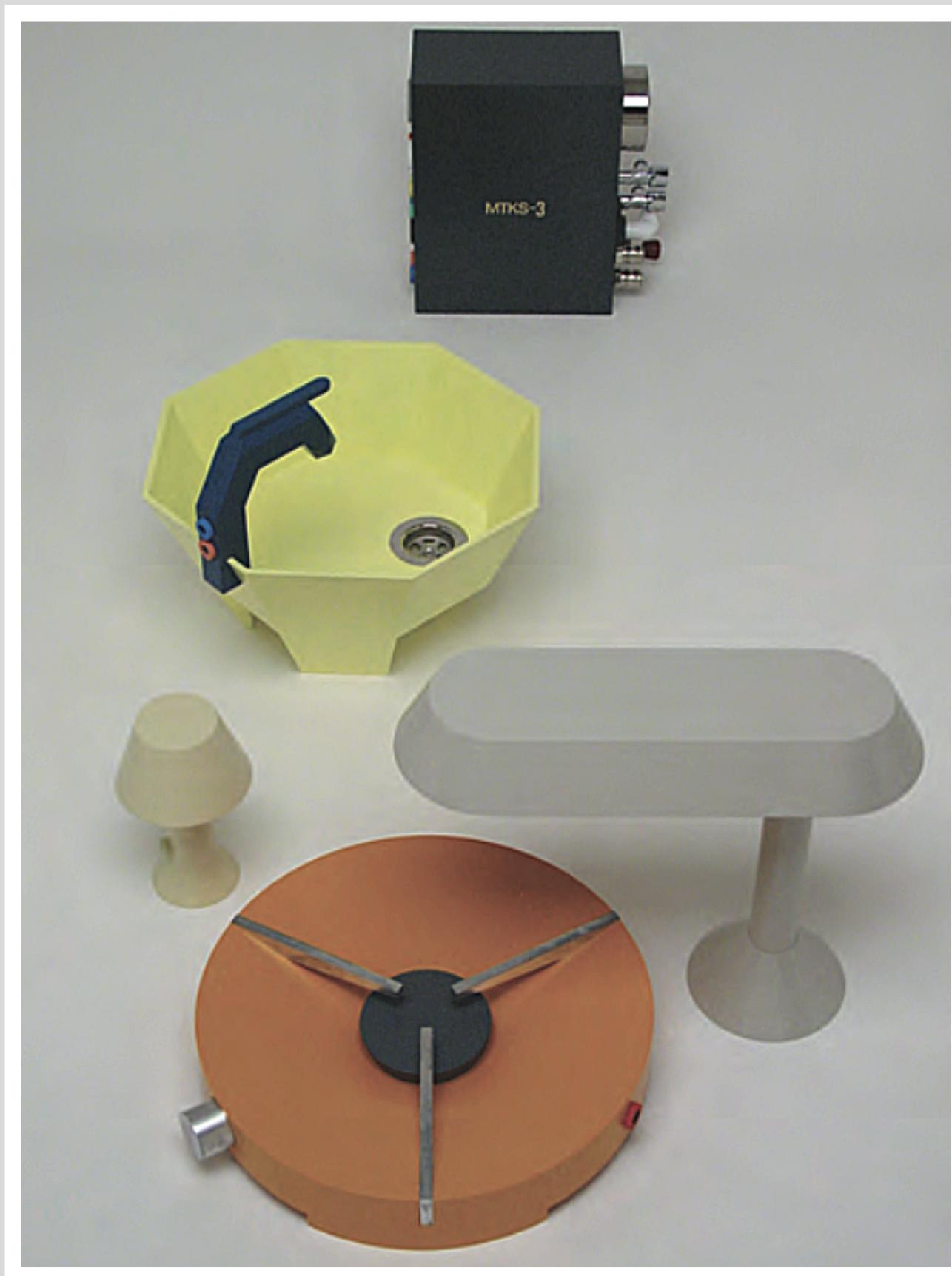
- anti diseño
- diseño radical
- diseño para debate
- diseño interrogativo
- diseño contradictorio**
- diseño crítico
- diseño especulativo
- diseño de ficción
- diseño de futuros

The grid contains the following colors:

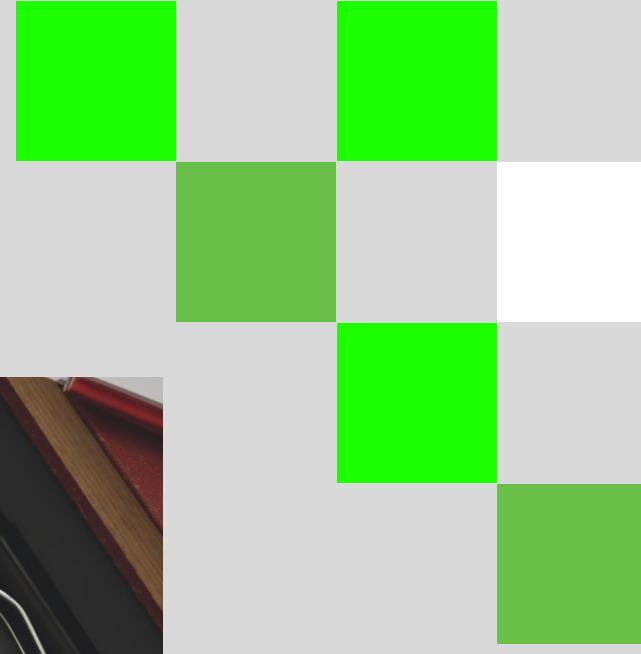
- Red squares: anti diseño, diseño radical, diseño interrogativo, diseño contradictorio, diseño crítico, diseño especulativo.
- Green squares: diseño de ficción, diseño de futuros.
- Orange square: diseño para debate.
- Yellow square: diseño discursivo.
- Grey squares: scattered throughout the grid.

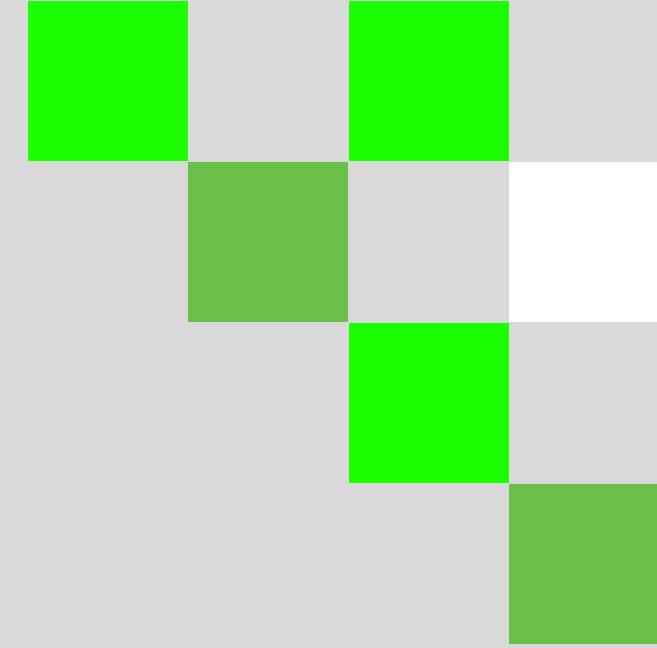


# Diseño Conceptual

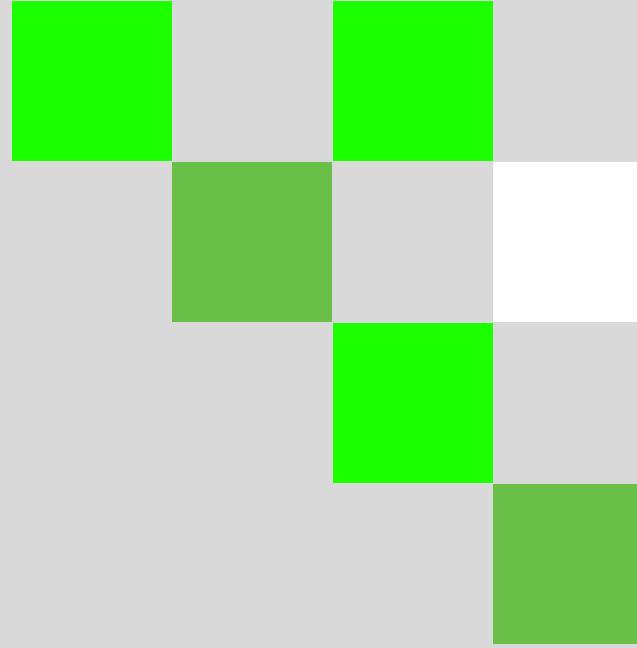


**Martí guixé, MTKS-3:  
The Meta-territorial Kitchen  
System-3, 2003.**





**Metahaven, Facestate, 2011. Photograph by gene Pittman. Photograph courtesy of Walker Art Center.**



# FASHION DESIGN

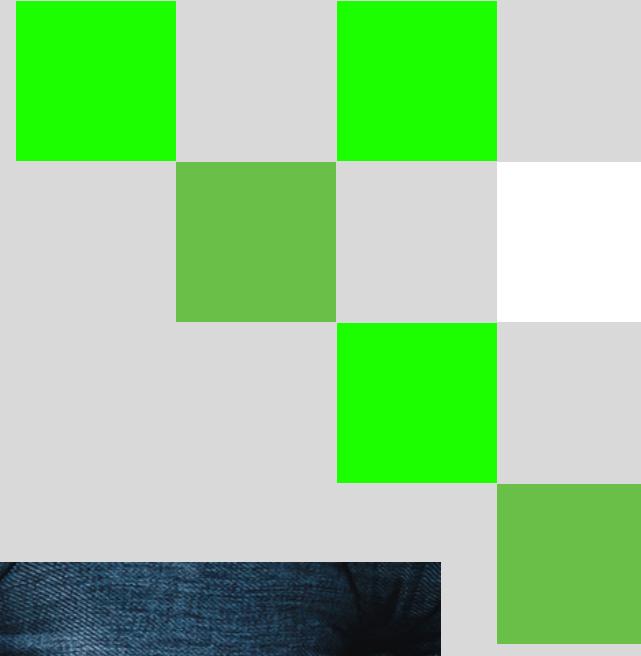




Katharine Hamnett's  
protest t shirts.

Hussein Chalayan, Before  
Minus Now, 2000.





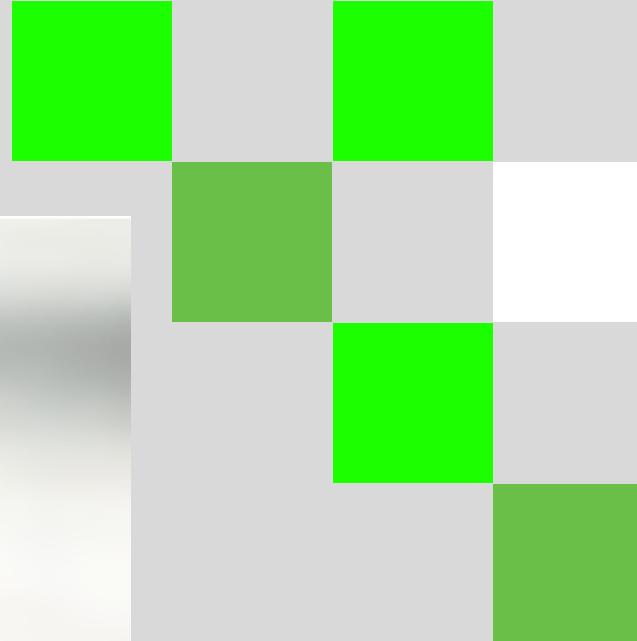


**Martí guixé, Solar Kitchen  
Restaurant for Lapin  
Kulta, 2011.**

**Studio Makkink and  
Bey/Vitra, Slow Car,  
2007.**







Ora Ito, Concept Car, 2010.

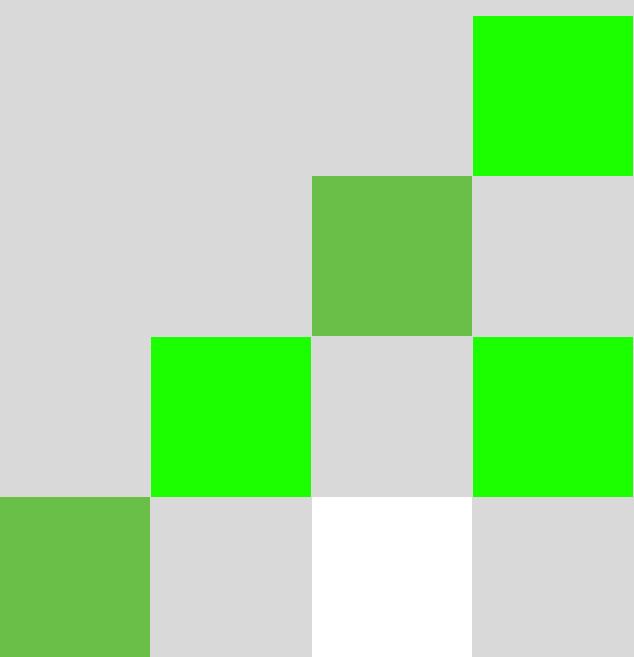


Chris Bangle,  
BMW GINA,  
2008.





# Design as Critique



Diseño Crítico

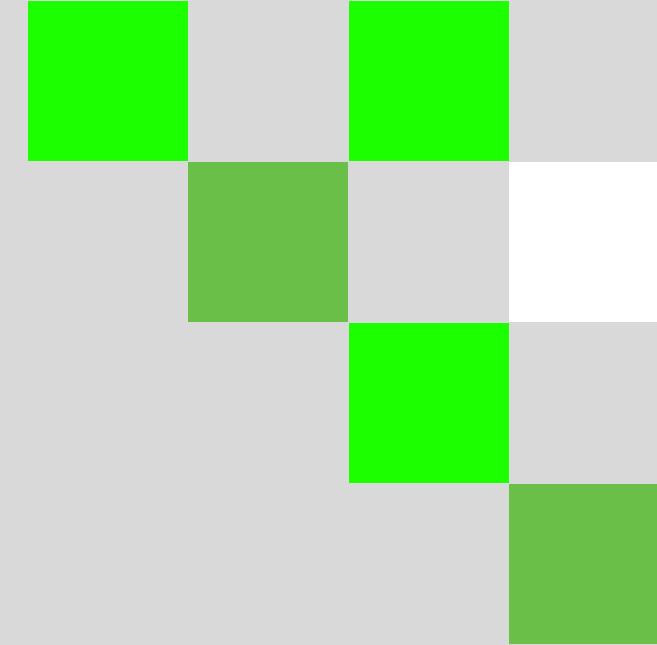


**"Desafiar la forma en la que  
las tecnologías ingresan a  
nuestras vidas**

**Statiscal clock  
DUNNE & RABY , Michael  
Anastassiade**

# "Consumidores más exigentes"



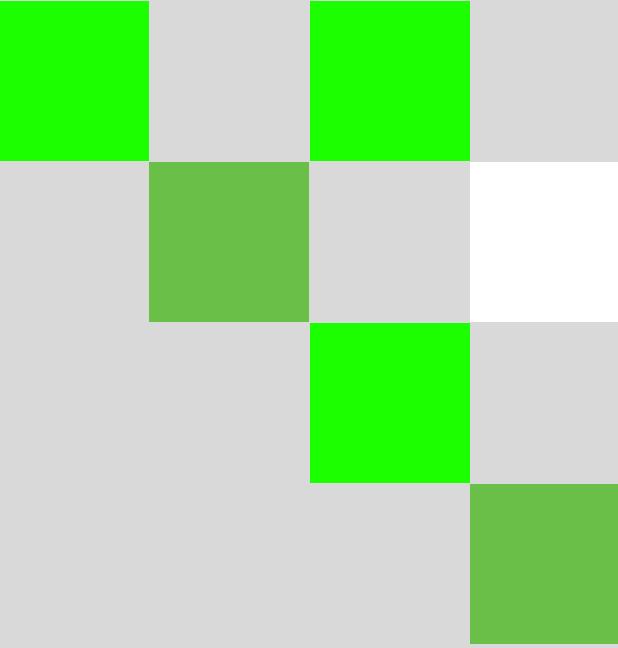


**"El uso positivo de la negatividad"**

**Dunne & Raby and Michael Anastassiades, Huggable Atomic Mushrooms:**

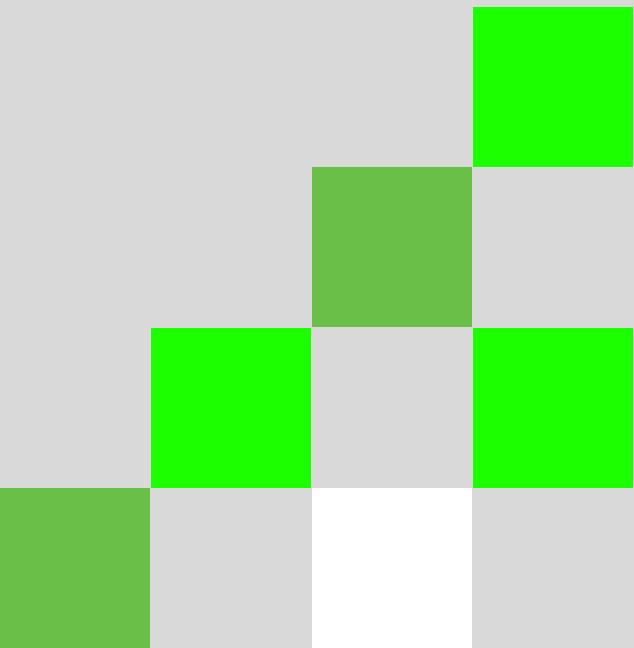


## La Tecnología y El Futuro



**Vivir hasta los  
150 años  
¿Bajo qué costos?**

Consuming  
Monsters: Big,  
perfect, infection





**"¿Estamos preparados para  
tratar a la sociedad como un  
laboratorio vivo como lo  
hacemos con las tecnologías  
digitales?"**



The image shows a smartphone with a black frame and rounded corners, displaying a news article from a digital newspaper. The screen is white with black text and a color photograph. At the top, there are two small red buttons labeled "NACIONAL" and "País". The main title of the article is "Santiaguinos repletan los centros comerciales en el último feriado antes de Navidad" (Santiaguinos fill the commercial centers in the last holiday before Christmas). Below the title, the author's name is Carlos Said and the date and time are 8 DIC 2020 7:40 PM. A color photograph shows a long line of people waiting to enter the Mallplaza Vespucio. The building has a modern design with large glass windows and a red awning for a shop named "SHOPDOG". In the foreground, several people are standing on a paved area. Below the photo, a caption reads: "Una larga fila antecedió el ingreso del Mallplaza Vespucio, mientras el termómetro registraba 31°." (A long line preceded the entry of the Mallplaza Vespucio, while the thermometer registered 31°). The text of the article continues below the caption.

NACIONAL País

## Santiaguinos repletan los centros comerciales en el último feriado antes de Navidad

Carlos Said

8 DIC 2020 7:40 PM

Una larga fila antecedió el ingreso del Mallplaza Vespucio, mientras el termómetro registraba 31°.

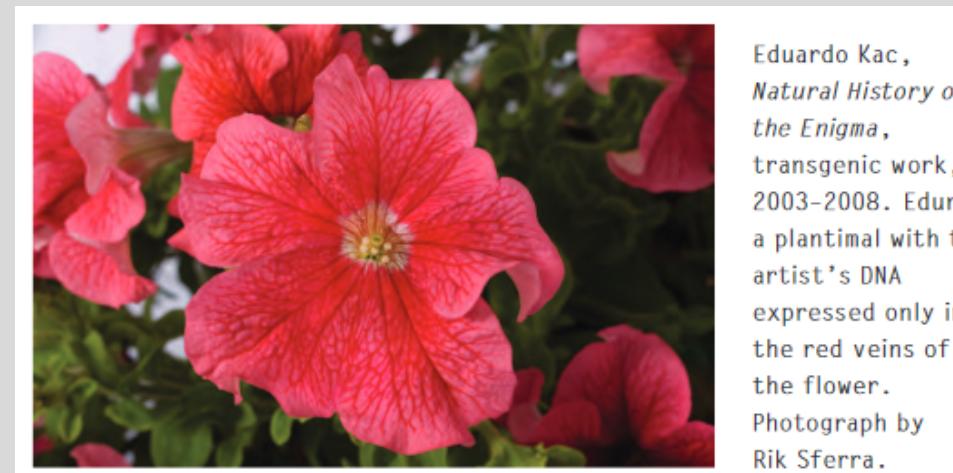
Con el anuncio del retroceso de la Región Metropolitana a la fase de Transición y el retorno de las cuarentenas para los fines de semana, el feriado de hoy se transformó para muchos en la última opción para comprar regalos de Navidad.



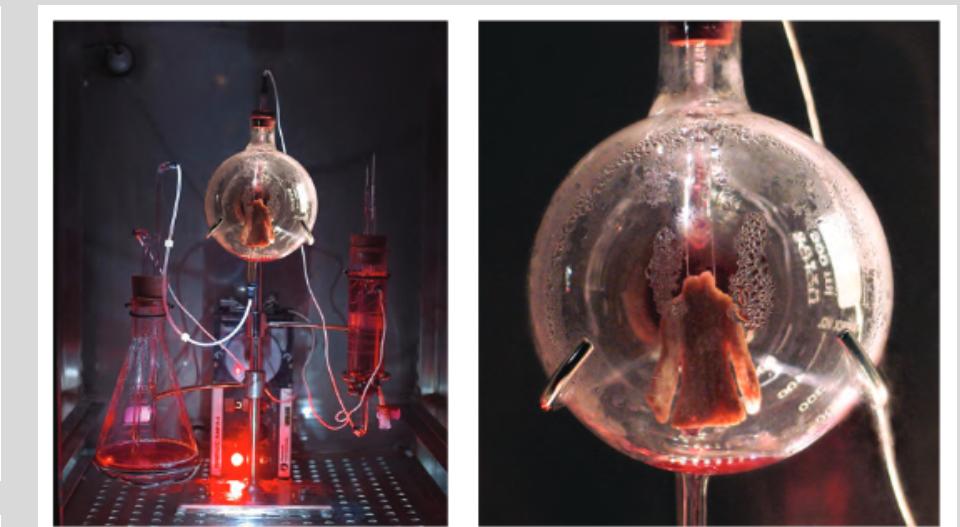
**"El mero acto de comprar  
determina nuestro futuro  
tecnológico"**



Mathieu Lehanneur and David Edwards, *Andrea*, 2009.



Eduardo Kac,  
*Natural History of the Enigma*,  
transgenic work,  
2003-2008. Edunia,  
a plantimal with the  
artist's DNA  
expressed only in  
the red veins of  
the flower.  
Photograph by  
Rik Sferra.



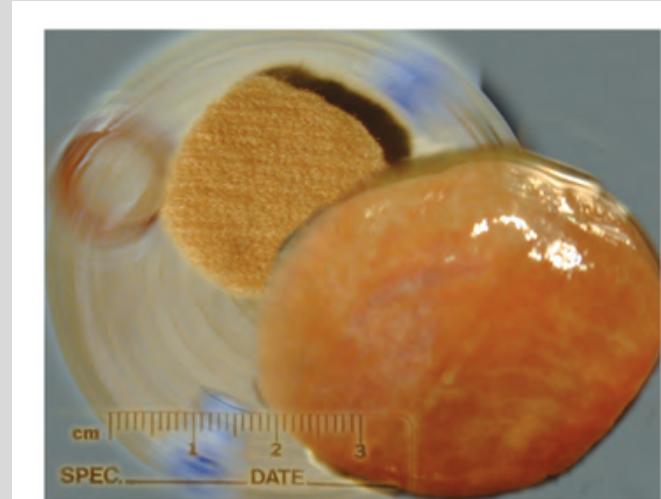
The Tissue Culture and Art Project (Oron Catts and Ionat Zurr), *Victimless Leather: A Prototype of Stitch-less Jacket Grown in a Technoscientific "Body"*, 2004. Biodegradable polymer connective and bone cells. Photograph courtesy of The Artists. Hosted at SymbioticA, The University of Western Australia.



Revital Cohen, *Respiratory Dog*, 2008, from the series *Life Support*.



Veronica Ranner, *Survival Tissue*, 2011, from the series *Biophilia*.



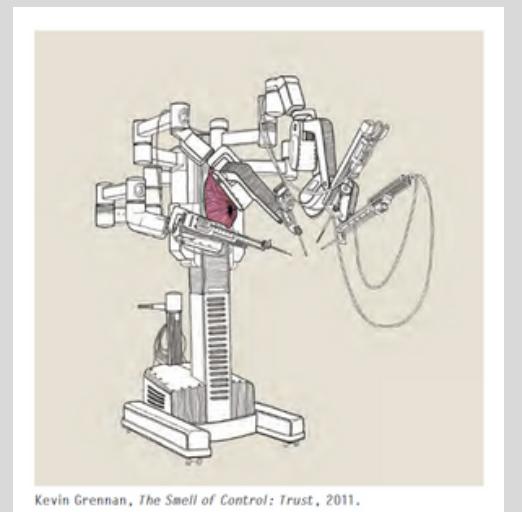
The Tissue Culture and Art Project (Oron Catts and Ionat Zurr), a study for *Disembodied Cuisine*. Pre-natal sheep, skeletal muscle, and degradable PGA polymer scaffold. Photograph courtesy of The Tissue Culture and Art Project (Oron Catts and Ionat Zurr). Hosted at SymbioticA, The Centre of Excellence in Biological Arts, School of Anatomy, Physiology and Human Biology, The University of Western Australia.



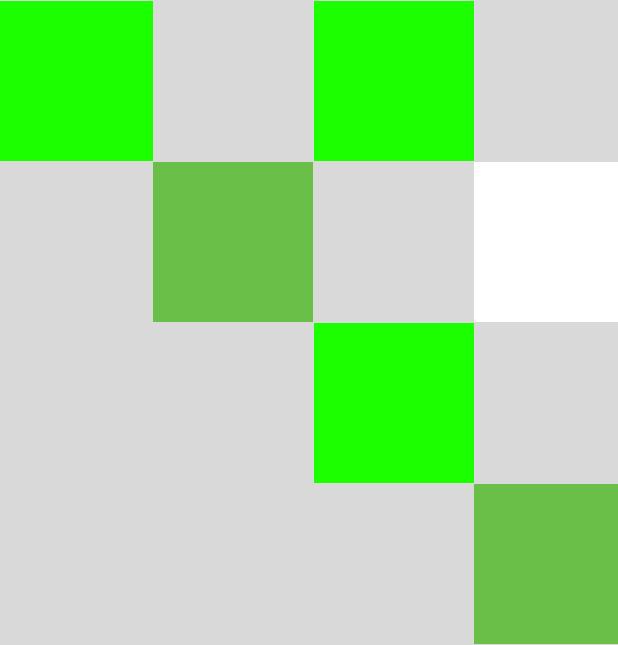
James King, *Dressing the Meat of Tomorrow*, 2006



Ai Hasegawa, *I Wanna Deliver a Shark*, 2012. Photograph by Theo Cook.



Kevin Grennan, *The Smell of Control: Trust*, 2011.



THANK THANK THANK  
YOU! YOU YOU

THANK YOU

THANK YOU

THANK YOU

THANK YOU