

Session I:

Sharing Design Knowledge

**Stimulating social conversation
through co-construction of narratives**

François Jégou & Alok Nandi

Sharing design knowledge challenge...

**from “developing products-services in a
professional project context” ...**

**... to “stimulating social conversations
with *public* in an exhibition context”**

Sharing design knowledge **process...**

from “*scenarios-in-progress*” within a professional discourse...

**... to stimulate “*interactive narratives*”
with large audience**

- **set of rules**
- **rituals of participation**
- **spaces of navigation**

Janet Murray (Hamlet on the Holodeck)

SustEveryday

Triennale di Milano...

...“solutions basket”

Quick il modo di fare Quick è basato sull'accesso facilitato a servizi standard.	Slow il modo di fare Slow è basato da una cura costante verso la qualità	Co-op il modo di fare Co-op è basato sulla cooperazione e l'interspersione collettiva
L'atelier alimentare L'atelier alimentare è dotato di una cucina professionale aperta a tutti i clienti.		
Il negozio tutto-fare Il negozio tutto-fare offre servizi "chiavi in mano" per l'esecuzione dei lavori domestici.		
Il club della connettività Il club della connettività comprende una zona dedicata a postazioni per il lavoro a distanza.		
L'agenzia della mobilità L'agenzia della mobilità dispone di un chiosco in cui si possono comprare i differenti servizi per la mobilità.		
Il laboratorio energetico Il laboratorio energetico permette di effettuare il check-up energetico di un'abitazione.		
La serra abitabile La serra abitabile è un piccolo giardino coperto, ospitato dai tetti degli edifici.		

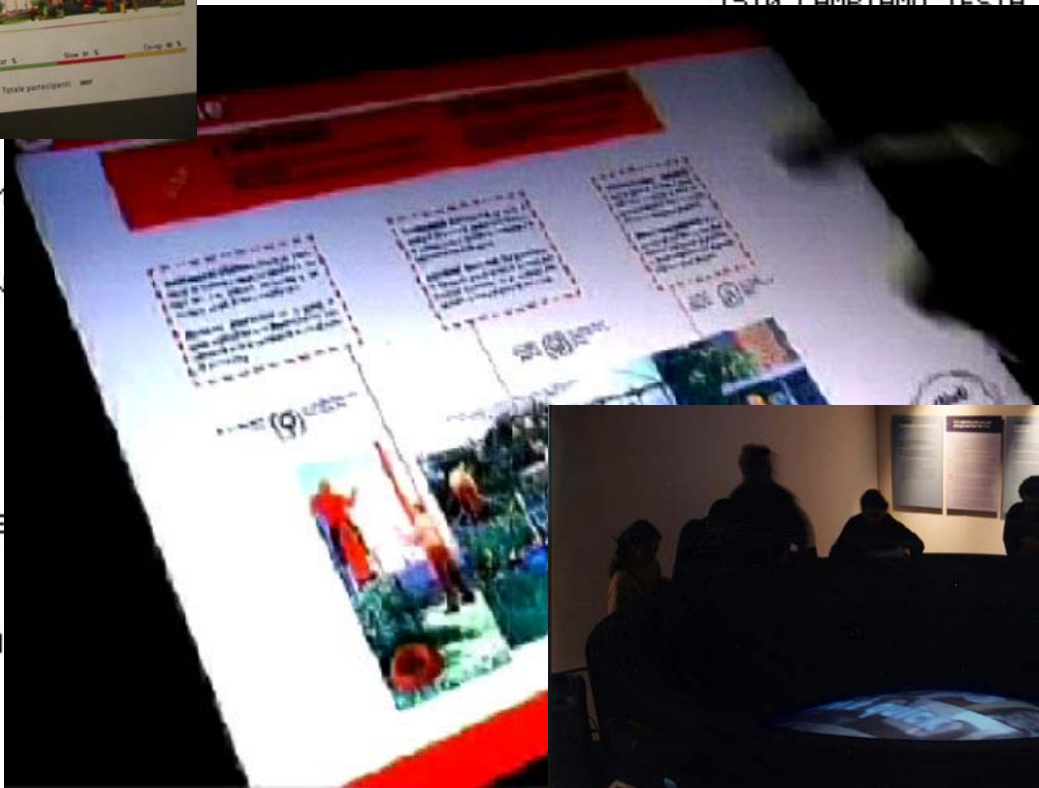




976 CI EDWI TEMPI DI VITA
981 UN MIGLIORAMENTO
984 PER L AMBIENTE E LE PERSONE
989 UN



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1067 RISPARMIO TEMPO OTTIMIZZA
1068 ARIA PULITA RISPARMIO TEM
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1078 A HEALTHIER LLIVING SPAC
1080 VIVA IL PROF. MANZINI
1081 EZIO SEI TUTTI NOI
1084
1085 RISPARMIARE TEMPO DENARO
1091 CURARE LE COSE, ME
1097
1105 ALL SHARING
1107 MANGIARE MEGLIO E CONOSCE
1110 RISPARMIARE I MATERIALI E
1111
1113
1118 NIENTE. AONO DELLE MINCHI
1125
1147 MIGLIORARE L AMBIENTE
1178
1183
1186 RISPARMIO ENERGETICO
1188 CONSUMARE MEGLIO
1189 O INQUINAMENTO
1201
1202
1203 EVITARE SPRECHI DI CIBO E ENERGIA
1205 RENDERE LA CITTA PIU VIVIBILE
1206 RENDERE LW CITTA PIU FACILE DA VIVERE



1453
1457
1458 MIGLIORARE IL MONDO
1460 FAVORIRE IL QUOTIDIANO AOSTENIBILE
1465
1473 GFFFF
1485
1489
1491 SEMPLIFICARE LA VITA
1492 AUMENTARE LA CIVILTA
1493
1507 CAMBIARE IL SISTEMA
1505
1510 CAMBIAMO TESTA

TRAFFICO
RO
RIMENTO ATMOSFERICO

AD ALTRO

CIUTI.

1660
1661

Scenarios des Possibles PASS Brussels... ... “DIY-user research”





COMMENTAIRE

ADOPTER CETTE PROPOSITION DANS VOTRE VIE DE TOUS LES JOURS, CE SERAIT

- UN CHANGEMENT TRÈS IMPORTANT,
- PEU IMPORTANT,
- OU CELA NE REPRÉSENTERAIT PAS DE CHANGEMENT ?

RÉPONDEZ À LA QUESTION EN VOUS DÉPLAÇANT GRÂCE AUX BOUTONS BLEU ET VERT, PUIS VALIDEZ AVEC LE BOUTON ROUGE.



UN CHANGEMENT TRÈS IMPORTANT

PEU IMPORT.

GAUCHE

DROITE

VALIDER

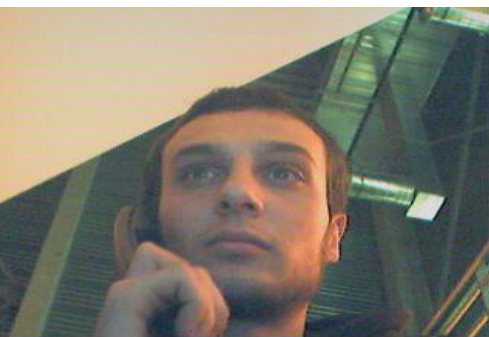
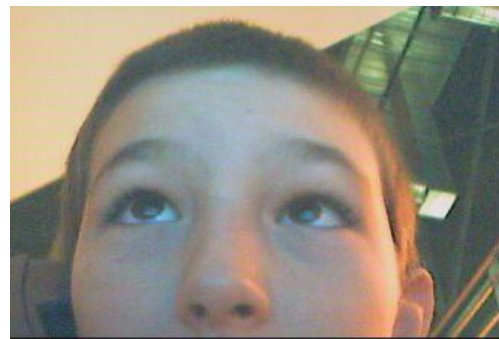
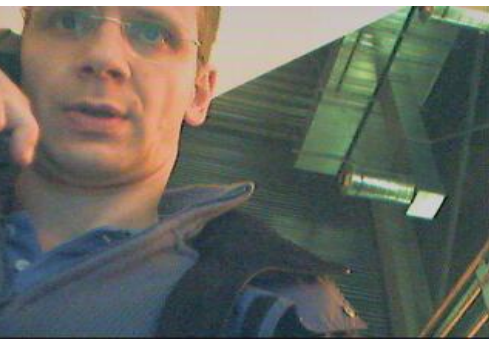
COMMENTAIRE

VOUS AVEZ CHOISI DE COMMENTER LE SCENARIO :

ÉQUIPEMENTS PARTAGÉS



SUITE



Sustainable Everyday Project Beaubourg Paris...

...“narratives repositories”

Clavier de balance fruits et légumes à 18 touches.
En appuyant sur un bouton, le video-scénario correspondant est projeté en grand avec son commentaire sonore.

2. ZONE DE CAS EXISTANTS

Un projecteur diapositives montre les cas existants sur lesquels s'appuient les vidéo-scénarios.

3. ZONE INTERVIEWS VISITEURS

Un écran présente en continue les réactions de visiteurs dans les précédentes présentations des vidéo-scénarios (Triennale en 2003 et PASS en 2004).
Les visiteurs du Centre Pompidou peuvent interagir et laisser à leur tour des remarques, suggestions, commentaires...



Sustainable Everyday Project

This section is a scenario-in-progress... You'll find short movies showing promising solutions in terms of sustainability offered by local [multi-services centres](#). Please comment, react, propose alternatives...

posted [in home](#) | [no comments](#)

How can we prepare food?

The FOOD ATELIER



The Food Atelier is a local multi-service centre combines aspects of a corner shop with those of a neighbourhood restaurant such as "[fresh food of the day](#)", "[food tasting group](#)", "[kitchen club](#)". Click on each solutions to download a short movie presentation and post your comments...

posted [in home](#) | [no comments](#)

How can we take care of our houses and things?

The HANDYMAN SHOP



The Handyman Shop is a local multi-service centre combines aspects of neighbourhood convenience store and a do-it-yourself shop such as "[wardrobe service](#)", "[object clinic](#)", "[mutual help](#)". Click on each solutions to download a short movie presentation and post your comments...

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How can we work and study?

The CONNECTIVITY CLUB



The [Sustainable Everyday Project](#) presents a catalogue of cases of social innovation promising in terms of sustainability, and proposes a series of scenarios-in-progress to stimulate social conversation...



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[no comments](#)

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Skyblog : Ajouter un commentaire

Sustainable Everyday Project

NAME:

ACTIVITY:

EMAIL:

WHAT DO YOU THINK INTERESTING IN THESE SOLUTIONS?

WHAT KIND OF PROBLEM DO YOU SEE?

WHAT KIND OF IMPROVEMENT DO YOU SUGGEST?

PUBLISH...

posted in home | no comments

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see you at...

www.sustainable-everyday.net

