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New roles for design and designers...

Christian Guellerin

President of Cumulus



Design, green economy and globalisation

"The new industrial and commercial balance of the world, the green and sustainable economy, the management of a new social intelligence around networks are the principal stakes on which "globalisation of the economy and trade" will be dictated. Designers will be the major actors to study and respond to the profound changes in which products and services will be conceived, sold and consumed. It seems likely that they will play a strategic role in the companies that need to develop. Many of them will have to adapt, mutate, and change their line of business if they wish to continue to live through the evolution and the industrial reorganisation. The socio-economic importance of the approach to creation and innovation in the global context follows the era of total quality: it is no longer a matter of "doing even better what we already know how to do" but doing by creating "the unknown from the known" in order to create new situations on a greater and sustainable level. This is probably how we should reconsider the industrial paradigms of western economies faced with globalisation. It is up to GM, Ford, and Renault to reflect logically and strategically on what they could produce as long as it is not cars."

(Abstract of lecture – Cumulus conference in London - 2009)

Design and identity

"...I do feel that the successful schools of design and creation will be the ones which will manage the best the relationships "research – education – ties with companies", with the responsibility to replace the economy at the service of the human being, with all the sociological aspects, in a sense of progress for all.

To be strong and solid, this trilogy “research – education – economy” will be necessarily based on social and economical opportunities of course, but either on strong roots, strong values, strong identities, strong singularities, in a word “a strong culture.../...

...The future is big specially for the design schools, which are the display window of the culture of a nation. We may be proud of the richness of our differences because as Nietzsche already observed so well “boredom is born out of uniformity”. Because we are different, because we don’t laugh at the same jokes, let’s play design together .
(Abstract of lecture – Cumulus Conference in Zurich - 2008)

Thanks to Cumulus, to Tongji University in Shanghai and to all the persons who have made this exhibition possible, thanks to give us the chance to promote the talent of our students, their difference, their identity and what are their projects for a better future: We are proud of their work. They may be proud of them.

C. G. F. F. F.

CUMULUS-TONGJI!

Prof. PEI Gang

President of Tongji University



From the intra-structure of a single cell, to the vast infrastructure of a city, human beings have an intrinsic, encompassing interest in design that pervades all activities throughout our lifetime. As a scientist in Life Science, I have extraordinary passion for the way humans interact with their environment, and the great curiosity for how design influence our life?

The 21st Century will undoubtedly be a century of design and innovation. The new era needs new design. The transition from “design doing” to “design thinking” has successfully connected design with the majority of people and crossed the boundary of culture and disciplines. With the current global ecological crisis, design must assume the new mission and new role for a new ways of development. To achieve this and even go further, international, transcultural and interdisciplinary collaboration become upmost important.

I therefore appreciate and fully support Cumulus as a universal platform for promoting international and trans-cultural communications in design education, research and practice areas throughout the world. Cumulus has played a crucial part in the promotion of global design education towards sustainability, human-centricity, and social innovation, all of which are becoming crucial issues increasingly.

China is now undergoing the transformation from “made-in-China” to “created-in-China”. I strongly believe that design can and should play a leading role in this great transition. This is the reason why Tongji University announced the College of Design and Innovation one year ago. The new college aims to become a leading one in the field of design for sustainability and social innovation. It will integrate design, economy and technology together to promote a paradigm shift of development for our country within the scenario of globalization.

This September, Tongji University will host the Cumulus Conference during World EXPO 2010. I'd like to take this great opportunity to welcome all of the Cumulus members throughout the world to visit Shanghai, visit World Expo, and participate in Cumulus Shanghai Conference to celebrate the 20th anniversary of Cumulus!

Cumulus means accumulation, while Tongji in Chinese means cooperative advance. Therefore, CUMULUS-TONGJI stands for gathering together with a common goal and work together to achieve a great success! I'd like to use this phrase as the greeting for CUMULUS 20th anniversary publication and also for our better future!



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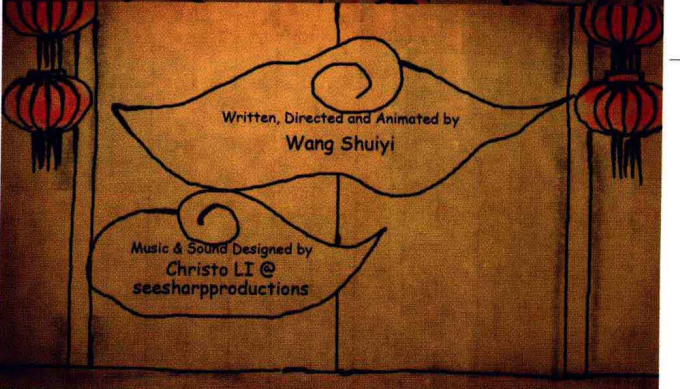
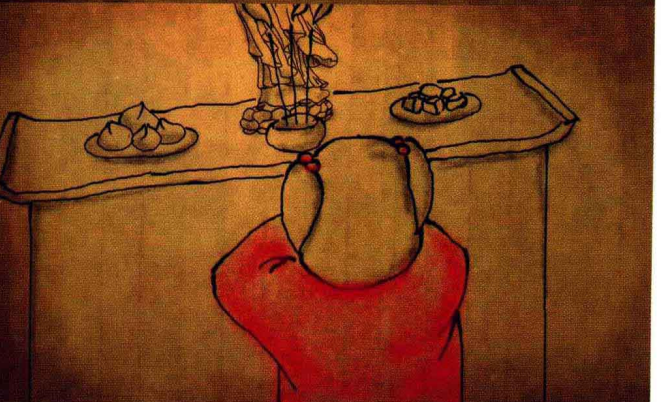
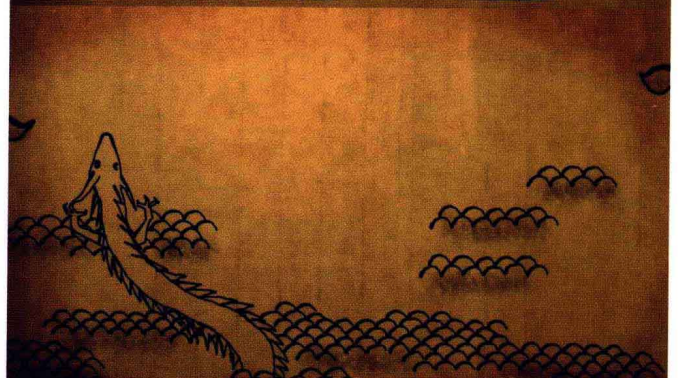
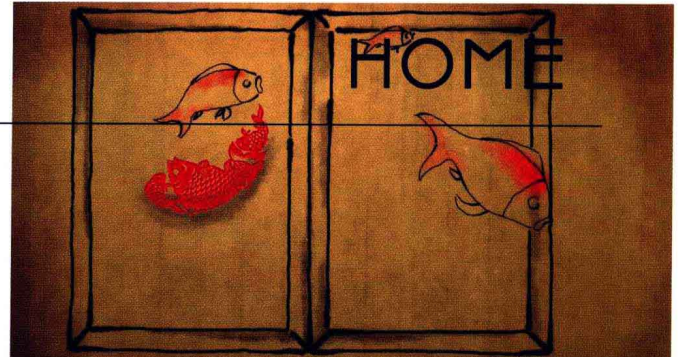
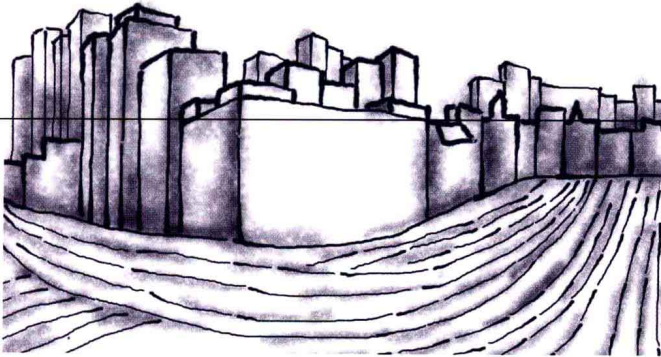
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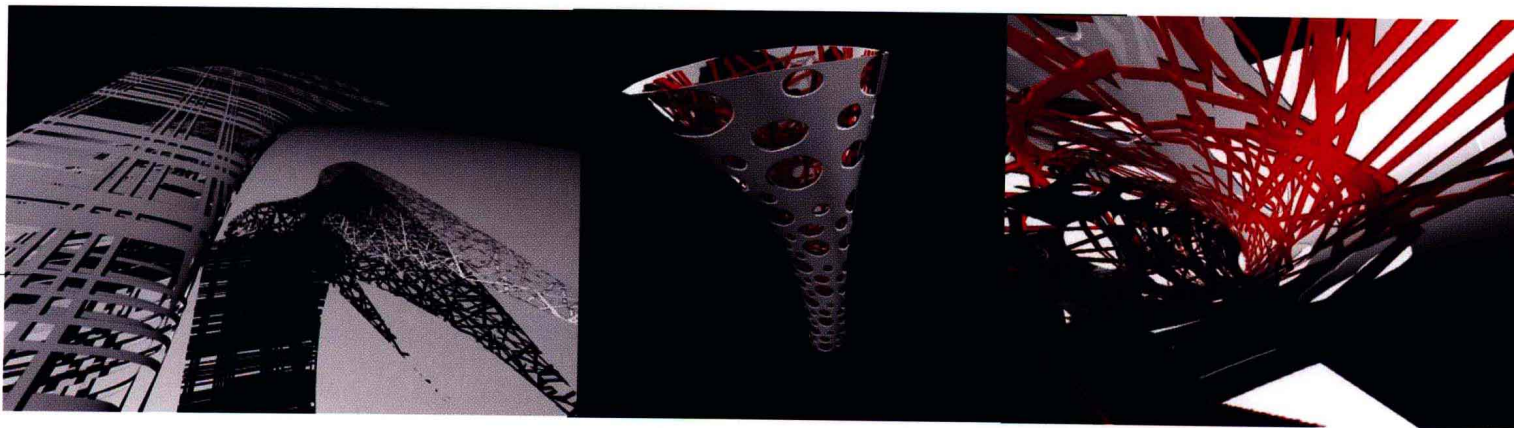
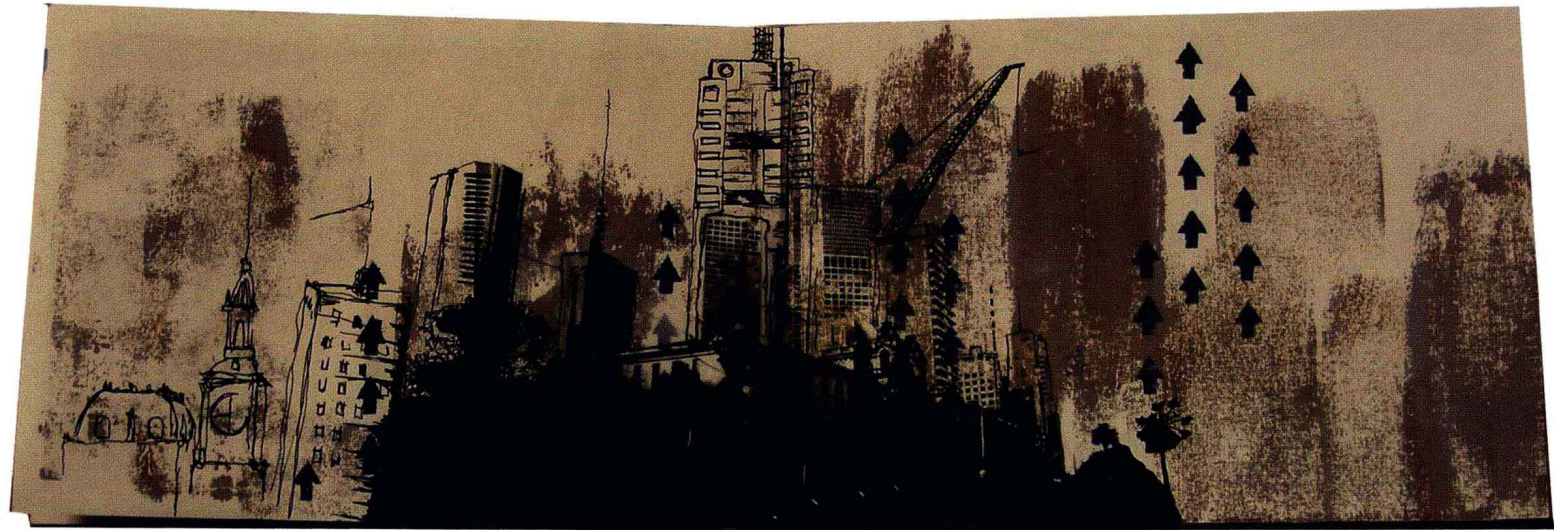


Royal Melbourne Institute of Technology, Australia

Amy Carr Bottomley

ORIGAMIC TEXTILES

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Royal Melbourne Institute of Technology, Australia

Pia Interlandi

DRESSING DEATH GARMENTS FOR THE GRAVE



Royal Melbourne Institute of Technology, Australia

Humphries Georgina

PICNIC

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Royal Melbourne Institute of Technology, Australia

Lo Him

FINE ART



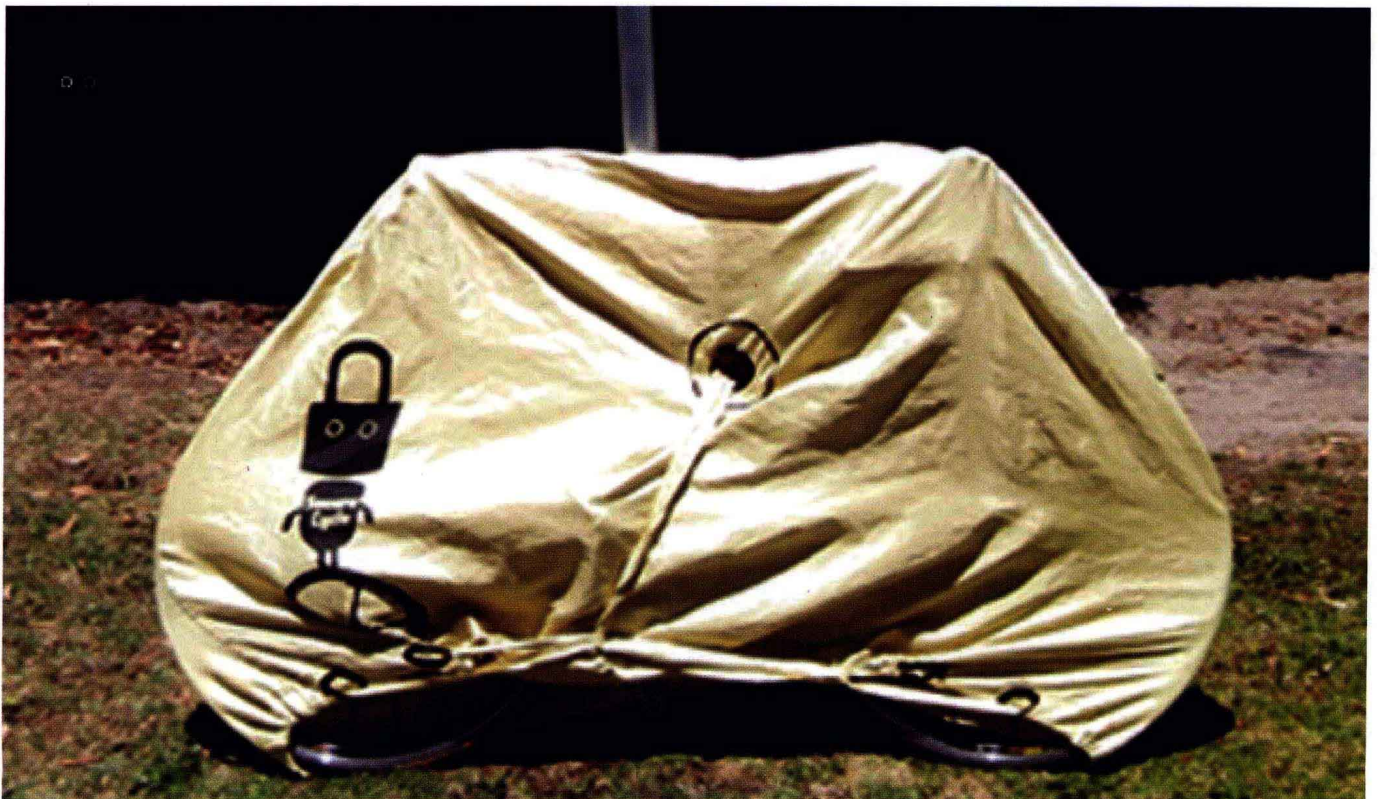
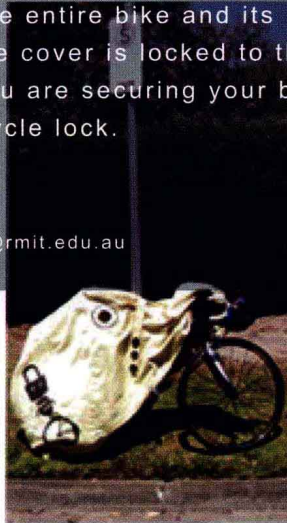
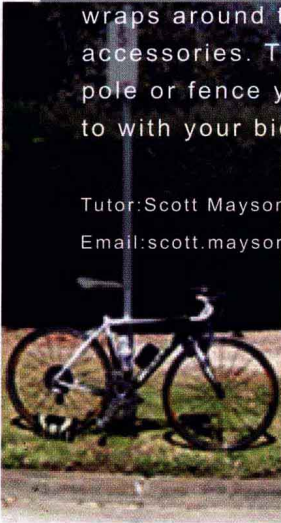
Mc Bride Jen

INDUSTRIAL DESIGN

Secure cycle is a slash proof, waterproof bicycle cover made of synthetic fibre that wraps around the entire bike and its accessories. The cover is locked to the pole or fence you are securing your bike to with your bicycle lock.

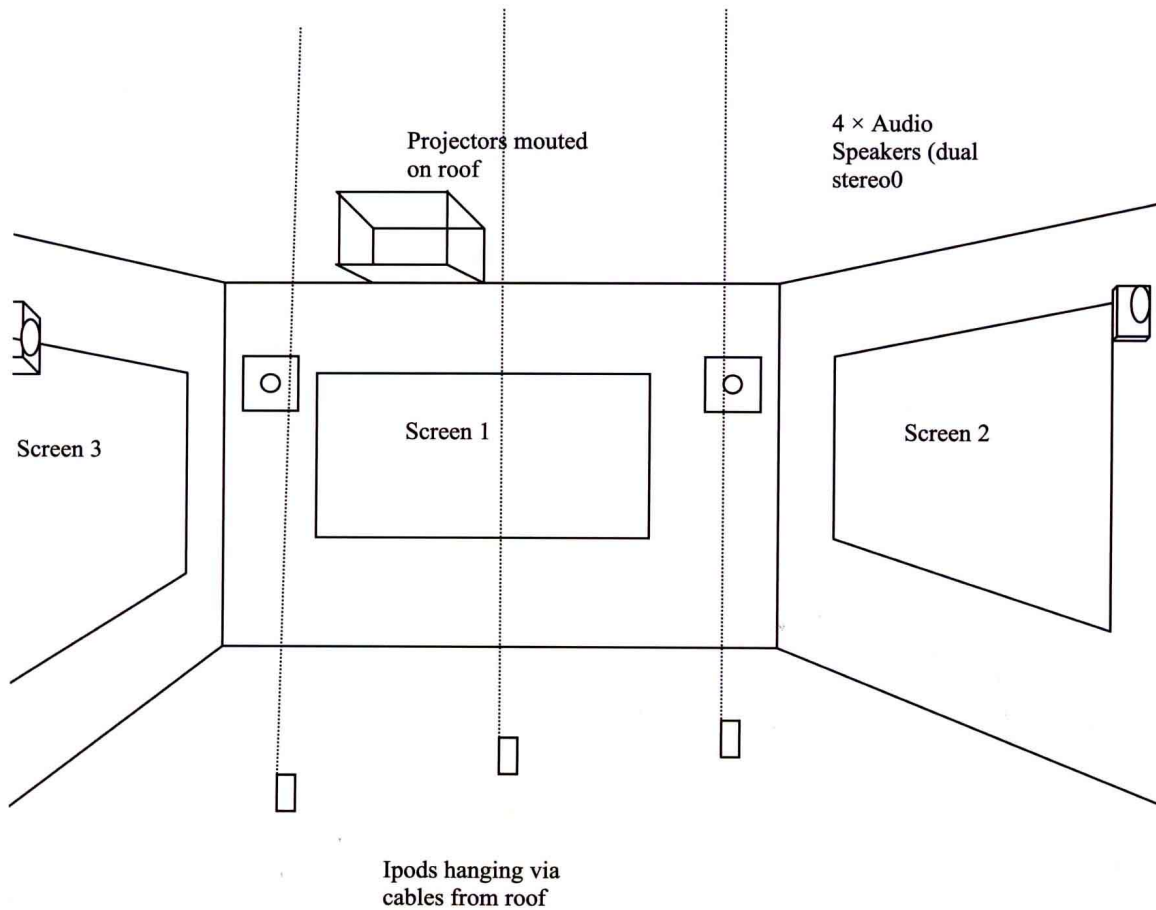
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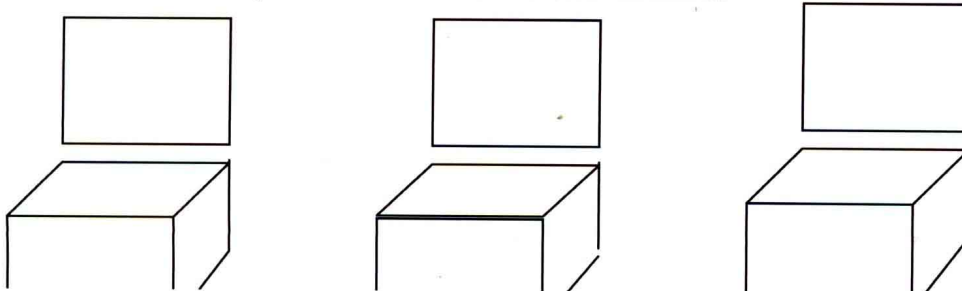


Batty Joshua

RELEVANT



Computers 3x Imacs and wireless router/audiomixer



Royal Melbourne Institute of Technology, Australia

Group Project

DIY CITY

This group project considers how Do it Yourself DIY practice can facilitate in the design of the public environment of the city. DIY is done by people and for people. It is an eminently sustainable practice, and one that could promote the longed for but elusive condition of community. Can a reconsidered 'Do-It-Yourself' practice contribute to sustainable communities by empowering and co-opting people into the process of change and growth? How can the designer not be marginalized in this process? Our context is the marginalized suburban-rural fringe of Melbourne in the coastal town of Hastings. We have considered how a redefinition of DIY

design can contribute to solving intractable problems of homelessness, limited education and vandalism and crime. Methods of self-build, community build, pre-fabrication and employment and training initiatives are considered for their ability to use technologies and systems which could co-opt people into building alternate and socially sustainable futures.

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Group Project

CHARTED KOSOVO

This group project investigates proposals for the renewal of urban, economic and community infrastructure in post-war Kosovo, with a focus on sustainable development models. High rates of population growth present a challenge for Kosovo as demand on resources such as food, services and infrastructure increases. There is a trend toward growth in the cities of Kosovo leading to depopulation in rural villages. At the same time urban sprawl threatens to engulf the whole country with illegal settlements and the increasing dominance of the car. The challenge was to compile and condense research data on Kosovo; to simplify information and convey it via graphical means of expression. Investigations ranged from

the socio-political to the geo-political from infrastructure to capital. The goal was to communicate the maximum message through minimal means: a single urban concept. Students developed 'Urban network concept' diagrams as well as propositional 'Macro Spatial Plans' integrating parameters of mobility, density and infrastructure with variables derived from researched investigations.

Member:Maxted Juliet;

Symington Emma;

Camerota Christopher;

Hajko John;

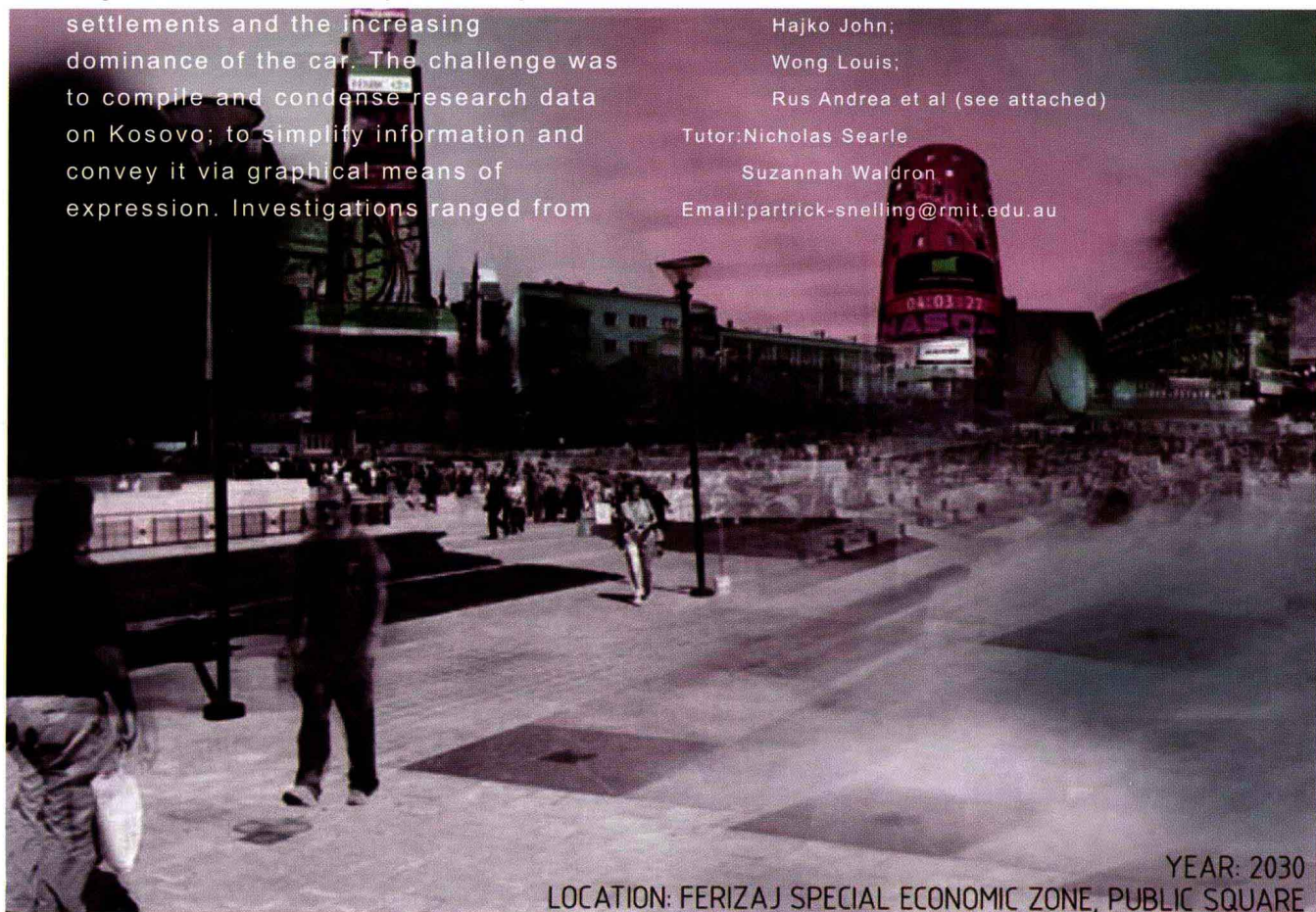
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YEAR: 2030

LOCATION: FERIZAJ SPECIAL ECONOMIC ZONE, PUBLIC SQUARE