CREATIVE LAB SINCE 1997 - TALENT ACCELERATORS

AD!DICT

INSPIRATION BOOK - SEPT|OCT|NOV|DEC 2008 #29

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VISION LINES 20...
Lab Project Id: 81

SCENARIOS...

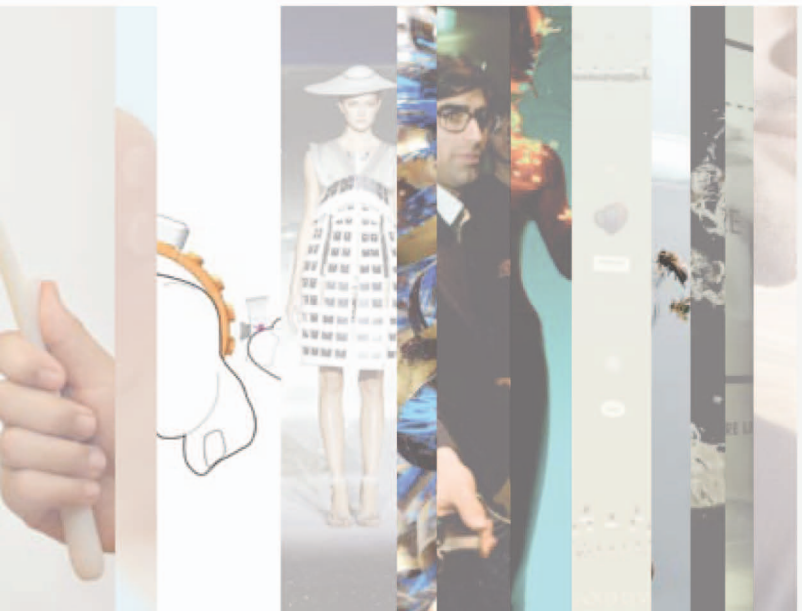
Media available to the large public are filled with both optimistic and catastrophic visions on nanotechnologies... Everything and its contrary seems to be possible... Nanotechnology products reaching the consumer market seem to have only the claim of being so in common, but nothing really recognizable by mainstream users. The readability of nanotechnologies from a down stream point of view for 'normal' people is fuzzy and misleading...

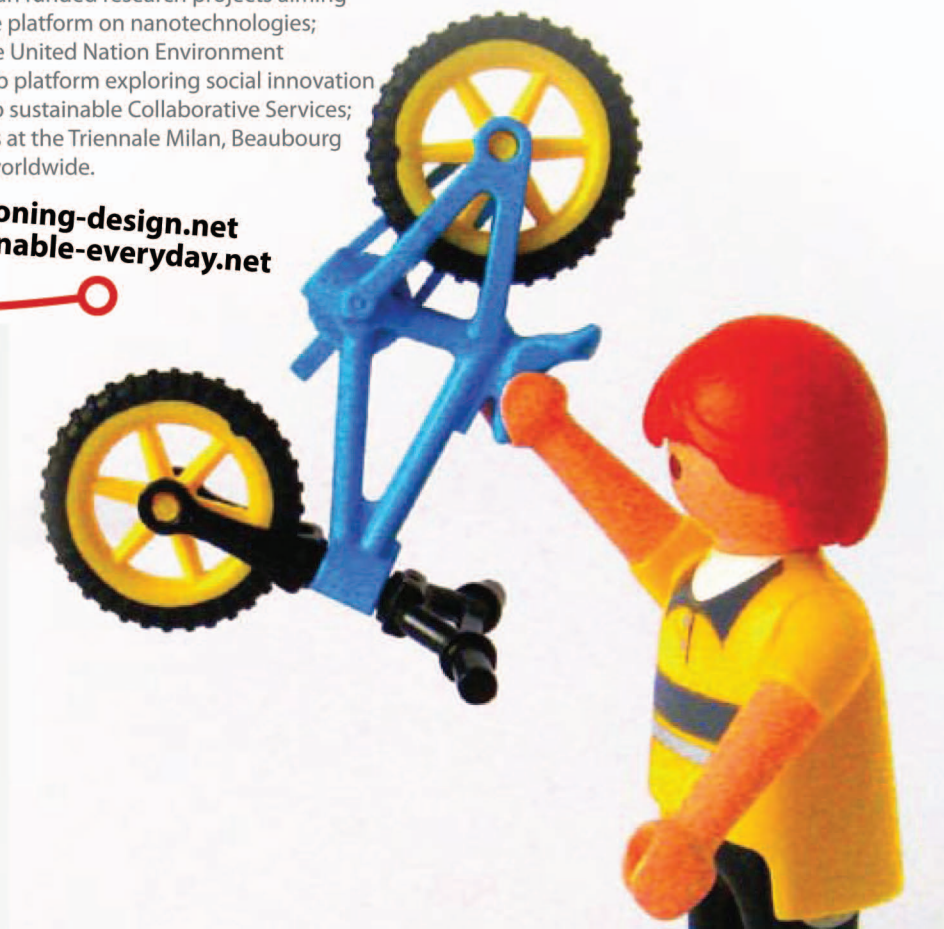
Can we enable these users to shape their own point of view?
Can we build some tangible scenarios between Wonderworld and Apocaliptia?
Can we foster social conversation in between probability of occurrence and grade of desirability of these scenarios?
Can we try to draw lines between dreams and reality, fear and hope... and support the difficult dialogue toward taking responsibility?

Strategic Design Scenarios
François Jégou, Sara Girardi, Paola Paleari, Giulia Durante

Strategic Design Scenarios is a design consultancy based in Brussels and specialised in participative scenario building supporting individuals, companies and institutions in imagining visions, organising foresight, projecting contrasted scenarios, visualising them through images and movies to stimulate strategic conversation about opportunities and threats... SDS is involved in research, education and definition of new products and services mostly focussing sustainable development and new technologies. Main on-going projects are: Nanoplat European funded research projects aiming at the construction of a European deliberative platform on nanotechnologies; Global Survey on Sustainable Lifestyles for the United Nation Environment Programme; Sustainable Everyday Project web platform exploring social innovation to identify Creative Communities and develop sustainable Collaborative Services; a series of exhibitions on sustainable lifestyles at the Triennale Milan, Beaubourg Paris, EcoProduct Tokyo and other locations worldwide.

www.solutioning-design.net
www.sustainable-everyday.net





PROJECT...

In the concept of upstream-communication, the idea is to gather feedback from final users of new technology in order to try and gear technology development at R&D level and at early stages of the value chain.
VISION LINES 20 starts with possible applications of the nanotechnologies in our future daily life: 20 ideas projecting current futuristic anticipations in the details of our domesticity...

20 experts of nanotechnologies were asked to assess their probability of occurrence within an horizon of time of 20 years. The average of their evaluations draws a tentative line between what is likely to become true on market within this time span and what will still be at that time a theoretical hypothesis, fuzzy science fiction or even something conceptually impossible...

20 users were also asked to assess the hypothetic applications in term of interest. The average of their answers draws a second tentative line between what seems to be a desirable product and what looks useless, risky or to be avoided...

Between those 20 applications, the line of probability of occurrence will meet the line of desirability of application... They will define four different areas of 'cautions', 'aspirations', 'conflicts' and 'concerns'.

PERFECT KITCHEN TABLE
research stream in nanotech: anti bacterial, self- healing materials...
...tables top and counters in the kitchen resists to dicing and slicing food while no aromas and germs are passed to the next preparation...

ORGANIC FOOD TESTING LABELS
research stream in nanotech: responsive materials to pesticides and fertilisers...
...organic food is certified by tiny analysing labels that check through the skin of fruits and vegetable the levels of pesticides and fertilisers they contain...

GLOWING WALLPAPER
research stream in nanotech: cheaper and cleaner light...
...wallpaper emitting light is available to cover walls and furniture surfaces and provide a diffused low consumption ambient light just where it is needed...

PAPER eBOOK
research stream in nanotech: magnetic bicoloured nano-particles...
...a dozen of paper e-books made of reprintable e-paper allow a family to download and read new novels and magazines..

SELF-CLEANING SANITARIES
research stream in nanotech: self-cleaning surfaces...
...sinks, baths and toilets are made with self cleaning materials so that if properly handle weekly with a wet special soft sponge don't need any detergent based cleaning...

CAUTIONS

The artefacts that appear both desirable and feasible will not be questioned before they become true: they should be watched carefully...

FOOD PRESERVERS
research stream in nanotech: air tight pack, no germs surfaces...
...a range of kitchen films, bags and containers allow to extend fresh food life and preserve remaining foods to reduce impact of food mismanagment...

WEARABLE BIKE:
research stream in nanotech: more resistant and lighter materials...
...a bicycle is now a matter of only some kilograms... and people often carry on some foldable model in their bags as they do with umbrellas to use them incase of short distance to travel in the city...

CAR-WASH&RENEW
research stream in nanotech: shape-memory, self-healing materials ...
...bumps and scratches on cars can be easily repaired through a warming process included in most car-wash services...

FOUR SEASONS CLOTHING
research stream in nanotech: textiles thickness evolving according temperatures...
...a range of textiles for jackets and dresses evolves in th ickness according temperature compensating differences between indoor and outdoor...

SUN CHARGING JACKET
research stream in nanotech: micro solar cells on flexible surfaces...
...many outdoor clothes are equipped with micro solar cells flexible surfaces so that you recharge batteries of electronic devices just carrying them in your pocket...

CONFLICTS

The artefacts that appears to be feasible yet not desirable draw the area of open controversy: they should be discussed undoubtedly...

20 nanotechnologies experts were asked to assess the probability of occurrence of these hypothetic applications within a time horizon of 20 years. The experts' line separates what is likely to be in a short-medium term from what is more long-term and prevents some of their interrogations...

GERM NEUTRAL PAINT
research stream in nanotech: paint and coating keeping germs away...
...typically, young couple expecting a baby are used to repaint walls and cover floors with germ neutral coatings to provide an hygienic logging to their child...

SICK AVOIDER
research stream in nanotech: germs responsive materials and sensors...
...the best way to avoid the flu is to stay away from sick people in public areas using germs detectors constantly analysing the air you breathe...

29 users were also asked to assess hypothetic applications in terms of interests. The users' line resulting from the average of their answers, separates what seems to be desirable or not and displays some of their comments...

SURGERY PATCH
research stream in nanotech: soldiers body support systems in case of injuries ...
...for superficial surgery and minor injuries, surgery patch are applied on the skin and operate overnight...

TRANSFORMING TOYS
research stream in nanotech: highly ductile nano-materials...
...for Christmas and birthdays, kids gets new transforming downloads that are able to re-shape old toys materials to make new figurines and accessories...

ASPIRATIONS

The artefacts that appears to be desirable but not yet feasible will drive our actions: they should be matured passionately...

LIFE GUARD
research stream in nanotech: micro sensors and transmitters...
...tiny sensors watching vital functions are placed at birth in the body and warn emergency services in case of accident and severe injuries...

CONCERNS

The artefacts that appears not desirable and not yet feasible show potential problems: they should be anticipated quickly...

WINTER KIT PILL
research stream in nanotech: drug delivery systems responding to misbalance and sickness...
...in autumn, people usually self administrate a winter kit pill that they will keep in their body till spring days and that will compensate vitamins shortage and fight germs attacks...

PERMANENT SHEETS
research stream in nanotech: stain resistant, self-cleaning and anti-bacterial textiles...
...bed sheets and pillowcase require nothing more than good daily airing and weekly shake up to remain fresh and clean for years...

CAMELEON CLOTHES
research stream in nanotech: textiles changing colours...
...for main pieces of clothing like coats, jackets and dresses... colour and patterns is changed just inserting a new pattern card in the clothes slot...

VACUUM LUGGAGE
research stream in nanotech: shape-memory textiles...
...most holidays travel just require a cabin hand luggage where clothes are compressed through a vacuum system and self-iron through soft warming...

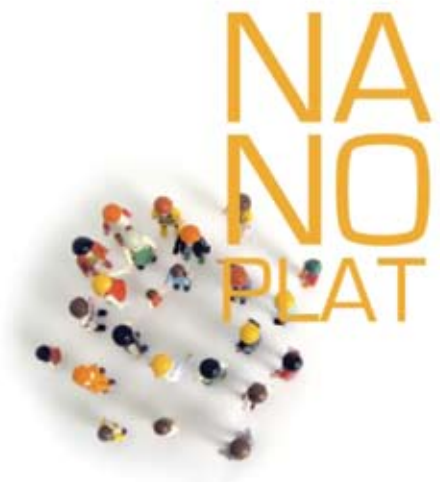
TWO DIMENTIONAL FURNITURES
research stream in nanotech: more resistant and lighter materials...
...packs of 10 tables and chairs made of thin flat material are available in any household to host extra guests and fold back for the next use...

...there are a number of ethical questions that need to be addressed. Also side effects have to be examined... I believe that nanotechnologies – without knowledge of term took scientifically/technologically possible in the next 20 years; but I'm very doubtful if the general public will be willing to accept them...under "becoming I love on the market" I understood ...anything on the subject... might potentially improve our daily-lives... users' line ...most of these suggestions are interesting and eco-minded, but some I found the technology is intrusive and more of a gadget than something useful. I like it, I love it, I want it, I want them all!... projects should bring real improvements to daily life and not just appear for something very innovative...certain proposals seem to encourage paranoia... ...or omnipresent control. In general I answered: not ...some ideas will be applicable in niches only, not universally... to me, a lot of the above mentioned ...It is difficult to judge how technology will develop...there's a difference between what is scientifically possible and what will be acceptable/economically interesting...most of these questions have little or much to do with nanotechnology...feasibility may not be the problem but price... cheers! lee...

NANOPLAT

The positive visions for nano-sciences technology are apparently without limits. Nanotechnology will have a qualitative and innovative influence on production processes, energy and material use, information and communication systems and after a while, a substantial influence on the everyday life of individual consumers and households. We might get cheaper, stronger, lighter products, which means that in contrast to previous history of technology, nanotechnology might combine economic growth with a reduced consumption of materials.
At the same time we can observe scepticism along two dimensions. The first dimension is linked to the lack of knowledge regarding both environmental and health risks of new nanotechnology materials. Secondly, nanotechnology also raises more fundamental questions about the relationship between man and nature; also ethical, political and even religious dilemmas are raised on the public agenda.
In order to face these questions, different actions have been taken around Europe to open a public debate on the nanotechnologies. NANOPLAT is a support action funded by the European Commission. Its goal is to develop a platform for deliberative processes on Nano-science and Nano-technology in the European consumer market. It intends to stimulate the deliberate dialogue in Europe and beyond, and give scientific support to the responsible stakeholders.

May VISION LINES 20... through it's naïve, provocative and playful projections, stimulate and foster this dialogue...



Nanoplat project
Nanoplat, Development of a Platform for Deliberative Processes on Nanotechnology in the European Consumer Market, Coordination and Support Action funded by the Seventh Framework Programme, SiS-2007-1.2.3.2 Framing the deliberative process on the responsible development of Nanosciences and Nanotechnology. The consortium of research is lead by National Institute for Consumer Research, SIFO in Oslo, Norway and composed of the CRIC University of Manchester, UNIMAN Manchester, UK; the Instittut für Ökologische Wirtschaftsforschung - IÖW in Berlin, Germany; the Central European University, CEU in Budapest, Hungary; the TUSIAD-Sabanci University Competetiveness Forum CF in Istanbul, Turkey; the University of Bergen, UoB in Bergen, Norway; Strategic Design Scenarios, SDS in Brussels, Belgium.

Thanks to
all IMEC researchers that took part in the scenarios' assessment, and to all the people that gave their point of view as users or gave advice on the project:
Hugues Bersini, Maurice Cloutier, Bernardita Contesse, Chiara Corbetta, Antonio Corrado, Nicola D'Angelo, Jason Fiztgerald, Rodrigo Fuentes, Alberto Ghirardello, Josè Gonzalez,Camilla Hansen, David Janssens, John Janssens, Peter Joore, Massimo Kunzle , Andrea Lazzaroni, Tanguy Le Moing, Miguel Molina, Erica Moreti, Sara Motta, Diane Moy, Francesco Pastorelli, Serena Pollastri, Werner Rien, Stefano Salvatore, Nadia Spinosa, Johanne Tisserand, Cameron Tomkinwise , Patricia Welinski