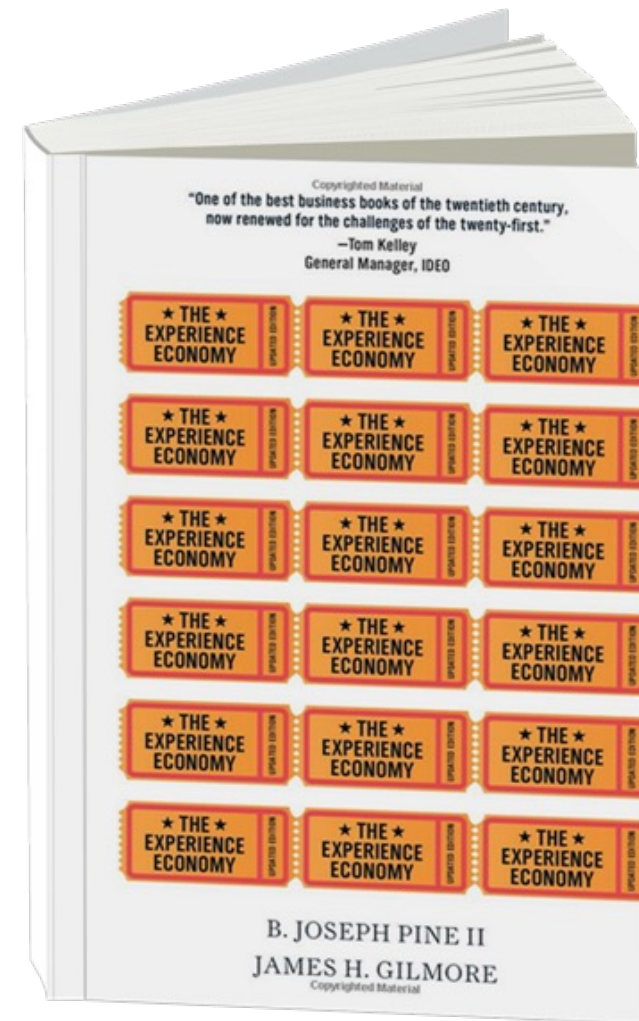
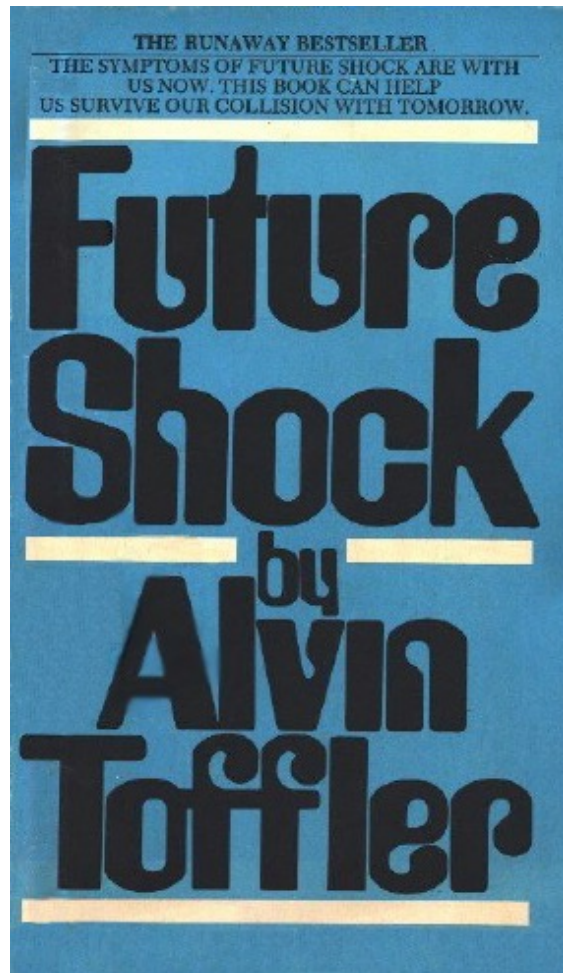


UE X : EXPERIENCE DESIGN

SIX PROPOSALS FOR THE FUTURE CITY

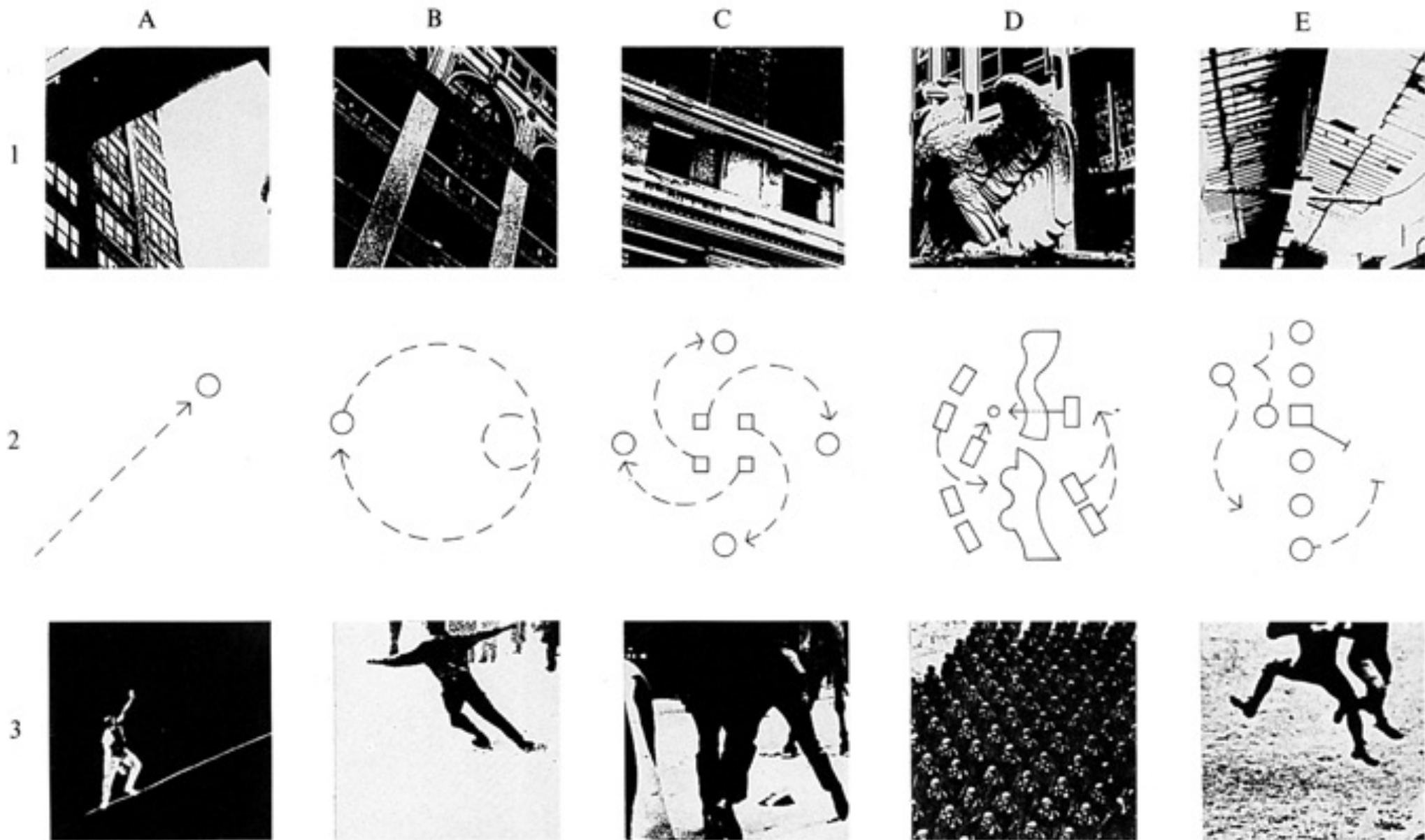


MEDIA X DESIGN LABORATORY FALL 2023

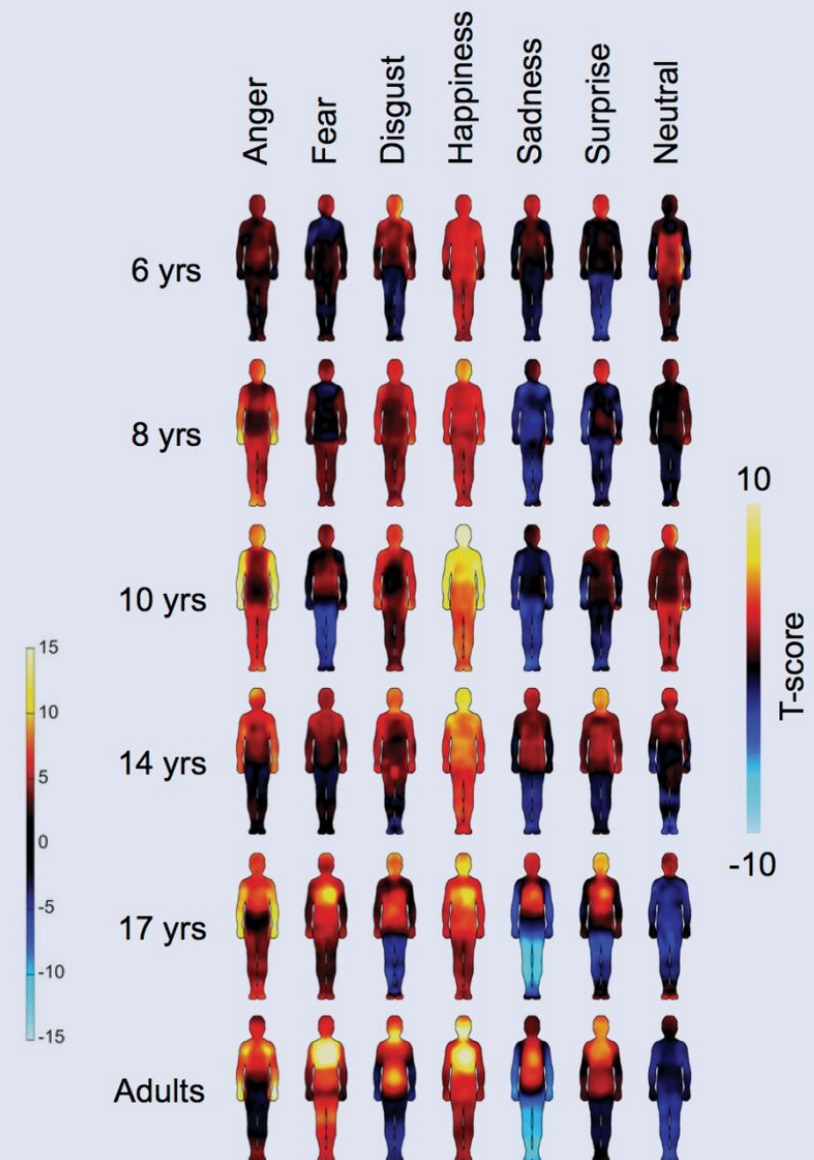
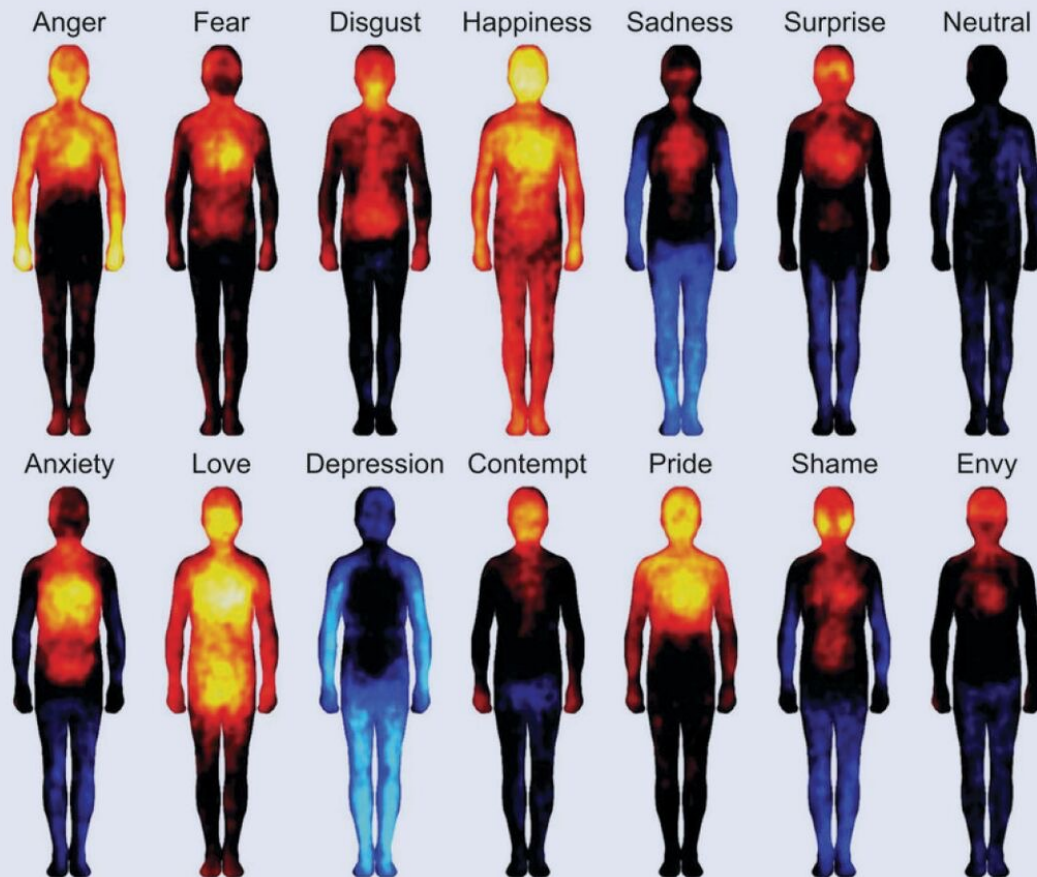


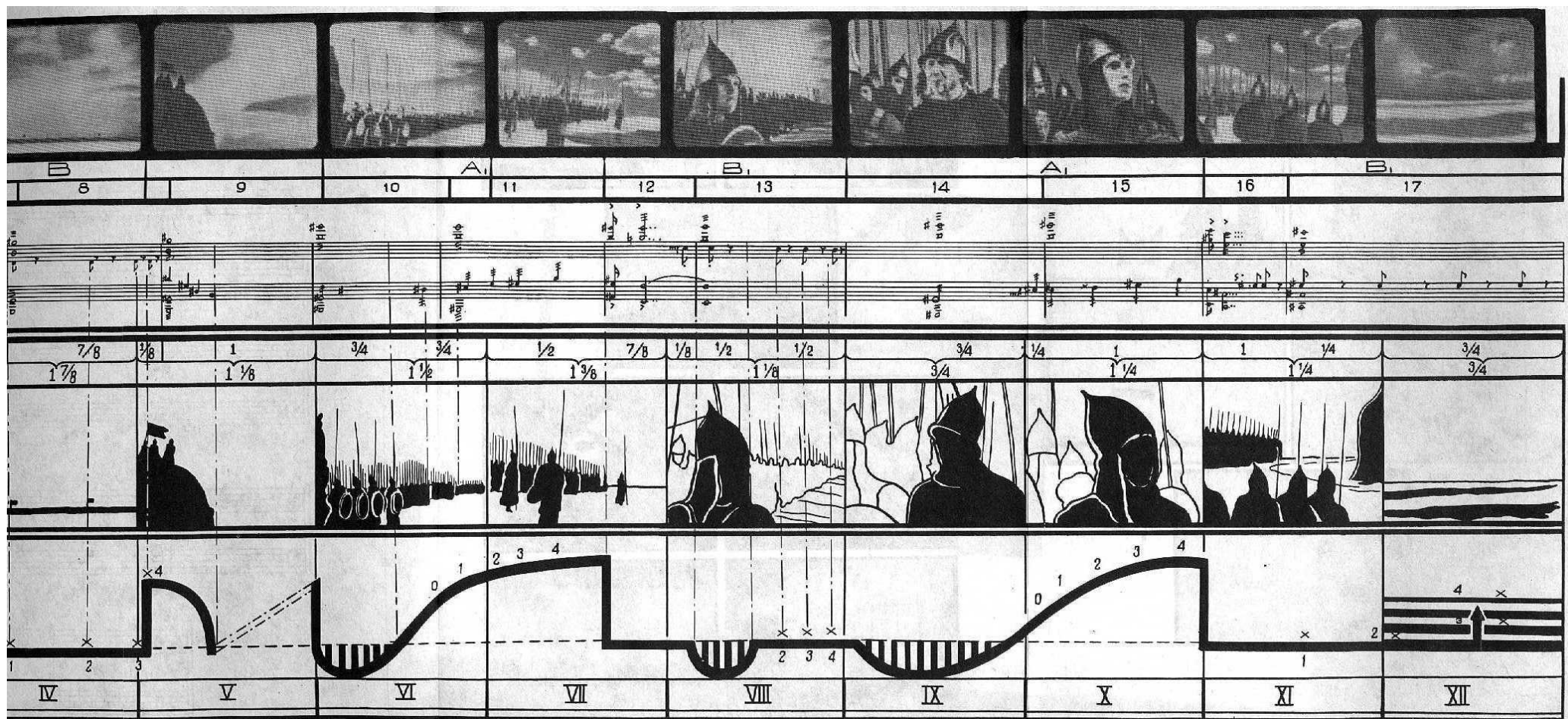
Marina Abramovic
Imponderabilia, 1977





Barnard Tschumi
The Manhattan Transcripts, 1976-1981



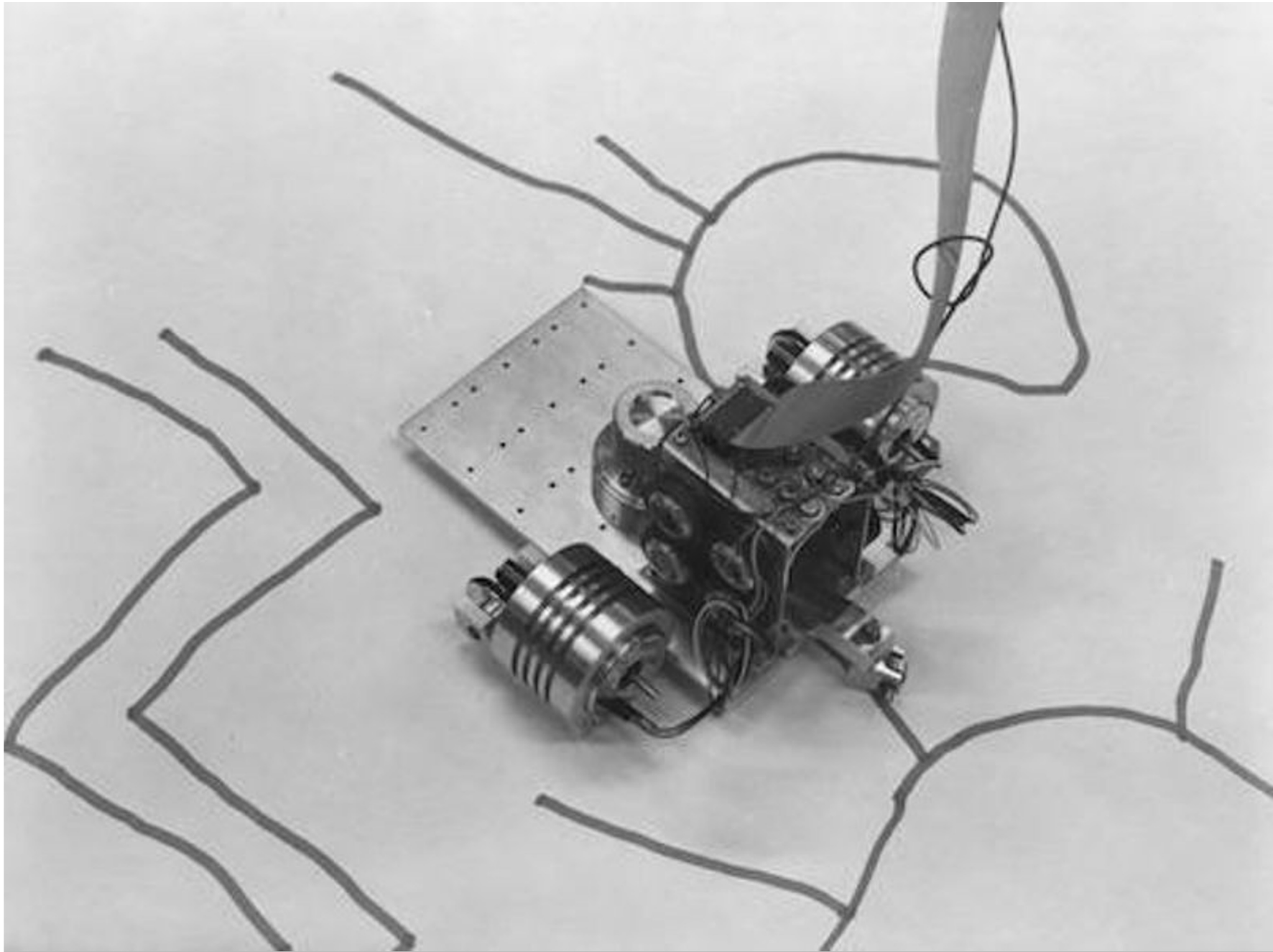


Sergei M. Eisenstein
The Film Sense, 1943



Leah Wulfram
Midjourney, 2022

How can an experiential interface raise awareness of issues such as climate justice, data privacy, and urban health, as well as promote citizen-involvement and quality of life?



Harold Cohen
First AI art systems and the Turtle bot, AARON, 1979



Artico Fracassi
Snapshots from a Near Future, Midjourney, 2023



Artico Fracassi
Snapshots from a Near Future, Midjourney, 2023

1. Experience Design by Empathy (Basic Prompting)

TO REST

Urban Mobility – the augmented bench.

2. Experience Design by Decomposition (Prompt Weighting)

TO TRASH

Urban waste – the circular everyday.

3. Experience Design by Analogy (Reference Images)

TO WORK

Architecture office – designing design

4. Experience Design by Collage (Remixing, Blending)

TO REPLENISH

Urban parks facing the danger of heat islands – augmenting the outdoors.

5. Experience Design by Context (Zooming Out, Perspectives)

TO MIGRATE

From birdhouse to migration – designing the experience of indigenous birds.

6. Experience Design by Style (Styles)

TO HEAL

Docs on Wheels – future patient experience in the city (to heal)



IDEO
Design by Empathy - The Empathy Writer, 2018



IDEO
Design by Decomposition - The Belief Checkout, 2018



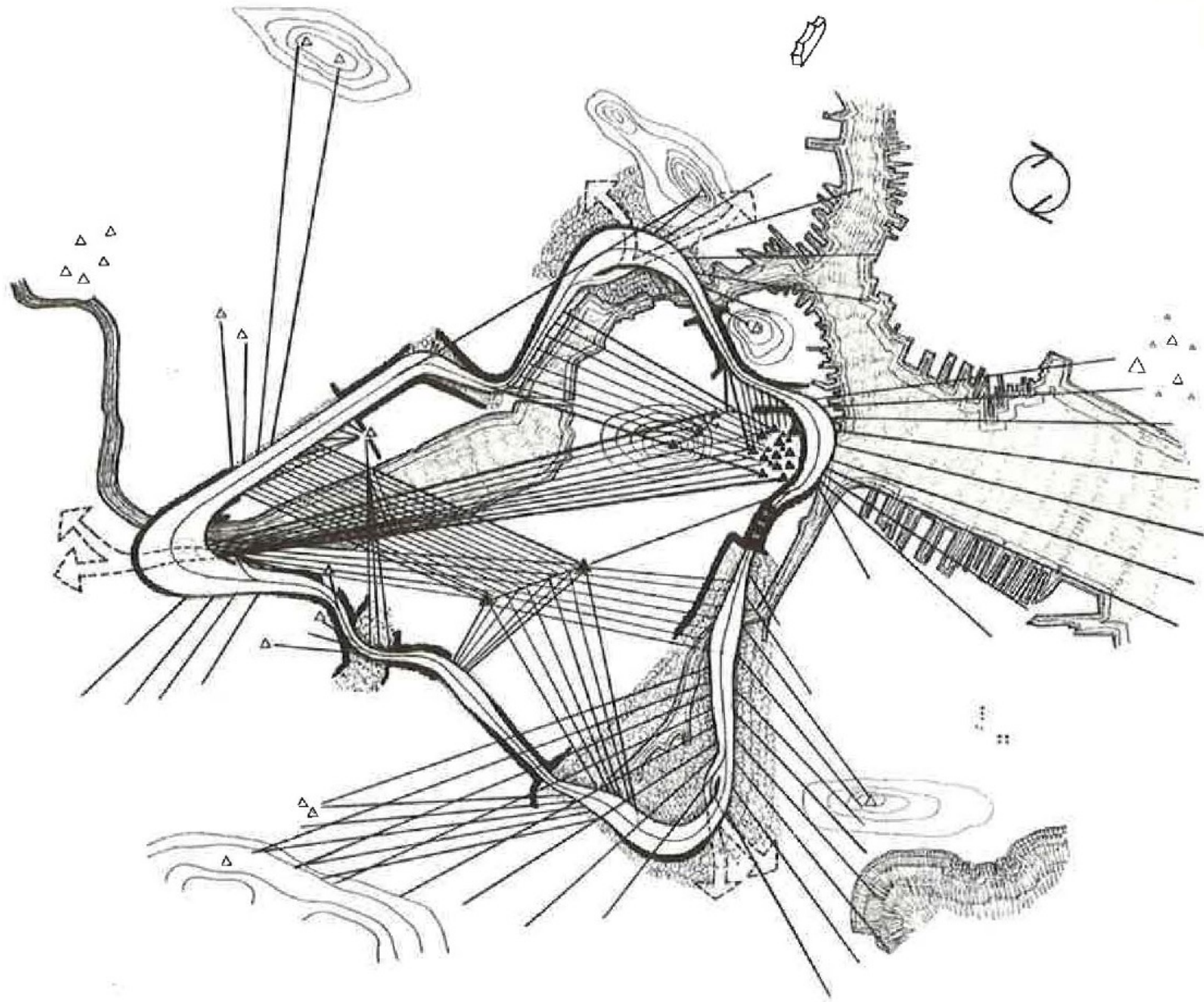
O. M. Ungers
Design by Analogy – Morphologie/City Metaphors, 1982



Victor Grippo
Design by Analogy – Analogy IV, 1972



IDEO
Design by Remixing - The Creativity Mixer, 2018

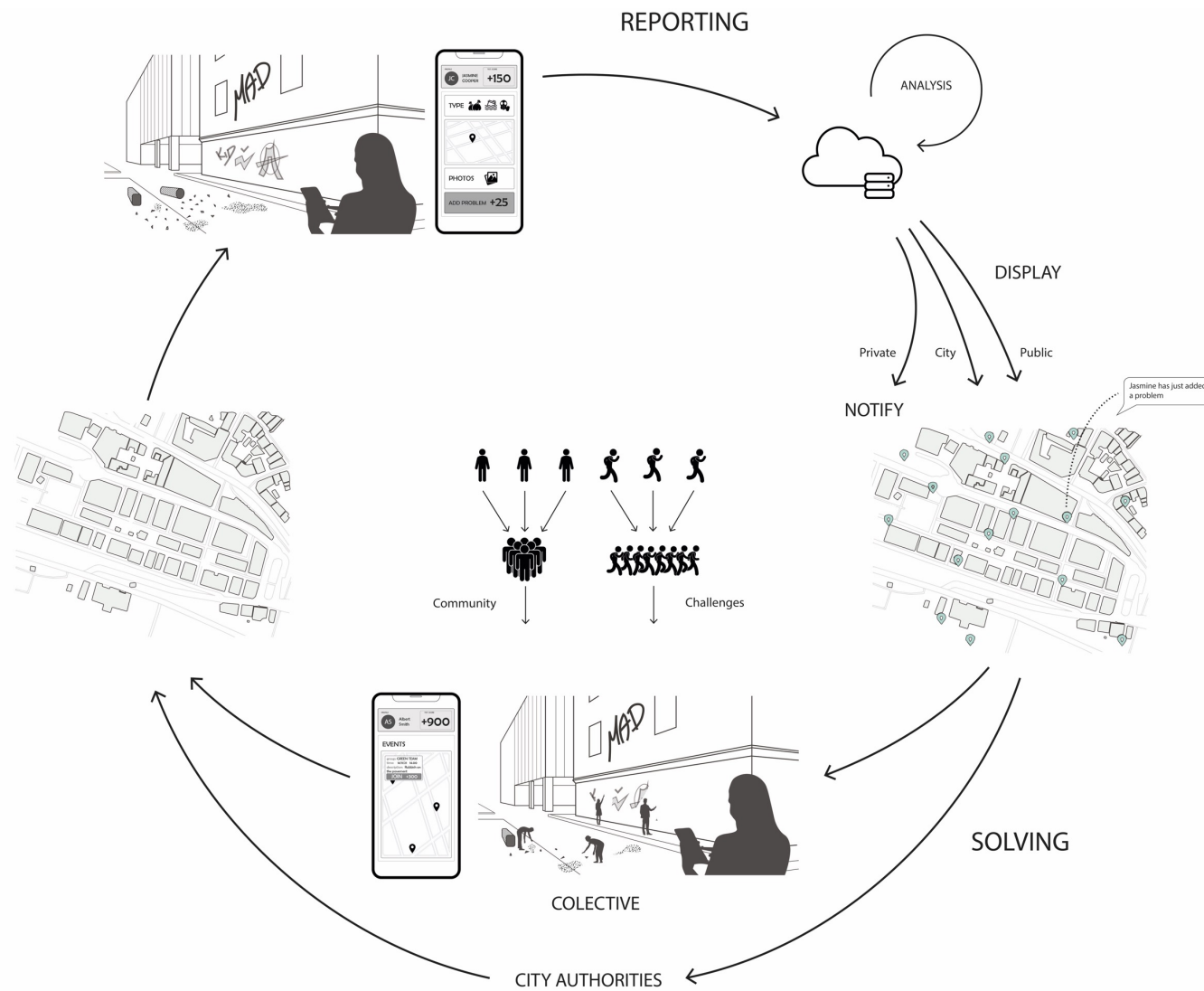


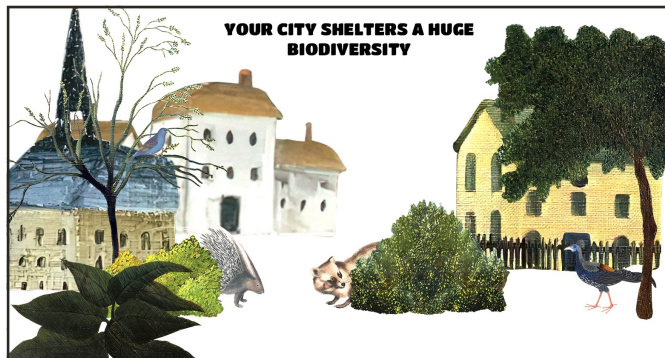
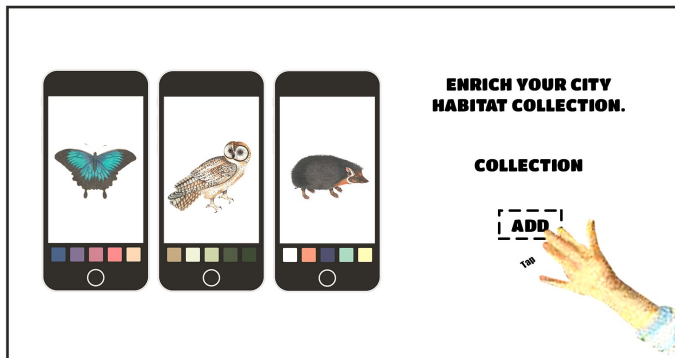
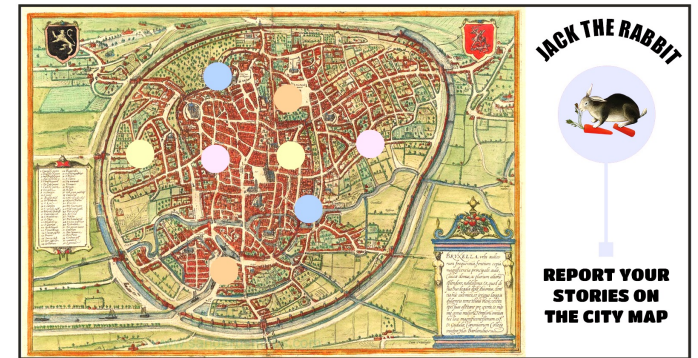
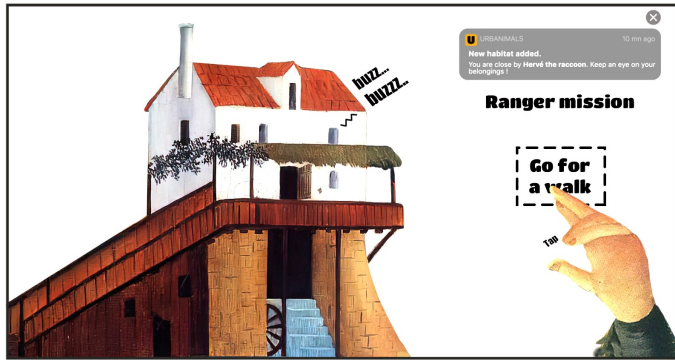
Kevin Lynch, Donald Appleyard, and John R. Myer
Design by Context – Space Motion / View Diagram, 1964



modular japanese housing block connected to gardens through a scaffolds of steel pipes and platforms that can be adapted. Set in a residential area of Tokyo, each side of each module has a different material, one is corrugated steel, the second is polycarbonate translucent panel, the third is cupboard and the fourth is transparent often covered by curtains and opens to garden platforms made by steel pipes. A spiral staircase is strategically integrated into the steel pipe system to allow the garden's fruit trees to be pruned and harvested at different heights. The external scaffolding also allows the block to be continually expanded and reconfigured, as additional elements such as bannisters or rails for drying clothes can be added simply by clamping or unclamping different pipes. --
v 4

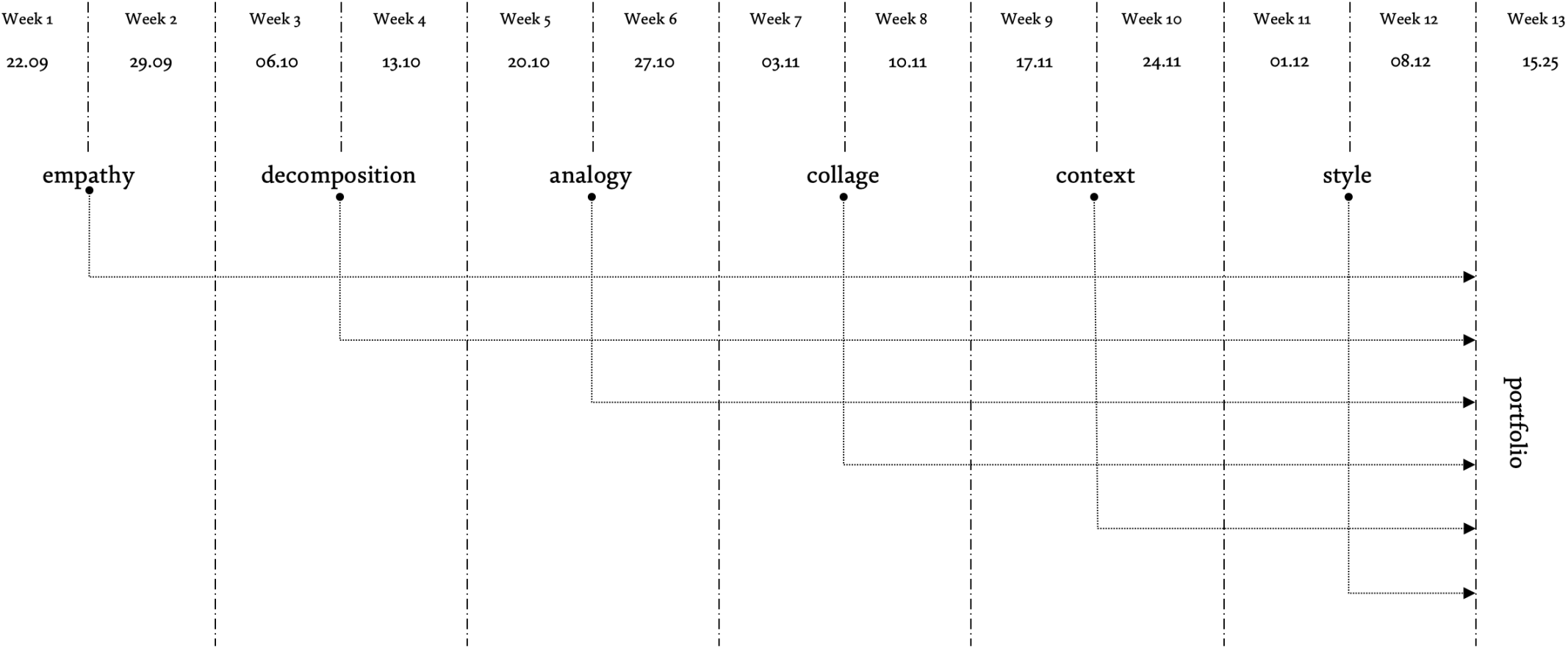








MxD Lab / UE X Experience Design
"Urbanimals" (to hunt) – *Animated Collage*, 2022



Dates are subject to change.

workshop week #1

13.15	Introduction
13.30	Workshop introduction
14.15	Break
14.30	Data collection
15.15	Break
15.30	Workshop
	Workshop
17.00	Break
17.15	Progress review/feedback
18.00	

workshop week #2

13.15	Review preparation
13.30	Review I
14.15	Break
14.30	Review II
15.15	Break
15.30	Review III
16.15	Break
16.45	Guest Lecture
18.00	

Some details might vary

Team - Media x Design Laboratory (LDM)

Jeffrey Huang, Mathias Bernhard, Christoph Holz

Christina Doumptioti, Frederick Kim, Gianna Ledermann, Mikhael Johanes

Marcela Delgado, Alex Sadeghi, Ga In Sim

Appendix

(Miyagi Exercises)

Empathy – Basic Prompting

Decomposition – Prompt Weighting

Analogy – Reference Images

Style – Style

Collage – Remixing/Blending

Context – Zooming Out

