

UE X : EXPERIENCE DESIGN

SIX PROPOSALS FOR THE FUTURE CITY



MEDIA X DESIGN LABORATORY FALL 2023

The seminar UE X - Experience Design challenges students to transcend conventional boundaries and cultivate a holistic understanding of AI-driven experience design as a powerful tool for shaping future urban environments.

Through the lens of climate emergency, students harness experience design to navigate complex challenges, rethink urban apps, services, furniture, typologies and systems, and ultimately reimagine future designs for cities that are not just sustainable but thrive as immersive, human-centered, and resilient habitats.

The course is structured around a series of six independent mini-projects/workshops, each spanning two weeks, addressing each a unique experience design methodology, and a different design brief, at multiple scale. Fueled by the use of generative AI (Midjourney or Stable Diffusion) as a versatile co-design agent, the course aims to equip and empower students with a spectrum of contemporary design strategies to craft experiential narratives that resonate with the future city's evolving landscapes facing an enduring climate crisis.

The projects will use the city of Lausanne, as a case study or living laboratory for addressing a wide range of

experience design questions, including: How can we integrate the awareness of the enduring climate crisis into everyday life? What new experiences become possible? How can a digital interface raise awareness of issues such as climate justice, data privacy, and urban health, as well as promote citizen-involvement and quality of life?

The seminar combines students from architecture, computer science, communication science, data science, digital humanities and other areas in a truly interdisciplinary process. Groups are formed and re-grouped for each of the six projects.

The cross-disciplinary groups will brainstorm, critically question, and with the aid of AI, iteratively develop novel designs, interfaces and augmented urban artifacts as possible alternatives to reconfigure the senses of perception, redistribute time, and re-orchestrate the configuration of social, emotional and spatial experiences in the augmented city.

The six projects will provide a fertile training ground for learning about and practicing experience design (with the help of AI), exploring the following methodological nuances:

1. Experience Design by Empathy

This classical experience design approach uses *Empathy* to define the problem and provide the prompts for speculative designs. Possible project brief: Urban Mobility – the augmented bench (to rest).

2. Experience Design by Decomposition

A problem is decomposed into subprojects with specific parameters. Morphological techniques enable to interactively give and remove weights to and from parameters/prompts. Possible project brief: Urban waste– the circular everyday (to trash).

3. Experience Design by Analogy

Analogical reasoning and the art of drawing inspiration from a reference image (precedent) are used to estrange and transcend the ordinary. Metaphors become designs. Possible project brief for Analogy: Architecture office – designing design (to work)

4. Experience Design by Collage

By exploring the methods of Sampling, Blending and Remixing, students develop the ability to

transpose and weave together seemingly unrelated concepts into holistic and engaging narratives. Possible project brief: Urban parks facing the danger of heat islands – augmenting the outdoors (to replenish)

5. Experience Design by Context

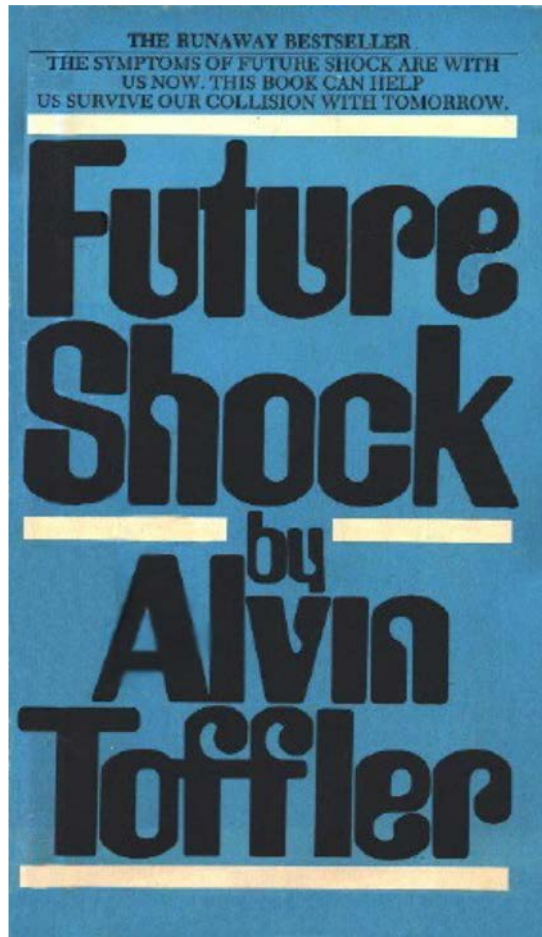
Systems thinking and contextualization as a cornerstone of experience design. By zooming out and adopting different perspectives, students grapple with designing experiences that resonate with an ecosystem on multiple scales and from multiple angles. Possible project brief: From birdhouse to migration – designing the experience of indigenous birds (to fly)

6. Experience Design by Style

Students engage with the concept of styles as means of imagination and expression in experience design. Possible project brief: Docs on Wheels – future patient experience in the city (to heal)

-- Final Portfolio

In the final stage of the course, students will compile their journey into a portfolio. This culmination will showcase the six projects completed.





Marina Abramovic
Imponderabilia, 1977

A



B



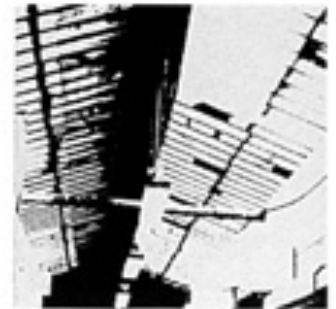
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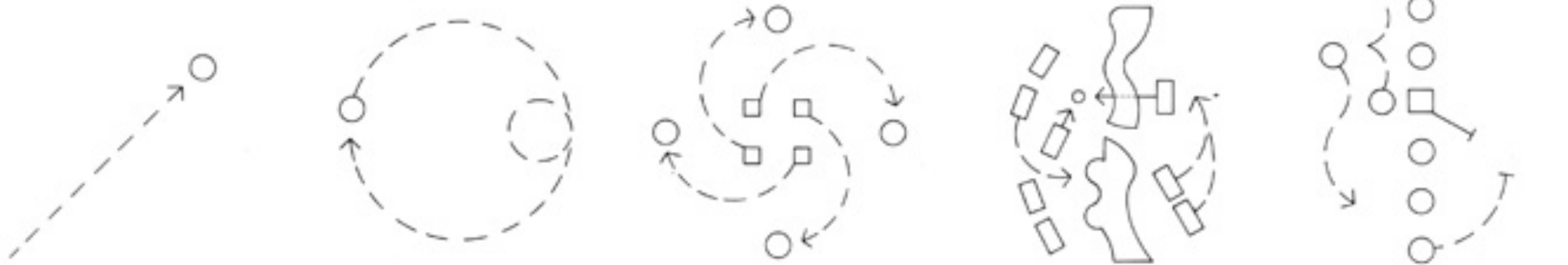


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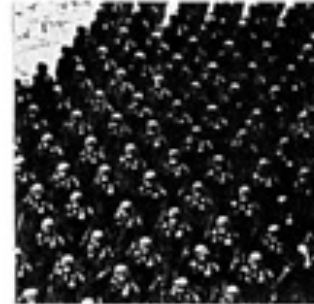


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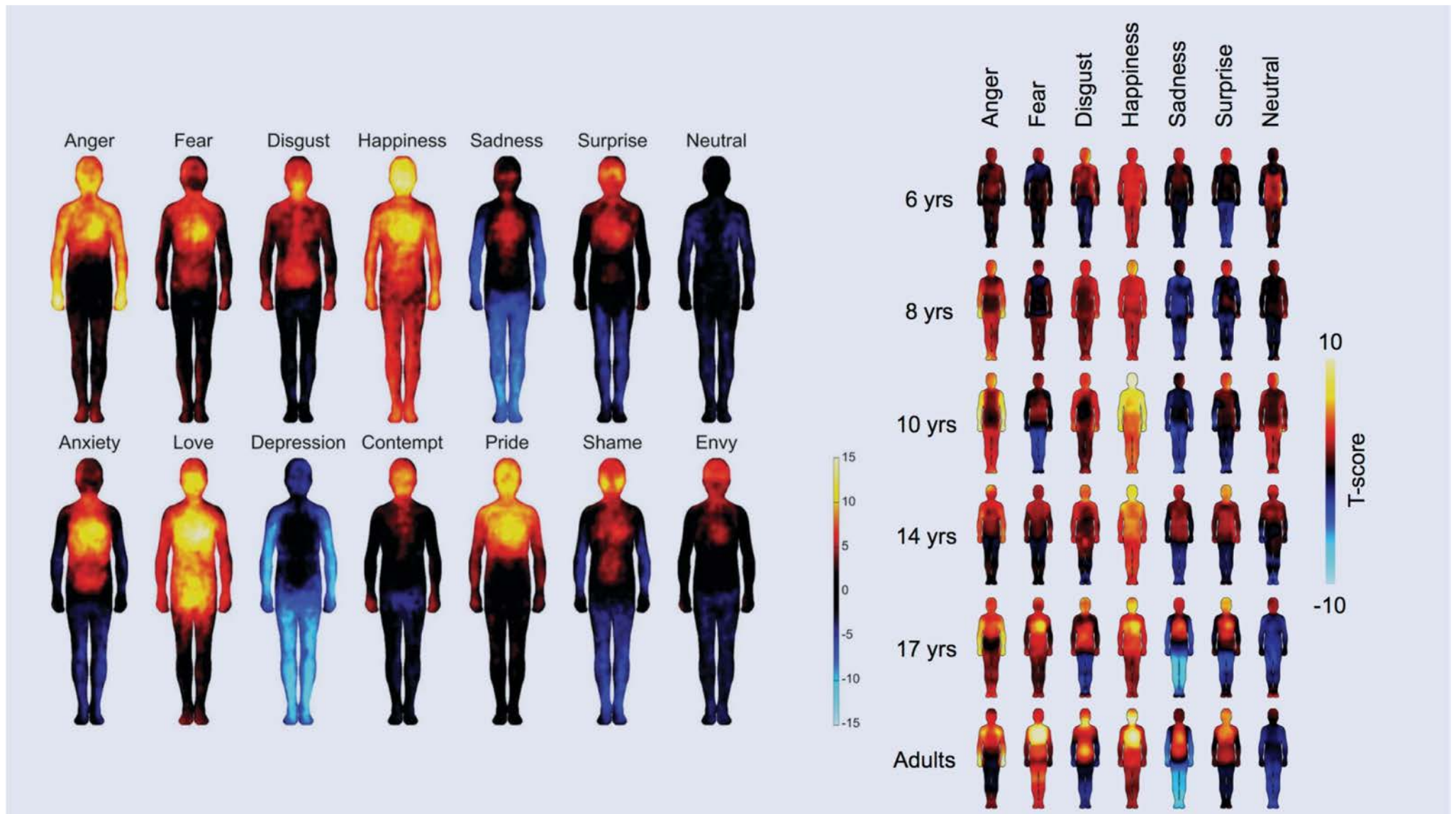
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Barnard Tschumi
The Manhattan Transcripts, 1976-1981



L. Nummenmaa, E. Glereana, R. Harib, and JK. Hietanend
Bodily maps of emotions, 2014



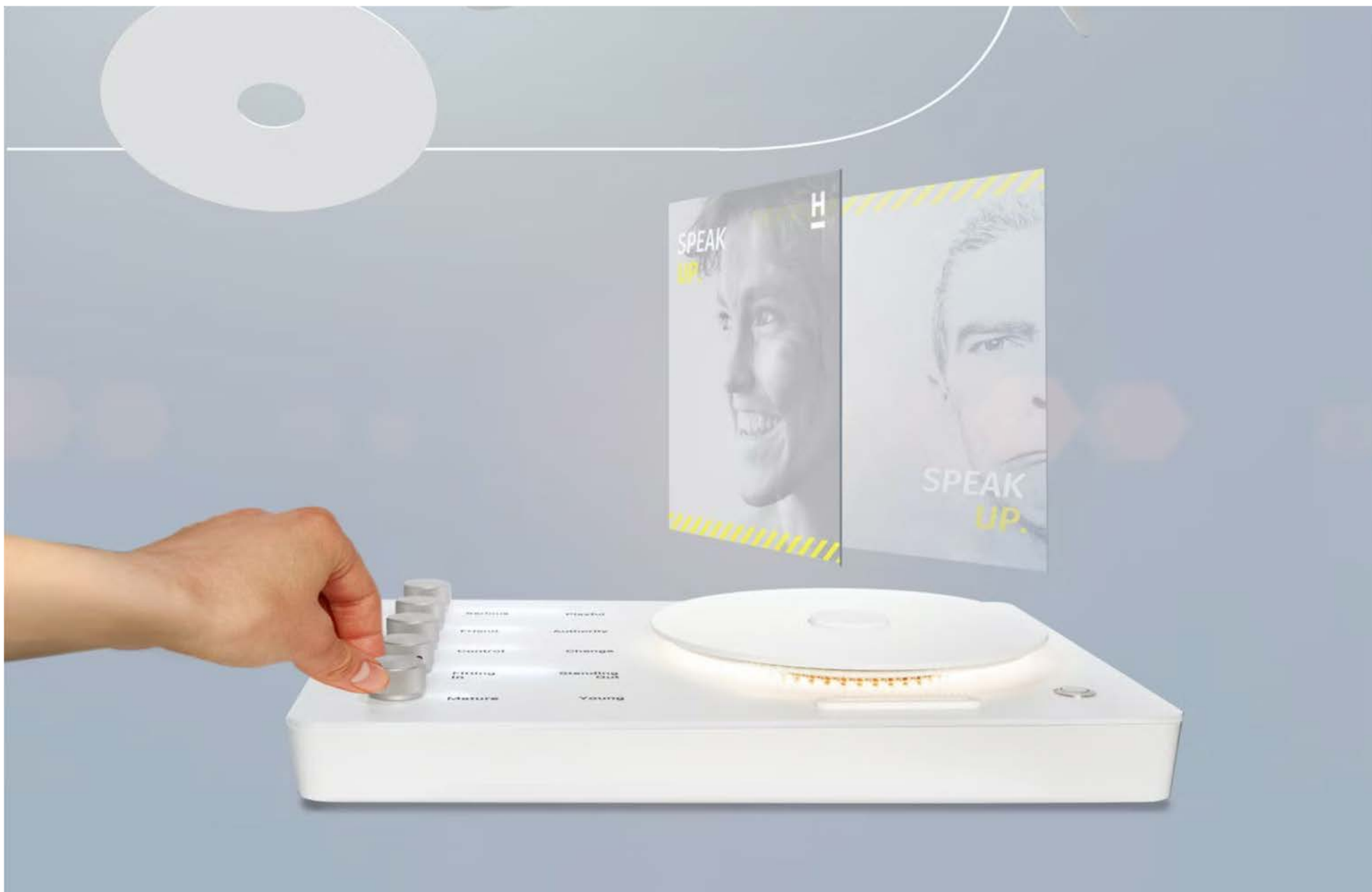
IDEO
Design by Empathy - The Empathy Writer, 2018



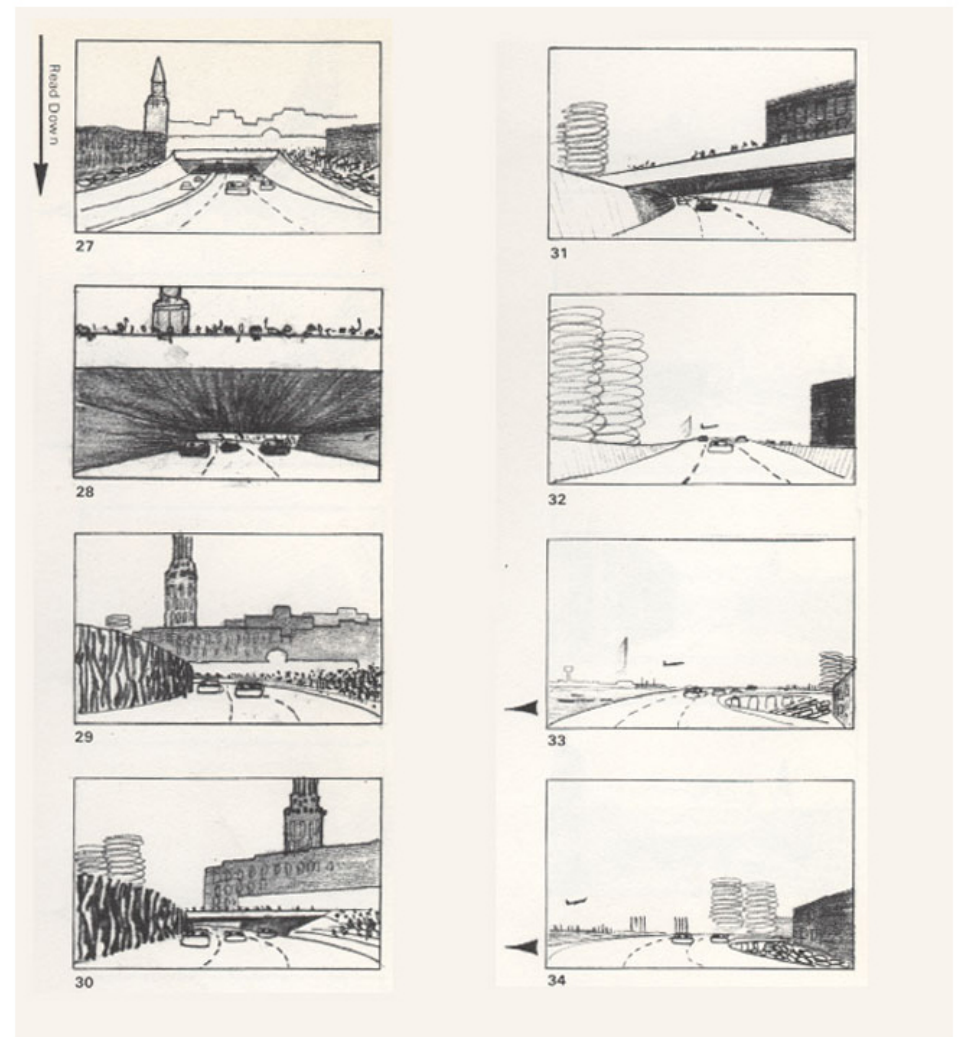
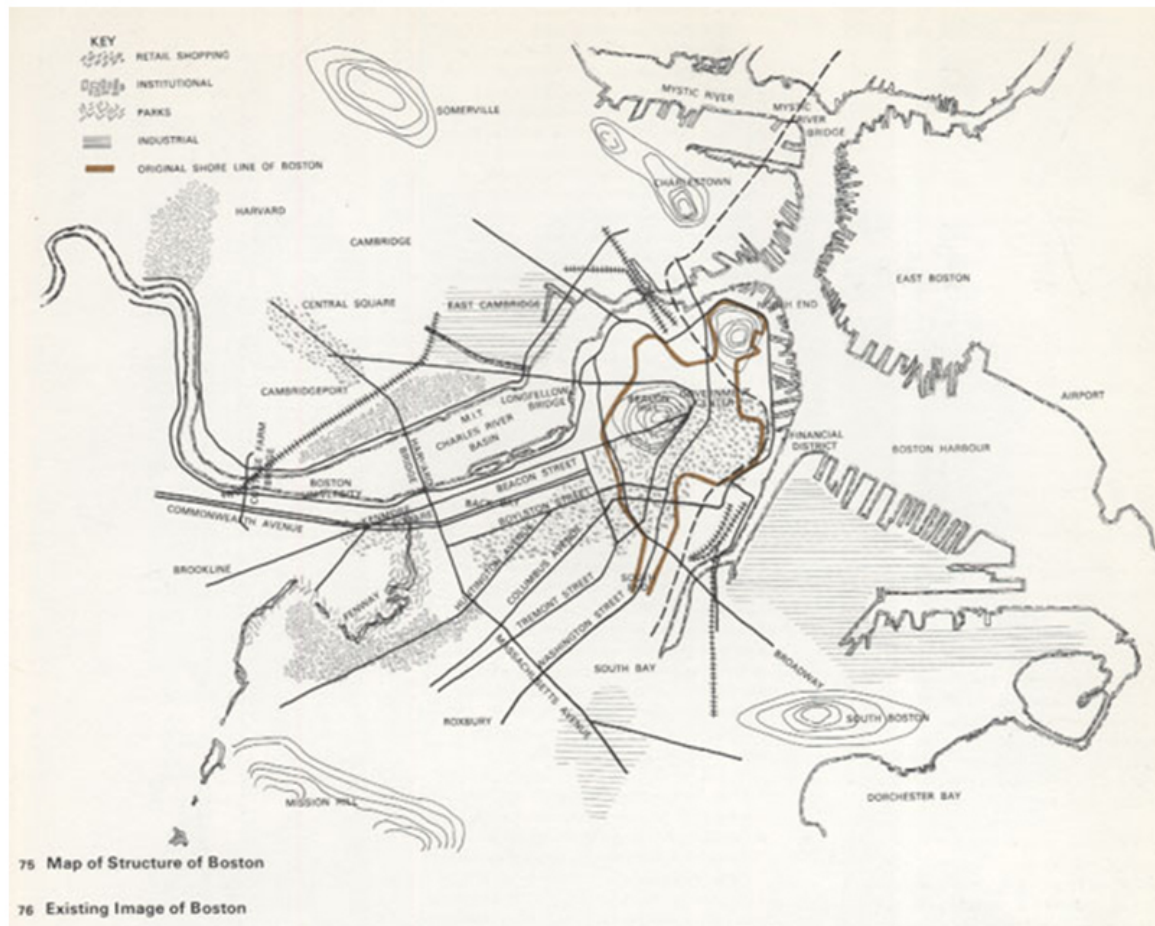
IDEO
Design by Decomposition - The Belief Checkout, 2018



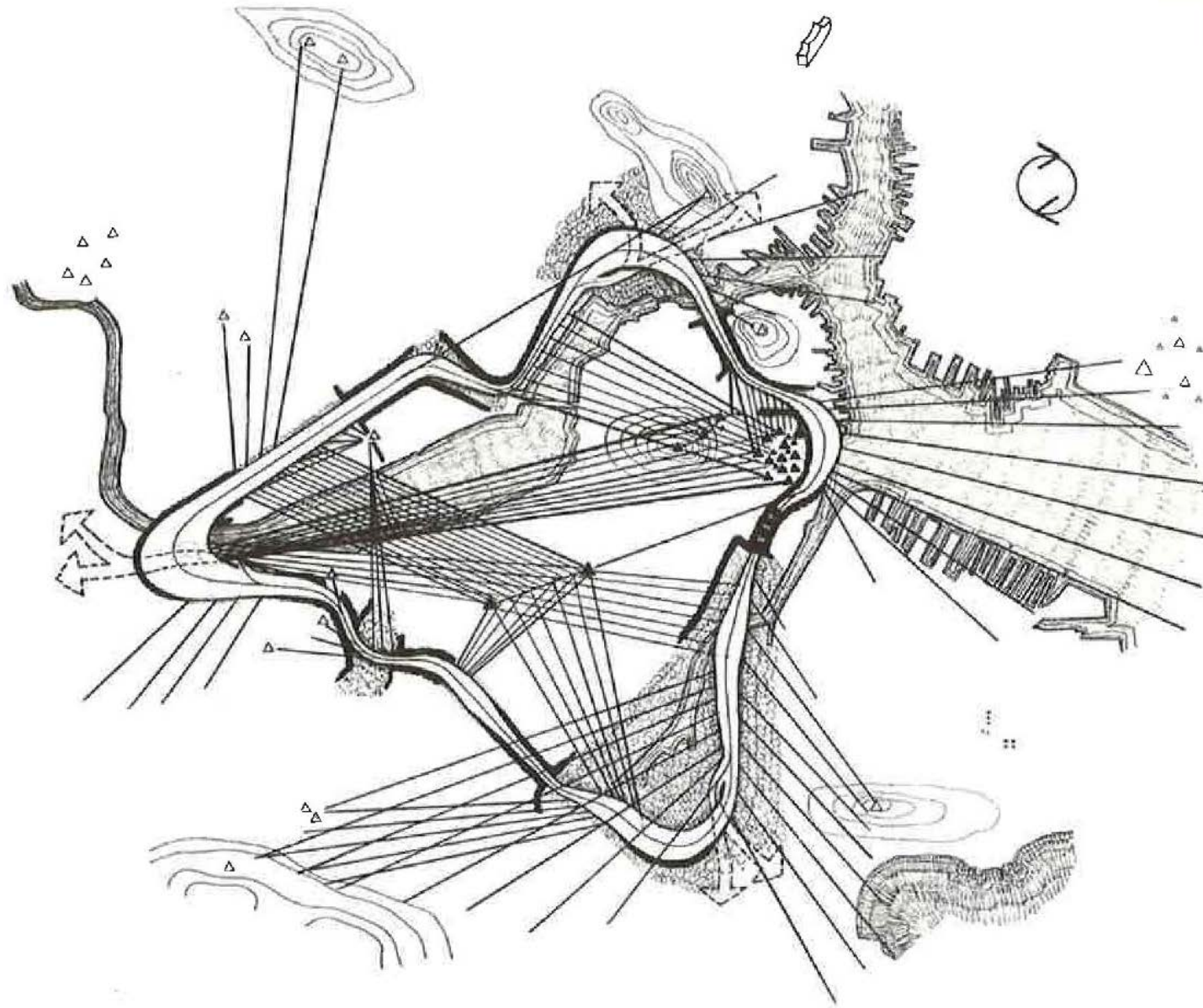
Victor Grippo
Design by Analogy – Analogy IV, 1972



IDEO
Design by Remixing - The Creativity Mixer, 2018



Kevin Lynch, Donald Appleyard, and John R. Myer
Design by Context - The View from the Road, 1964

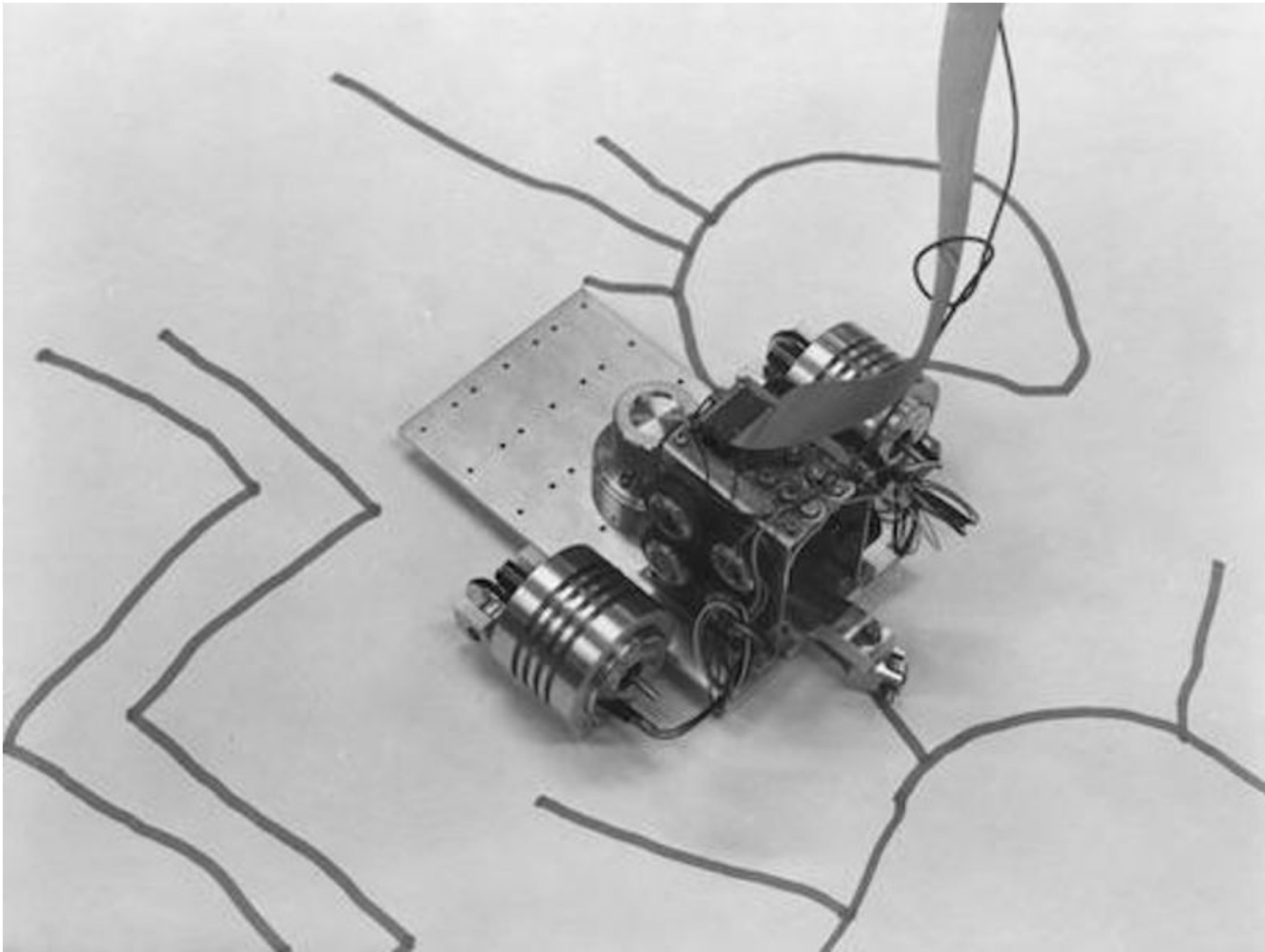


Kevin Lynch, Donald Appleyard, and John R. Myer
Design by Context – Space Motion / View Diagram, 1964



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





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



Alexandre Sadeghi
Studies for a Chicken Chair, Midjourney, 2023



Antique store

<https://www.24heures.ch/beaulieu-en-palais-du-beau-et-de-lancien-735624018601>



Still from Malraux's Shoes
Le musée imaginaire. André Malraux, 1947.



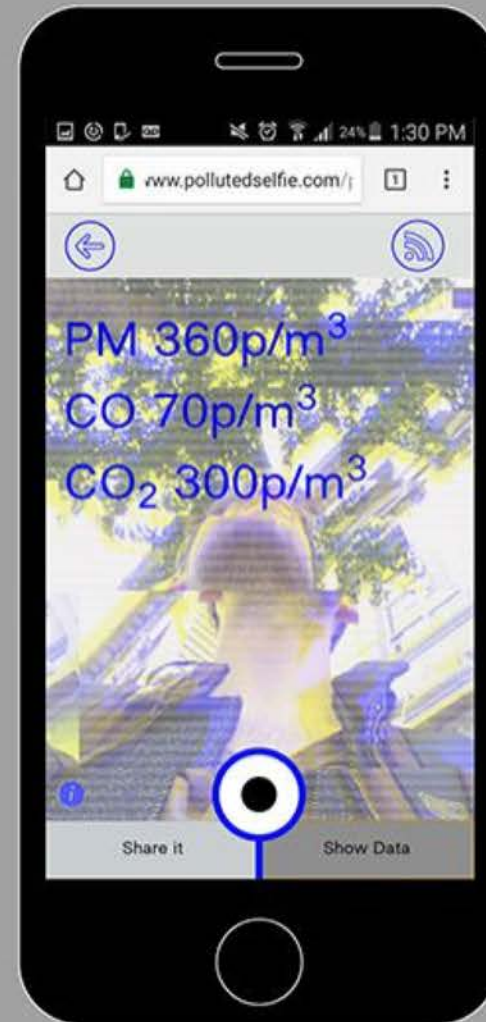
Artico Fracassi
Snapshots from a Near Future, Midjourney, 2023



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Snapshots from a Near Future, Midjourney, 2023



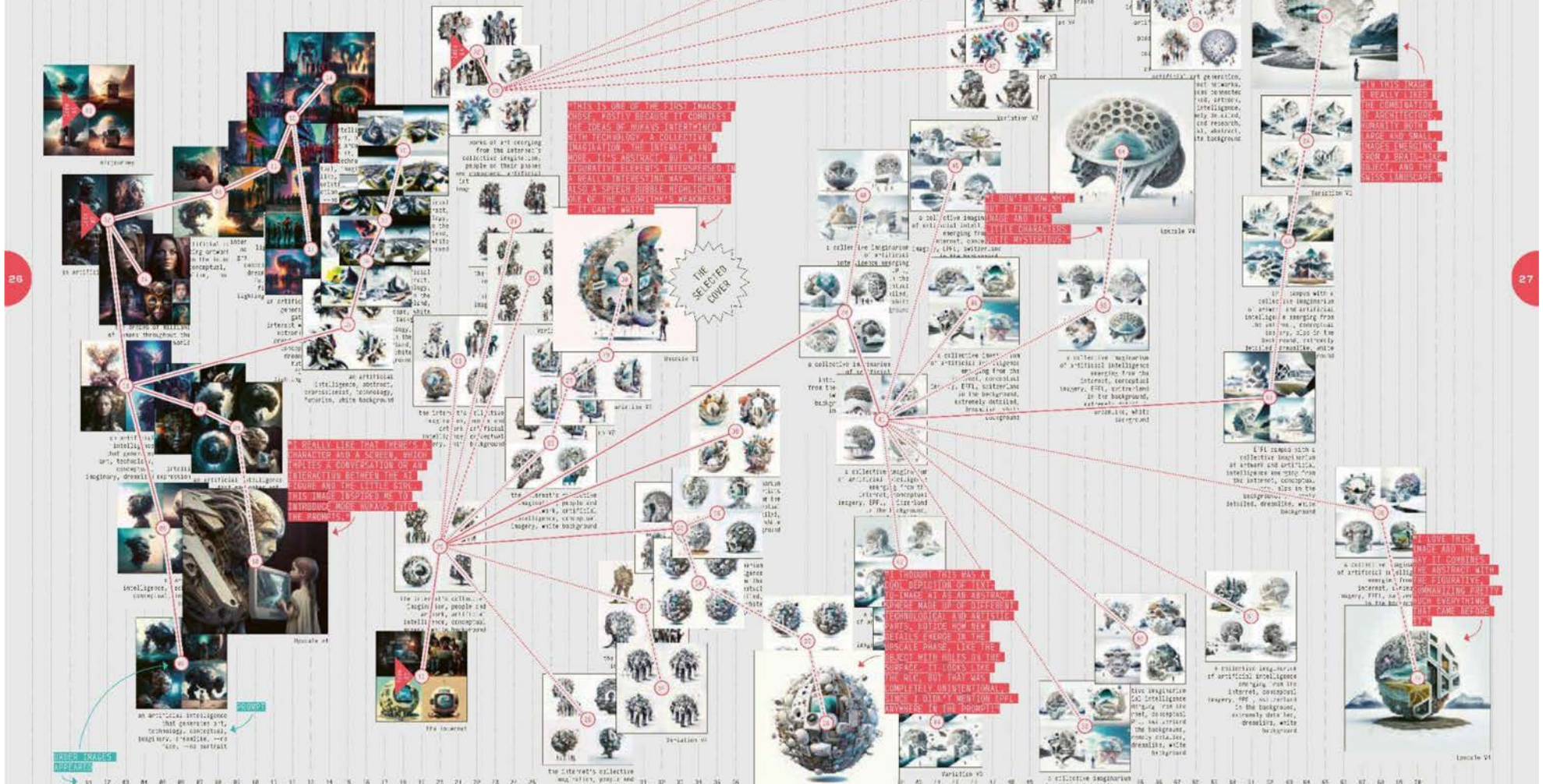
Leah Wulfram
Midjourney, 2022

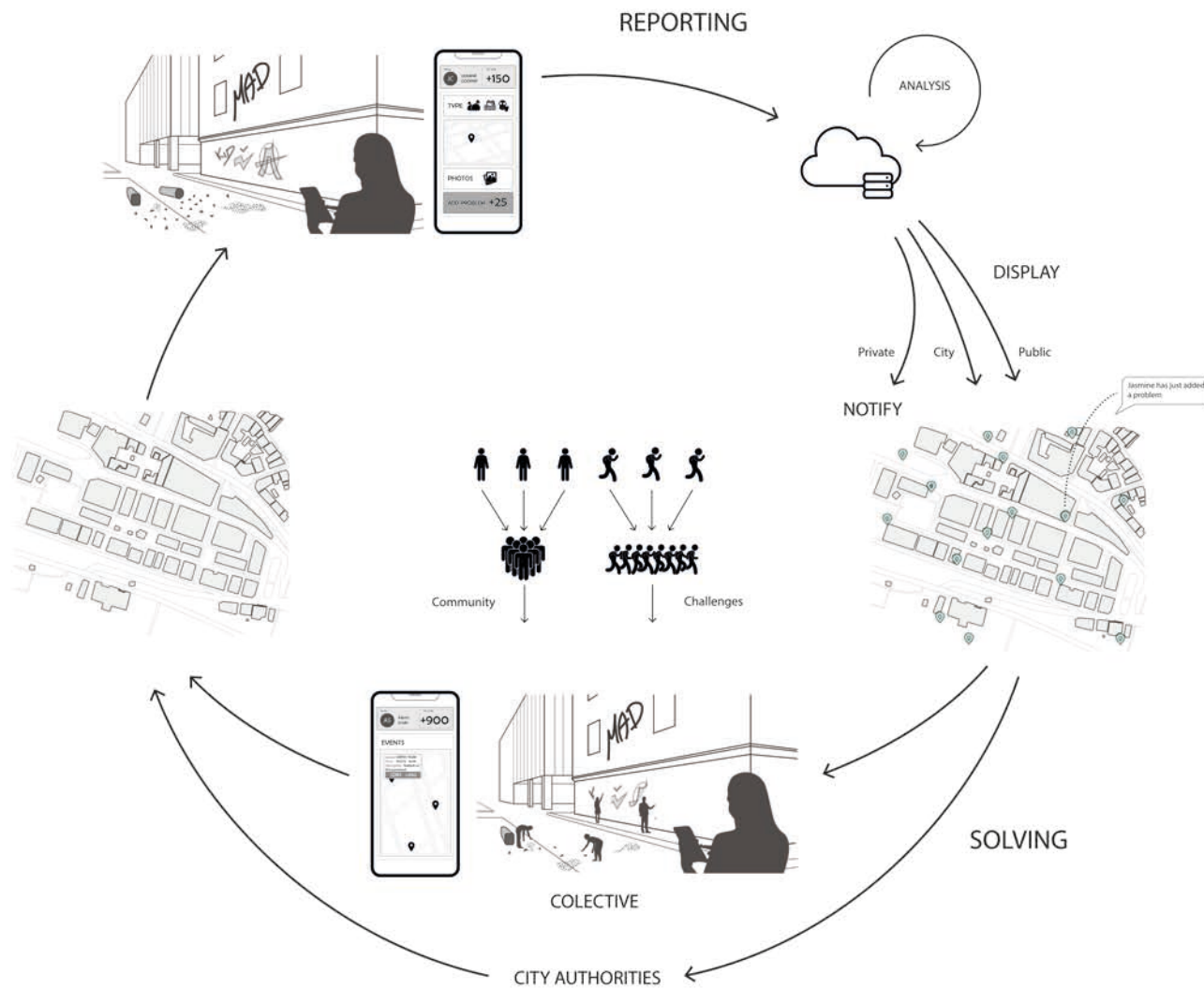


Polluted Selfie / LDF
Fragmentin, 2017

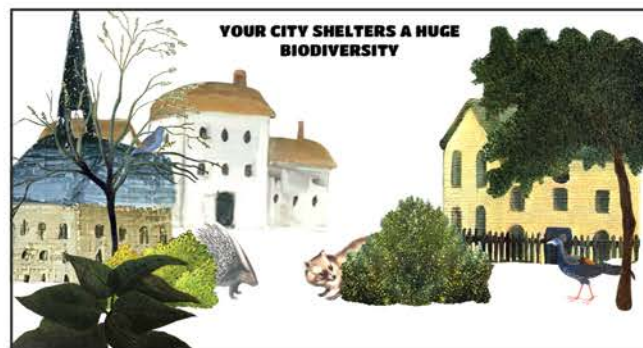
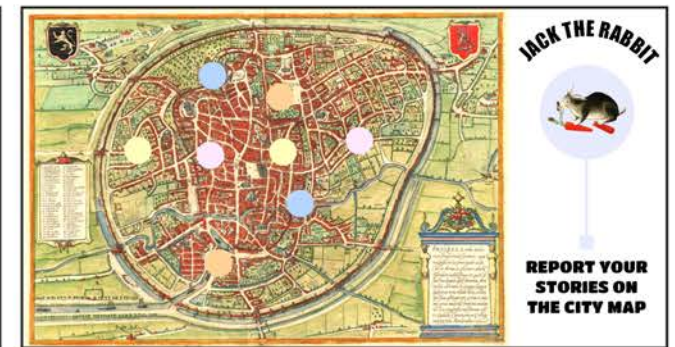
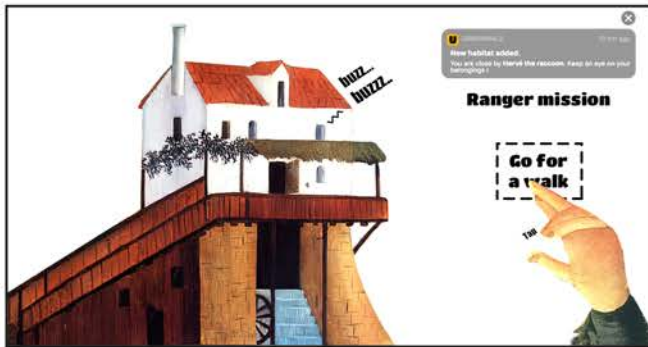
A JOURNEY THROUGH OUR AI-GENERATED COVER ART

For this issue's cover, we wanted to let AI speak for itself. Alexandre Sadeghi used an iterative co-creation process to get the program to go beyond its initial "robot woman" clichés.





Systems Diagram – To Clean (MessHunter)
MxD lab – UE X 21





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

Keywords

design thinking, generative artificial intelligence, human-machine interaction, empathy, ethnography, iterative prototyping, convergent thinking, divergent thinking, team collaboration, design genealogy, analogy, style, experience design

Media x Design Laboratory

Prof. Jeffrey Huang, Mikhael Johanes, Mathias Bernhard, Christina Doumptioti, Christoph Holz, Alex Sadeghi, Ga In Sim, Frederick Kim, Marcela Delgado, Gianna Ledermann

Appendix

(Miyagi Exercises)

Empathy – Basic Prompting

Decomposition – Prompt Weighting

Analogy – Reference Images

Style – Style

Collage – Remixing/Blending

Context – Zooming Out

(not necessary in that order)

