

# UE X : EXPERIENCE DESIGN

FUTURE OF UNIVERSITY



MEDIA X DESIGN LABORATORY FALL 2025

This seminar introduces experience design as a method for imagining how the fusion of physical and digital realms can transform spaces, interactions, and institutions for a hybrid future.

At the dawn of the digital revolution, techno-utopian visions promised an imminent transformation: citizens would shed their physical skins to become “netizens.” In these scenarios, fueled by ideals of relentless efficiency, limitless productivity, and optimized convenience, society would be mediated entirely by digital platforms. Education would be personalized through AI-driven learning ecosystems, social life would migrate to immersive virtual worlds, and essential services from healthcare to retail would collapse into transactional, data-harvesting exchanges.

Yet, despite the profound impact of digital technologies on learning, working, banking, healthcare, and shopping, the physical world remains central. People still crave sensory richness, embodied presence, and tangible encounters. As AI and digital infrastructures weave themselves into the fabric of our built environments, physical and virtual realms no longer stand apart; instead, they converge, giving rise to entirely new architectural typologies.

UE X – Experience Design invites students to work beyond disciplinary silos, treating experience design as a critical lens for imagining future urban environments.

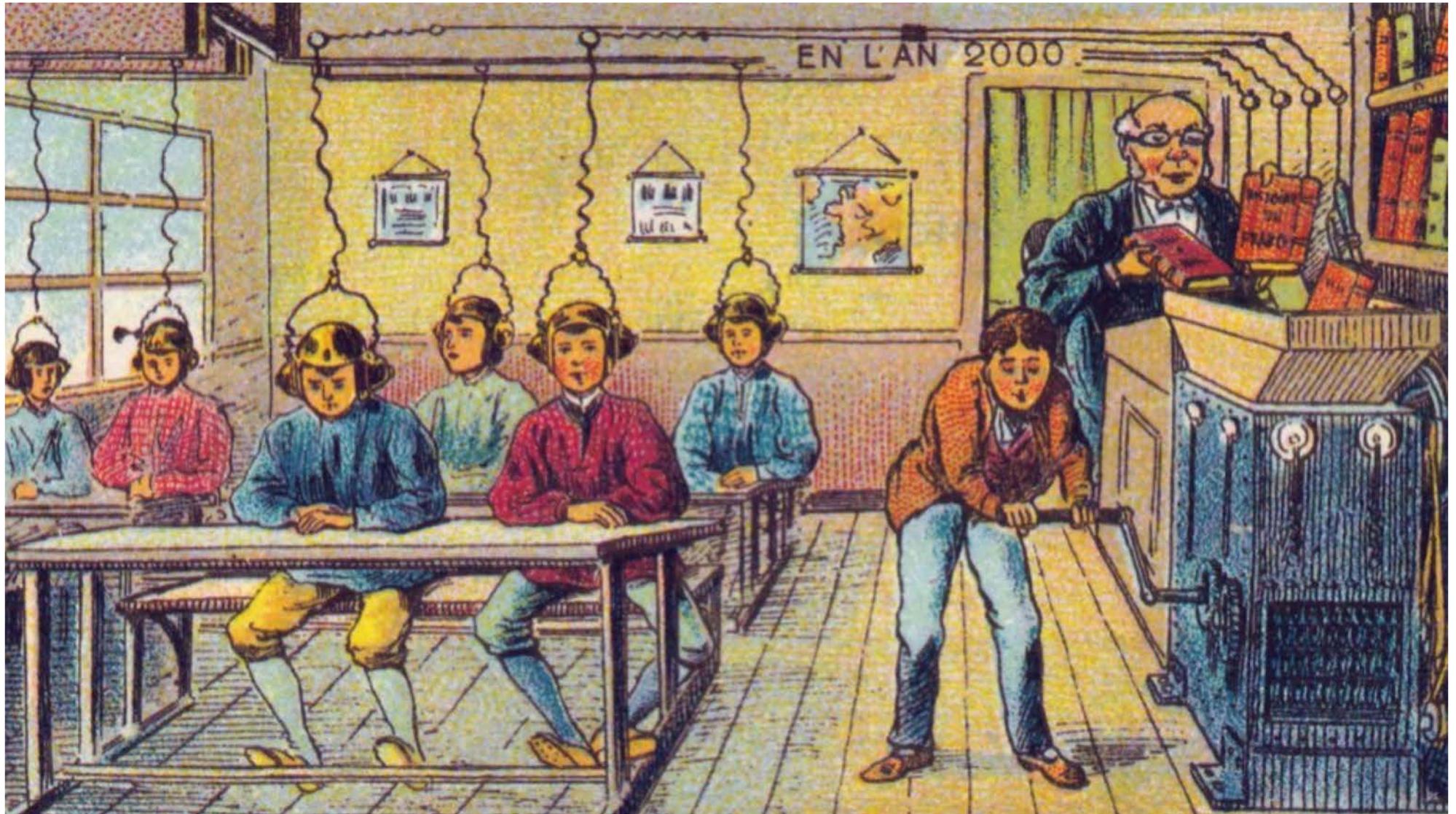
Which familiar spaces and building types will vanish or be radically altered under the pressures of digital transformation? How will our spatial concepts shift as interactive, hybrid environments emerge? What experiences and typologies become possible when physical and digital realms are inseparably fused?

Each year, the seminar examines a single information-intensive typology at risk of obsolescence, such as museums, libraries, airports, banks, boutiques, parliaments, universities, hospitals, or homes.

This year’s focus is the university as a site for learning and knowledge production. Students will critically assess today’s learning experience and design alternative, novel solutions that integrate both physical and virtual architectures.

Through explorations of digital interfaces and augmented physical artifacts, the course investigates how sensory perception can be redistributed, how experiences of time can be re-humanized, and how social, emotional, and spatial relations can be reconfigured.

Projects develop through mapping the social dynamics of lived experience, analyzing the temporal and spatial flows that shape them, and redesigning key touchpoints that foreground humanistic values of care, presence, and agency.



Future school (1910).  
*Wikimedia Commons*



The Flying Classroom: the Midwest Program on Airborne Television Instruction, 1960

[https://en.wikipedia.org/wiki/Midwest\\_Program\\_on\\_Airborne\\_Television\\_Instruction](https://en.wikipedia.org/wiki/Midwest_Program_on_Airborne_Television_Instruction)



One Laptop per Child, 2005-2014

*Nicolas Negroponte, MIT Media Lab (Design by Yves Behar)*



Virtual Reality Experience Design  
*Virsi, 2022*



Three Saros  
*James Turrell, 2015*

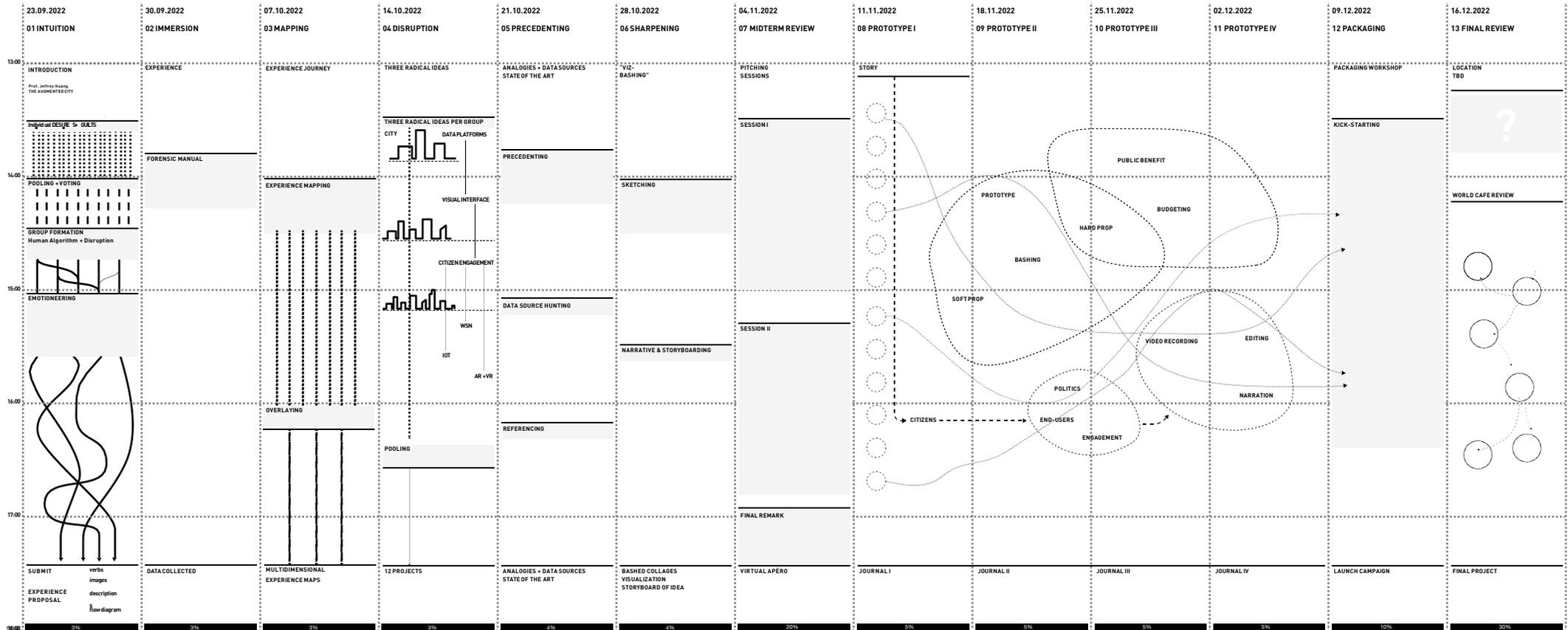


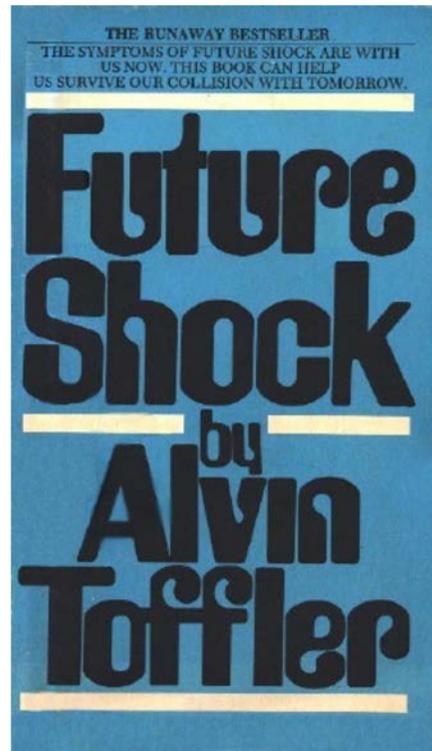
People's Wall, World's Fair, New York  
*Bob Adelman, 1965*



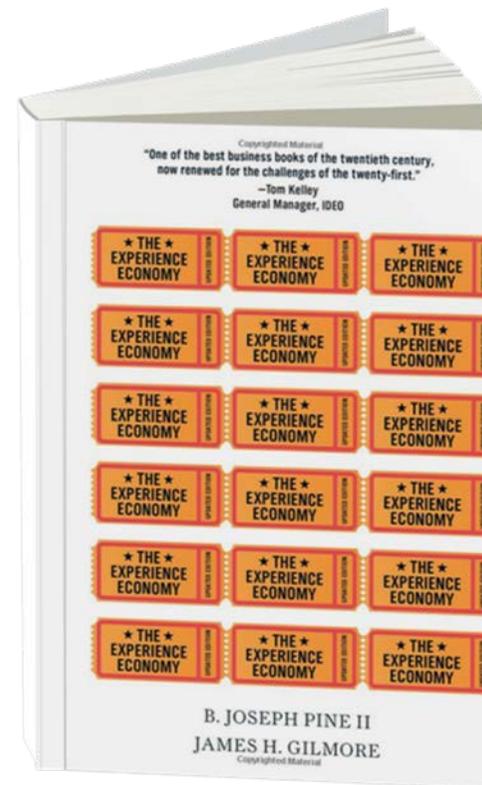
Brainwave Trackers and AI cameras in Chinese Classrooms  
*Wall Street Journal, 2019*

# UEX – EXPERIENCE DESIGN FRAMEWORK





1970

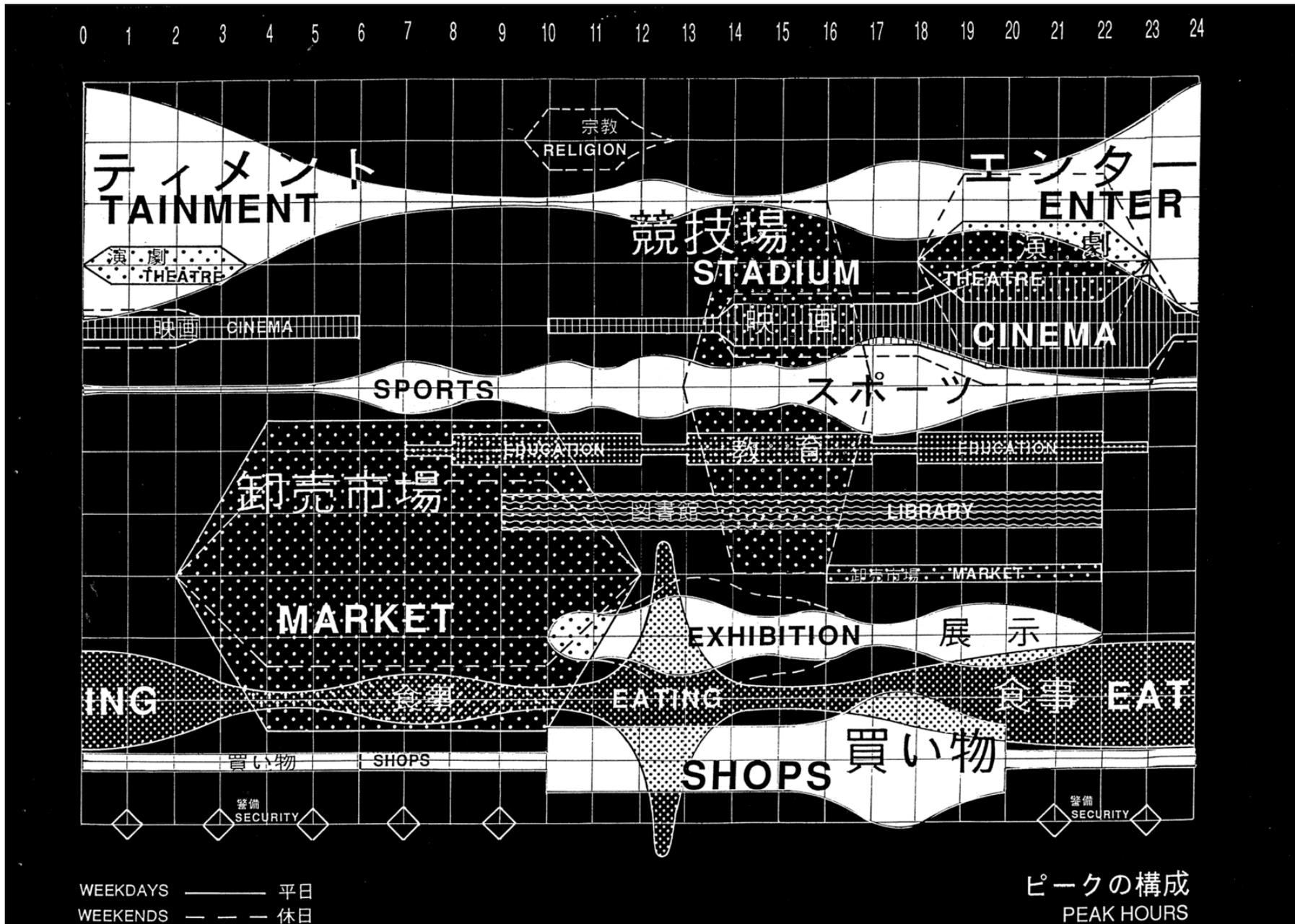


1999





Friedl Kubelka  
Tagesportrait Franz Zokan-West, Wien, 1976.

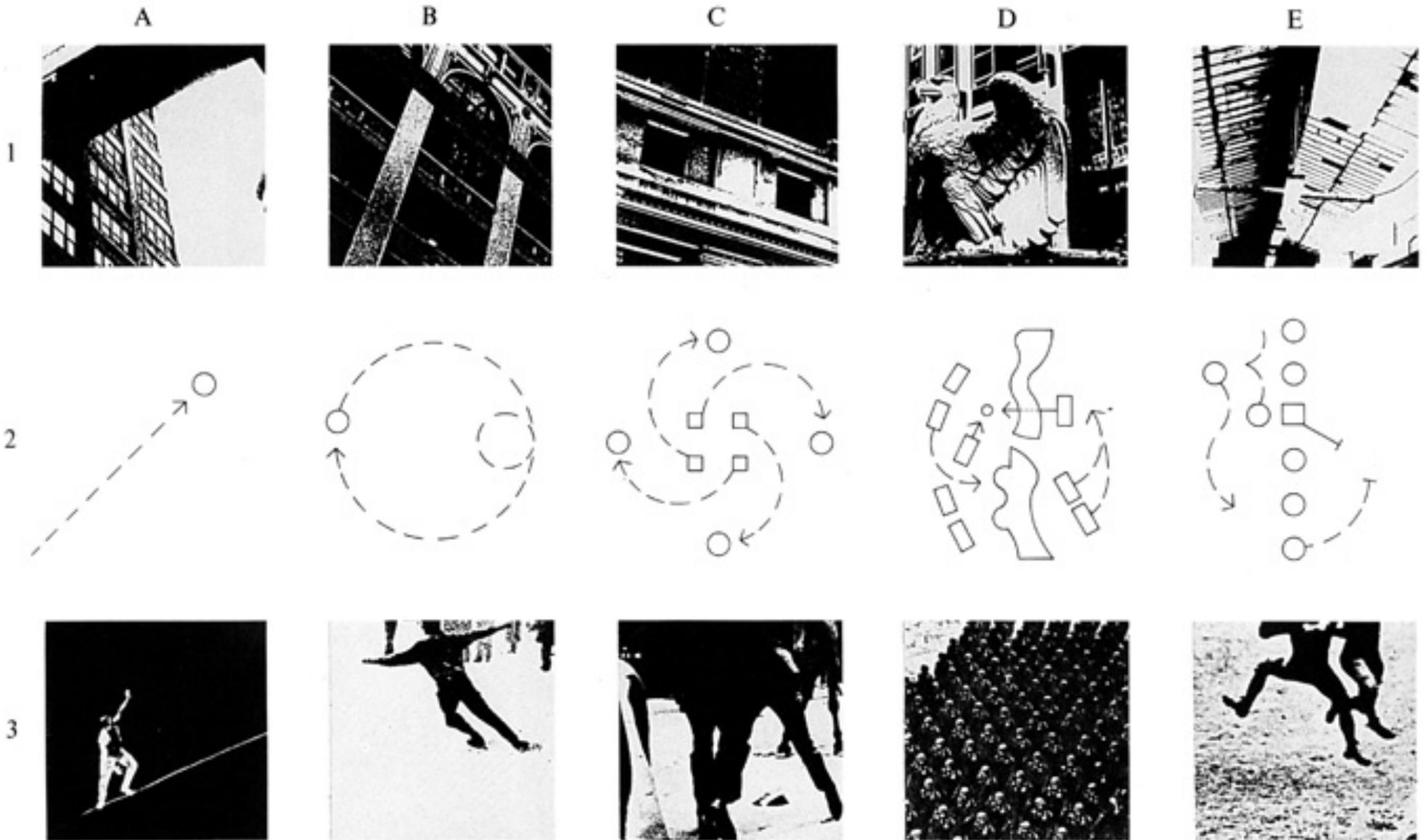


Office for Metropolitan Architecture (OMA)  
Yokohama Masterplan, Yokohama, 1991.



HALF HOUR STAND AND WALKABOUT PIECE BARNES 1969

Bruce McLean, 'Half Hour Stand and Walk About Piece' (1969)



Barnard Tschumi  
*The Manhattan Transcripts, 1976-1981*



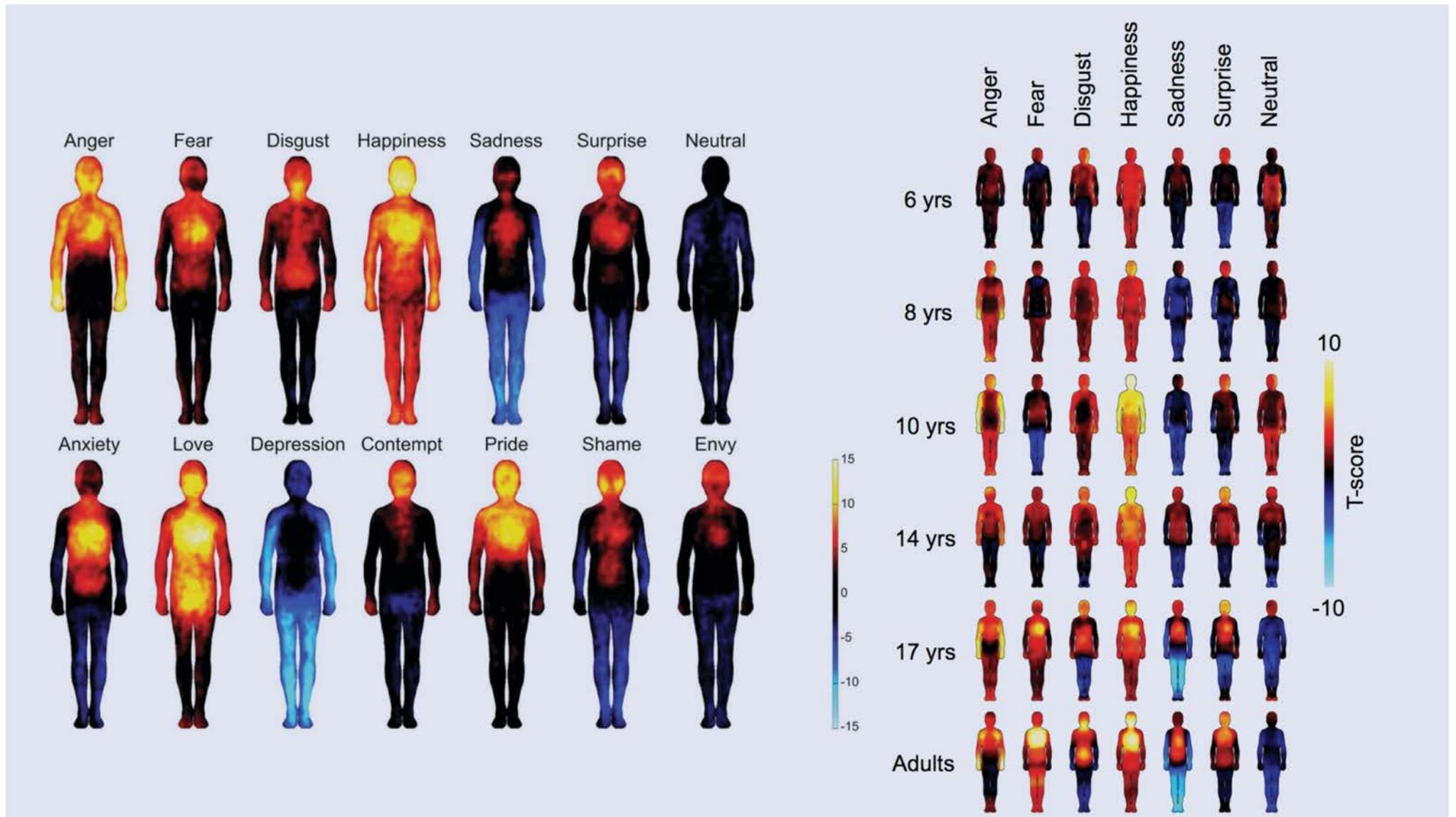
Marina Abramovic  
*Imponderabilia*, 1977

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Sergei M. Eisenstein  
*The Film Sense*, 1943



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

## **Schedule\***

Fall, 2025

Week 1: Introduction / Intuition Workshop

*EMOTIONEERING*

Week 2: Immersion Workshop

*FORENSIC MANUAL*

Week 3: Mapping Workshop

*EXPERIENCE JOURNEY*

Week 4: Disruption Workshop

*THREE RADICAL IDEAS*

Week 5: Precedenting Workshop

*ANALOGIES*

Week 6: Sharpening Workshop

*DIAGRAMS*

**Week 7: Midterm Review / Pitching + Mashup**

Week 8-11: Critical Prototyping I – IV

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Week 12: Packaging Workshop

*STORYTELLING/REPRESENTATION*

**Week 13: Final Review / Pin-up**

\*Dates and topics are subject to change.

Media x Design Laboratory

Prof. Jeffrey Huang

Francisco Moura Veiga

Fatma-Betül Güres

Guillaume Yersin