

95 Theses on Design

1) Design and lifestyle gazettes are destroying the world. 2) It is only courteous for trips for a reportage which are not paid for by the editorial office to be highlighted accordingly. 3) In that case it is an invitation by XY and in most cases XY is also reported on. 4) This rare gesture of indicating permitted influencing of the journalistic world view and foresight is called compliance notice. 5) What, however, is not made visible to the audience is how environmentally friendly the reported subject is. 6) Providing the ecological footprint for the consumption of lifestyle gestures would cause knowledgability but also entertainment. 7) The lifestyle newspaper of the future will help us live in style and environmentally friendly.

8) Car design is pathetic and costs jobs.

9) The stupidity of car advertisement is legendary. 10) The bumper bears humanity's entire tragedy. 11) Bumpers are painted with high-gloss finish and must not bump against anything. 12) We build elaborate and expensive sensors into the bumpers and lose our senses. 13) We frame the opening for the exhaust pipe, which destroys the climate, with elegant chrome trims. 14) Advertising for cigarettes is partly forbidden or at least butchered with health propaganda that spoils the joy. 15) Advertising for cars with all their full-page or double-page showing off is spared the warning of destroying the world's climate. 16) "Cars contaminate your city and cause lung diseases" would be a possible note of warning under the ad in which a car lonesomely sweeps the curvy coastal road. 17) That Europe's largest economy depends on the preservation of the car industry is tragic. 18) These jobs are missing for the production of meaningful goods. 19) The car of the future is ultralight, modular, upgradable, without a combustion engine, and is produced locally. 20) It rather resembles a bike than a tank. 21) We no longer own it, we make use of mobility offers according to our need and not our status.

22) Traveling is marveling at the successive destruction of the world.

23) With the advancing of leisure society, traveling with climate-destroying means of transportation to destinations as far away as possible is turning into normality. 24) We travel as far as possible with as little money as possible. 25) When the drive to the airport is more expensive than the medium-haul flight, humans are not coy about flying somewhere for the weekend. 26) Selling indulgences by means of carbon credits is, so far, not yet part of our consumer religion. 27) Consequently, the short trip is not burdened with guilt. 28) The environmental costs are not considered in the ticket price. 29) The costs are carried by the world population, especially the people in poor countries. 30) Here, indulgences are dealt with politically in the form of development aid. 31) However, development aid budgets are cut each year. 32) After all, we don't want to experience too much human suffering while on holiday. 33) It could be harmful to our relaxation. 34) In the future, those will be able to travel who still have miles on their climate credit card.

35) Houses are grave stones for dead ideas.

36) Our cities are the grave yards of past architectural concepts. 37) Architecture is the creation of identity, protection, and space for people. 38) The fact that in doing so architecture is still mostly ignorantly wasting fossil energy and emitting incredible amounts of carbon dioxide into the air through building materials questions the developmental level of humanity in the 21st century. 39) The installation of control panels nobody understands doesn't make architecture any more intelligent. 40) While plans for the construction are carried out with a great deal of attention, plans and the will to remove these buildings again from the world and reuse the resources as a starting point for something new are missing. 41) Harmony with nature goes as far as the tree's reflection in the glass front. 42) The total absence of systematic thinking is represented by the fridge trying to keep the beer cool in an overheated room while the temperature outdoors is the same as in the fridge. 43) Drinking water is directly disposed of into the sewage system via the toilet. 44) Nitrogen in the urine passes the sewage system and turns the coastal waters into Dead Zones. 45) Instead, the urine could be used as fertilizer for plants. 46) Better solutions do exist for all of this. 47) We just have to do without the offer of "ready" solutions. 48) Let's create locally adapted architecture.

49) Fashion dies quickly and silently.

50) Fashion shows us that different velocities are necessary for an entire system to work. 51) In the animal kingdom mayflies as well as centennial tortoises exist. 52) There are living fossils like the horseshoe crab as well as short episodes of evolution. 53) The system of different velocities—today short, tomorrow long, today yellow, tomorrow green—seems to belong to the logic of fashion and, consequently, to the creative operating system of humanity. 54) There are shapes that only change very slowly or not at all. 55) But there is also fast fashion and its seasonal death. 56) This would all not be a problem if the production didn't mean exploiting workers, destroying regions, and causing water shortages. 57) T-shirts should be like the leaves of vegetation. 58) In autumn, after a short time on the ground, they turn back into humus.

59) Design education is the license to destroy the environment.

60) That design is a danger to all of us is not mentioned in any student guide. 61) Lack of information and responsibility result in an understanding of design that neither asks for the origin of materials nor for their environmental compatibility. 62) Shortsightedness leads to an artistic gesture that only accompanies the product to the gate of the factory. 63) Nobody is interested in what happens when a product is used. 64) Nor is recycling of resources planned. 65) Instead, indulgence takes place in the form of disposal fees. 66) These are so little that there is no incentive at all to keep the products in a cycle. 67) Planning for industrial mass production means only using the factory for

assembly. 68) It is not used for repairs or recycling of components to new products. 69) In the future, resources will have to circulate in natural or technological cycles. 70) In the future, nobody should graduate from a design university without having learned the tools for sustainable design.

71) Design serves capitalism.

72) There is no lack of alternative economic models that support social and moral growth and at the same time demand limits for economic growth for the protection of the environment. 73) The design of today corrupts humanistic values. 74) The design of tomorrow will serve positive human development. 75) It will show solidarity, support and develop democracy and its humanistic values. 76) The design of the future will serve the common good.

77) The world is submitting to the ritual of consumer religion.

78) Consumer culture is a culture where consumption is paramount. 79) We are living in the Global North with consumerism as a religion without confession. 80) Sadly, this style of living doesn't work for all of the world's population. 81) For it to work, we would need seven or more Earths. 82) While other religions are based on a concept with metaphysical aspects, consumerism as religion is based on a limited resource, namely our Earth. 83) This makes the promise of salvation of throw-away culture quite implausible. 84) May the ritual of waste and destruction slowly end. 85) We need a global transformation ritual into a new era.

86) Copyrights don't protect, they prevent creativity.

87) Open design will improve the world much more than a legal concept mostly global media monopolies profit from. 88) The protection of intellectual property will be followed by an era of creative commons that can openly be developed further and used if they name the author. 89) The result of open design, free adaptation and development of ideas will result in self-empowerment and is for the common good. 90) People will profit from drastically reduced prices and local production. 91) Work and working time will be redefined and equally include family work as well as personal productions and the occupation with what really, really matters to us. 92) The pay for the "new work" will have to be renegotiated. 93) Discussions about the pay will take place in new institutions.

94) All humans are creative and social.

95) We are all designers of our future.