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pre-specifics
Some comparatistic
investigations on
research in design and
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Design Issues Today

Jenseits der klassischen Disziplinengrenzen äussert sich gegenwärtig eine beinahe ubiquitäre Forderung nach Gestaltungskompetenz. In den zukünftigen und massgeblich von Aufmerksamkeit getriebenen Märkten gerät Design damit zunehmend auch in den Bereich von Fragen nach Sinnsetzung und Bedeutung. Die Publikation pre-specifics. Komparatistische Beiträge zur Forschung in Design und Kunst argumentiert, dass eine vielversprechende Strategie für Design in Zukunft darin bestehen könnte, die verschiedenen Codes der virtuellen Zusammenhänge materialer, biologischer, technologischer, kognitiver wie auch medialer Perspektiven zu symbolisieren und sie breithin verhandelbar zu machen. Das Buch stellt sowohl Material als auch eine theoretische Annäherung bereit, um Denkbilder für ein Design des Potentiellen zu entwickeln und fruchtbar zu machen. In einem rhizomatischen Kaleidoskop treffen sich unter anderem Perspektiven aus Rechtswissenschaft und Gamedesign, Marketing und Architektur, Philosophie und Anthropologie, Finanzmarkttheorie und Urbanistik, Automobildesign, Mathematik, kritisches und strategisches Design. Dieses Buch bietet eine Zusammenstellung von Gesprächsbeiträgen mit international renommierten Vertretern wie etwa Greg Lynn, Christopher Peterka, Wolfgang Weingart, Marcel Alexander Niggli, Christian Labonte, Fiona Raby und Anthony Dunne, Christian Doelker, Philipp Sarasin, Raymond Guidot, Eric Zimmerman, Manfred Fassler u.v.m.

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