Experiential Design – Rethinking relations between people, objects and environments

• Paper / Proposal Title:
Learning Interrelationship of Objects, Environments and People: Designing for more responsible consumption

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• Abstract (300 words):
Daniel Weil at Pentagram speaks in a video Time Machines: Daniel Weil and the Art of Design “Designing is a sensorial and rational experience.” We can light our space with high energy-efficient LED bulbs. However, it is difficult to give up a fireplace, candlelight, and even incandescent bulbs while we are aware of the better technologies available to save energy and less pollute the environment. It is because our values and behaviors are not only shaped by the logic of problem-solving technologies but also constructed by senses and emotions. Rather than relegating important valuing of objects to technical subjects, the paper argues the importance of learning the interconnectedness between
objects, environment, and people concerning ethical approaches to design in education.

Technologies and science may offer us an optimistic view of decreasing the human impact on our natural environments. However, without shifting our relationship to designed things, our consumptive behavior may not change and remain to be an obstacle for more ecological living. Within this premise, the Global Production studio for MFA Industrial design at Parsons focused on questioning the interrelations between objects, environments, and people. An interactive mirror acts as a window that connects people and weather in different parts of the world. A TV questions the notion of old and new. A toy car is entirely made of materials from sheep farming to avoid selective breeding for only economic benefit. A table creates a vegetal landscape in a living room, connecting people closer to what they eat. These may offer opportunities to instill the different values of things in people, thus enabling them to be more responsible for their actions. Students’ work expanded circular-economy to a cultural agency of things as a dynamic component in the macrocosm.

• Author(s) Biography (200 words each):

Gyungju Chyon is Assistant Professor of MFA Industrial Design and BFA Product and at Parsons School of Design in New York. Through her practice little wonder, her work explores alternative ways of considering ecological issues by focusing on the relationships between designed things, environments, and people. Through engaging natural phenomena and experimenting with materiality, Little Wonder is interested in delving beyond technological performance, seeking deeper and more meaningful connections with our world. Interpolates between installations and product design, Little Wonder has collaborated with international companies such as Rosenthal (DEU), Interface (USA), Duravit (DEU), Emotis (FRA), and Lucifer Lighting (USA). The work has been internationally awarded, exhibited at various venues in Europe, America and Asia, and published in academic conferences, journals and books. Prior to Parsons, she taught industrial design at the School of Architecture and Design at RMIT University in Melbourne. She earned a PhD from RMIT University in Melbourne, a MA in furniture and interior architecture design from University of Art and Design Helsinki (Aalto University) in Finland, and BA in industrial design from Hong-Ik University in Seoul.