

Back to the Sustainable Future: Visions of Sustainability in the History of Design

Workshop at the Rachel Carson Center for Environment and Society

19 June 2015

Organized by Kjetil Fallan and Finn Arne Jørgensen

Program

09:00: **Welcome and introduction**

Kjetil Fallan and Finn Arne Jørgensen

Each presentation will be limited to 10 minutes, followed by 30 minutes of discussions.

09:10: **'Soft Control Material: Design and Environment, c. 1970'**

Larry Busbea, University of Arizona, USA

09:50: **'Designing Life Cycles: Lifespans of 20th Century Consumer Technologies'**

Heike Weber, Bergische Universität Wuppertal, Germany

10:30: **'"Designing Problems out of Products" – The Green Designer Creates Pragmatic Solutions'**

Ingrid Halland Rashidi, University of Oslo, Norway

11:10: **'Manufacturing the Raw: Examining the Conceptualisation of Nature and Natural Resources within Design Pageantries'**

Livia Rezende, Royal College of Art, London, UK

11:50: **'Slow Design in Sportswear: Patagonia Case Study'**

Michelle Labrague, Stockholm University, Sweden

12:30: **LUNCH**

14:00: 'The Environmental Crisis in Design Culture: Opportunity and Awakening (1968-1973)'

Gabriele Oropallo, University of Oslo, Norway

14:40: 'Much Ado About Some Smoke Particles: Diverging Design Paths to "Clean" Diesel Exhaust Emissions in the USA and in Europe, 1970s–1980s'

Christopher Neumaier, Centre for Contemporary History Potsdam, Germany

15:20: 'Disclosing the Relationship Between Design, Repair/Reuse and Recycling'

Jennie Olofsson, Umeå University, Sweden

16:00: 'Socially Responsible Design in Nordic Design Discourse, 1967-1973: Victor Papanek and the Scandinavian Design Students' Organization (SDO)'

Ida Kamilla Lie, University of Oslo, Norway

16:40: 'Ecology and Counterculture in Italy: The Design Experience of Global Tools (1973-1975)'

Elena Maria Formia, University of Bologna, Italy

17:20: 'Drawing Natures: US Freeway Controversies, Representational Techniques, and the Rise of Environmental Design'

Margot Lystra, Cornell University, Ithaca, NY, USA

18:00: Closing Remarks