

# 'Yes! we're Open.'

## Open design for sustainable innovation.

# A DIY manual for the open designer

by Thomas Lommée  
Infrastructures.net 2010

Over the last 20 years we have been witnessing the steady evolution of the World Wide Web and with it the early developments of a networked society. Both producers and consumers now have potential access to a communication infrastructure that is geared towards sharing and exchange. This shift is profoundly changing our current models of creation, production and consumption. Just as digital cameras democratized photography ten years ago, the internet, CNC production techniques and free, easy-to-use 3D software is opening up the design profession today.

The participating consumer is no longer judging an object for what it is but rather imagines what it can become. Objects on the other hand are evolving into dynamic puzzles, self-improving product versions rather than rigid monoliths. Both producers and consumers are now enriching the overall product ecosystem by feeding it with new soft- and hardware plug-ins, updates and add-ons.

**The exhibition 'Yes! we're Open.'** unfolds the first materialized outcomes of a collaborative design language. By showcasing very diverse products, services and systems, it offers a glimpse into the characteristics and aesthetics of this new design culture.

**This poster** is a 'how-to' manual for every individual who wants to take part in the networked design process. It is also an analytical roadmap for every producer who wants to better understand the different methods and tools that will allow him to tap into the wisdom of the crowds and develop these products or services that people really want.

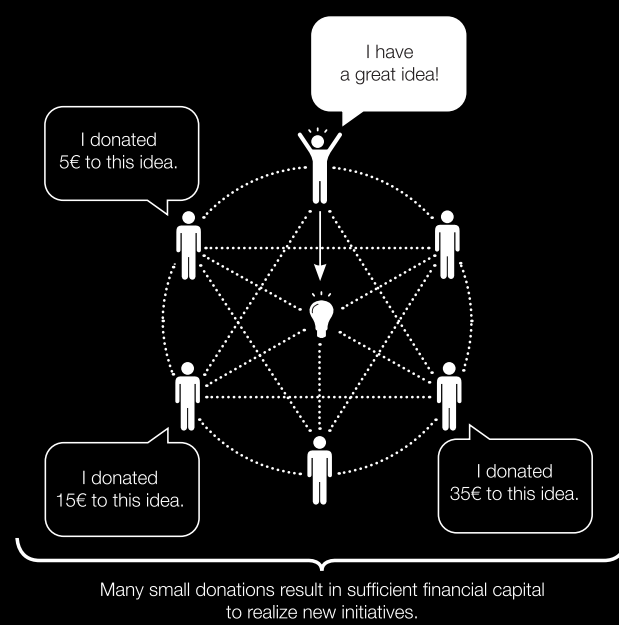
**The exhibition 'Yes! we're Open.'** is part of the Innovation Festival Kortrijk.  
- [www.innovationfestival-kortrijk.be](http://www.innovationfestival-kortrijk.be)  
- 08/10/2010 – 25/10/2010  
10h - 21h @ Budascoop,  
Kapucijnenvest 10, 8500 Kortrijk

In a networked society **investment** is about sharing beliefs, leading towards decentralized financing platforms.

### Gather support.

- From 'venture capitalism' towards 'people-to-people' finance.

If we want to realize our dreams, we need to gather support from our peers.

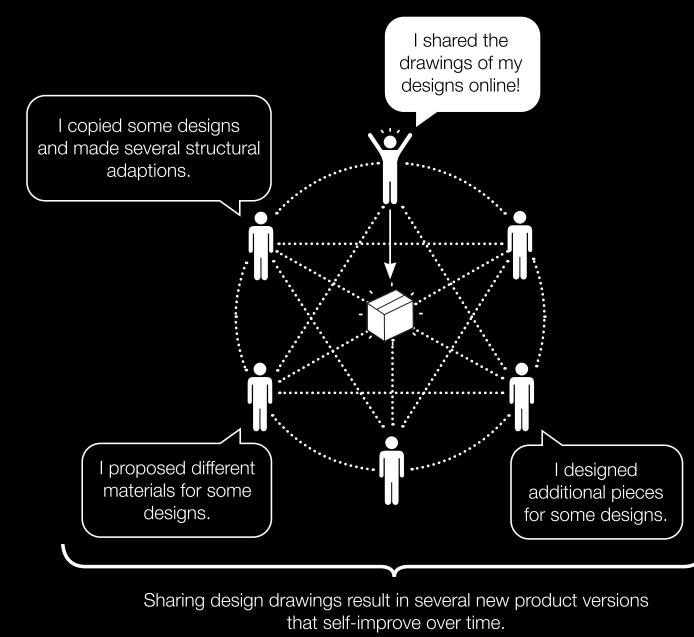


In a networked society **design** is about sharing ideas, leading towards a common design vocabulary.

### Share drawings.

- From copyright towards right-to-copy.

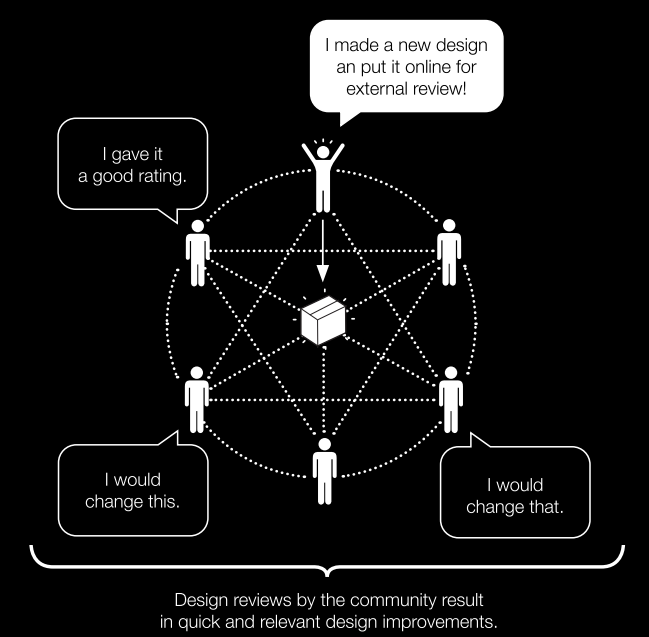
If we want our designs to self-improve, adapt and evolve, we need to share them online.



### Consider comments.

- From marketing towards market-driven design.

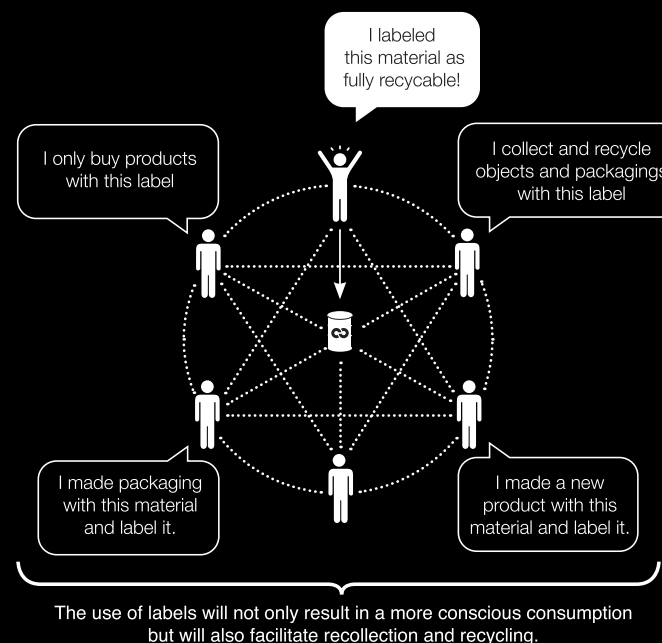
If we want to further develop our designs, we need to be open to the comments of others.



### Label materials.

- From free material choice towards strict material frameworks.

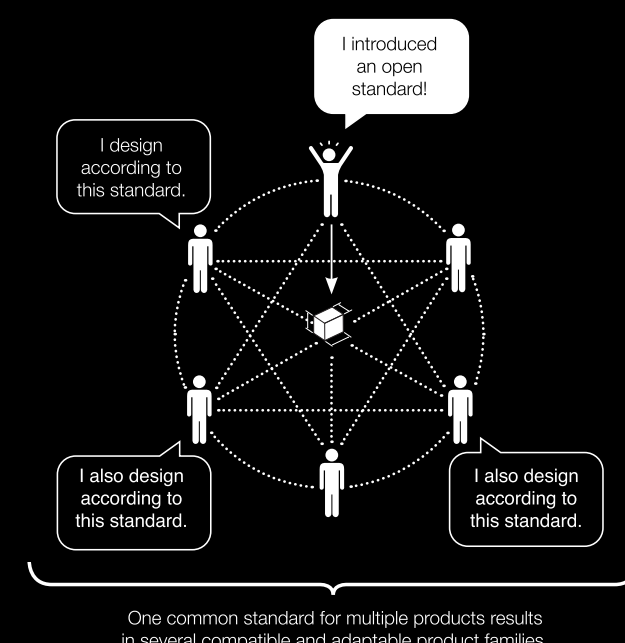
If we want to insure resource abundance, we need to work with certified materials.



### Standardize dimensions.

- From patented standards towards shared standards.

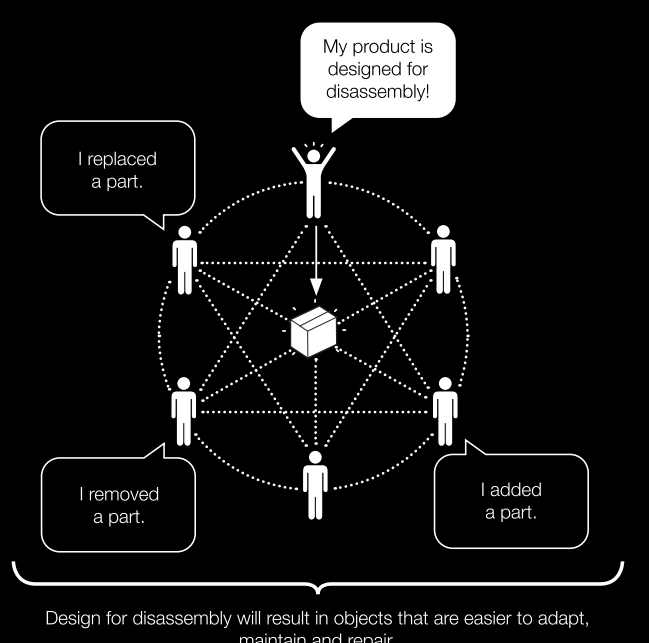
If we want to facilitate the exchange and reuse of components, we need to design according to common standards.



### Allow disassembly.

- From closed monoliths towards transparent component assemblies.

If we want to facilitate maintenance, repair and recycling, we need to design for disassembly.

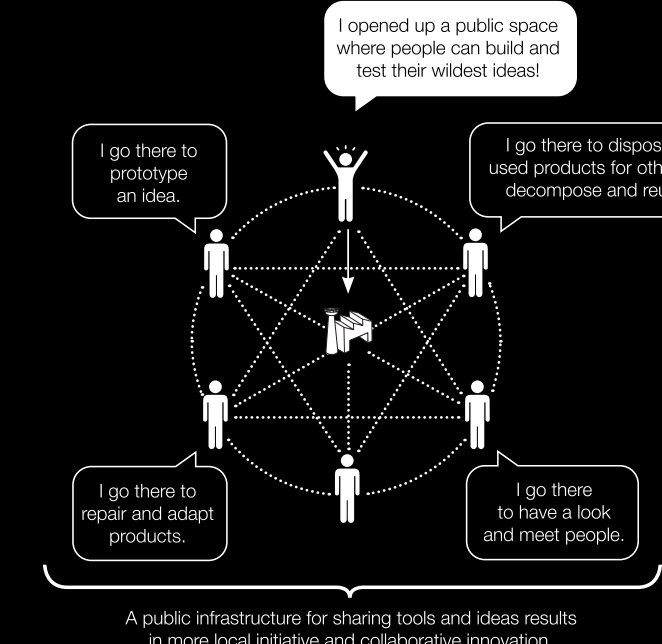


In a networked society **production** is about sharing tools and workshops, leading towards flexible, small-scale production.

### Exchange skills.

- From corporate R&D departments towards public experimentation labs.

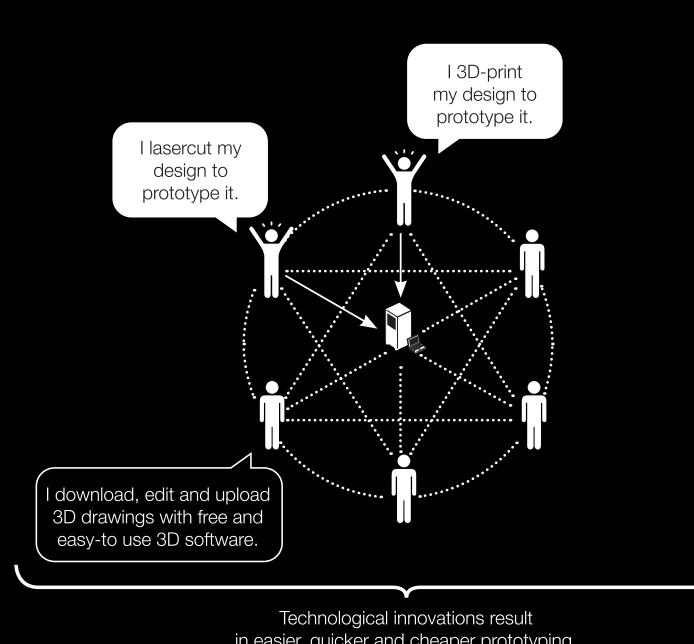
If we want to stimulate collaborative innovation, we need to install public workshops for creative exchange.



### Prototype designs.

- From centralized mass production towards decentralized small-scale production.

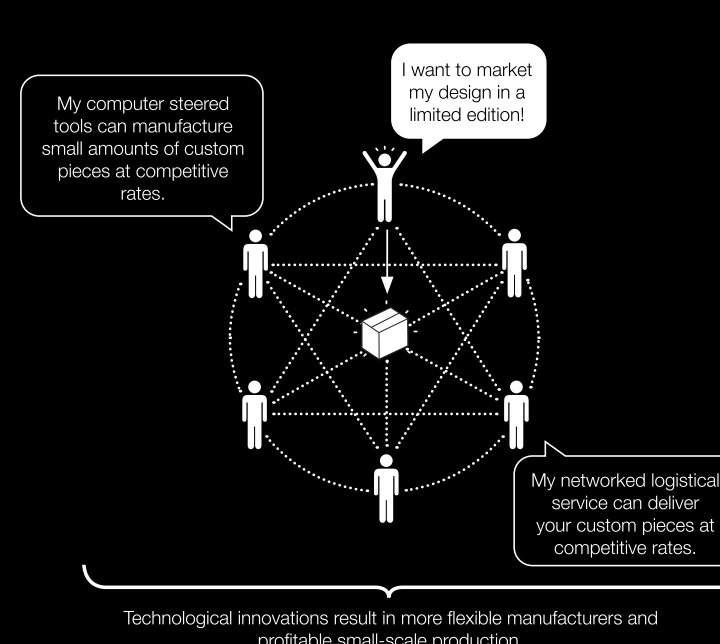
If we want to democratize production, we need to make our prototyping tools simple and cheap..



### Outsource production.

- From rigid factories towards flexible manufacturers.

If we want to make small-scale production profitable, we need to make our production tools flexible and accessible.

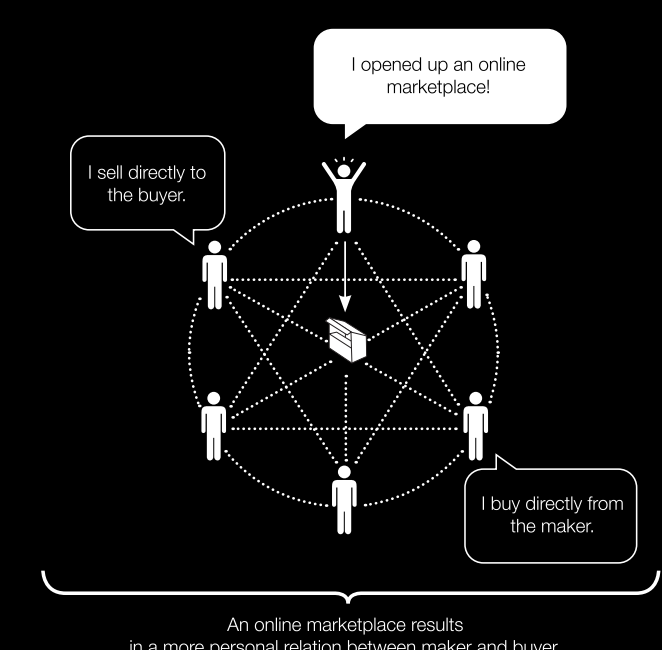


In a networked society **retail** is about sharing interests, leading towards a reconnection between makers and buyers.

### Personalize sales.

- From shopping centers towards shop-clusters.

If we want to personalize retail, we need to reconnect makers and buyers.

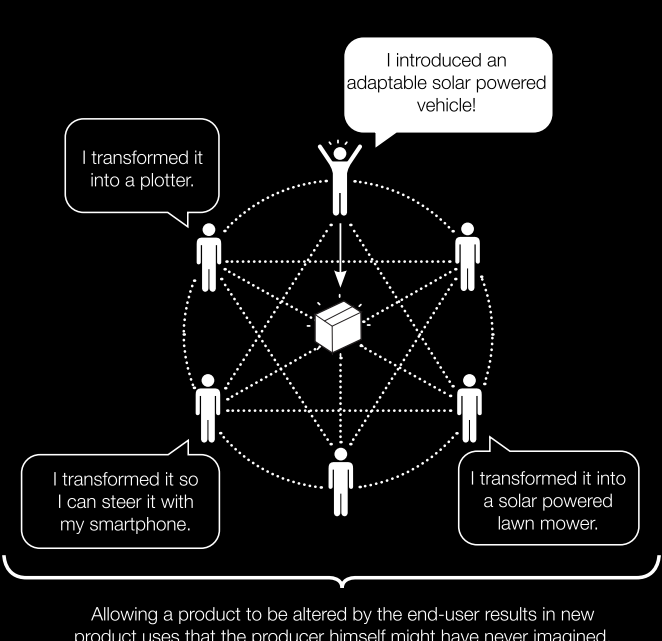


In a networked society **consumption** is about sharing experiences, leading towards customer-driven innovation.

### Allow hacking.

- From static end-products towards dynamic product updates.

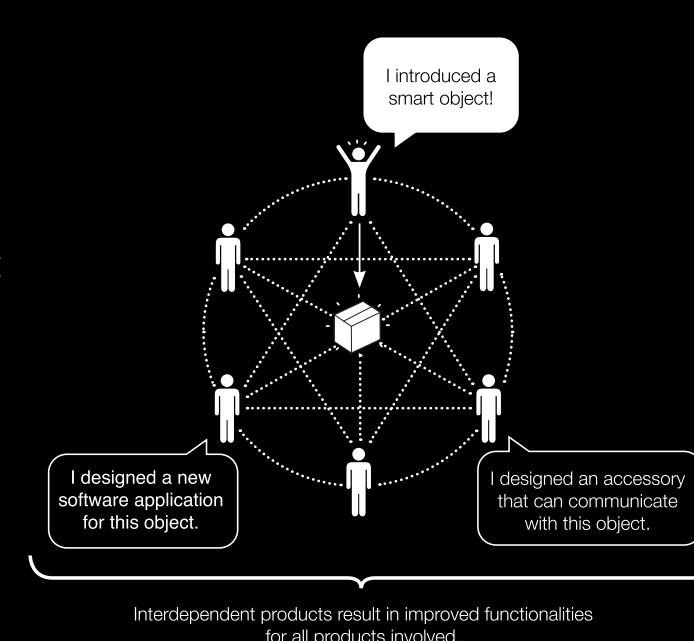
If we want to encourage product adaptation, we need to make it easy for the user to experiment and play with it.



### Facilitate clustering.

- From independent product entities towards interdependent product ecosystems.

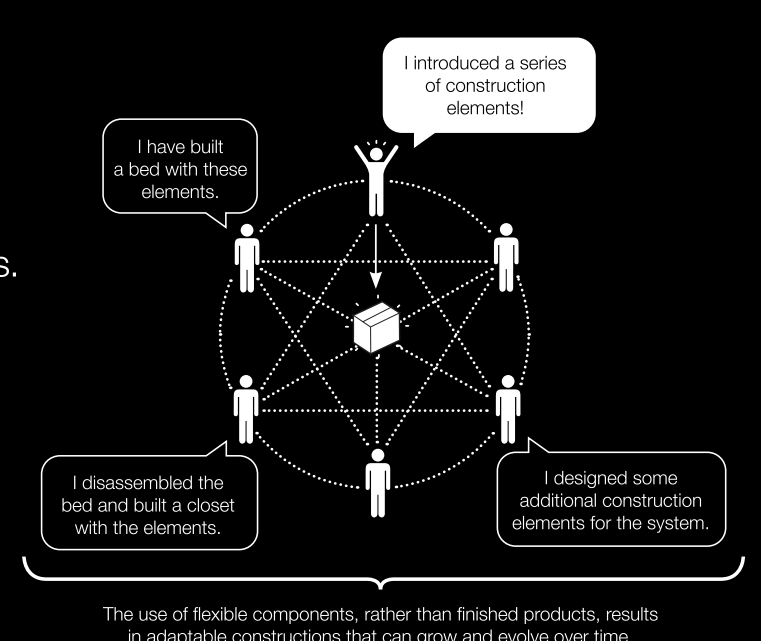
If we want to optimize the functioning of our products, we need to interconnect them.



### Stimulate growth.

- From revolutionary shifts towards evolutionary adaptations.

If we want to make our products resilient, we need to allow them to grow and adapt.

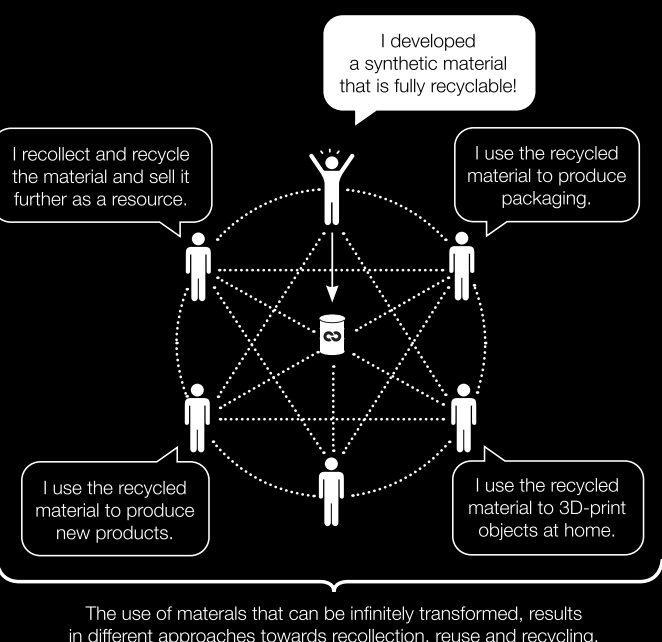


In a networked society **recycling** is about sharing materials, leading towards closed material cycles.

### Transform waste.

- From mere downcycling towards elegant upcycling.

If we want to reshape our future, we need to recycle without loss.



**Yes! WE'RE OPEN**  
A VISION ON *Open Design*



# 'Yes! We're Open.'

## Open design for sustainable innovation.

# Exhibition overview.

by Thomas Lommée  
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In a networked society **investment** is about sharing beliefs, leading towards decentralized financing platforms.

In a networked society **design** is about sharing ideas, leading towards a common design vocabulary.

### Gather support.



**Kickstarter**  
Kickstarter is a funding platform for creative ideas, where large groups of people donate small amounts of money to a common project.  
[www.kickstarter.com](http://www.kickstarter.com)

**Jile**  
Jile is a platform for project financing. People who support posted ideas get a reward in return.  
[www.jile.eu](http://www.jile.eu)

### Label materials.



**FSC label**  
FSC is a label for wood and paper products that signifies that the product comes from a sustainably managed forest.  
[www.fsc.org](http://www.fsc.org)



**Cradle to Cradle**  
Cradle to Cradle Certification is an eco-label for materials that guarantees the possibility of endless recycling without quality loss.  
[www.cradletogether.nl](http://www.cradletogether.nl)

In a networked society **production** is about sharing tools and workshops, leading towards flexible, small-scale production.

### Exchange skills.



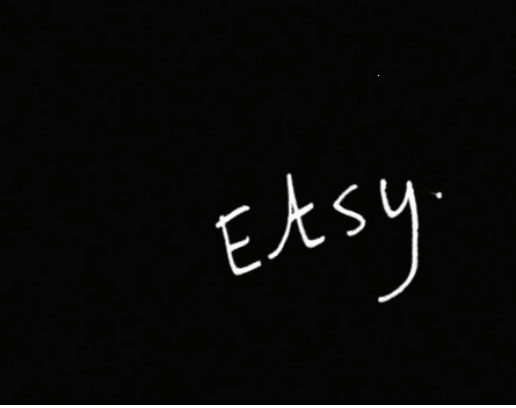
**Tech shop California**  
TechShop is a membership-based workshop that provides members with access to tools and equipment, instructions, and a community of creative and supportive people, so they can build the things they have always wanted to make.  
[www.techshop.us](http://www.techshop.us)



**TimeLab**  
TimeLab is a workshop for art, technology and society in Ghent. It consists of a fabLab, an artists-in-residence program, social research and get-togethers, where artists, experts and other interested parties can meet, exchange ideas and find inspiration.  
[www.timelab.org](http://www.timelab.org)

In a networked society **retail** is about sharing interests, leading towards a reconnection between makers and buyers.

### Personalize sales.



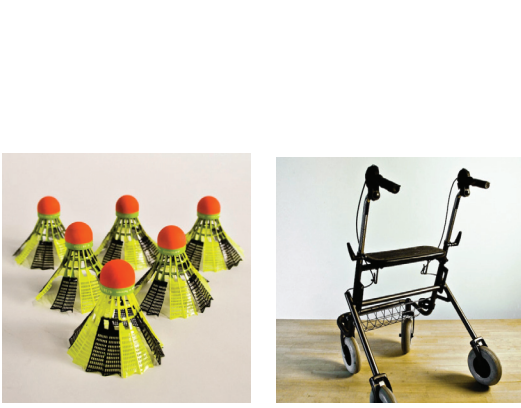
**Etsy**  
Etsy is a vibrant handmade marketplace. Etsy's mission is to enable people to make a living making things.  
[www.etsy.com](http://www.etsy.com)

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### Allow hacking.

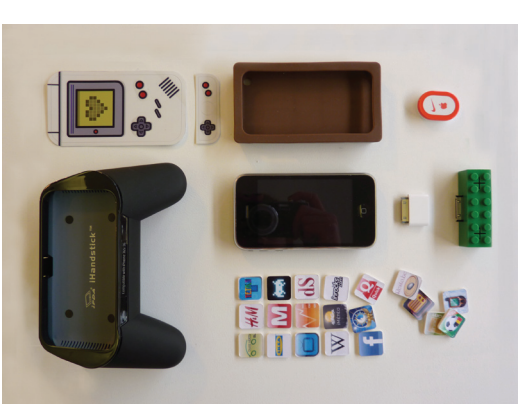


**Roomba hack**  
by Christopher Myers  
Roomba is a robotic vacuum cleaner. The Roomba Open Interface allows programmers to create their own enhancements, thereby developing new uses that weren't foreseen by the producer.  
<http://www.speaddesign.com>

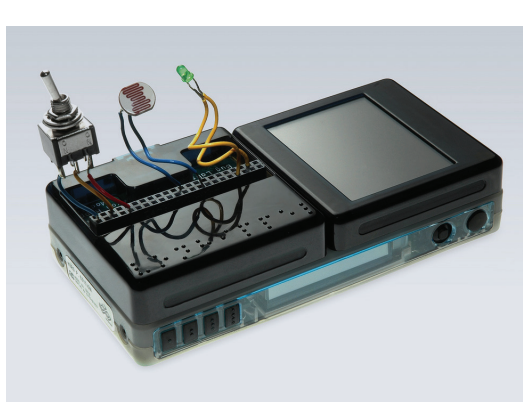


**Bended Speak & Spell**  
by Deedsound  
Speak & Spell is a series of electronic handheld educational toys. By cross-wiring terminals and adding electronic components, amateur hobbyists purposely disrupt normal functioning of the device in order to create new sounds.  
[www.deedsound.com](http://www.deedsound.com)

### Facilitate clustering.



**iPhone**  
by apple  
Due to a number of accessible interfaces, users and companies can build further on the original iPhone design. By doing so, they enlarge the functionalities and resilience of the resulting product ecosystem.  
<http://www.apple.com/iphone>



**BUGs**  
by Buglabs  
Buglabs offers a module-based Linux computer for rapid prototyping. It provides a collection of electronic modules that can easily be plugged together and programmed to make any device you want.  
[www.buglabs.net](http://www.buglabs.net)

In a networked society **recycling** is about sharing materials, leading towards closed material cycles.

### Transform waste.



**Rammed earth construction**  
Rammed earth construction uses compressed soil as a building material. This technique generates an infinite material cycle by using a local resource that is simply returned back to the ground after deconstruction.



**Belland® Material**  
Belland® Material is a plastic material, which can be continuously recycled without down-cycling by simply dissolving it in a water-based solution.  
[www.belland.de](http://www.belland.de)

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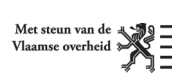
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The Innovation Festival is an organization of:



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### Share drawings.



**Di-It-yourself concept**  
by Extremis  
The Belgian furniture company Extremis introduces a new approach that offers its clients the choice between buying a product or the rights to make one themselves.  
[www.extremis.be](http://www.extremis.be)



**Living Structures**  
by Ken Isaacs  
The Belgian furniture company Extremis introduces a new approach that offers its clients the choice between buying a product or the rights to make one themselves.  
[www.extremis.be](http://www.extremis.be)

### Consider comments.



**Threadless**  
Threadless is an open call for T-shirt design submissions. Anyone can submit ideas, which are then voted by the online community. The most popular designs get produced and are sold via the website.  
[www.threadless.com](http://www.threadless.com)



**Quirky**  
Quirky is a product development company that works on the ideas of submitters. 30% of every dollar brought in gets distributed amongst the designer and the products influencers.  
[www.quirky.com](http://www.quirky.com)

### Standardize dimensions.



**The power grid**  
Our power infrastructure is a good example of a system that uses shared standards - like common dimensions for bulb fittings, plugs and outlets. These agreements facilitate the adaptability and reuse of all individual components.

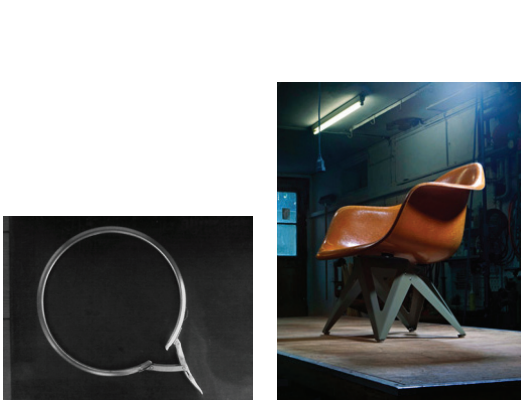


**Logistics**  
Manufacturers package their products according to shared standards, from beer crates to shipping containers. This results in an efficient storage and transport system for all.

### Allow disassembly.

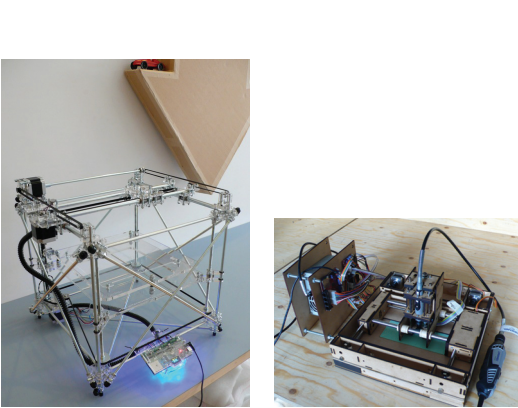


**The VW 'beetle' engine**  
The engine is a good example of an independent component that can easily be disassembled, maintained and repaired. It therefore also stimulates users to come up with various other functions, for example self-built roasters, electricity generators, small airplanes and even jet skis.



**Bicycles**  
Because bicycles are easy to disassemble and bike components are frequently interchangeable, the user is invited to adapt and personalize their bicycle over time.

### Prototype designs.



**RepRap**  
by Adrian Bowyer  
RepRap is a 3D desktop printer, capable of printing plastic objects. Since many parts of RepRap are made from plastic, and RepRap can print those too, it is a self-replicating machine - one that anyone can build - given time and materials.  
[www.raprap.org](http://www.raprap.org)



**MiniCNC**  
by Kurt Van Houste  
MiniCNC is a small, open source milling machine made out of laser cut parts. It is available as an easy-to-mount and inexpensive kit.  
<http://www.timelab.org/minicnc>

### Outsource production.



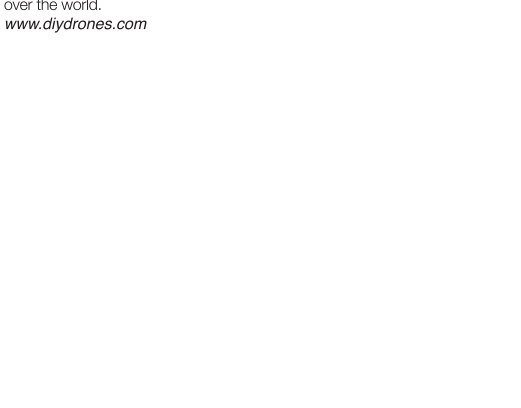
**Roto moulder**  
by StudioMyFirst  
The Roto moulder is a low-budget DIY, fat pack that gives virtually everybody the possibility to discover the potential of rotation molding.  
[www.studiomyfirst.co.uk](http://www.studiomyfirst.co.uk)



**Sketch Chair**  
by Greg Saul  
Sketch Chairs are designed by the user and constructed from laser cut veneer, felt and paint felt. They are designed, tested and fabricated using custom software that generates laser cutting patterns.  
[www.sketchchair.com](http://www.sketchchair.com)



**Stool**  
by Vandsaye  
This stool is built up out of four pine legs and 3D-printed plastic elements. This means that if permission is granted to the designers, everybody with a 3D printer could reproduce it at home.  
[www.vandsaye.com](http://www.vandsaye.com)



**L'Artisan Electronique**  
by Unfold & Tim Knapen  
L'Artisan Electronique is a virtual pottery wheel that was realized by means of a 3D scanner and digital design software. Ceramic pottery designs can thus be downloaded and printed at home.  
[www.unfold.be](http://www.unfold.be)  
[www.weirdindian.net](http://www.weirdindian.net)

### Stimulate growth.



**Indie furniture**  
by Nicola Enrico Stübli  
This is a storage solution consisting of universal furniture parts and customised wood panels. An online planning aid helps creating a unique piece and sells the connectors, while the wood is supplied through the carpenter around the corner.  
[www.indie-furniture.org](http://www.indie-furniture.org)



**Social housing**  
by Elemental  
The architectural do tank Elemental, from Chile, designed social housing in which 10% of each unit's volume will eventually be self-built by the inhabitants.  
[www.elemental.cl](http://www.elemental.cl)

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