SLOW DESIGN

is a recession the perfect time to slow down?
THE RETURN TO HUMAN VALUES

Humanity plays a central role in the four Summer 2010 themes, erasing the boundaries between the natural and cultural environments.

WILD
With a renewed interest in adventure, freedom, and spontaneity, the new urban nomad has the utmost respect for both people and the planet.

DecAdence
Full of emotion and artistic intent, this theme is both deeply sensual and intellectual.

POISONS
Like Le Corbusier's famous Moduler image, great designs utilize the harmonious measurements of human scale.

WAVE
A holistic theme in which we search for increased ethical and aesthetic harmony with the natural world.
re-focus design on well-being
some key concepts

design to...

- satisfy real needs rather than transient fashionable or market-driven needs.
- with an ecological mind
- use recycling, reuse and remanufacturing.
- engender maximum benefits of well-being to the intended audience
- Educate, foster debate, challenge the status quo surrounding existing products, publish sustainable designs in the public domain
- ensure physically, culturally, emotionally, mentally and spiritually durable products
- maximize products benefits to socio-cultural communities.
- encourage modularity: to permit sequential purchases, as needs and funds permit; to facilitate repair/reuse; to improve functionality.
- promote Design for Sustainability as an opportunity not a threat to the status quo

http://www.slowdesign.org
Alabama Chanin is a lifestyle company that focuses on creating an array of products through focusing on slow design and sustainability.

We craft limited-edition products for the individual and the home. Our products are made-by-hand using a combination of new, organic and recycled materials. Each piece is constructed with care by talented artisans who live and work in communities in and around Florence, Alabama.

Our products come numbered in one-of-a-kind or limited edition series and signed by the artisan that made it.

We dedicate ourselves to producing quality products that become a part of daily life in this generation and beyond. From farmer to fiber to artisan to home, our products are “grown-to-sewn” in USA.
betty bund

HELP YOUR NEXT
BETTEL-BEUTEL

HELP YOUR NEXT IN SEVEN STEPS.

1. Kaufen
2. Öffnen
3. Geld rein.
4. Mitnehmen
5. Besser finden
6. Geld geben
7. Danke.

HELP YOUR NEXT ist eine Initiative von Betty [Signature] www.helpyournext.org
freitag bags

Truck tarpaulins  Car Seat Belts  Airbag  Bicycle inner tube
your thoughts?

- can slow design be commercially feasible- or is that an oxymoron?
- is there a competitive advantage in slow design?
- is the idea itself sustainable- or just a trend?
- is there a danger of ‘slow washing’?
- awareness and practice in the educational environment
- how can technology foster slow design?
- slow economy- good for slow design?

putting sustainability into action
thank you

literature:

fashion theory, volume 12, issue 4, pp. 419-426
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...as Mae West put it:
"Anything worth doing is worth doing slowly."