

Design principles for the un-useless

Columns **A** and **B** are «A/B, A Manifesto» by Dunne & Raby. Column **C** is the extension that emerged from the Un-useless Workshop.

A — DUNNE & RABY	B — DUNNE & RABY	C — UN-USELESS
01 Affirmative	Critical	Subversive
02 Problem solving	Problem finding	Problems as material
03 Provides answers	Asks questions	Complicates answers
04 Design for production	Design for debate	Design as intervention
05 Design as solution	Design as medium	Design as empowerment
06 In the service of industry	In the service of society	In the service of the everyday
07 Fictional functions	Functional fictions	Playful fictions
08 For how the world is	For how the world could be	For how our world might be
09 Change the world to suit us	Change us to suit the world	Change something to get to know the world
10 Science fiction	Social fiction	Physical fiction
11 Futures	Parallel worlds	The here and now
12 The “real” real	The “unreal” real	The «unuseless» real
13 Narratives of production	Narratives of consumption	Narratives of appropriation
14 Applications	Implications	Improvisations
15 Fun	Humor	Irony
16 Innovation	Provocation	Activation
17 Concept design	Conceptual design	Improvisational design
18 Consumer	Citizen	Co-Creator
19 Makes us buy	Makes us think	Makes us make
20 Ergonomics	Rhetoric	Poetics
21 User-friendliness	Ethics	Autotelic
22 Process	Authorship	Commons

C — THE UN-USELESS EXTENSION

Where A affirms and B critiques, C makes: it treats the problem as material, hands authorship to the participant, and keeps the result in the everyday: physical, improvised, un-useless.