

THIS EDITION LOOKS AT DESIGN ANTHROPOLOGY BY MENDY GUNN, TOM OTTO, AND RAHEL CHARLOTTE SMITH.

- A COLLECTION OF VISUAL LITERATURE REVIEWS COMBINING RESEARCH, REFLECTION, AND DESIGN.
THIS PROJECT REMAINS ACADEMIC LITERATURE REVIEWS AS SOMETHING PERSONAL, TACTILE, AND CREATIVE.
EACH ZINE IN THE SERIES EXPLORES A SINGLE BOOK OR THEME THROUGH ILLUSTRATED SPREADS, DIAGRAMS, AND DESIGN ELEMENTS ROOTED IN FIELDWORK, ANNOTATION, AND CARE.

THE LIT REVIEW PROJECT



MAKING

AS A

WAY OF

KNOWING

ANTHROPOLOGY TAUGHT US THAT THE OBSERVER CHANGES WHAT IS OBSERVED. DESIGN ANTHROPOLOGY APPLIES THIS TO MAKING. THE DESIGNER IS NOT A NEUTRAL AGENT PRODUCING OBJECTS FOR PASSIVE USERS.
THEY ARE A PARTICIPANT IN A SOCIAL SITUATION, SHAPING IT AS THEY GO.

ALWAYS IN THE ROOM.

THE DESIGNER IS



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OR SCAN ME :)

ZINE #12 - DESIGNED & ILLUSTRATED BY ZAHRA BAXI

EVERY DESIGNED OBJECT ENCODES ASSUMPTIONS ABOUT BODIES, BEHAVIORS, RELATIONSHIPS, & VALUES. THE ANTHROPOLOGIST CAN LOOK AT A KETTLE AND SEE A THEORY OF DOMESTICITY. A DESIGNER WHO THINKS ANTHROPOLOGICALLY WILL ASK: WHAT ASSUMPTIONS AM I BUILDING IN?

ETHNOGRAPHY IS A DESIGN METHOD. SPENDING TIME WITH PEOPLE & WATCHING HOW THEY ACTUALLY LIVE IS A BETTER APPROACH. NOT JUST LISTENING TO HOW THEY SAY THEY LIVE. DESIGN ANTHROPOLOGY ARGUES THAT THIS KIND OF ATTENTION PRODUCES BETTER DESIGN THAN ANY SURVEY OR FOCUS GROUP.

PROTOTYPES ARE HYPOTHESES.

IN DESIGN ANTHROPOLOGY, THE PROTOTYPE IS NOT A FINISHED PROPOSAL BUT INSTEAD A QUESTION PUT INTO MATERIAL FORM.

YOU MAKE SOMETHING TO FIND OUT WHAT PEOPLE DO WITH IT, HOW IT FITS OR DOESN'T FIT INTO THEIR WORLD. THE MAKING IS THE RESEARCH.

DESIGN FUTURES ARE ALSO CULTURAL FUTURES.

EVERY DESIGN PROJECT IMAGINES A WORLD IN WHICH IT EXISTS, WHERE PEOPLE BEHAVE IN CERTAIN WAYS, HAVE CERTAIN NEEDS, LIVE IN CERTAIN CONDITIONS. DESIGN ANTHROPOLOGY ASKS: WHOSE FUTURE IS BEING IMAGINED, AND WHO WAS IN THE ROOM WHEN IT WAS DESIGNED?