



What's New and Does New Matter?

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Abstract

Educating, inspiring and developing creative and innovative designers. Most of us are born creative and artistically sensitive, and this paper argues that it is the individual that is endowed with aesthetic sensitivity and creative mind, and not necessarily a profession as a whole. We lose these qualities during the education process imposed on us and thus appropriate education is critical if creativity is to flourish. At the same time technologies are advancing so rapidly that collaborative design team work is the only way forward, and creative collaboration also has to be learned. As a part of this process we have to learn how to formulate questions that are socially relevant and that our work must address as a structure, or a building, is not an inevitable outcome of a designer's contribution and response to a brief.

Keywords: Creativity, Innovation, Design, Education, Structure, Motion, Responsibility, Purpose, Efficiency

1 Introduction

Bobby Murphy, Reggie Brown and Evan Spiegel, a product design major student at Stanford, designed the ultimately symbolic 'product' for our times – a program that sends short lived self-deleting images - Snapchat. A product that extinguishes its content in a matter of seconds. A product that does not exist in the material sense. Yet SNAP IPO in March 2017 valued the company at US\$33 billion, one of the most valuable companies on the planet. Then, in the first few days of trading its shares gained some 44% over the IPO price. Our times are powdered by IMAGE, frequently shallow and of little real relevance. By contrast the creators of the Industrial Revolution were motivated by a drive towards bringing functional improvements to the means of production. Some visual beauty resulted, as well as lots of environmental damage, but all of their design work was functional and useful, and contributed to the material heritage of humanity.

Most of those creators were engineers, even if some did not train as such.

In our times 'products' like Snapchat act as mirrors in which humanity can examine its ever shorter attention span and its growing superficiality. The world of instant gratification. Medias form opinions and people seem less and less able, or willing, to engage in an in-depth analysis of the surrounding world. The emergence of Fake News as well as Donald Trump being tolerated with his communications via Twitter and maximum 150 words at a time, is a direct outcome of this growing mental and emotional laziness. In our field of structures design, medias create stars and starlets, who so anointed are then free to roam unrestrained and unquestioned. Santiago Calatrava is just one such example. The New and the Strange rule these days, but do they matter ?

2 Creative Idea

Fredrik Hären, a Singapore based Swedish 'creativity guru' explains creative thought using