

An encounter with a locality that represents edge conditions. The Hornafjörður Community in Iceland includes a cross section of geography, cultural context and Nordic social conditions. It is a fundamental fish industry town. It reaches from the top of a glacier, a volcano, ample agriculture, tourism, a small local town and fisheries. Next stop in direction South is Antarctica. The institutes in the community have looked widely for method and inspiration, like the Canadian network Economuseum, where public dissemination, production and crafts go hand in hand, to food R&D and university ethnographic and economic research. Tourism has been a growing element in the region while it still embraces its traditions and climatic and geographical particulars.

Interest from the Cirrus institutions is how does a small close-knit locality deal with global progress. This is an especially interesting issue for design, a field that is transforming itself from “the actor of making cute things” to “humanizing technological progress”: Improving services, simplifying reality and addressing sustainability. These fundamental issues have to be introduced to designers and design students with more enthusiasm. This workshop is intended to support that in the local active industrial tourist, agricultural and fisheries institutions. Only one student will be invited from each institute and dissemination will go to all the institutes of Cirrus. A special webpage has been made to link together all the active partners.

The project will use the Triple Bottom Line (people, profit, planet) (UN Resolution 1987) as its benchmark for reaching sustainable existence for business, people and the environment that is thoroughly sensitive in this location.



Who?







JON HELGI

Product design (BA)

Iceland Academy of the Arts

www.jonhelgiholmgeirs.com

interest assembling things and make it understandable for users

expectations see how foreigners work in an environment that is normal for me

best experience getting to know some awesome people

DORI

Strategic Design Professor,

KHiO, Norway

www.dorigislason.com

dream my fun is when students do fantastic things

expectations time out for everyone – have time for dialogue and learn from each other

KAIRIT

Spatial design (MA),

Aalto University, Helsinki

<https://cargocollective.com/kairits>

dream explore the social aspects of design

expectations interested in what local people do after work

best experience seeing enthusiasm of local producers

KOTRYNA

Visual communication (BA),

Vilnius Academy of Arts

dream wants to make Lithuania well-known in graphic design

expectations get to know the group and learn from each other

best experience everything!

KRISTIINA

Architecture (MA), Tallinn

dream combining living and agriculture, finding better ways of living

expectations discover potential of small communities and finding parallels to Estonia

best experience meeting local people in their everyday environment

LISBETH

Fine Arts, Aarhus and Greenland

dream to advocate art from Greenland

expectations use knowledge from workshop also in future (make it part of myself); find potentials for Greenland; to meet and to find

best experience Hot tub

JOHANNES

Dean Faculty of Design,

Iceland Academy of the Arts

<http://english.lhi.is/>

LOTTA

Product design professor,

HDK Gothenburg

dream that you create your own language and culture, but open

up and communicate with others

expectations to be a discussion partner for students; being there to meet students in an honest way

best experience friendly people of Höfn. The dramatic scenery.

Hot pot & black sand. Discussions & „glocal“ talks

LAERKE

Interaction Design (MA), Aarhus

<http://cargocollective.com/larke>

dream combine sustainability with meeting people; finding and using knowledge that already exists

expectations explore! to get closer to the local people

best experience open talks with the locals and experience the nature!





MADS

Furniture and Interior (MA),
KHiO, Oslo

givemeshiitake.wordpress.com

dream make people care more about the earth we live on

expectations identify and test methodologies we use / learnt, communicate and share them; doing research and finding potential wherever we are

best experience Finding ways and seeing examples of how local communities can be self-sustaining. Being with and meeting amazing people from all over the world / europe and experience lovely Iceland together

SNORRI

Graphic design (BA),
Iceland Academy of the Arts

dream do interesting projects and have fun

expectations curiosity about MA students working together

best experience relaxing in the hot tubs after a long, hard working day

TABEA

Visual communication (MA),
KHiO, Oslo

tabeaglahs.wordpress.com

dream exploring what design could be

expectations meeting people from different places (what can I learn from you?) discussion, reflection & doing something tangible

best experience being with inspiring people in this wonderful landscape and realizing that all over the world, people want to live in a better future (and changing the world NOW!)

LOUISA

Product design (MA),
HDK Gothenburg

https://www.louisajohansson.se

dream meaningful practice for product design.

expectations get inspired and see different methods you use

best experience to wake up to the most amazing view every morning!



Where?

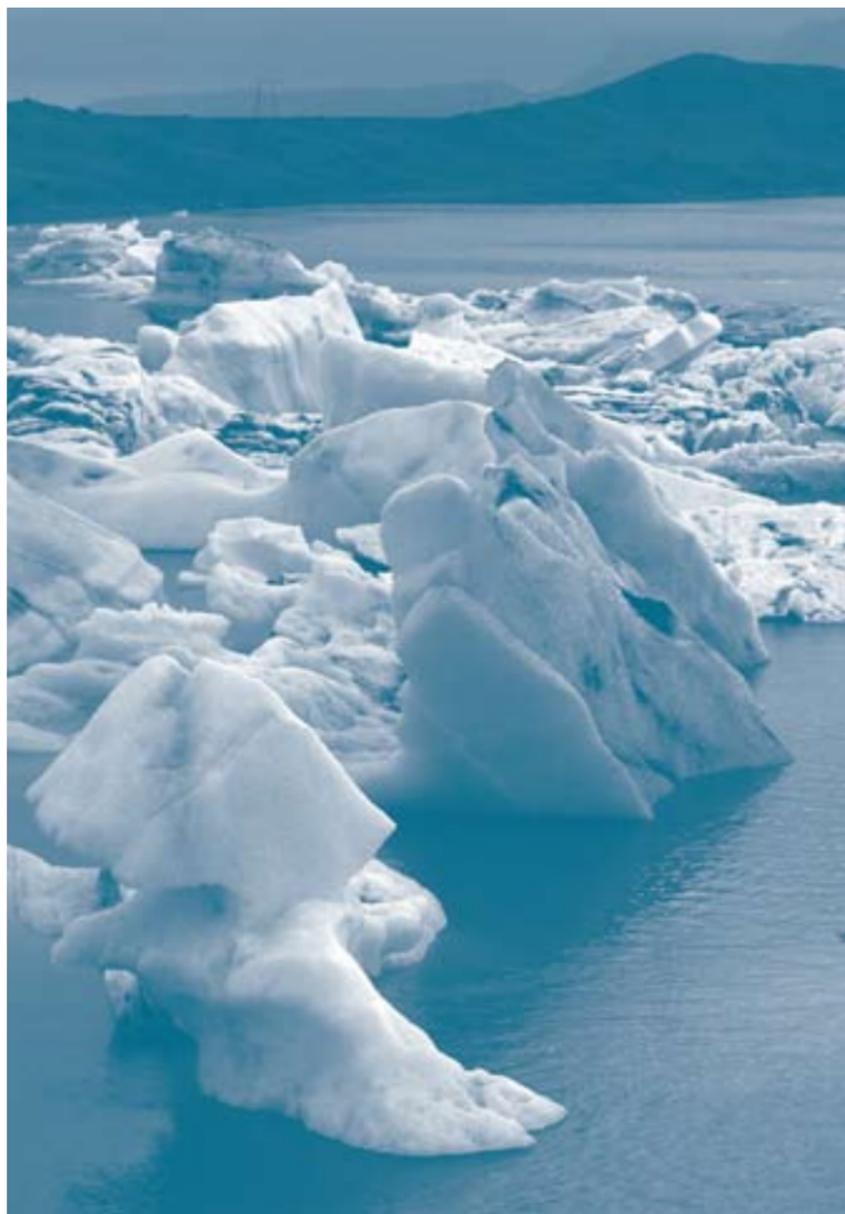






HÖFN

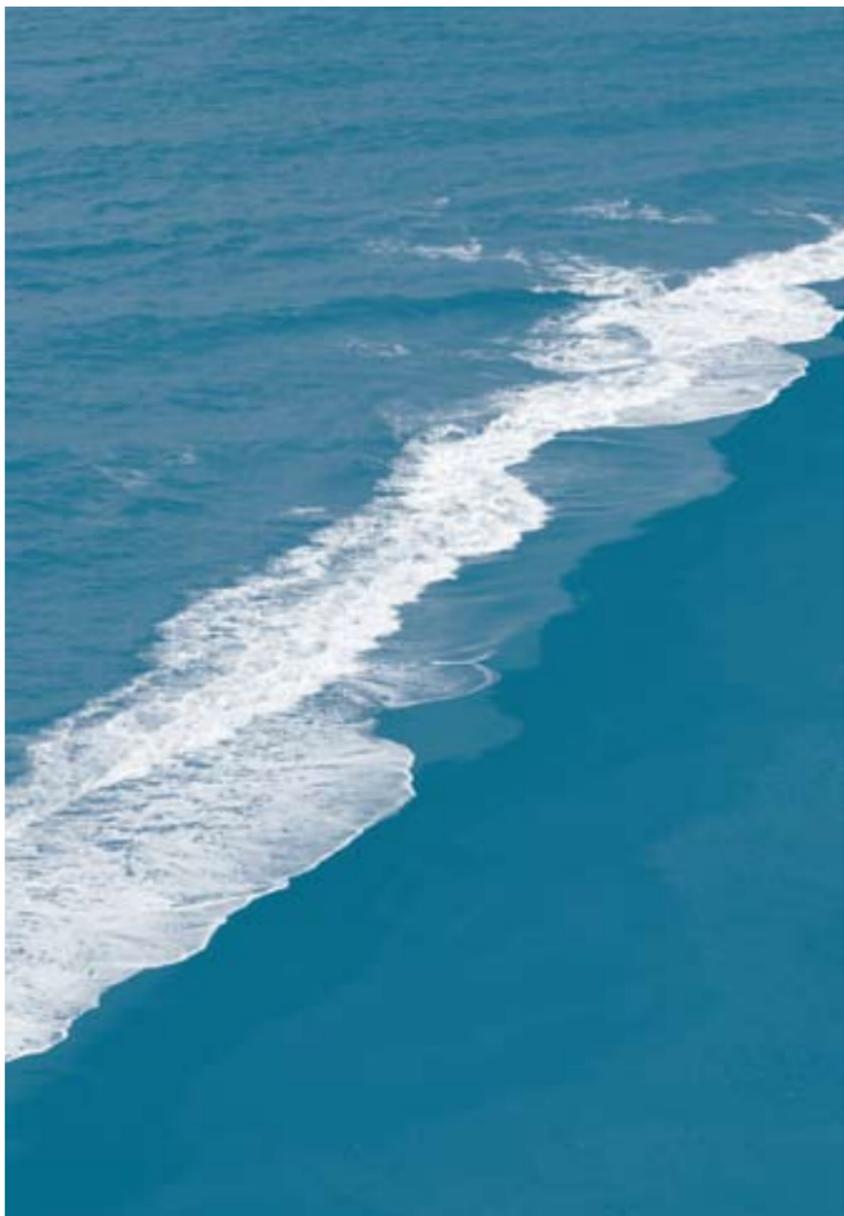
Höfn is a small fishing town in the south-east of Iceland, surrounded on three sides by the sea. The town holds a population of 1.641 (2011). Höfn is a major centre for visits to the Vatnajökull Glacier which is the largest glacier in Europe (and the second largest in the world). Fishing and tourism are the main economic activities. As part of a development strategy, the municipality is currently strengthening the cultural sector in the region (read more in „Small is beautiful“).

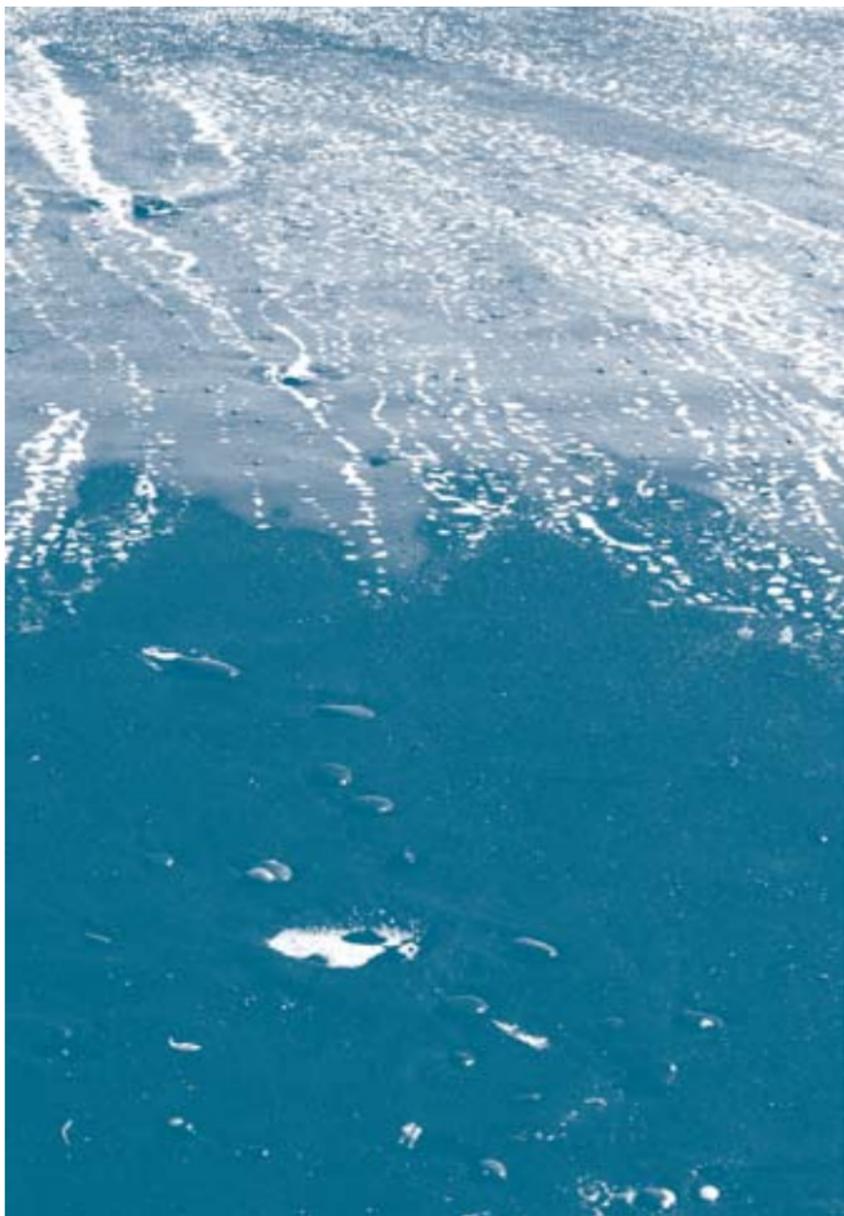














What?



TOURIST INFORMATION

WHAT: getting information about the region and tourism.

HOW: walking around the town, meeting people; tourism information and youngsters collecting garbage.

OPPORTUNITIES: gathering information about challenges the community faces

CHALLENGE 1: people rides outside the roads, damaging nature. Solution: putting up stones and signs, organized and payed by the government.

CHALLENGE 2: littering. Tourists and locals throw garbage out the car windows and in the town center. Solution: one day in spring they arrange for school children to pick up garbage, and they also hire students for summer jobs, and using them to educate the younger children. Road administration is taking care of picking up garbage around the roads.

CHALLENGE 3: public toilets. tourists shit and pee in nature. Solution: putting up dry toilets with sawdust as decomposer.

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INTERVIEW WITH LOCALS IN HÖFN

WHAT: Went around talking to various people in center of Höfn, asking “how do we make the area more attractive to the locals to come back here after studies?”

WHO: Magnus (46), Kolbrún (29), Ari (54), Siggí (46).

FINDINGS: Need of new opportunities and jobs;high-tech jobs in this area. Different kinds of opportunities is needed to make the area attractive.

OPPORTUNITIES: Using interviews as a tool for talking to the lo-

icals. Time-consuming, but important to be able to use the locals ideas. Rethinking the interview format and contents to find different kinds of informations.

PRESENTATION OF HÖFN

WHAT: Presentation about strategies to improve quality of life in Höfn; Presentation about (future) cultural activities in Höfn

WHO: Mayor and Björg.

OPPORTUNITIES: Creativity and design thinking (and our presence in town) to combine with traditional business to create new opportunities / innovation in tourism / food industry:

Making bridges to local communities. – Using nature to do something. – Getting a different perspective.

What kind of effect can we have for the good of the people? As designers we should look into small communities and how to improve living there (so that people become less interested in living in the city). Looking for different ways of telling stories. “Melting” citizens and museum; involve the citizens in the making of the museum.

FOODLAB

WHAT: Visiting the food lab which is a shared food-research facility mostly for meat and open for the community to use

OPPORTUNITIES: Huge potential for creating unique food products for the region and for Iceland. Interesting to look into waste of different other productions (example: duck-fat used for frying/other cooking.)

Sharing and not only owning. How can this work as a good example to create other projects/facilities based on sharing.

FINDINGS: What is the strategy for developing this specific concept? Can it be translated in to other areas of the community?

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ARFLEIFÐ

www.arfleifd.is

WHAT: Learning about use of local material in design and production.

WHO: Agustá, behind the brand Arfleifd.

OPPORTUNITIES: Create a business out of local materials, using what was looked on as waste earlier. Be resourceful and patient. Experience of being in the countryside, but still be connected to the world through internet, visitors and media. Countryside gives an authentic feeling, romantic, gives a new experience to the product.

FINDINGS: Let people know what you are doing, write e-mails to everyone. Connect. Think different. Trace the past for inspiration/methods. the world visit and report about Agustá's inspiring work.

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ECOLOGICAL PIG FARM

WHAT: learning about local meat production and animal raising at Eco-Pig-Farm outside Höfn.

WHO: farmer outside Höfn.

OPPORTUNITIES: Snorri and Jón already started to work on the graphic design (logo, packaging) to promote the project; making farmers / non-designers aware that we are not those "expensive, creative" art

people; the farmer is a “material / knowledge” resource that we can contact, establishing a trust for a long term relationship.

QUESTIONS: Make the farmer feel being part of something bigger; appreciating the work gives value and proud; feeling connected to the community / the world; how can we as designers support and promote these projects and how can we help them to find an identity? how can you help people / projects who are not “hip and cool”? How can design thinking make small projects stronger (and how to open the client for it)? what can be done beyond the obvious and how to find out about the real challenges and problems?

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MIKLIÐARÐUR

WHERE: Harbour

WHAT: Mikliðarður

OPPORTUNITIES: Mikliðarður building in a historically important location could be turned into the heart of Höfn for local everyday life. It would provide multiple spaces for various purposes: a fresh seafood shop, products made from local materials should be sold there. One part of the building could accommodate temporary residence for people on creative industries, researchers, designers from Iceland and abroad, locals would know what they are working on.

FINDINGS: The definition of local identity becomes more clear and evident for the people living here, also for visitors. Tourists have direct contact to meet locals in their daily routine. The idea of having transformable part of the house gives an opportunity to use it flexibly depending the time of the year.

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TRIP TO THE HARBOUR

WHAT: Boat trip and look around the harbour area. Looking at the old building Mikligarður.

FINDINGS: How does the fishing industry actually work? Lighthouse is an interesting spot. Taking nice pictures of the area. A lot of activity down by the harbor (fishing), bird-watching.

OPPORTUNITIES: Redefining the harbour-area as an identity for the city. Could tourists be more involved in the fishing activities in Hófn? Is there a fresh fish market? Can you buy the fish arriving at the harbor?

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LOCAL TREASURE

WHAT: Visit the Dagvistin in Höfn

HOW: Small interviews with the users of the activity center

FINDINGS: The Dagvistin is an activity center for disabled adults in Höfn. Every day around 8 to 11 people participate in the daily life at Dagvistin. The users can create different kind of handcrafts like knitting, decoration and painting or having the opportunity of talks and socialize with other people. The handcrafts are made out of all kind of materials found in the nature, like stones, seashells, sand and snailhouses, for decoration. Every christmas, they take part in the christmasmarket in town, where they are selling their work of the year. It is also possible to buy the work at Dagvistin during the week. All the knitted work is attached with a label saying: "Felagsstarf fatl, Höfn" (socialwork of the disabled).

OPPORTUNITIES: How can we make the work of Dagvistin more visual in Höfn?

An opportunity for making the handcraft of Dagvistin more visual for

tourists as well for the locals is to open up a shop with all the work. This shop could be at the same place as the activity center, so it will be possible to follow the process of the work and have a chit chat with the creators about the work and stories of their lives.

The handcrafts could also be a part of an co-operation with other local shops and in this way make a common identity for all of Höfn.

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SOLUTION OFFICE

WHAT: Systematic brainstorm tool.

HOW: Write a problem/challenge/question, small or big, pass on, next people will write answers/solutions. Read them out loud afterwards.

OPPORTUNITIES: Sharing thoughts in a big group of people. Opening up, getting into the mood of finding problems. Way of finding common areas of interests. Make everyone able to share their opinions/viewpoints.

FINDINGS: Interest in tourism in the area, connection between tourists and locals. Questions regarding sustainability and how to involve locals in developing the community. Inspiration to move further on in our process; kickstart.

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DIVERSITY CARDS

WHAT: Mapping and idea-generating tool.

HOW: Collecting (25 +) diversities in the chosen location (Höfn/larger area/more specific location) within the following areas:

1. social diversities (who? where from? what different age groups?...)
2. cultural diversities (languages, religions, tradition vs modern...)
3. ecological diversities (variety of biological communities or ecosystems represented in area)
4. economic diversities (systems for transaction and exchange / who is your emerging market? Is there an alternative currency?...)

2: Play with cards to generate unexpected synergies within the community, discuss, generate new ideas.

OPPORTUNITIES: Opening up the chosen area of interest. Finding new connections and synergies that might not be explored yet.

FINDINGS: Created a toolkit to handover to municipality of Höfn. Created unexpected ideas/possible solutions for the area.

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AS A RESULT OF OUR RESEARCH, WE WANTED TO MAKE A PHYSICAL OUTCOME THAT COULD COMMUNICATE OUR FINDINGS AS WELL AS OUR WORKING METHODS TO THE MUNICIPALITY OF HÖFN. A POSSIBILITY FOR AN EXHIBITION IN THE COUNCIL HOUSE EMERGED. WE DECIDED TO SPLIT IN GROUPS RELATED TO INTEREST, WHERE EACH OF THEM IMPLEMENTED THEIR OWN RESEARCH METHODS TO SHOW THE POTENTIALS WE HAD DISCOVERED. THE GROUPS LOOKED AT RESPECTIVELY: THE POTENTIAL OF THE HARBOR, KNITTING AT THE DAYCARE CENTRE, FINDING NEW SYNERGIES/WAYS OF INVOLVING LOCALS IN DEVELOPING THE COMMUNITY AND HOW TO MAKE YOUNG PEOPLE STAY/COME BACK TO HÖFN,

WE CHOSE TO ORGANISE THE EXHIBITION IN DIFFERENT THEMES: “HOW TO MAKE THE TOURIST SEASON LONGER”, “HOW CAN THE STORIES OF THE LOCAL PEOPLE BE TOLD”, “HOW TO INVOLVE PEOPLE INTO DEVELOPING THE LOCAL COMMUNITY”, “WHAT IS THE POTENTIAL OF WASTE”, “HOW TO OPEN UP POSSIBILITIES FOR LOCAL PRODUCERS”, “HOW CAN LOCALS AND TOURISTS JOIN AND MEET AROUND FOOD”, “HOW CAN THE AREA BE GATHERED AROUND A COMMON IDENTITY”. THESE THEMES REFLECTED THE DIFFERENT SUBJECTS WE HAD LOOKED AT THROUGHOUT THE WEEK.

THE EXHIBITION WAS PRESENTED FOR THE MUNICIPALITY AND WAS UP FOR 5 DAYS.





☆ What can nature bring to this area

☆ Making the tourist season longer?
How can we get

☆ To gather the area around a joined idea
existing



local food?
Louisiana

+ attractive area

☆ How do you ~~can the~~ ~~the stories of the~~ people?
can the

☆ How do you ~~can the~~ different owned by the

☆ How do you ~~can the~~ ~~How do you en~~ ~~How do you en~~
Lisbeth

☆ How do you ~~can the~~ to the locals
their stand

reflections



be gathered
entity?

of the local people

how to be told?

tell
be local

taken

fairly

local authority

use
places

+ Harbourn
area

community be used?

needs collect
+ examples
observe

approve the community empower the local people?
encourage the locals to do what they want?

make the area attractive
to come back here after

ies?

How can the local people
be encouraged to do
what

UNKNOWN T.G.

alien, anonymous, concealed, dark, desolate, distant, exotic, far, foreign, hidden, incognito, mysterious, new, obscure, secret, strange, unexplored, unfamiliar, unheard-of, unnamed, unrecognized,

embrace the unknown

When I applied for participating at the „Local Holistic Sustainability in the Progress of Global Reality?“ workshop, I only had a vague idea of what I was applying for. No doubt that the description sounded interesting since it touched some of the subjects I have been working with in the past and want to develop and explore in future. But still I was not sure what EXACTLY we were going to do in Iceland. And I think the other participants did not know either.

This situation created an atmosphere of OPENNESS – a state of mind that enabled us to get in true contact with and listen to each other while at the same time being able to question, adapt, shift and change our assumptions, opinions and ideas. Since we were not focused to achieve a certain result or deal with a specific subject or problem, we were able to engage in discussions and questions that were not pre-defined but which responded to our individual and common interests and emerged out of the situation we experienced This made us as a group much stronger – we met in an honest, dialogical way, where we expanded the knowledge of one another and at the same time became more aware of our own views.

FOREIGN T.G.

mid-13c., *ferren*, *foreyne* „out of doors,“ from O.Fr. *forain* „strange, foreign; outer, external, outdoor; remote, out-of-the-way“ (12c.), from M.L. *foranus* „on the outside, exterior,“ from L. *foris* „outside,“ lit. „out of doors,“ related to *foris* „door,“ Sense of „not in one’s own land“ is first attested late 14c.

„I want to see how foreigners work in an environment that is normal for me.“ Jon Helgi

We asked Dori to stop the car so that we could touch and walk on the moss. A few days later, Jon told me how strange it was for him that the moss was so special for us. As foreigners (same as for designers) we can see things differently which is important for development and change.



L.S.J.

The workshop in Iceland changed me in many ways. I got the opportunity to be in an amazing place, together with inspiring people, having interesting discussions. What I came back with after the trip was a determination to work harder for what I believe in. Ever since the workshop the word 'local' has been lingering in my mind. In a world where we constantly are globally connected, we seem to be less focused on what is happening in our locality. Today most of us know more about the world as a whole than we know about the place we call our home. I often wonder why designers tend to address matters that is located on the other side of the planet. Not that that is not important, but I think that if we truly want to create a change, the best place to start is locally - that is where we can make a greater difference. I believe that an attempt to understand our surrounding would be a first step towards unravelling our relationship with the planet. This is something that I will continue working with in the near future and in my Master Thesis during spring 2013.

M.P.

For me this whole trip was a little eyeopener; there is of course a lot we as designers can do in our community. But we tend to think too big sometimes, and maybe also too global; the problem or potential may be right under your nose, in your own local community, in your own neighbourhood! And not even maybe, it most definitely is. I think that starting to think this way can free us from the way of designing for mass production, because as soon people start seeing that designers exist everywhere, and that we are a resource in peoples everyday life (not only on a commercial level), we can be integrated into the local workforce as any other profession. We can create new and perhaps educational

experiences, we can provide facilities for new social contact crossing the lines of generations, ethnic backgrounds and professions, we can explore and facilitate new methods for local production giving people possibilities they didn't know that they had etc. etc.

By visiting different locations around the small town Höfn on Iceland, we learned how a holistic strategy for local development is very important to enable new things to happen. Not in a practical way perhaps, but in an way that constructs a good economic structure around for new things to happen. As designers we can provide great skills in developing these strategies and we can also work on the ground by initiating various examples of what a locality could contain together with people.

21ST CENTURY VILLAGE

K.R.

There are same problems all around the world like in Höfn. Small places like this are decreasing in population and people don't feel the identity of the place anymore. Urbanization process is happening and we can't fight against it. People like to live together. To be in a critical mass where bigger thoughts are born and tremendous actions taken place. Yet, somehow we should find a way how small places could still survive, keep their traditions and at the same time grow together with the bigger ideas of the world.

Before I came to Iceland I read a book written by an Estonian man who went there as a music teacher. Decided to live for a year or two but instead lived 10. He talked about Iceland of 10 years ago, when he first got there. The writer described this mysterious life of those people, who have such an enormous amount of remote land and places. The ways of living by the coastline, scattered all around the big and vicious volcanoes.

The capital, that was basically like a village, perfect for discovering with a bicycle. It was clear that relationship with landscape and people is strong in Iceland.

Now we see that most of the population of Iceland is living in Reykjavik, where more things happen every day and people come together often. And there is no doubt that they enjoy it. Question is how to still keep connections with smaller places?

People in Iceland are talking a lot about tourism and how important it is for the economy. And that it flatters people to come to those small special places. But tourism is not happening, when the place hasn't witnessed its own strengths and characteristics. Or in that case, it would stay just a dull non-place that exists in the minds of coming and going people, but not in those who are related to the place. I find tourism something that comes along anyway when identity is there. After all, we are living for ourselves not for the tourists.

We cannot force people to come to live in these places. The created jobs should be flexible to leave space for people with nowadays needs. Therefore, I think it is a nice idea for young artists to have a working studio in the small place where they get their materials (like the lady with fishskins). And other studios in bigger places to change more ideas with people and reach to the outer world. This is a way to be local and global with a creative industry. This could also be inspiring to the artists, to live in the notorious landscape for a while, get inspired by the nature and work in peaceful environment and for other times work in the city studio, meet other people and get more ideas to develop their creations. Those small places are often left with older generations and fixed thoughts, so fresh-minded artists could add lots of liveliness to locals by working there for some time. They would also help to find the local identities. And without a doubt leave a trace of new ways of thinking.

J.P.

Design processes evolve around research, innovation, logics, standings, aesthetics, intuition and imagination. Design is a word for creative thinking and the necessary process to execute an idea. We talk about quality in all aspects, from the standpoint of functionality, utility, ethics, economics, information, understanding, aesthetics, beauty, emotions, entertainment, relaxation... the quality of the whole experience is what design is about.

The HÖFN Cirrus project in the summer of 2012 was all about the above. It was based on research on the local concepts, re-creations and developments . It was about making use of local strengths in a global context. It was about tying together different forces and needs of a small fishing and farming society in the south-east of Iceland into a convincing context between the natural and the man made environment. It was about tying together the circumstances that exist in Iceland with international styles and trends in design and media. It required sustainable approaches, in particular in times as we are experiencing in the economy presently here in Iceland.

It was the desire of those of us that prepared the HÖFN project to formulate new and stronger connections and ties with other professions, businesses and institutions in order to bring to the front the key questions as to where and how we take the next steps in developing HÖFN and its surrounding towards its next steps. We wanted to strengthen the voice of design, build up a theoretical and critical research unit in the fields of design and media in the Höfn area. It was our wish to encourage everyone involved to ask ethical question during the project. This was not a reality show. It was true design process, executed by true design students from

all Cirrus member countries.

A fantastic experience - because of a fantastic group of students.

Thanks to all of you involved in the HÖFN project.

K.N.

Now that time had passed i look back and think that a great time with double cool people, unforgettable places, new experiences, hot pots(or tubes, whatever), amazing dinners and teachers during the workshop made me very happy and encouraged to start new works in the sphere of design :) the only thing that i have missed is more days for the workshop! All in all: local sustainability in Iceland, designers from Nordic-Baltic region and workshops rock!“

L.K.

Arriving to Iceland and Reykjavík in early June was a warm and sunny experience. We all met up in the evening in an old biscuit factory, which nowadays had turned into a hostel, bar and restaurant.

Already there, the topic of the trip begun to shape. The headline of the course was Local holistic sustainability in the progress of global reality? but the content was ours to formulate.

The following morning the journey towards the southeast coast of Iceland and to Höfn started. It was a beautiful trip, both because of the transforming nature outside the car windows, but also because of the true meeting between the 13 people, students and teachers, coming from all of the Nordic countries, squeezed into a mini bus.

The overall aim was to investigate the possibilities of a small town. Through the eyes of creativity and through using the design process as a tool, hopefully the goal was to find new solutions of the challenges the area faced today.

During the week we meet a lot of people and visited a lot of different places; the local authorities, an ecological pig farm, the second hand store, the fish market by the harbour, talking to people in town and much more.

Initially, I think the personal goals were very different for all the participants, but by working together, having discussions and cooking food together, a common platform started to get its shape. The outlines might have been a bit blurry and diffuse but the content had a strong core; to enhance the local and global activities by using ecological thinking and by empowering the inhabitants in the area.

By the end of the week the students collected all the documented material and put up an exhibition in the city hall centre. Some key questions were highlighted. It felt important to leave something behind to the Höfn people.

Looking back at the week in Iceland I feel that something important happened there. The experience was far bigger than the actual end result. If you ever can call it end result. I would prefer to look upon this workshop as a kick-off. Because what we really did was to also explore the role of the designer and our own developments within our professions.

We did not know each other from before but we instantly became a joined group. Everyone had an opened eye and an opened mind. We tried to get under the surfaces of things. We tried to mirror different concerns and questions the inhabitants were carrying. We tried not to divide the world into them and we. We were curious. Asking questions. Reflecting about the situation of today. And what the future might bring. In Höfn. In other more familiar places.

I feel privileged to be a part of this workshop. I thank everyone that

made this week so amazing and which includes everyone we meet in Höfn and that includes everyone in the group!

K.S.

After the workshop in Höfn Iceland I have found myself, more than before, thinking about what are my specific skills as a designer and as a person, and how I could make better use of them in order to make the world a better place in terms of awareness of regional conditions.

We had a close look at Höfn by visiting local producers and tried services to experience local life and it's specialities. The discussions were held on about how to engage designers and get design thinking close to the people, and first of all to the authorities. The workshop has inspired me to do field work, get directly in touch with the surrounding and explore.

Time in Iceland emphasised the fact that even though we had different backgrounds and specific designer skills, we could talk about the existing issues and towards similar direction in the future of applying methods and tools.

Joy and curiosity are necessary parts of working as a designer. Those are the qualities which drive one through work, especially in the last moments like we ALL did during the last days. Young designers were tired but everyone tried their best to give their final effort when we were setting up the final exhibition.

Last but not least, the workshop showed again that design is not about shiny objects, but rather a thinking and an attitude which could start changing the understanding of conditions we are living in.

L.T.B.

At my perspective the workshop has been a forum, with other creatives, to talk and act out what Social Design is, what it can do and what we can use it for.

To have met people from different countries, but with the same agenda of how we can interact with everyday life by using the term Social Design, has been an amazing experience.

During all our visits, at Solheimar, the ecological pig-farm, the foodLAB, the fashion designer and all the open talks we had with the locals around in Iceland combined with the discussion with the other students, I have come closer to what Social Design might be. In the text below I will try to describe how I understand the meaning of Social Design.

SOCIAL DESIGN:

Social Design is about people and how we interact with each other. By setting the man in center for our design, it gives an opportunity to have a working frame to navigate in, namely The Everyday Life. The frame force us to understand the context and needs of the man and its surroundings. To put yourself in the situation you can design from the existing point and thereby support an initiative, which is growing already at local level. The task of the designer is to map out the needs and challenges of the potential and hereafter organize, communicate and facilitate from the energy of the locals.

I will start integrate the knowledge from the workshop in my future design process and continue the search for the content of Social Design.

Thanks to all the amazing people who participated in the workshop!

LEARN



Going home with a new pair of glasses.

**When you ask
questions,
you have to
take care of
the answers.**

LEFTOVER-BEER-BREAD

2.75 cups (1 cup=2,4 dl) flour

4 tbsp sugar

0.5 tsp salt

1 package active dry yeast

1 cup beer (or mixture of viking, sumaröl, kaldi,... i had loads!!!)

1 tbsp butter

2.5 tbsp honey

Mix flour, sugar, salt and yeast in a large bowl till thoroughly mixed. Mix beer, butter and honey on stove in low heat. Add mixture to the dry ingredients. Knead well! Let the dough mix raise for 30 minutes. Knead again. (Let it raise for extra 20 minutes if necessary) Grease pan and make a big loaf or many small buns or bunnies or whatever comes into your mind! Cook at 190 degrees for 30-35 minutes. Eat with beer. Skál!

good to know... :-)

RHUBARB PIE

2.5 dl/cup sugar

2.5 dl/cups flour

1 teaspoon vanilla sugar

1 teaspoon baking powder

1 egg.

Mix to a dough with a breadcrumb consistency. Grease a mold and put rhubarbs that you have mixed with some sugar in the mold.

Melt 125 gram of butter and add the dough over the rhubarbs. Drizzle the melted butter over the dough. Put in a oven heated to 200 degrees until it is golden. Good luck.

REACH-PIZZA-BREAD

500 g flour

yeast

1/2 spoon of salt

water (evtl. a little olive oil)

Put yeast in warm – not hot – water (100 ml). Add some sugar. Mix flour with salt. Add water / yeast mixture to the flour, add more warm water so that the dough becomes a little sticky. kneat the dough until it's not sticky anymore (evtl.add flour). Let the dough dwell for at least half an hour at a warm place. Pre-heat the oven at 220 degrees, bake bread for about 20 - 30 minutes (you can check if it's finished if you knock the bottom of the bread and it sounds hollow).

