For Immediate Release.
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A Speculative Design Introduction

The School of Critical Design, an experimental design school dedicated to exploring emerging practice, methods and thinking in design, business, research, and strategy, will be running a two day immersion into the core principles and applications of the emerging practice of speculative design during this year's London Design Festival.

The school runs professional workshops, masterclasses, and retreats designed to create space for practitioners to develop and apply next design & business practice to the most critical and pressing issues for our planet, people, & business now and for the next 1,000 years.

The workshop will be held on September 19-20, 2019 in central London, UK from 09.00 — 18.00 each day, with spots for 20 participants.

Why Speculative Design?

In our world where technologies are increasingly a source of significant disruption in people's lives, emerging methods from speculative and critical design practice are finding their way into the designer's and researcher's toolkit as powerful ways to create new kinds of meaning and perspective that create new value for organizations.

In this workshop, participants will get up to speed on the latest speculative design practice, explore its value as a research tool in organizational design settings and for the development of strategy & new product concepts, and participate in an exercise to experience the workings of these approaches.

This workshop is lead & facilitated by Speculative Designer J. Paul Neeley, a Tutor at the Royal College of Art, and Director of Neeley Worldwide, who has worked for the past 10 years in the field of speculative design, and has extensive expereince applying these approaches in business and organizational settings. Neeley will be joined by Semiotician & Strategist, Gemma Jones, the Co-founder of the School of Critical Design, and former director at strategy firm, Space Doctors.

"Speculative design is a powerful technique for understanding and preparing for potential futures." Says Neeley. "With so much disruption in the world, from emerging technology, to ecological breakdown, to political unrest, it is more important than ever for organizations to have a handle on the possibilities of what is next, and be able to chart their way toward a preferable future. The normalization of speculative design techniques makes this possible"

"We've designed this course to bring designers and business professionals quickly up to speed on the latest techniques and thinking around speculative design." says Jones. "And participants

should leave the workshop with a clear understanding of how these techniques can be applied in their work to create real impact."

What is the School of Critical Design?

The School of Critical Design was founded in London, UK in 2018.

We believe that many current design & business practices tend to optimize for profit while failing to consider the larger cumulative impact of these activities over time, which eventually and inevitably leads to catastrophic collapse of systems, like the obesity epidemic, global financial instability, and climate & ecological breakdown. If we are to restore and create healthy systems we need to develop new approaches to design that will allow us to find new paths forward that will avoid these catastrophic outcomes.

Design and business education today generally does not allow for such explorations, but rather reinforces existing paradigms, training designers and other professionals to operate in the very systems that are quickly bringing about the end of THE system. Having studied and taught at world leading design schools we've become increasingly frustrated by the scaling of these institutions, factory like experience, lack of 1:1 student / master interaction and the movement away from a traditional studio model of education and home for radical thought and critique that many of these schools have been in the past. We feel the quality of work and discourse has eroded, and the institutions are becoming shadows of their former selves.

Corporate design practice can be even more restrictive, not allowing teams to explore directions outside of near term businesses objectives, and failing to allocate time for design teams to properly reflect on their method and process, or the global impact and meaning of their work.

The School of Critical Design is a home for conversations, practice, and exploration around next design practice. Our name is a play on Dunne & Raby's critical design, and the school focuses on discourse around "critical" issues that will impact humanity now and in the future, for example, climate crisis, energy, food, artificial intelligence, biodiversity, post-capitalism. We're creating a space for practitioners to develop further understanding of how design might contribute to this future, looking to bridge the discussions from educational theory to practice in the world. Our workshops & retreats are generally created for exceptional junior, and mid to senior level professionals looking to explore what is next in their practice.

Come and explore the future with us.

For more information, contact:

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