

MEDITATION



AND SUSTAINABLE CONCIOUSNESS

A DESIGN FUTURES PROPOSAL & MEMEFEST PROJECT
BY: JOHN AIVALI

INTRODUCTION

Meditation has long been a practice known to have many physical and psychological benefits, but as valuable as this exercise has proven itself to be, its wider acceptance amongst our society has been slow, to say the least. In corporate circles, there is a movement appearing over the last 4 years which adheres to a type of meditation called Mindfulness. Promoting this form of meditation in the workplace has many benefits such as a reduction of stress amongst employees and increasing productivity rates, and that's just scraping the surface. Practicing in greater numbers has even been witnessed to effect the reduction or healing of larger problems in the community (Zucker, 2002) — a little far-fetched for some, but science is providing inroads into how the emotions can be controlled and behaviours transcended by the individual's meditation practices (Monk-Turner, 2003). Meditation has long been practiced in religious and spiritual circles and has been a staple technique for self-development in Buddhist methodology, and thousands of studies have been conducted on its effectiveness since the 50's, so it begs the question: Why isn't everyone practicing it?

ABSTRACT

This paper proposes that practising Meditation can guide the individual to ultimate bliss — the greatest pleasure one can experience — whilst experiencing a myriad of other benefits as a direct result. A sustainable consciousness entails a wide spectrum of capability, including psychological stability, neuroplasticity, ethical reasoning, social empathy, environmental concern, selflessness, self-love, support for universal growth & happiness, and the cultivation of loving kindness towards all humanitarian & planetary issues. Implications include increasing individuals well-being and concern for the well-being of others, which in turn creates social stability, societal change and ethical, sustainable choices. The proposal details how the wider community can be informed and educated about the benefits of meditation in everyday life through visual communication and participatory meditation workshops that evolve over time. The main focus of the proposal is to link meditation to improve social justice, intimating that the practice directly affects personal growth but more prominently helps in the engagement of challenging community issues — either generally over time or specifically for one immediate purpose. Advertising the widespread use of meditation and its effects is the secondary focus of this proposal, and it is hoped those mildly entertained by the project will enquire further.

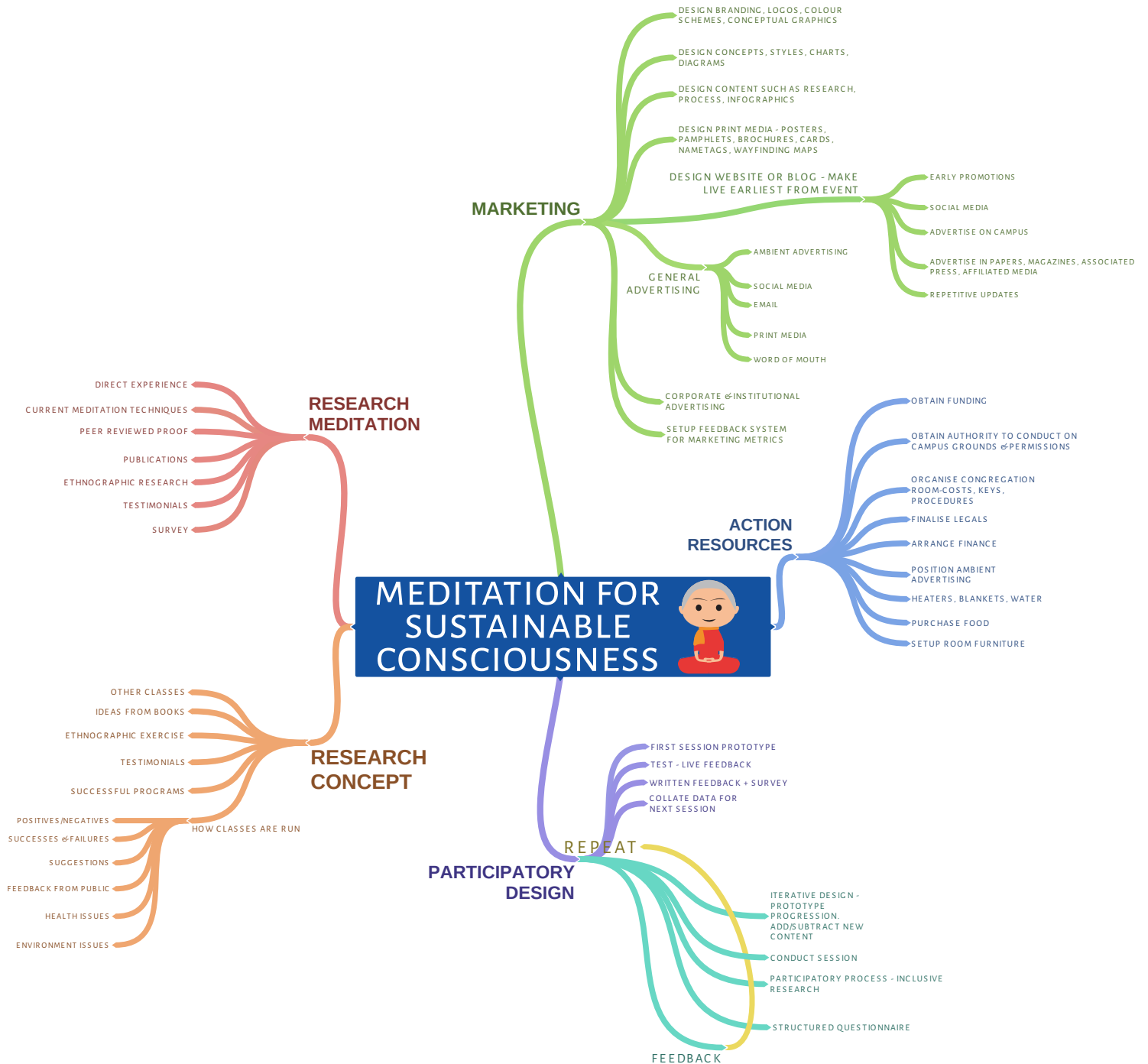


METHOD

Sessions will begin on campus at a University of choice, as students and teachers are more readily accepting of performance-enhancing tools in the pursuit of study, and they have the natural inclination to quickly research the subject out of curiosity. The diagram on page 4 outlines the procedures involved in the structure of the overall program. Sessions can be promoted in combinations either on campus via noticeboard, printed media or social media in an electronic format, or distributed via email and campus intranet (with permission). Initially a standard session script or program will be chosen either from a favourite website or recognized practice, or registered participants may be guided to an online poll before the first session, asking what they most want to extract from the experience — hence a program will be chosen in response.

Each meditation session I will invite the participants to enjoy conversation and light brainstorming on how they felt during the meditation, what is beneficial to them, and what they would like to experience in the next session, making the meditations more evolutionary and exploratory in nature. This is quite unique, as it entrains the individual to think deeply about themselves and how they behave in everyday life, then develop ways in which to change and or improve upon themselves via the individual's own method of behavioural modification. Seeking self-created solutions to their own problems, meditators will experience themselves in intimate ways whilst seeking the ultimate pleasure — bliss. This is a beautiful exercise in self-discovery, illumination, and oneness, for it is said that planetary peace can only be obtained when the individual is at peace. Coming to terms with one's own emotions, behaviours and actions is an extremely difficult task, made all the more important when conducting self — examination, self-awareness exercises, transcendence of emotions and spiritual evolution. After thorough examination of the feedback from the group, the next set of media will be created (such as in electronic social media advertising, websites & blogs, and physical media such as posters, cards, pamphlets etc.) to advertise the next session, empower the value of meditation, and also exonerate the growth of the participants with messages encapsulating experiences and personal developments (testimonials and general wisdom). Branding and marketing will be kept at a simple level but will include recognizable vector graphics, and a pastel colour set which is seeking a target audience of all ages. Making the communal experience a special time that is both personal and shared in an empowering environment is a rare jewel in the hostility of modern lifestyle. It is hoped that the outcome will boost personal potential, development of virtue, ethical conduct, advertise the benefits of a sound mind and still emotions, and overall to promote the importance of practising any form of meditation daily.





LINKS TO RESEARCH

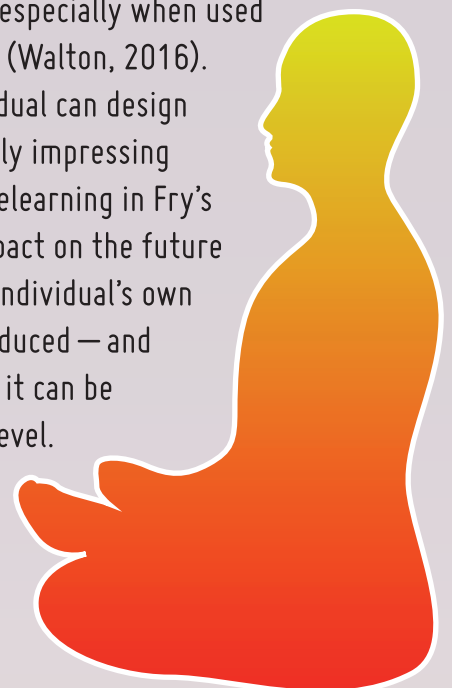
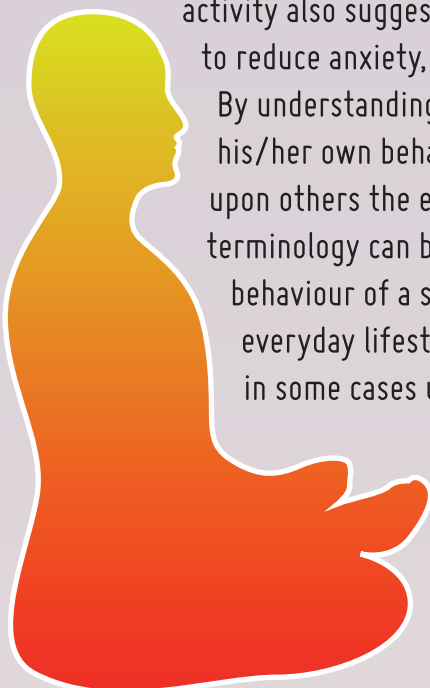
In accordance with Fry's elements of sustainment (Fry, n.d.), the following reflection points will be used to explain how meditation is used to change current conscious choices into a sustainable practice:

RELEARN

Unlearning traditional values, behaviours, entrained education, ideologies, and patterns can be a difficult task, however, by undertaking meditation practices there is evidence that changes in character and behaviour are exhibited in the practitioner, who may also witness a cessation in old habits and undesirable conduct. One is said to undergo a transformative process that can be rapid or long-term, with marked behaviour changes in empathy and social behaviour. A general compendium to start meditation research is with Emily Seppala's blog, where she entertains eighteen reasons why meditation is good for you (Seppala, 2014). Of particular importance in Emily's blog are the research articles claiming that meditation increases socially empathetic emotional responses, amongst other benefits such as an increase in social connection and a decrease in social bias. Some studies have shown that undergoing meditation classes significantly changes one's behaviour towards others, especially in developing empathetic response, kindness, and compassion (DeSteno, 2015). Through the process of self-reflection or self-awareness, one observes daily behaviour and in a relaxed manner can seek to adjust perspective or actions and move in other directions to resolve or improve upon those behaviours (Gisondi, 2013). Following that, certain meditation techniques such as the use of mindfulness and visualisation can be used to analyse current behaviour and focus on creating new more ethical actions to solve the same problems — such as in loving-kindness meditation (Carter, 2012). Meditation alone may not be attributed to behaviour changes, however, classes with intuitive guidance and set contextual programmes can help in transforming behaviour patterns and thought process beyond standard learning techniques — such as in Yoga, Tibetan or Buddhist courses. Violent behaviour towards others and emotions such as anger, anxiety, and hatred can also be effectively eliminated (or at least reduced) — in one research paper, a meditation intervention was used to reduce violence and undesirable emotions in a group of youths (Wongtongkam, Ward, Day, & Winefield, 2014). In this study, it was noted that general well-being increased amongst a number of other positive benefits in the study group, and it was concluded that meditation can be used as an effective tool to control and transform psychological behaviour including an increased capacity to cope in a crisis situation. Recent studies into brain

activity also suggest meditation's use in changing emotional states, especially when used to reduce anxiety, attention deficit disorders, and substance abuse (Walton, 2016).

By understanding how to change our learning patterns, the individual can design his/her own behavioural future through these practices, eventually impressing upon others the effects and results attained. Here the notion of Relearning in Fry's terminology can be clearly seen at work, and that considerable impact on the future behaviour of a society can be observed and replicated from one individual's own everyday lifestyle habits and actions. If meditation can be introduced — and in some cases used in place of certain habits and daily rituals — it can be beneficial on a societal and perhaps even global level.



ELIMINATE

Humans have accepted living with a constantly busy mind in a stressful environment, however through the elimination of personal bad habits, addictions and other detrimental behaviours individuals can create massive changes in the psyche and the subconscious, which enables the practitioner to enact more calm, ethical choices and actions contributing to a sustainable consciousness. Reducing or eliminating stress is essential when beginning any meditation practice, and in some trials meditation has been observed to be just as effective as progressive relaxation techniques (Woolfolk, Lehrer, McCann, & Rooney, 1982). The research conducted on mind states and attention deficit are numerable — as an example one study by Sood & Jones suggests attention can not only be developed during the meditation practice, but sustained even when meditation is not practiced (Sood & Jones, 2013). This suggests that uncontrollable thoughts and wandering minds can cloud the decision making process, so by eliminating random thoughts and fixating on the task at hand individuals can think clearer in the critical thinking process, then follow on to make ethical well-rounded choices (Ruedy & Schweitzer, 2010). This paper is the pinnacle in understanding the link between Mindfulness meditation and ethical decision making, expounding how rational decision making in a critical situation is affected, as well as the individual's performance in cognitive load, moral attentiveness, and self-regulation.

CONCLUSION

It seems that correct education and guidance on the path to bliss would be the desirable recipe for a happy and content life, however this may be a difficult proposition for some, and this is where a more social or communal event would benefit those who do not seek a guru, or expensive formal training. In my proposition the Participatory workshops will in some way help the practitioner in the process of personal evolution as a result of individual exploration whilst sharing with others, thus the journey can be both an enlightening and heart-warming experience. Attaining some form of happiness and contentment is no longer a mystery when it comes to meditation, as ample evidence in peer-reviewed research points to definite improvements in mental health and emotional well-being. Even physical ailments and psychosomatic problems can be healed or reduced, making it hard to ignore the benefits of the practice as a tool for total holistic health. Social meditation can be a wonderful and eye-opening experience, and I believe personal growth and happiness accelerate exponentially when shared with an open-minded group, that become stepping-stones in the well-being. Further research could be conducted on the effects of meditation on a larger scale, but is beyond the scope of this project — however it is clear that individual mindful, rational & ethical process can affect decision making on larger scales. If demonstrated in the political sphere, meditation would provide us with mindful, honest, ethical, compassionate leaders, who would share a vision of equanimity and peace whatever the challenge and cost involved. It is in the best interests of every human being to challenge oneself — to experience first-hand the benefits of consistent meditative practices, not just for the welfare of the individual, but also for the prosperity of humanity.



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**PROJECT JOURNAL
MEDITATION AND SUSTAINABLE CONCIOUSNESS**

<https://journaljohnmeditation.wordpress.com/>

**John Aivali
18-9-2016**

Welcome to my ongoing research journal for Design Futures at Swinburne University.

Following is an eclectic mix of research, images, papers, websites, links, and a host of other information relating to my project: Meditation & Sustainable Consciousness.

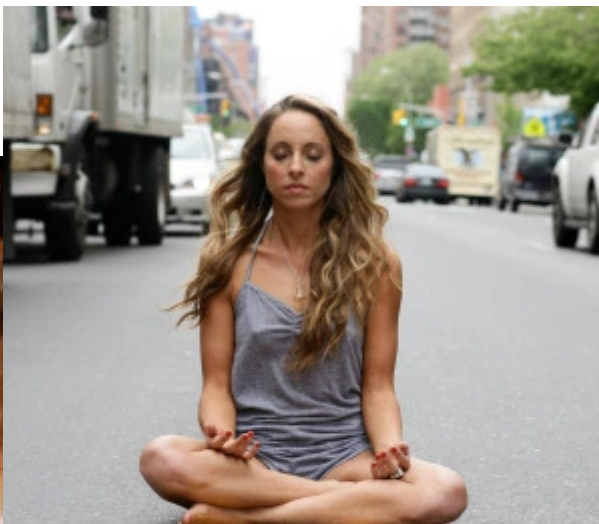
Please enjoy this refreshing look at how Meditation (and various types of meditation practices) can affect social justice on a planetary scale, ultimately leading to the goal of contentment, peace and happiness.

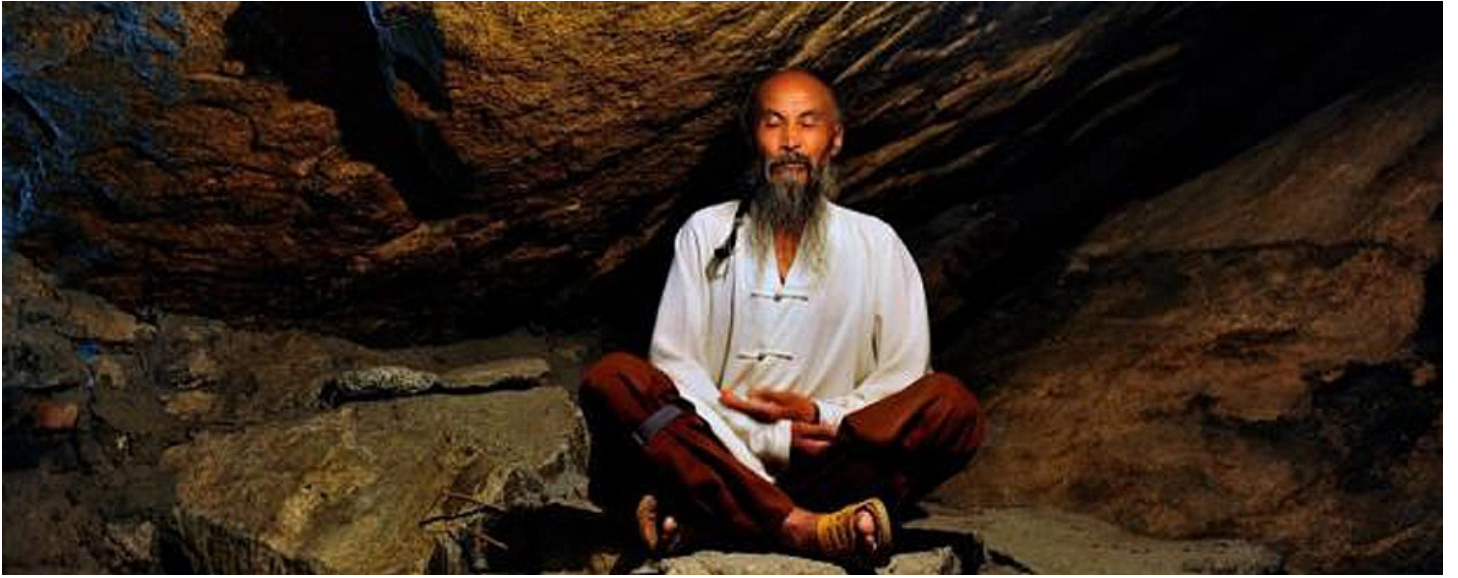
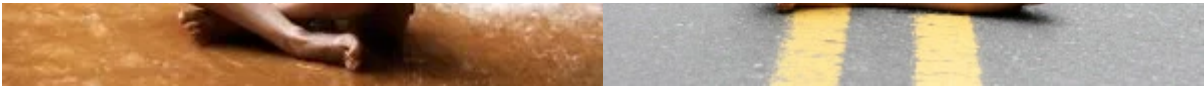
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Initial thoughts on the project before deeper research...

MEDITATION and SUSTAINABLE CONSCIOUSNESS

PROPOSAL SKETCHES for PROJECT

STRATEGY:

Relearning: “Unlearn what you have learned” – is quite a famous saying. My teachers always used to say “Empty your cup John. If it is full, no matter how much I give you it will overflow out of the cup and will not be retained. If it is empty, you will hold and maintain my teachings”. Using meditation techniques as a foundational basis for all action, emotion and thought has been proven as a sound approach to conscious awareness, mindful thought and ethical decision making. These practices enhance every facet of our lives, from learning something new in school, getting over difficult emotional hurdles, recovery from illness, to everyday menial tasks, and physical training. Educate the masses and they will have individual competence that cannot be learned from a teacher, only from going within and loving one’s existence.

Recoding: Humans have a habit of identifying, separating, judging, criticising and labelling just about everything in existence in order to give it meaning and a sense of positioning in one’s life. I feel that detachment, from physical objects, thoughts and emotions allows the individual to discern between real and unreal, and by allowing the encountered “thing” to flow past us without labelling, judging etc. humans can grasp the nature of the encountered object without modifying it’s existence. As an example – can humans enjoy the existence of a flower, enquire curiously as to it’s purpose, then leave it be to live in it’s own reality without slicing the stem and taking it away? Codifying is a mental process that slices and dices the object in observation without caring about it’s ultimate purpose and existence in the universe. On some level, we violate or inhibit the object in question from it’s own evolutionary process and natural flow.

Elimination: Almost everything in the Human consciousness needs elimination as the grasping, hoarding, and attaching actions Humans are accustomed to in the name of fear must end. Release and detachment ultimately teaches the individual the meaning of the statement “If you love it, set it free”. This should be practiced on many levels, for instance on a physical level, Humans mould the landscape according to his needs without concern of impact, effects, and manipulations of the environment now and in future. By eliminating the need to control and invade in the mind, and eliminating fear for the sake of survival, resources, and basic living needs, the intuition can be relied upon to receive forward thinking solutions in synchronous with one’s environment and fellow

beings. Eliminate the unnecessary clutter, clear the mind and still the emotions, and the actions of humans will leave room for critical thought, inspirational creative visions, and intuitive direction. Superfluous thoughts, unchecked emotions, confusion, foggiess, depression – all contribute to snowballing inefficiencies with the over-use and improper use of the mind for creative purposes usually under unnecessary duress. Again, mental efficiency can only be achieved through natural release via relaxation and meditation. Albert Einstein was always known to walk in the park or spend meditational moments in natural surrounds when contemplating major conundrums and receiving inspiration for his work.

Low Impact (light footprints on the environment): When a Human practices mindful meditation, concentration and critical thinking is enhanced. Following this practice, it is well known that the brain can be entrained and sharpened to receive solutions faster, perceive more distinctly, and create in greater speeds according to the level of development reached. If the intent is ecological sustainability, it won't take much thought to realise there is only one planet with limited resources, so a solution is guaranteed to follow in quick succession if there is passion and intent on following correct practices. Meditation is a powerful tool that can help advance Human thinking and the way thoughts are generated in ways that most may not comprehend in this technological age.

All of the strategies outlined in Fry's writings, in terms of futuring, forecasting, and predicting change all seem like an easy task when cultivating a meditative mind in the creative process. However I will reference some main points only as it is easy for me to turn this project into a mini-thesis!

DESIGN APPROACH:

My theory here is through a co-design or participatory design approach, there will ultimately be experiential data collected from observation and feedback that can be used to perfect each meditation session in consequence. Advertising and marketing the initiative can also change with each session once changes and ideas are incorporated. Initial printed media and the digital blog will spread awareness of meditation and advertise the meditation sessions available on campus.

The other consideration is the promotion of meditation to the University administration as a valuable educational aid and facilitator for mental performance enhancement (and the rest). The strategy could involve inviting lecturers to a session and gaining feedback through discussion in a PD session which includes meditation in a workshop setting.

PRINTED & DIGITAL MEDIA:

Use logos and icons that are easily identifiable and a colour scheme that's uplifting. The demographic will be all age groups however the task is to promote meditation to the younger generations and the over 50's. The benefits for the younger generations serve the development of the brain and character building. The older generations will benefit from the relaxation benefits as well as the increase in mental processes and awareness (and longevity). The Branding of the initiative should be easily relatable and identifiable-there should be a direct link with posters, flyers, social media and the blog site.

How I use Meditation in daily life:

As a Designer there is no way I could accomplish brilliant work if I have too much on my mind, suffer emotional imbalance or are suffering from a physical ailment – something has to give. At the beginning of the day I prepare myself with a 10 to 20-minute meditation and a ritual of forward appraisal and gratitude for my life that is similar to a vision statement. Then after coming home I prepare myself for homework or the evening by completing another 30 minute meditation, and a ritual of self-appraisal and forgiveness for all that has transpired in the day. This prepares my mind and stills it for other purposes, and can prove very useful when wanting to get into a creative mode. A walk in the park or just sitting in natural environments also invigorates me, and I try to still myself in these places as further training in my daily practices. Before bed another quick ritual is observed to still myself for deep and relaxing sleep. Not all days begin and end this way, but most of the time the practices are fulfilled within the weekly timetable.

Now imagine if politicians, military personnel, corporate CEO's, or men and women of power could do these same practices and reflect on how individual personal development changes everyone's reality on this planet. How different would our society be? I admit that I am not perfect, and there are some who meditate and do further practices for over 5 hours per day. Only upon experiencing the practices or observing others and how it changes the psyche can the individual realize the power this tool has in changing oneself and ultimately that of others.

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MEDITATION AND SUSTAINABLE CONSCIOUSNESS

DESIGN FUTURES PROJECT BY: John Aivaliotis.
CURRENT PROBLEM AND FUTURE GOAL



Ethics, Morals, Critical Thinking, Concrete Ideologies, Practicality, Application, Review, Iteration, Mental Development & Training, Mindfulness, Memory.



Conservation, Security, Habitat Appreciation, Biological Systems Education, Connection, Dematerialisation, Resourcefulness, Limiting Consumption, Energy Abundance.



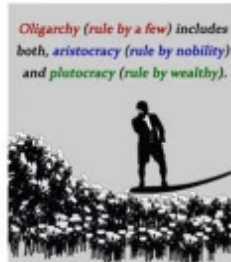
Digital & Analogue, Material Manipulation, Skills, Tools, Techniques, Mass Production, Manufacturing, Planned Obsolescence, Disassembly-/De-Materialisation, Maker movement, Re-Making, Recycling.



Equity, Health Education, Self Healing, Well-Being, Community, Self Determination, Connection.



Democracy, Power Hierarchy, Law, Policy, Governance, Debating ideas, Social Ethics & Values, Global Decision making, Advocacy, Participation, Activism, Inclusivity, Human Rights.



Economic Empowerment, Financial Literacy, Time-banking, Alternative and sharing Economies, Peer to Peer transactions.



Destiny, Spiritual Growth, Self Awareness, Self Ascension, Higher Development, Higher Values, Contemplation, Reflection, Surrender, Connection, Appreciation, Deliverance.



On certain continents poverty is more spiritual than material, a poverty that consists of loneliness, discouragement, and the lack of meaning in life.

— Mother Teresa —



Critical Essay on “On Good Design by Tony Fry”

Synopsis:

What is Good Design? Fry explains his position on Design in this paper through his exploration of what makes good design and how we define this statement in the 21st Century. Initially extolling Plato and his modern supporters, the notion of ‘good design’ is presented here under two characterisations. The first defines good design in the context of products both practical and of novelty for the satisfaction of the consumer, and the second in terms of a quality in and of itself. The process of defining good design is as important as the goal, and here Fry epistemologically explains the evolution of modern design defining what the ‘good’ in good design actually represents, and how it affects society namely in the expression of sustainability. In explaining the ‘moment of Sustainment’ (a view of the future where society reaches critical mass in sustainable thought and action), Fry defines eight elements that constitute this moment where humanity could live in equanimity with the environment, fundamentally changing (re-designing) the fabric of society to achieve an ideally sustainable future. Central to this is the elimination of unregulated Capitalism and the introduction of conscious awareness and life-giving design that contributes responsibly to the longevity of the human race and the planet. In achieving this future, Fry explains gradual change is favourable over instant abandonment of current economies, and he suggests responsible leadership is needed especially in educating the public and the creation of a new culture of sustainment. Good design means education, ethics, focusing on the quality of life, and good design demands sustainment for the freedom of all humanity, embracing that which is good for all, and not that which is only good for the few.

Critical analysis:

Fry presents uplifting ideas which can be implemented with the right planetary leadership, and I remain optimistic about the future because of the new (and younger) faces in design today – those struggling to understand and survive in the world and are misguidedly empathising with a badly designed version of Fry’s ideal. He does make some considerable argument with the eight point framework of sustainment – particularly when it comes to relearning and recoding, an answer to the difficulty in humanity’s most abundant sin and most comfortable satiating of desires. So much of what Fry says here is in agreement to my own philosophy – sustainable practices, behaviours, psychology, sociology and economy – however his definition of ‘good’ troubles me. Plato may have pioneered that first understanding of what really is good in his perception (and may have sufficed in that ancient Zeitgeist), but I would argue that even detrimental, destructive and evil thoughts and actions may be perceived as good by some, and this is where education, discernment and critical thinking (ethics) come into play in central governance, which ideally should instigate enough order so as not to restrict freedoms or constitute oligarchical dictatorship. I agree that responsibility and care plays a big part in the designing of the future we want to live in, and as depressing as our terrifyingly experimental recent past may be, humanity can mobilize resources quickly – as has been exercised, especially in crises such as natural disaster relief efforts and quick human thinking

i.e. Flight 1549 safely gliding into the Hudson River (Romero, 2009). It would have been just as easy to explain a sustainably designed future if Fry created a framework using Dieter Rams' philosophy of the Ten Principles of Good Design (Rosenfield, 2012). Rams' excellent ideology could easily be applied to forward thinking, not to mention governance and sustainable ecology – but his last principle would offer the greatest advice to humanity in shaping a sustainable future :

“Good Design Is as Little Design as Possible : Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.”

I couldn't have said it better myself.

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Romero, F. (2009). Learning from Flight 1549: How to Land on Water. Retrieved September 11, 2016, from <http://content.time.com/time/nation/article/0,8599,1872195,00.html>

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Critical Essay on “Making Things Happen: Social Innovation and Design by Ezio Manzini”

Synopsis:

Manzini here clarifies an approach to design principles underpinning social innovation and design, through case studies and examples adding that everyone is in effect an innovator and designer. He explains social innovation as a method to develop social initiatives with ethical intentions and sustainable ideologies, revealing current needs, then applying innovative strategies to alleviate any challenges on the journey. He explains social innovation by drawing ‘events’ that describe stages in the map of definition: Incremental vs. radical (in terms of technological innovation), and top-down vs. bottom-up (relating to the originators of change and direction of the movement). Bottom-up innovation relates to end-users developing solutions such as community efforts promoting green initiatives (such as the NYC community gardens initiative) incrementally creating social awareness of current common problems and devising creative solutions in the process. Top-down initiatives describes the creation of strategic designs implemented from larger organisations or interests, and instigating solutions that have far-reaching effects on society – in the case of the slow food example, empowering and involving small businesses in an enabling system which would contribute in a collaboration, creating a larger scale impact. Had these small businesses remained in mediocre circles, wider implications may not have been realized. Manzini also describes a hybrid approach where end-user’s needs (such as community efforts) meet strategic solutions designed by larger institutions or interests who implement the strategy either through participatory efforts, or consultation with the community. A group effort ensues that where the problem is attacked by both angles, it likely resolves the issue exponentially and in an expedient manner. Here there is also mention of Co-Design and Participatory Design practices that speak of inclusivity as the enablers in the process of implementation, further exemplifying the hybrid model proposed. Manzini concludes that everyone can have a design initiative and every-day passionate problem solvers are also capable of contributing to a sustainable society through innovation and design, and it is these collective ‘facilitators’ that can make just as much a difference as designers by collaborating on forward thinking – expediting projects in transition from the problematic social and political structures we have now in the 21st century.

Critical analysis:

I believe Manzini is putting a foot forward for Democratic and Co-Design techniques, especially that of Participatory Design in the development of socially innovative challenges, and argues for influencing social sustainability and benefits to social capital. Building his conversation by using case studies resolved via various forms of strategic design, there is an underlying objective that becomes very clear in favour of communal collaboration and concern for the end-user, especially when embarking on large-scale social exercises. The notion of Inclusivity is evident in his approach, especially in contrasting design with and for communities, and initiatives affecting broader social

changes connoting social justice and ethical values. Manzini provides uplifting ideas on how the collective can innovate using User Centred Design techniques (Aivaliotis, 2016), and equalizing individuals with designers by the notion of 'facilitators' only enforces his intentions, then concludes promisingly with a colloquial statement "making things happen" engendering connectivity, collaboration, and networking on a grand scale. Implementing his strategies would take a radical social movement that may need to happen sooner rather than later in the context of current planetary social & political issues, and I remain optimistic on his conclusions as User Centred Design is currently making deep inroads in design thinking. I enjoy his theorizing on social innovation and applaud his efforts in promoting Inclusive and Participatory Design strategies, especially in communication between traditionally antagonistic groups, as I too believe in communal enabling via ethical and tolerantly connective techniques for problem solving in a better world. If we can't do it together, then it will be a very difficult future for all. In the context of my assignment Manzini has a big part to play as Participatory Design is the main driver in my project, as the meditation sessions are designed as a workshop for empathetic and suggestive brainstorming. This valuable co-designing of the next session will provide an experimental and evolutionary model as to which direction the meditations are flowing, and to what end they are used for. Both propositions Manzini refers to (Top-Down and Bottom-up) are at play in my workshop, as the original design would be a top-down strategy, initiating the first sessions with a framework and infused intention, and then opening up the design process with the participation of the end-users (meditators). Here then the bottom-up approach comes into action where the individuals use the aforementioned framework to offer suggestions as to the context and use of the next meditation, devising beneficial ideas in a shared environment. In this way meditations can change in terms of the meditator's needs and aid participators in their personal journey towards achieving self-development goals, and also add to the experimental experiences of the collective. I find Manzini's research easy to understand and reference in terms of how I will conduct my meditation workshops, and conclude that his research emotes an optimistic stance on Participatory Design and Democratic conduct of wide-spread projects that impact social justice.

Bibliography:

Aivaliotis, J. (2016). *Design Proposal: The future of cinema*. Melbourne. <http://doi.org/DOI:10.13140/RG.2.2.27272.01285>

Manzini, E. (2014). Making Things Happen: Social Innovation and Design. *Design Issues*, 30(1), 57–66. Retrieved from

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Posted on September 1, 2016September 11, 2016 by john@studioaivali.com in Critical Analysis

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Memefest Challenge Outline – A summary of a response to the brief

For the Memefest brief I have chosen a Visual Communication challenge in communicating the pleasure of Meditation and the cultivation of virtues to sustain social justice on a planetary level. This has culminated in the project titled “Meditation and Sustainable Consciousness”, and will feature Posters designed to communicate the value of meditation, with concrete messages on each poster developed from end user experiences in the Participatory workshop – the meditation itself. Each meditation session I will invite the participants to enjoy conversation and light brainstorming on how they felt during the meditation, what is beneficial to them, and what they would like to experience in the next session, making the meditations more evolutionary and exploratory in nature. This is quite unique, as it entrains the individual to think deeply about themselves and how they behave in everyday life, then develop ways in which to change and or improve upon themselves via character building. Seeking self-created solutions to they’re own problems, the meditator will experience themselves in intimate ways whilst seeking the ultimate pleasure – bliss. This is a beautiful exercise in self-discovery, illumination and oneness, for it is said that planetary peace can only be obtained when the individual is at peace. Coming to terms with one’s own emotions, behaviours and actions is an extremely difficult task, made all the more important when conducting self examination, transcendence and evolution. In my idea the Participatory workshops will help personal evolution through individual experience and sharing with others, and the journey is both enlightening and heart-warming as these intimate experiences become stepping-stones to through self-development. After thorough examination of the feedback from the group, the next set of media will be created in poster format to advertise the next session, empower the value of meditation, and also exonerate the growth of the participants with messages encapsulating experiences and personal developments. Making the communal experience a special time that is both personal and shared in an empowering environment is a rare jewel in the hostility of modern lifestyle. It is hoped that the outcome will boost personal potential, development of virtue, ethical conduct, advertise the benefits of a sound mind and still emotions in terms of social justice, and overall to promote the importance of practising meditation daily.

Posted on [September 6, 2016](#)[September 13, 2016](#) by john@studioaivali.com in [Brainstorm](#)

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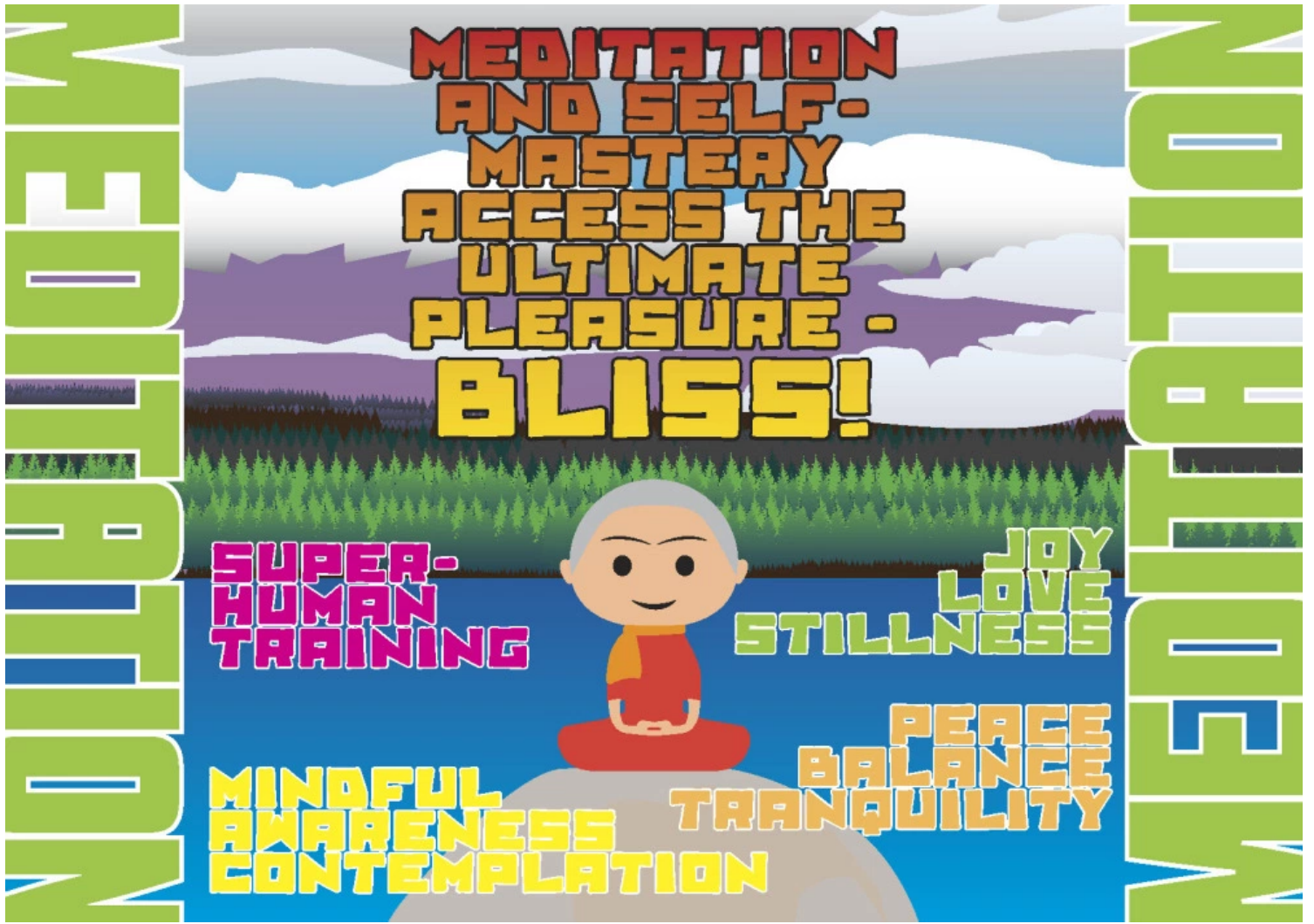
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Presentation of Memefest Proposal

Meditation and Sustainable Consciousness



Hero Banner (Above).

“If every 8 year old in the world is taught meditation, we will eliminate violence from the world within one generation.” Dalai Lama



CONTROVERSIAL statement (ABOVE).

MEDITATION & SUSTAINABLE CONSCIOUSNESS

AIM:

To develop and conduct meditation sessions in a Participatory and Inclusive design initiative designed to increase awareness of self discipline, self discovery, and self development. The parallel aim is to find and experience bliss. In alignment with the Memefest brief–PLEASURE–the project method will hypothesise a solution in connecting Social Justice and Pleasure with the practice and development of meditation. Graphic design is used to communicate messages and guidance to the passive education of the observer, whilst informing and directing interested individuals to attend allocated sessions.

METHOD:

In accordance with Fry's elements of sustainment, the following reflection points will be used to explain how meditation is used to change current conscious choices into a sustainable practice:

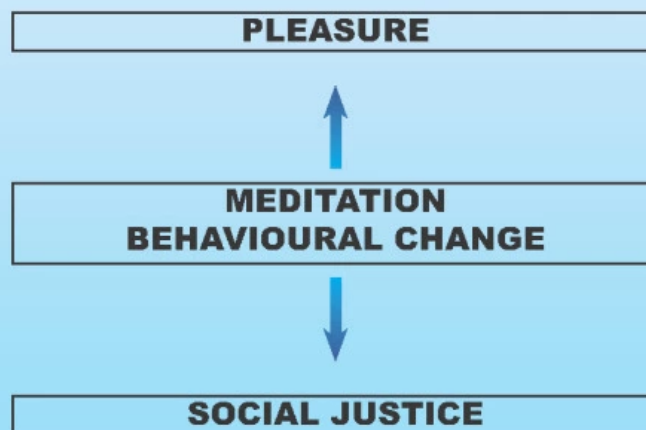
#RELEARN – Unlearning traditional values, entrained educational ideologies & patterns, and various other behavioural patterns is more transfigurably than radically eliminated. An example would be the notion that working for someone else to make a living would be transfigured to working for oneself to sustain life, and then evolved once more into loving the experience of life and appreciating existence, attracting everything one needs and desires as a natural consequence.

Meditation re-centres the awareness and the self becomes the thing observed. Some may not like what they see about themselves, and this is called addressing the issue. Following that, meditation can be used to visualize a better self preceding actual behaviour changes, thus beginning the process of transfiguration into something better, refined, more ethical, or more evolved than what exists.

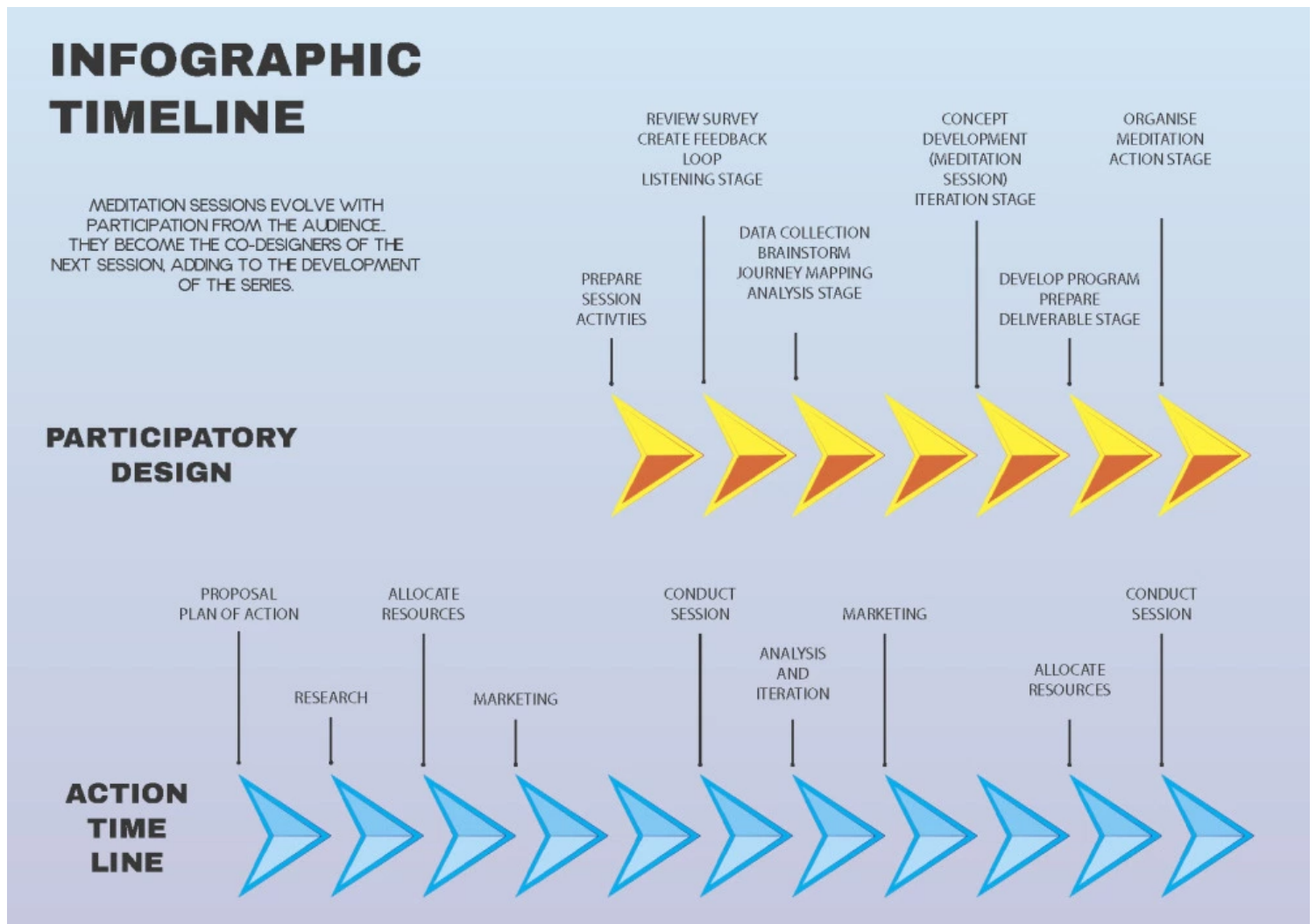
#ELIMINATE – Humans are very good at removing the wrong obstacles in the act of progress, however the elimination of personal bad habits, addictions and behaviours contributes to massive changes in the psyche and the subconscious, which enables choices and actions that are sustainable. An example would be the act of smoking. The smoker considers themselves as righteously deserving in experiencing a simple pleasure, rarely if ever considering the environment around them and the health and/or preferences of other humans in the vicinity. Practising meditation and undergoing the process of self observance, behavioural change, and relearning how to obtain pleasure naturally, a sustainable consciousness develops that cares and respects ones self and the environment one shares with others. Sometimes it is what we remove that relieves us of challenge, tension and conflict.

CONCLUSION:

Adequate meditation practices in conjunction with attitude and behavioural changes cultivates an internal stillness, alertness, and stability, not to mention enabling the virtues of tolerance, ethical analysis, passive awareness, forgiveness, understanding and kindness. An example in politics would be in the creation of policy–thinking inclusively and empathising with other humans naturally enables intuitional changes supporting sustainable democratic ideas and the creation of ethical policies.



HOW PLEASURE IS LINKED TO SOCIAL JUSTICE VIA MEDITATION AS THE BRIDGE (ABOVE).



infographic timeline (above).

ORGANISATIONAL MIND MAP DIAGRAM



MIND MAP OF PROJECT ORGANISATION (ABOVE). CLICK TO ENLARGE.



**EXPERIENCE
ANALYSE
SHARE
ENHANCE
ITERATE
EVOLVE**

ADVERTISING THEME (ABOVE).

**INITIALLY CONDUCT ON CAMPUS
AT SWINBURNE**



OTHER UNIVERSITIES



PUBLIC - GO VIRAL?

MEDITATION SESSION PROGRESS (ABOVE). sessions may start at on campus at a university, then gain momentum on other campuses and so on.

Save



billboard advertising at glenferrie station (ABOVE).



TRY IT!

Posted on September 7, 2016September 18, 2016 by john@studioaivali.com in Presentation

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