contribute

Massive Change is a project on the future of design culture by Bruce Mau Design and the Institute without Boundaries. Between now and 2006, Massive Change will take the form of a book, an international exhibition, public events, an online forum and a film project.

To learn more about the project visit our website at www.massivechange.com

We are looking for your images, articles, films, videos and ideas related to the key ideas we're exploring. Your work may be published in our book, online, in the film or the exhibition.

To join the project and to contribute material please visit the website or try your hand at creating a poster:

1. Download this PDF file (which you've probably done by now).
2. Print this document to your printer.
3. You can use the blank page provided to make your own poster. Choose a medium: pen, paint, computer, etc., to do your thing.
4. Apply one or more posters (considerately) to the urban surface, then photograph the result. We're looking for interesting settings from around the world.
5. Send your submissions and posters to us by visiting the Massive Change website and clicking 'Contribute'.

www.massivechange.com

we will provide free access to all global knowledge systems

The most profound impact of information technology has been to transfer the potential of the scientific method – the ever-expanding accumulation of knowledge – to the cultural sphere. Inter-network protocols allowed us to link any two computers, enabling an explosive global network of networks. Emerging grid protocols for distributed computing allow us to link everything else – databases, simulation and visualisation tools, and the unused computing power of machines – generating a worldwide cultural accumulation beyond imagination – all free, to anyone, anywhere.

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we will make visible the as yet invisible

The image evolves as a product of extraordinary new capacities for exploration, circulation and global communication. From medical diagnostics to global climate models, from cultures of simulation to techniques of camouflage and surveillance, our insatiable embrace of the image as reality knows no bounds.

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we will design intelligence into material, and liberate form from matter

Material has traditionally not been a realm of design, but rather something to which design is applied. New methods in the fields of nanotechnology have rendered material as the object of design development. We can imagine polymorphic materials capable of generating any material form at the molecular level. Instead of designing a thing, we design a designing thing. In the process, we have collapsed the age old boundary between the image and the object, and rendered mutable the object itself.

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we will create urban shelter for the entire world population

Urbanisation, one of mankind's most successful and most ambitious programs, is the triumph of the unnatural over the natural, the grid over the organic. We remain committed to a global program of extrusion upward and repetition outward in an effort to provide shelter that is safe, healthy, and uplifting. Underway on a scale never before witnessed, one side effect of urbanisation is the liberation of vast depopulated territories for the efficient production of 'nature'.

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we will bring unlimited energy to the entire world

We continue to design massive hydroelectric and petroleum projects with regional and even global economic, social and environmental impact, building machines on a scale the world has never seen. At the same time, initiatives for sustainable energy – wind, solar, and fuel cell development – promise to fundamentally restructure the energy system itself, from a centrally based network to a system of take and give – a distributed system of energy production and consumption.

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we will program software to evolve naturally

Software tools increase in complexity with each successive advance. The current challenge for programmers is specifying the features of unforeseen problems. Using ecology as a model – where many conflicting, interlinked variables co-exist – genetic algorithms, open source, and biomimicry begin to address this software design dilemma. The method, and the outcome, is co-evolution.

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we will eliminate the need for raw material, amass intelligence, and banish all waste from manufacturing

The idea of the endless production cycle promises a shift in manufacturing processes from the wasteful industrial systems of the nineteenth and twentieth centuries. The new design model provides a continuous assembly/disassembly line that cycles the product and its constituent matter – rather than recycling it – in a never-ending loop of improvement.

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we will apply innovation for killing to living in peace

The design of defensive and offensive technologies, a practice centered on raw efficiency, has generated the twentieth century's dominant cultural mode. Innovations developed by the military have migrated to almost every design practice – from material development to command and control, to robotics and communication – providing exponential positive impact.

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we will enable sustainable mobility

New design developments create a synthesis among energy, manufacturing, computing and materials which promises to revolutionise movement. From short-distance personal travel to supersonic global tourism and the transport of massive payloads, our new economies of movement are reconfiguring the urban and colonising what remains of the natural terrain.

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we will provide food and health worldwide

When Crick and Watson unlocked the structure of DNA, they rendered the realm of the living as a system of information. We now have the capacity to design every aspect of life itself, from biological systems and products to new forms of intervention in medicine and genetic engineering.

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we will eradicate poverty

New systems of design – of communication, production, evolution and exchange – have the potential to create shared wealth on an order of magnitude the world has never seen. Design and its capacities promise to make this century a new era of wealth worldwide. For nearly two hundred years there has been a steady decline in the percentage of world population living on less than a dollar a day, from 85 percent in 1820 to less than 5 percent today. Over the past 20 years, despite an increase in world population of 1.6 billion, the number living in poverty has dropped by 200 million.

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we will seamlessly connect all energy, intelligence, material, and capacity

The initiative that emerges in trade – the notion of the intermodal – the idea of seamlessly integrating one system with another – became the central ambition of design in the last half of the twentieth century. The resulting global infrastructure for moving matter and energy – money and goods – is the accidental avant-garde of a new global politics of ecology.

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