

## CROSS-POLLINATION:

### THE ROLE OF DESIGNER AS MEDIATOR BETWEEN CULTURE AND NATURE

The unfolding of a design process rests in the dynamic interplay between knowledge and creative exploration. Similarly, the unfolding of the emergent designer rests in the interplay between his/her clear knowledge of self and the creative richness that is sparked by this. In the hope of instilling courage with which to cross self-imposed boundaries, the series of Cross-Pollination modules serves to build a foundation for new ways of thinking and doing design in the future.

#### THE COURSE -WORK

The course work is both intensive and expansive and is multi-disciplinary. The six modules outlined below explore the designer's unique role in mediating the relationship between themselves, culture, ecology, technology and economics in relation to their design field. The design modules and activities encourage design innovation for a future that is both ecologically and socially sustainable.

#### THE PROCESSES

Primarily the processes explore the meaning of outer sustainability as inner responsibility making sustainability no longer just another "green" buzzword, just another trend! Here today, gone next season? No, it is explored in more profound ways. As we increasingly become aware of our lives and cultures as being deeply rooted in the natural world, designer's in every conceivable discipline are turning to nature as muse, metaphor and model in seeking more responsive ways of living and being in the world.

#### THE FIRST MODULE IN THE SERIES OF SIX:

**MODULE 1. Biography and Original Thinking** – explores how we place ourselves in the context of the world through who we are and what we design. This module and programme as recently presented to the Cape Peninsula University of Technology's Surface, Fashion, Industrial Design, Jewelry and Photography departments has been included for your perusal. Please see pg.... .

Please note that although the modules unfold sequentially they can also stand alone. The modules are flexible enough to include special concerns regarding student group needs.

The module or modules chosen can either span over one day, as an introductory module or as a module over three days or one week depending on the nature of your programme. This can be arranged accordingly and to fit in with your time table

AN OUTLINE OF MODULES 2 - 6 :

**MODULE 2. Inner and Outer dialogue** - relationships based on new modes of creative design practice; complementary perspectives; fluid thinking (The Seasons)

**MODULE 3. Advancing Design Conceptualization** - reality as a key to design; becoming aware of one's creative source; observing and preserving an essential connection to life (The Four Elements – earth, water, air, fire)

**MODULE 4. The Archetype or Generative idea** - continuous creation and the principle of organization; allowing space for a greater possibility to emerge (Observing the Plant)

**MODULE 5. The Nature of Design** - sustainable practice as a primary design criterion; seeking connecting patterns; minimizing the effect of production on the environment; social engagement (The Plant and Environment)

**MODULE 6. Leadership** - inner leadership as necessity for sustainable and responsible design practice; innovation and knowledge transfer (The Seed, Shoot, Leaf, Flower, Seed – Metamorphosis/Transformation)