

Post Normal Design – a provocation

What if Normal is the problem?

Text

For talk

Normal is the default state in product design and development and in recruitment. We research and make based on data and averages. We recruit and form teams around industry-defined titles and established credentials. Yet, every element is biased by...normality.

How can we design for divergence and recruit for diversity if we only really value normality and convergence?

Post Normal Design is a talk to provoke discussion around the bias of Normal.

Normal privileges and Normal excludes. It is the bias within Normal, towards a tiny group of people, that we need to remove before we can really value divergence and diversity.

This lightning talk by Alastair Somerville takes everyone thru the history of Normal, how we got to the problems of today and the futures of Post Normal

For talk plus mini-workshop add this paragraph

This event has Alastair's lightning talk plus then a mini-workshop to consider practical steps for Post Normal Design.

For speaker

Alastair Somerville is a sensory design consultant. He provides expert advice on cognition, perception and ultra-human centered design to companies, government agencies and other public organisations who provide both physical and digital products/services. He facilitates workshops on sensory and emotional design for corporations and major conferences, including SouthBy Southwest (SxSW) and UX Week. He is currently involved in cognitive accessibility and VR projects in visitor attractions and museums.

Photos

Speaker



Contact: Alastair Somerville

Email: a.somerville@acuity.design Tel: +44 (0)7808 480749

Post Normal Design

@acuity_design

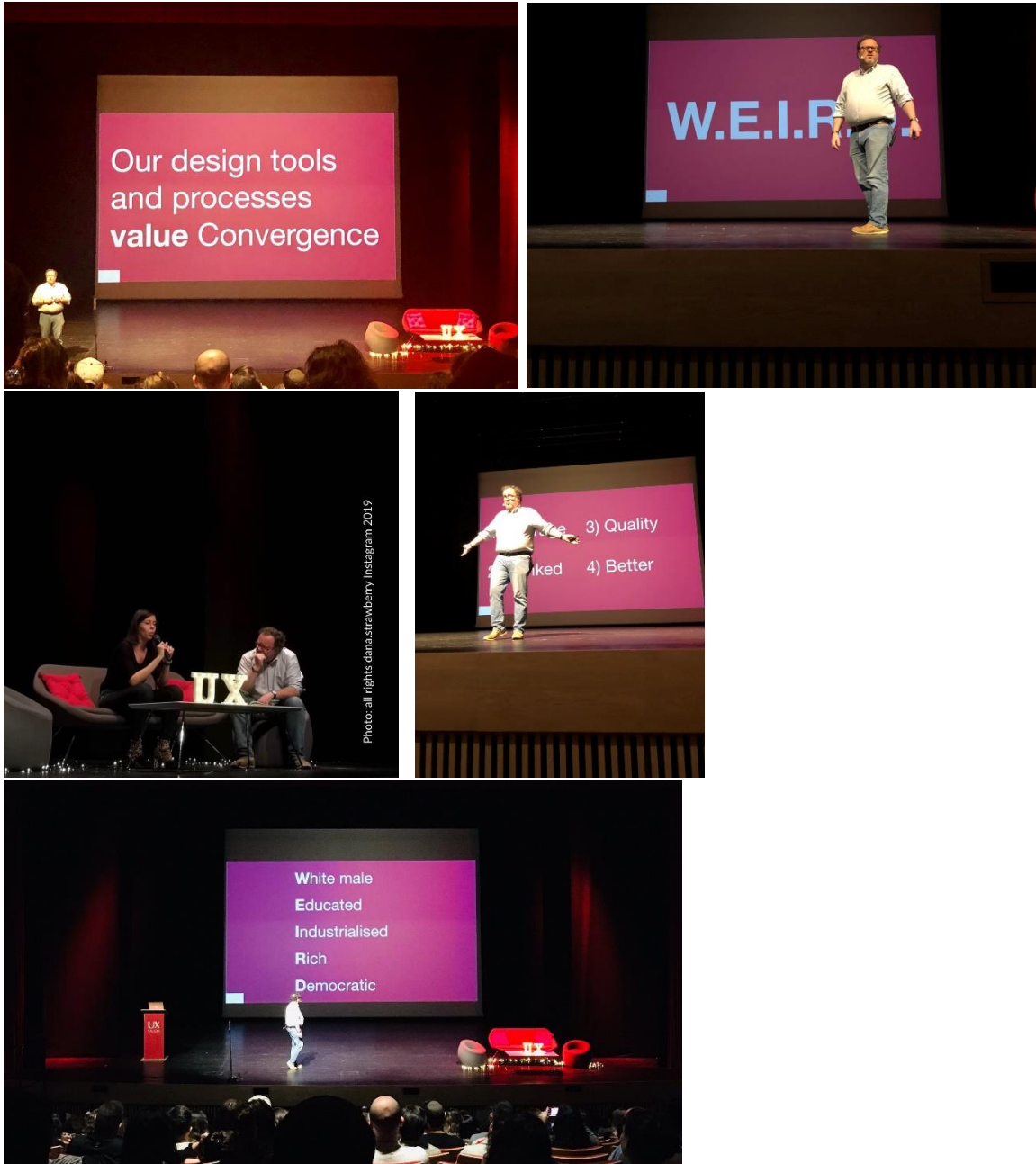
Normal is
biased

Divergence is
resilience

Diversity as
strategy



From events



Resources distributed during event

Postcards and business card resources to provoke discussions beyond the talk and workshop.



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