



Speculative Everything: Design, Fiction, and Social Dreaming (MIT Press)

By Anthony Dunne, Fiona Raby

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Today designers often focus on making technology easy to use, sexy, and consumable. In *Speculative Everything*, Anthony Dunne and Fiona Raby propose a kind of design that is used as a tool to create not only things but ideas. For them, design is a means of speculating about how things could be -- to imagine possible futures. This is not the usual sort of predicting or forecasting, spotting trends and extrapolating; these kinds of predictions have been proven wrong, again and again. Instead, Dunne and Raby pose "what if" questions that are intended to open debate and discussion about the kind of future people want (and do not want).

Speculative Everything offers a tour through an emerging cultural landscape of design ideas, ideals, and approaches. Dunne and Raby cite examples from their own design and teaching and from other projects from fine art, design, architecture, cinema, and photography. They also draw on futurology, political theory, the philosophy of technology, and literary fiction. They show us, for example, ideas for a solar kitchen restaurant; a flypaper robotic clock; a menstruation machine; a cloud-seeding truck; a phantom-limb sensation recorder; and devices for food foraging that use the tools of synthetic biology. Dunne and Raby contend that if we speculate more -- about everything -- reality will become more malleable. The ideas freed by speculative design increase the odds of achieving desirable futures.

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Editorial Review

Review

In *Speculative Everything* Dunne and Raby continue to inspire and challenge us to consider design as a unique mode of sociocultural inquiry. Rather than resigning design to either problem solving or styling, what Dunne and Raby offer is a vibrant practice of using design to materialize and experiment with alternate worldviews and futures. *Speculative Everything* is an important contribution to the field of design and should be read widely.

(Carl DiSalvo, author of *Adversarial Design*)

In a period where existing systems are reaching their effective limits, *Speculative Everything* describes an expanded and refreshing role for design. Dunne and Raby show how speculative design can stimulate debate and reveal choices that exist beyond the constraints of existing business, social, and technological approaches.

(Tim Brown, CEO, IDEO)

Anthony Dunne and Fiona Raby have set out to change the landscape of contemporary design. They remind us that design is about asking questions, as well as answering them. *Speculative Everything*, their provocative manifesto, is an intriguing contribution to the search for a new direction for design.

(Deyan Sudjic, Director, Design Museum, London)

Designers are usually seen as problem solvers. Their function is to make a product better or more beautiful, or to make a process more efficient. But what if, instead of solving problems, they posed them? That is the premise behind *Speculative Everything*, the first book to look in detail at the kinds of results such an approach might throw up.... Anthony Dunne and Fiona Raby, professors at London's Royal College of Art, have been the most articulate proponents of the idea of "critical design". Their concern is not to design products to be sent out into a slightly uncertain future but rather to imagine how that future might be entirely different. The result is a series of scenarios that help to illuminate moral, ethical, political and aesthetic problems.

(*Financial Times*)

Speculative Everything neatly and quietly dispels the myths, misunderstandings and simplifications surrounding speculative design. Of course, there will always be people who dismiss Dunne and Raby's work for being too arty, and, well, too speculative to be strictly design but if some of them ever read the book, i'm quite convinced that they will at least agree on the fact that its authors ask some valid questions and more importantly perhaps articulate them in an intelligent, compelling way.

(*We Make Money Not Art*)

In conclusion, something should be said about how refined and handsome this book is, as a designed artifact. Though it's a work for the academy and not for the coffee-table, it deliberately upholds a high standard. All the illustrations, and there are many, are in crisp resolution, while starkly obvious pains have been taken to see that due credit was given to every creative person involved in every image. It's the polar opposite of the carefree, slobbering virality of Youtube, Tumblr, and this weblog, and there's something heart-lifting in its living demonstration of what can be achieved today. Not tomorrow, and not in the imagination -- but really, right here and now.

(Bruce Sterling *Beyond the Beyond*)

About the Author

Anthony Dunne is Professor and Head of the Design Interactions Programme at the Royal College of Art. He is the author of *Hertzian Tales: Electronic Products, Aesthetic Experience, and Critical Design* (MIT Press).

Fiona Raby is Professor of Industrial Design at the University of Applied Arts, Vienna, and Reader in Design Interactions at the Royal College of Art.

Users Review

From reader reviews:

Jonathan Head:

Spent a free time for you to be fun activity to complete! A lot of people spent their leisure time with their family, or all their friends. Usually they undertaking activity like watching television, likely to beach, or picnic from the park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your current free time/ holiday? May be reading a book can be option to fill your totally free time/ holiday. The first thing that you'll ask may be what kinds of guide that you should read. If you want to try look for book, may be the reserve untitled *Speculative Everything: Design, Fiction, and Social Dreaming* (MIT Press) can be great book to read. May be it can be best activity to you.

Audrey Thompson:

A lot of people always spent their particular free time to vacation as well as go to the outside with them friends and family or their friend. Do you know? Many a lot of people spent they will free time just watching TV, or perhaps playing video games all day long. If you wish to try to find a new activity that is look different you can read some sort of book. It is really fun for you personally. If you enjoy the book that you just read you can spent 24 hours a day to reading a reserve. The book *Speculative Everything: Design, Fiction, and Social Dreaming* (MIT Press) it is very good to read. There are a lot of folks that recommended this book. These were enjoying reading this book. If you did not have enough space to deliver this book you can buy the particular e-book. You can m0ore easily to read this book from a smart phone. The price is not very costly but this book has high quality.

George Clark:

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Kenneth Quisenberry:

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