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Wilkie, Alex, Kerridge, Tobie, Michael, Mike, Gaver, William, Wakeford, Nina
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MAKING AND OPENING: ENTANGLING DESIGN AND SOCIAL SCIENCE

24TH SEPTEMBER 2010, 9.00 - 17:30
BEN PIMLOTT BUILDING - LECTURE THEATRE
GOLDSMITHS, UNIVERSITY OF LONDON

HOW MIGHT DESIGN AND SOCIAL SCIENCE
SPEAK TO EACH OTHER'S PRACTICES?
HOW MIGHT SOCIAL SCIENCE AND DESIGN
REMAKE ONE ANOTHER'S OBJECTS?

SPEAKERS INCLUDE: PELLE EHN,
BILL GAVER, MIKE MICHAEL,
BILL MOGGRIDGE, HARVEY MOLOTCH,
MICHELLE MURPHY, LUCY SUCHMAN &
NINA WAKEFORD

EXPLORING INNOVATIVE WAYS OF FURTHER ENTANGLING DESIGN AND
SOCIAL SCIENCE DISCIPLINES THROUGH A RANGE OF OPEN ISSUES:
SPECULATION/ANTICIPATION; PARTICIPATION/IMPACT;
DISCIPLINE/CONTAMINATION; MAKING/METHOD.

THIS CONFERENCE IS LIMITED TO 60 DELEGATES.
TO REGISTER, PLEASE CONTACT: [SOCIOLOGY@GOLD.AC.UK](mailto:sociology@gold.ac.uk).
£15.00 FULL PRICE | £10.00 CONCESSIONS

SPONSORED BY: CENTRE FOR THE STUDY OF INVENTION AND SOCIAL PROCESS,
INTERACTION RESEARCH STUDIO, INCUBATOR FOR CRITICAL INQUIRY INTO TECHNOLOGY
AND ETHNOGRAPHY. DEPARTMENT OF DESIGN, DEPARTMENT OF SOCIOLOGY.



Making and Opening: Entangling Design and Social Science

24th September 2010, 9:00 – 17:30
Ben Pimlott Building - Lecture Theatre
Goldsmiths, University of London

Design and social science disciplines intersect at a number of points. While there is excellent work exploring many of these points of contact, there is also a tendency for social science to treat design as a topic (e.g. what does design do and how might this be accounted for in sociological terms?), and for design to treat social science as a resource (e.g. what useful knowledge does sociology produce and how can this be deployed to model users or construct scenarios?).

This day conference aims to contribute to the move beyond this pattern. Collecting a group of leading practitioners in design and social science, the conference will present a series of dialogues and commentaries on a range of common, open issues. Specifically, the format runs like this: invited speakers

(Harvey, Michelle, Pelle and Bill) will speak for around 25 minutes; there will then be a short response/reflection/discussion from a local colleague (please see below), then 20 minutes open discussion. Each titled session is not rigidly defined, rather the topics are simply prompts to further thought, for instance: how might the practices of speculative or critical designers furnish social science with new insights into the study and articulation of society? How might social science's interest in complexity contribute to the iterative process of making in design? In what ways might these fit together or articulate? In the final session, Lucy will make provide some general observations and comments and there will be a final open discussion.

Conference Programme

9:00 – 10:00	Registration	
10:00 – 10:15	Welcome and Intro	Mike Michael
10:15 – 11:15	Speculation/Anticipation	Michelle Murphy & Tobie Kerridge
11:15 – 11:30	Coffee	
11:30 – 12:30	Participation/Impact	Pelle Ehn & Alex Wilkie
12:30 – 13:00	General Discussion	
13:00 – 14:00	Lunch	
14:00 – 15:00	Discipline/Contamination	Harvey Molotch & Nina Wakeford
15:00 – 15:30	Tea	
15:30 – 16:30	Making/Method	Bill Gaver & Kat Jungnickel
16:30 – 17:30	Closing Comments and Discussion	Lucy Suchman & Mike Michael
17:30	Drinks	

Speaker Biographies

Pelle Ehn is professor at the School of Arts and Communication at Malmö University, and one of the founders of the school and of the Interactive Institute, the associated national research institute. For the last 15 years his research has been focused on design and digital media. His books and papers in journals and international conferences on the subject include *Computers and Democracy* (1987), *Work-Oriented Design of Computer Artifacts* (1988), *Scandinavian Design - on skill and participation* (1992) and *Manifesto for a Digital Bauhaus* (1998).

Bill Gaver is Professor of Design and leads the Interaction Research Studio at Goldsmiths, University of London. His research focuses on design-led methodologies and ludic technologies for everyday life. Current projects include designing computational devices for older people as part of the UK's New Dynamics of Aging initiative, batch producing research prototypes with support of an Advanced Investigator Grant from the European Research Council.

Kat Jungnickel was awarded a Ph.D. in Sociology at Goldsmiths in 2009 for her ethnographic study of the culture and making practices of 'backyard technologists' in suburban Australia. Her research interests include DIY technology, grassroots practices and messy methods. She is a member of INCITE at Goldsmiths and a Post Doc Research Fellow at the University of East London - www.cyclingcultures.org.uk.

Tobie Kerridge is a Ph.D. candidate in the Department of Design at Goldsmiths. As a member of the Interaction Design Research Studio he has worked on projects supported by France Telecom, Intel and Philips Design. His thesis reflects upon the entanglement of speculative design with science and society, in projects including *Biojewellery and Material Beliefs*, funded by the EPSRC under their partnerships for public engagement programme.

Mike Michael is Professor of Sociology of Science and Technology and Director, Centre for the Study of Invention and Social Process in the Sociology Department at Goldsmiths, University of London. His interests include public understanding of science, the relation between everyday life and science and technology, and biotechnological and biomedical innovation and culture; materiality and culture, and animals and society. Recent research includes studies of ethical aspects of offshore clinical trials for HIV pre-exposure prophylaxis (with Marsha Rosengarten), the mutual structuring of technoscience and everyday life, and the inter-relations between design and sociology at both substantive and methodological levels. Recent publications include *Technoscience and Everyday Life* (Open University Press, 2006) and (with Lynda Birke and Arnie Arluke) *The Sacrifice: How Scientific Experiments Transform Animals and People* (Purdue University Press, 2007).

Harvey Molotch is Professor of Sociology and Metropolitan Studies at NYU, where he conducts research on issues of city growth and urban security as well as on product design and development. He has also researched issues in news media, the sociology of art, neighbourhood racial integration, and the sociology of the environment. His books include *Urban Fortunes* (with John Logan) and *Where Stuff Comes From: How Toasters, Toilets, Cars, Computers, and Many Other Things Come to Be As They Are*. He is editor (with Laura Noren) of a forthcoming volume, *Toilet: Public Restrooms and the Politics of Sharing* to be issued by New York University press. His awards include Distinguished Contribution to the Discipline of Sociology, Award for Lifetime Achievement in Urban and Community Studies, Award for Career Achievement in the Sociology of Environment and Technology (Buttel Award) and Outstanding Scholarly Publication in Urban and Community Studies (Robert Park Award). Before coming to NYU, he was Visiting Centennial Professor at the London School

of Economics, Chair of Sociology and Professor at the University of California, Santa Barbara as well as visiting professor at Northwestern University, University of Essex, Lund University, and SUNY Stony Brook.

Michelle Murphy's work considers the entangled histories of technoscience, economics, and living-being in the recent past. Her book *Sick Building Syndrome and the Politics of Uncertainty: Environmental Politics, Technoscience and Women Workers* (Duke UP, 2006) won the 2008 Ludwik Fleck Prize from the Society for Social Studies of Science. She is also the author of *Seizing the Means of Reproduction: Feminism, Technoscience, and the Biopolitics of Cold War America* (Duke UP, forthcoming) and co-editor of *Landscapes of Exposure: Knowledge and Illness in Modern Environments* (Osiris, 2004). Her current research project, *The Economization of Life*, explores the interlinked histories of efforts to govern and alter national economies and human biological futures. She is co-organizer with Adele Clarke and Vincanne Adams of a collaborative project called *Anticipation: Technoscience, Affect, Life*, as well as convener of the Toronto Technoscience Salon. She is Associate Professor of History and Women and Gender Studies at the University of Toronto, and a 2009-2010 Jackman Humanities Institute Research Fellow.

Lucy Suchman is Professor of Anthropology of Science and Technology in the Department of Sociology at Lancaster University, and Co-Director of Lancaster's Centre for Science Studies. Before taking up her present post she spent twenty years as a researcher at Xerox's Palo Alto Research Center, where she was a founding member and Manager of the Work Practice and Technology area. Her research includes ethnographic studies of everyday practices of technology design and use, as well as interdisciplinary and participatory interventions in new technology design. Lucy is currently Principal Investigator on a three year project titled 'Relocating Innovation: Places and material practices of future-making', funded by the UK's Leverhulme Trust. Her book *Human-Machine Reconfigurations* (Cambridge University Press 2007) includes an annotated version of the text of her earlier *Plans and Situated Actions: the problem of human-machine communication* (CUP 1984). The sequel adds five new chapters looking at relevant developments since the mid 1980s in computing and in social studies of technology.

Nina Wakeford is Reader in Sociology at Goldsmiths. She is interested in the traffic between sociology and design, in particular with respect to visualization and new technologies. She recently completed a three year ESRC research fellowship which enabled her to investigate at the ways in which artists and designers use social science research, and gratefully acknowledges the support of the ESRC fellowship funding which contributed to the costs of this workshop.

Alex Wilkie is a Lecturer in Design, a Research Fellow at the Interaction Research Studio, and he is a member of the Centre for the Study of Invention and Social Process at Goldsmiths, University of London. His research interests include: the role of users in design; the enactment of expectations in design, science and technology; the politics of technology; and the confluences between Science & Technology Studies and design practice.

Delegates

Abi Ghanem, Dana	d.abi-ghanem@imperial.ac.uk	Martin, Craig	C.J.Martin@rhul.ac.uk
Ali, Hodan	alihodan@hotmail.com	Maxwell, Mhairi	M.L.Maxwell@Bradford.ac.uk
Ashmore, Lisa	lashmore@lancaster.ac.uk	McCluskey, Kate	Anna.Haywood@serco.com
Banks, Richard	rbanks@microsoft.com	McDougall-Weil, Alison	afm35@cam.ac.uk
Bath, Corinna	corinna.bath@staff.hu-berlin.de	McGinley, Chris	chris.mcginley@network.rca.ac.uk
Blum-Ross, Alicia	alicia.blum-ross@anthro.ox.ac.uk	McRobbie, Angela	angela.mcrobbie@gold.ac.uk
Clarke, Jennifer	jclarke@abdn.ac.uk	Michael, Mike	m.michael@gold.ac.uk
Cockerton, Caitlin	C.Cockerton@lse.ac.uk	Molotch, Harvey	harvey.molotch@nyu.edu
Daly-Jones, Owen	Anna.Haywood@serco.com	Montgomery, Catherine	catherine.montgomery@lshtm.ac.uk
Dant, Tim	dant@lancaster.ac.uk	Murphy, Michelle	michelle.murphy@utoronto.ca
Dantonio, Laura	laura.dantonio.09@gmail.com	Nadim, Tahani	co201tn@gold.ac.uk
Ehn, Pelle	pelle.ehn@mah.se	Nova, Nicolas	nicolas.nova@gmail.com
Ely, Philip P.	Ely@surrey.ac.uk	O'Connell, Rebecca	R.O'Connell@ioe.ac.uk
Fairfax, Duncan	dts01df@gold.ac.uk	O'Hara, Kenton	v-keohar@microsoft.com
Farias, Ignacio	igna.farias@gmail.com	Oakley, Peter	peter.oakley@ucl.ac.uk
Feuz, Martin	martin.feuz@gmail.com	Ozaki, Ritsuko	r.ozaki@imperial.ac.uk
Fowler, Louise	louise.fowler@ntlworld.com	Pujadas, Roser	R.Pujadas@lse.ac.uk
Froldi, Alessandro	A.Froldi@lboro.ac.uk	Regan, Tim	timregan@microsoft.com
Gabrys, Jennifer	j.gabrys@gold.ac.uk	Schmitt, Susanne	susanne-b-schmitt@web.de
Gano, Gretchen	ggano@asu.edu	Shaw, Isabel	isabel.shaw@imperial.ac.uk
Gatt, Caroline	c.gatt@abdn.ac.uk	Singleton, Benedict	benedict.singleton@googlemail.com
Gaver, Bill	w.gaver@gold.ac.uk	Stigliani, Ileana	i.stigliani@imperial.ac.uk
Hall, Suzi	S.M.Hall@lse.ac.uk	Suchman, Lucy	l.suchman@lancaster.ac.uk
Harma, Vuokko	vh37@sussex.ac.uk	Sunderland, James	mr.j.sunderland@gmail.com
Harriman, Kathryn	k.a.harriman@abdn.ac.uk	Swan, Laurel	laurel.swan@rca.ac.uk
Haywood, Anna	Anna.Haywood@serco.com	Taylor, Alex	ast@microsoft.com
Hodson, Elizabeth	r02eh7@abdn.ac.uk	Timan, Tjerk	t.timan@utwente.nl
Hush, Gordon	G.Hush@gsa.ac.uk	Tonkinwise, Cameron	dts01df@gold.ac.uk
Jungnickel, Kat	katjungnickel@gmail.com	Toscano, Manuel	manuel@helsinkigroup.net
Karvonen, Andrew	andrew.karvonen@manchester.ac.uk	Tyson, Richard	manuel@helsinkigroup.net
Kerridge, Tobie	t.kerridge@gold.ac.uk	Vaughan, Suzanne	Suzanne.Vaughan@postgrad.manchester.ac.uk
Kimbell, Lucy	lucy.kimbell@sbs.ox.ac.uk	Wakeford, Nina	n.wakeford@gold.ac.uk
Kuijer, Lenneke	S.C.Kuijer@tudelft.nl	Waller, Mike	dts01df@gold.ac.uk
Lim, Christopher	S.Lim@surrey.ac.uk	Wilkie, Alex	a.wilkie@gold.ac.uk
Littlewood, Ronni	ronni.littlewood@virgin.net	Wright, Ruth	rwright@engc.org.uk
Long, John	jyohanthemeercat@hotmail.com		
Magas, Michela	map02mm@gold.ac.uk		
Mangesho, Peter	mangesho@yahoo.com		
Marenko, Betti	b.marenko@csm.arts.ac.uk		