Fabio Figoli
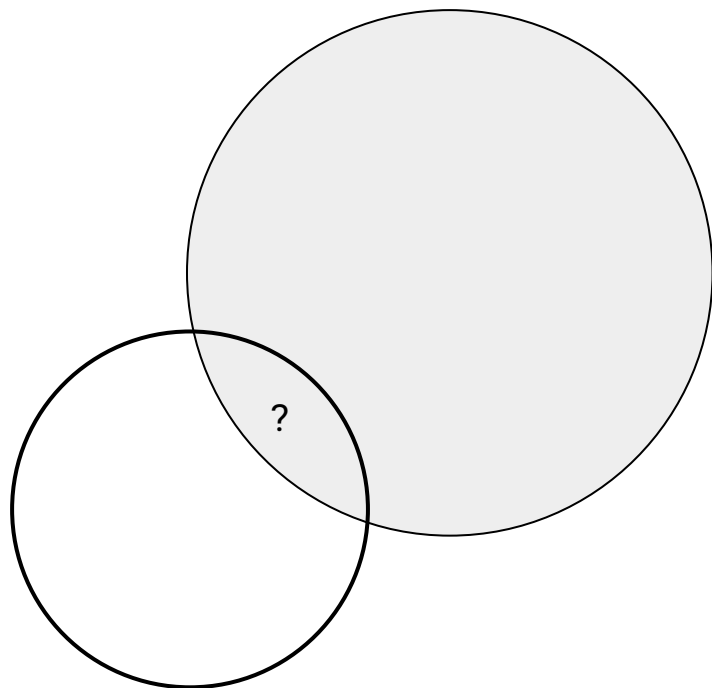
Framing the Designer-AI
Collaboration:
an investigation on
Co-Authorship Ambiguity
arising from generative AI
Integration into the
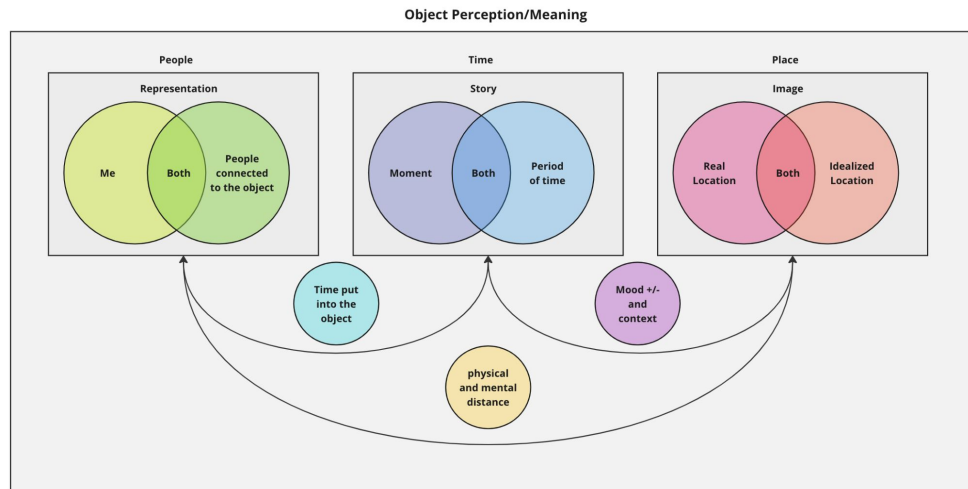design process

?

Design that
Lasts

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My expectations

"I want to change my
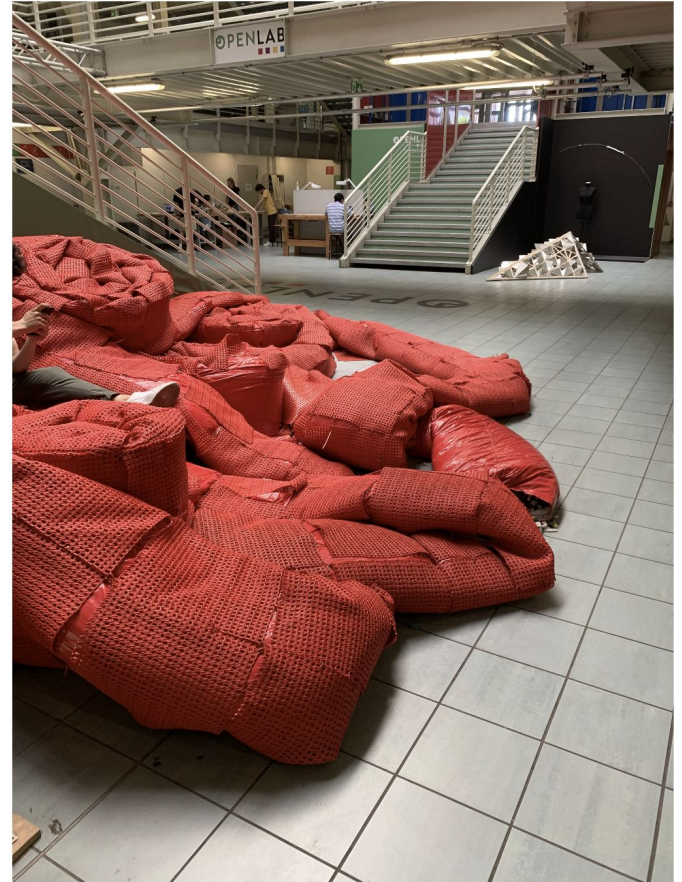perspective on
things"

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1st day:

Objects can be keyports.
Cherished objects ≠ Materialism.

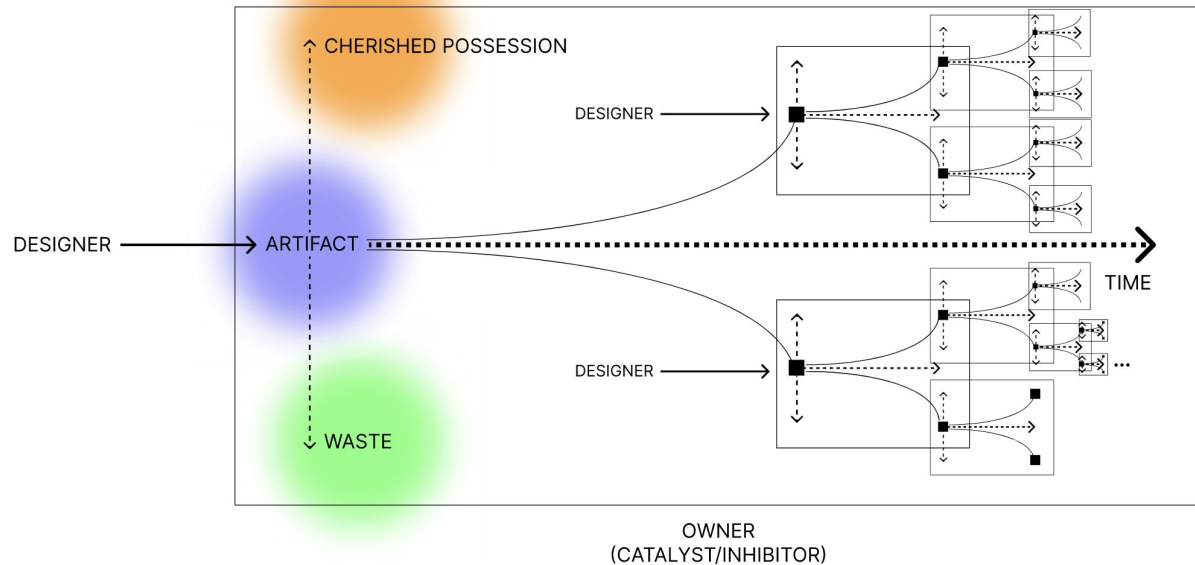Object Perception/Meaning

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2nd day:

Cherished objects
and waste are two
sides of the same
coin.

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3rd day:

Objects should
escape human's
ownership.

4th day:

The past can be
also the future.
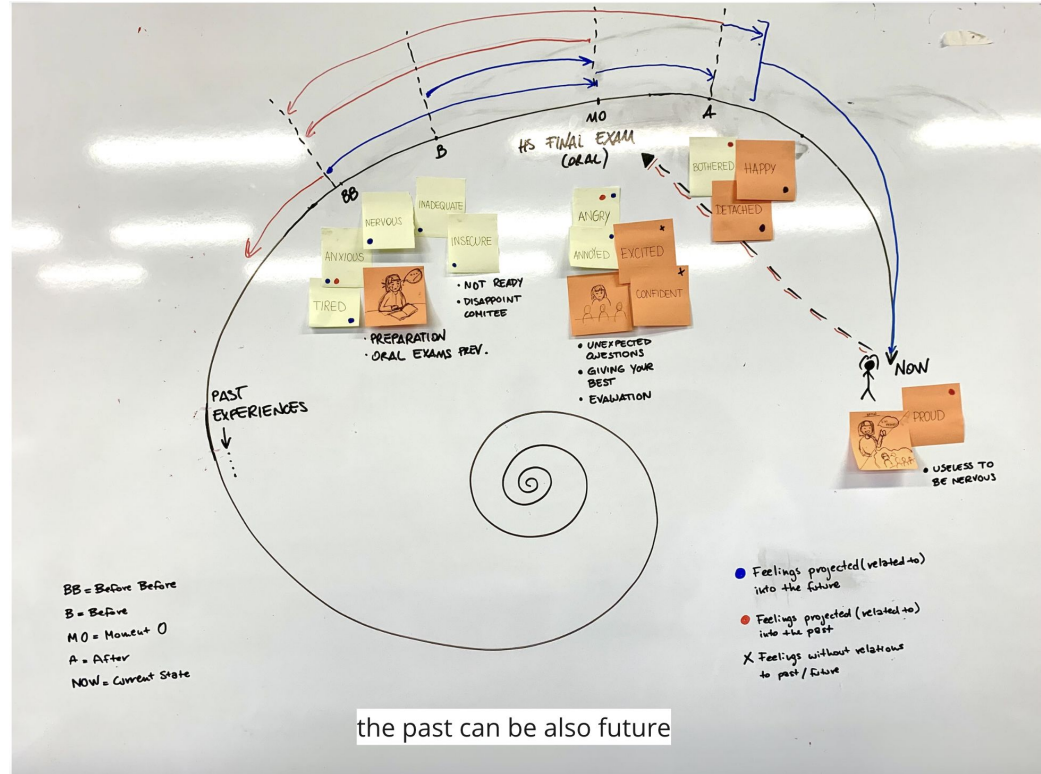
the past can be also future

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design process

Subverting the
mainstream

Design that
Lasts

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Subverting the
mainstream

Pros

- New vision
- Deep
  understanding
- Fun
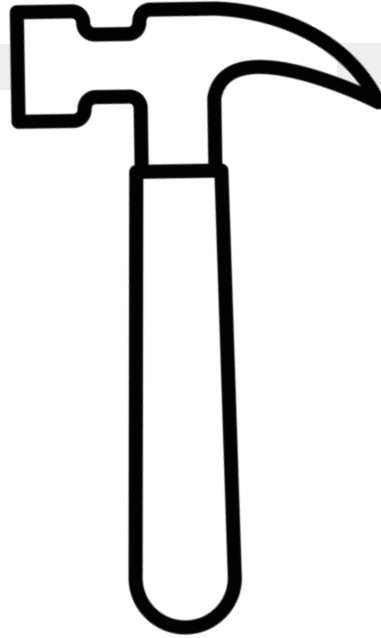- My person into
  my research

Cons

Time consuming -
New questions -
Lead to nothing -
My person into my -
research

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Subverting the mainstream:
The Hammer (tool)

Fix the nail   Remove the nail

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Subverting the mainstream:
The Hammer (tool)

Subverting the mainstream:
The Hammer (tool)

What do I achieve by following the mainstream?

What risks do I encounter by following the mainstream?

Mainstream

What is my position towards the mainstream?

What risks do I encounter by not following the mainstream?

What do I achieve by not following the mainstream?