DESIGN

What follows are some considerations on what I consider to be the
circumstances in which the role of Design finds itself today. I have
spent much time on these problems which have found expression on many
essays I have published through the years. I consider myself to be
particularly fortunate because many of the concepts have arisen as a
result of a direct encounter with advanced technology and the proble-
matics of the human condition.

- THE CONCEPT OF TECHNOLOGY MUST BE VIEWD SEPARATELY FROM THE CONCEPT
OF INDUSTRY. TECHNOLOGY PRODUCES NEW VISIONS, WHILE INDUSTRY ONLY
REPRODUCES ITSELF.

- THE CONCEPT OF MASS-PRODUCED SERIALIZED OBJECTS SHOULD BE CONSIDE_
RED APART FROM THE CONCEPT OF MASS-TECHNOLOGY.

- ARTIFICIAL INTELLIGENCE IS IN THE ACT OF PRODUCING THREE PHENOMENA:
            IT ACCELERATES THE RHYTHM OF THE PROJECT
            IT ALLOWS THE USE OF A GREAT DATA BASE
            IT PRODUCES HYBRID OBJECTS WHICH ARE A CROSS BETWEEN THE
            MECHANICAL AND ELECTRONICAL

- THE APPLICATION OF HIGH TECHNOLOGY AS A MEANS FOR SURMOUNTING THE
MONOTONY OF SERIAL PRODUCTION.

- DESIGN IS A PROBLEM OF INVENTION BUT ALSO A POLITICAL PROBLEM, IN
AS MUCH AS IT MAY DICTATE LIFE STYLES.

-DESIGN IS PROJECT, AND PROJECT INCLUDES ARCHITECTURE, INDUSTRIAL DESIGN,
AND URBAN PLANNING. THEY CANNOT BE DIVIDED, ON THE CONTRARY THEY MUST
BE INTEGRATED.

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