WORKSHOP MORPHOGENETIC DESIGN

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Morphogenetic Design, Generative Design, Evolutionary Design. Or Argenia, the new word that I have conied. The question might be: is this approach a different tool in design? My idea is that the morphogenetic approach can realize operative meta-projects that are new design products. These are something like idea-products, plus these are able to generate an endless sequence of object-products. The idea-projects creates a new market: an industry can buy a morphogenetic idea-project of lamps, for example, and use the endless sequence of generated 3D models to produce always different lamps (the idea-project can be used as auto-reprogramming tool for robots). The customer can choose his unique object by activating, in Internet, the generative tool and sending his request to the industry.... or..... a Mayor can order the idea-project of evolution (this means an increasing complexity) of his town and use it to control the incoming possibilities and the identity in progress of the environment.

Three topics: complexity, subjectivity and recognizability.

1. The complexity. The true opportunity is: with Morphogenetic Design we easily can control the complexity, because it is natural to stratify performed procedures belonging also to different fields, and it is a little more hard to stratify performed shapes.

2. The complexity is strongly linked to subjectivity. Subjectivity opens new fields to increasing complexity. Complexity gives to subjectivity the possibility to explain the idea. The challenge is to perform a control system of the complexity that can use this evolutionary system as sequences of opportunities to explain the idea and making an effort to identify and recognize the design.

With this generative approach we can organize a choice of different possibilities but we have to be conscious of our choice, so our work is more complex (but more interesting) and we can even generate an unpredictable formalization but belonging to a well identified, cultural and our subjective idea of architecture.

3. Morphogenetic design is the design of a process able to generate a sequence of events. Each one is different but recognizable as belonging to a species. For this reason the control structure of recognizability of species becomes necessary in this approach. The recognizability of the idea is the
peculiar field of Generative Design, and it is the field that defines the design work, the touch of the designer. The recognizability of the idea is the first step to reach the possibility to sell the idea-product, performed as morphogenetic project. We will present our morphogenetic design experiences, and the generation, in real time, of industrial objects, architectures, town environment.