

THE
VALUE

...The Resistance Towards a Matriachal Economy.

ADM30

Radical Modes of Design Culture and Practice.
SUSTAINABLE DESIGN MA

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LANGUAGE

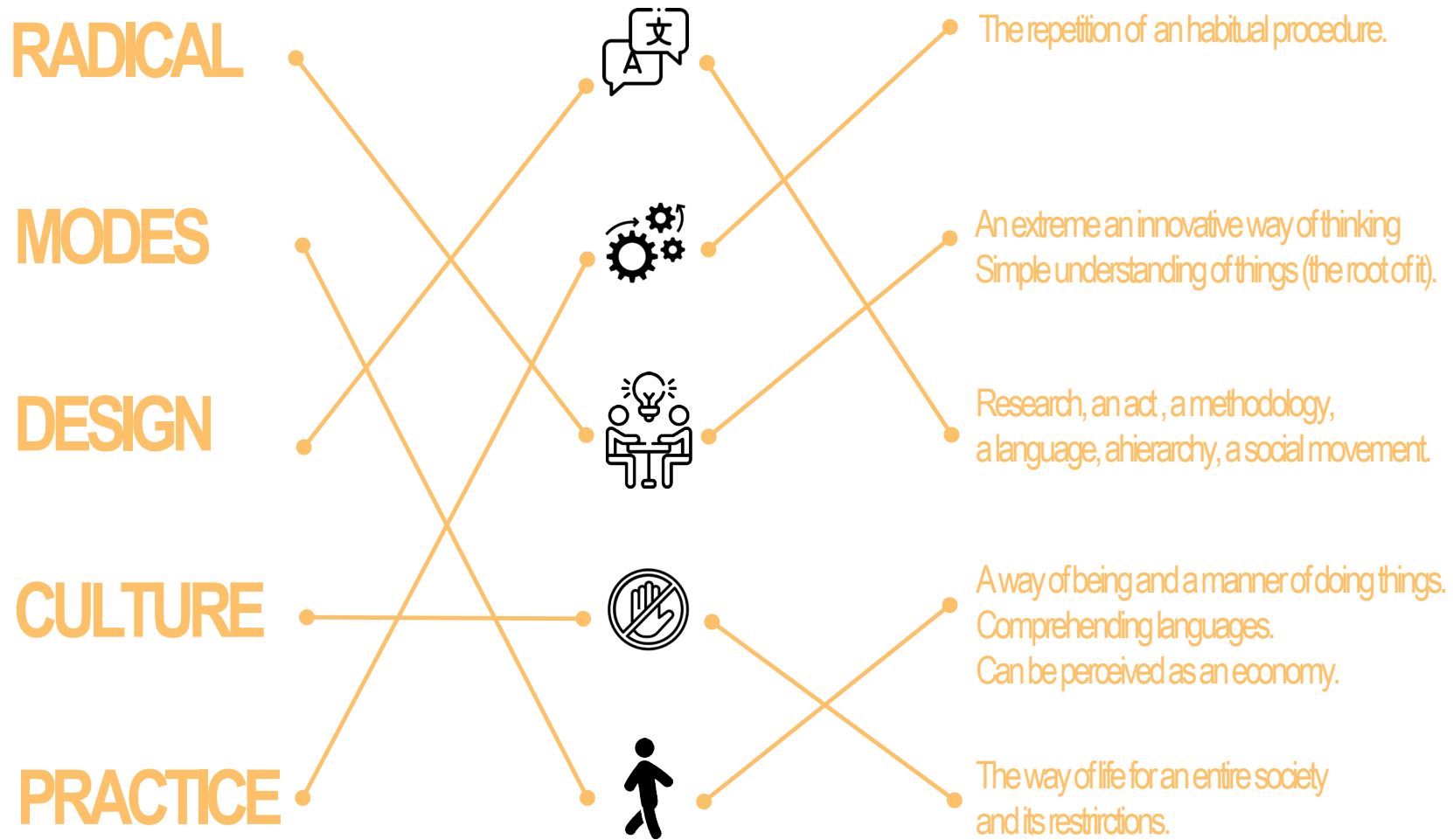
**LIVING IN A
SUSTAINABLE
BUBBLE,
BETWEEN A
CAPITALIZED
WORLD.**

**LIVING IN A
CAPITALIZED
BUBBLE,
BETWEEN A
SUSTAINABLE
WORLD.**

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“RADICAL MODES OF DESIGN CULTURE AND PRACTICE”



¹. A simple understanding of a manner of active research, for a society, by the repetition of it.

². An innovative, however, simple (radical) understanding way of thinking of a manner of doing things (modes) in a problem-solving situation (design), for society along with its restrictions (culture) and its repetition of the habitual procedure (practice).

DECLARACIÓN DE INTENCIONES

Te has preguntado si tu lengua materna te trae beneficios por default. Si es así, entonces has pensado si es posible que un idioma gobierne la economía mundial.

¿Será entonces que el uso de nuestras palabras influencia en la búsqueda del balance y nos genera barreras psicológicas hacia una sociedad matriarcal?

Este tema se exhibirá en un poster que visualiza la jerarquía que posee el lenguaje en nuestra forma de ser. y una metodología multicultural para diseñadores hecha a partir de los principios del lenguaje

Por ello esta investigación traerá a flote la importancia de dos minorías culturales, el lenguaje y el diseño. Los mismos serán vistos como sinónimos, entendiéndolos como medios de comunicación.

Teorías como; Diseño Inclusivo, el Pluriverso, la Moralidad y Ética en el Diseño, Ontología de Diseño y Diseño de Ficción serán abarcadas. Seguirán los modos de pensamiento de la educadora Sylvia Duckworth, Heather Snyder Quinn: becaria Wicklander del Instituto de Ética Empresarial y Profesional de DePaul, y el antropólogo Arturo Escobar.

PALABRAS CLAVE: ECONOMÍAS, IDIOMAS, INFLUENCIA, MINORIDAD, DISEÑO

STATEMENT OF INTENT

Our current way of living and thinking brings benefits by default according to the language you speak from birth. Consequently, a single language can have a disproportionate effect on global attitudes and ideologies. Words influence the search for balance and generate a psychological barrier towards alternative societal structures.

This poster visualizes language's hierarchy in our mindsets and presents a multicultural methodology for designers made from language principles. The research brings language and design's importance to the forefront of two cultural minorities. They will be seen as synonyms, understanding them as means of communication, and furthermore as an economic movement.

Theories such as Inclusive Design, Pluriversality, Morality, and Ethics in Design, Design Ontology, and Design Fiction inform the work. Similarly, modes of thought of the educator Sylvia Duckworth, Heather Snyder Quinn: Wicklander Fellowship recipient from DePaul's Institute, and anthropologist Arturo Escobar provide a theoretical framework for the study.

KEY WORDS: ECONOMIES, LANGUAGES, INFLUENCE, MINORITY, DESIGN



INTRODUCTION

Language helps express our thoughts and feelings; however, in a globalized world run by the economy, language has become an economy per se.

English is currently winning the race; a few years ago, it seems that Chinese was the one language that would lead the future, as China was gaining economic power.

Consequently, the economic growth might be perceived as unilateral: one running economy = one running language. Therefore, if the running language is not your native language, the unique approach is that you should learn it. It has become a must to succeed in an academic and professional field.

Here is where the unilateral hierarchy shows; you are several steps ahead if it's your mother tongue. In this case, it is commonly known that English speakers aren't that interested in learning other languages. I won't generalize, some do, but most of them are not as there is no necessity.

Coming from a Spanish-speaking country, Costa Rica, it is evident that English is a must to learn if it's not your native tongue. Also, if possible, we don't stop with one language, as being multilingual helps you open doors.

It is essential to state that the economic and academic links start to show on a micro-scale as if you have the means to learn and afford the education for a new language is practically part of your childhood. If this is not an option, you know the path you will take has more stairs on it... Sometimes those stairs are uneven as well.

- However, when does this language gap start to happen?
- Why, if we live in a pluriversal world, do native English speakers aren't interested in learning other languages?
- Which is the reason people fear some languages? Or should I say...accents?

Likewise, coming from a design area, this research will link the importance of languages, pluriverse with design academia and design perception.

As language, design is a way of communication, therefore the importance into its exploration. As part of its objective, this work will try to have a textual and non-textual balance, representing both hierarchies.

It is essential to mention this work is a continuation of "THE COMPLEXITY OF HIERARCHIES... ...Shifting the Utopian Narrative" presented in the module: ADM04 PRESENTS, for the Sustainable Design MA at Brighton University, which perceives the economic movements as gender-related. Therefore, the curiosity aroused for the psychological impact words have on us and interlinked on how design can be perceived and language per se.

METHODOLOGY

As part of the approach, this research takes Spanish into account. Choosing different cultures in one represents part of the pluriverse. However, it is also made to search for a better understanding of the module “Radical Modes of Design Cultures and Practices.”

As multilingual, I understand how different cultures can address words with different meanings; hence, Spanish balances these connotations. This is specially used to understand the learning outcomes of the course. (please see image3 Objetivos de aprendizaje) In addition they are included in image 4, “Methodology ” as L.O1, L.O2, and L.O3, to emphasize which part of the workbook they are directed.

Furthermore, this research is based on the Design Thinking Methodology (Discover, Define, Diverge and Validate), where the main interest will be Language regarding hierarchies, economies, and design.

Moreover, it takes concepts as interpreting and imitating, which will consider modes as thinking, doing, and application.

Finally, reflecting on the matter will give a personal interpretation, which will establish the value of language in our behaviors.

Moreover, as our primary interest, language principles are used to create a multicultural methodology for designers . It contemplates Ontological Design and Design Fiction as its guides. Addressing The Value of Language... The Resistance Towards a Matriarchal Economy.

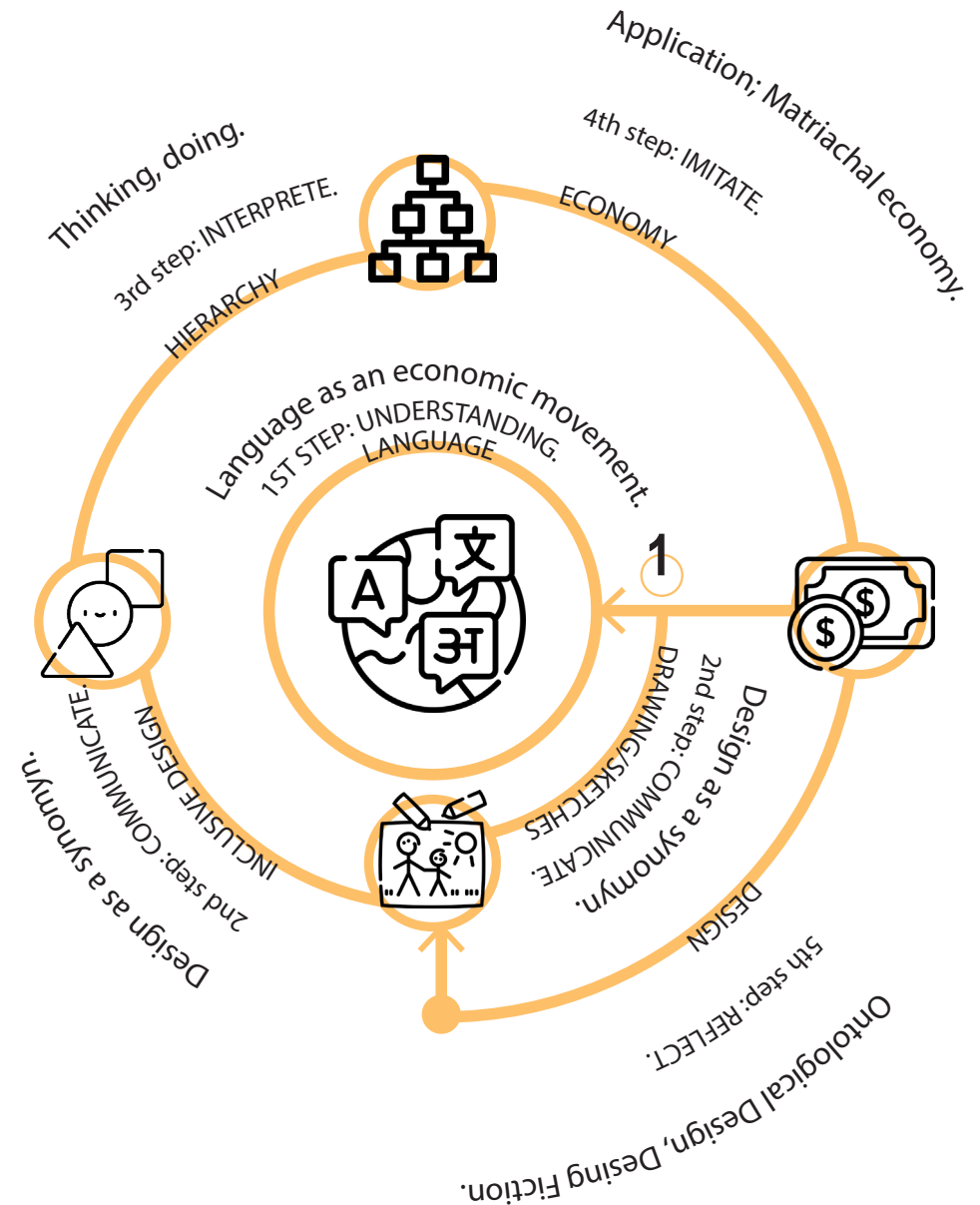


Image2. Understanding the Narrative

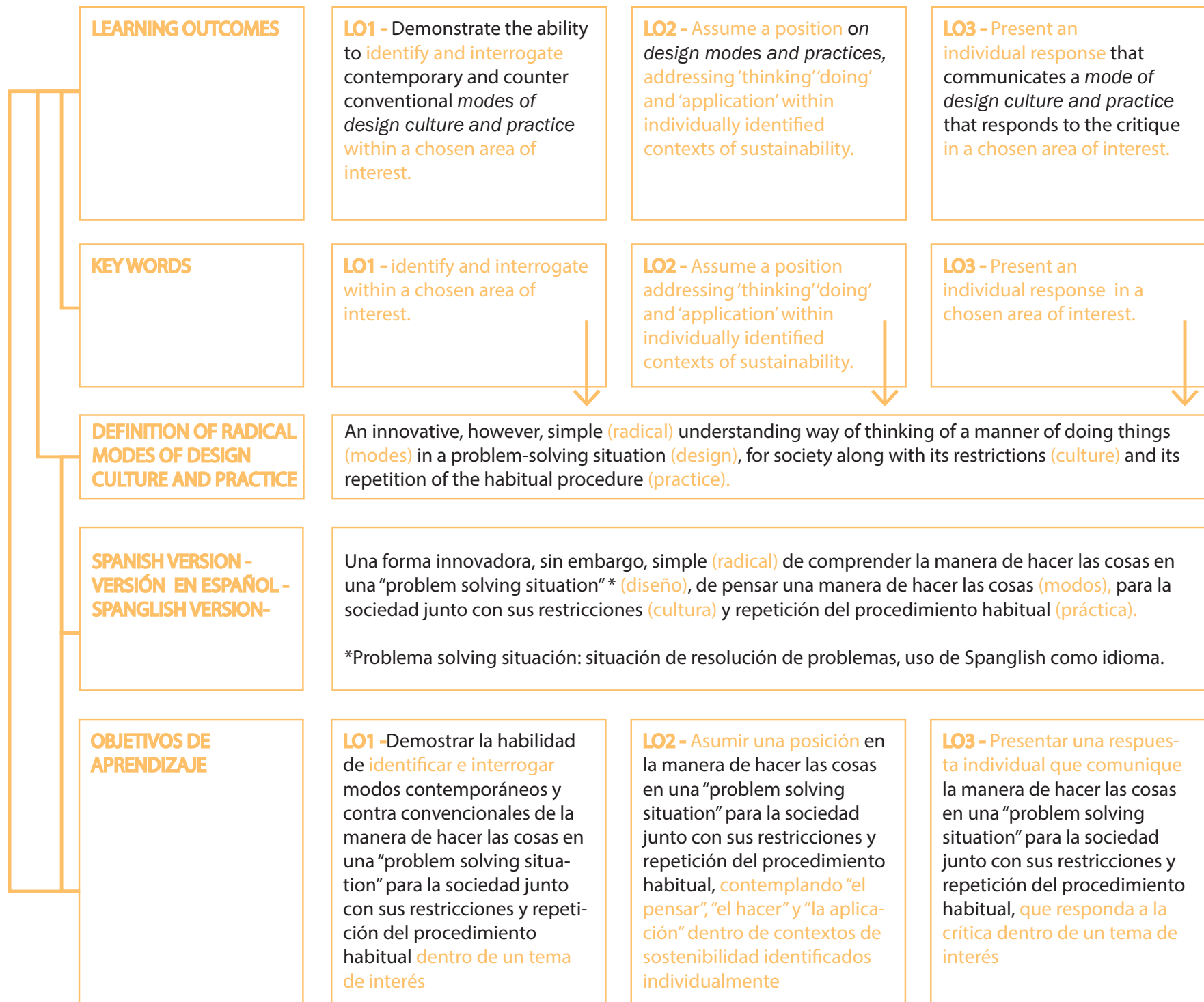


Image3. Objetivos de Aprendizaje

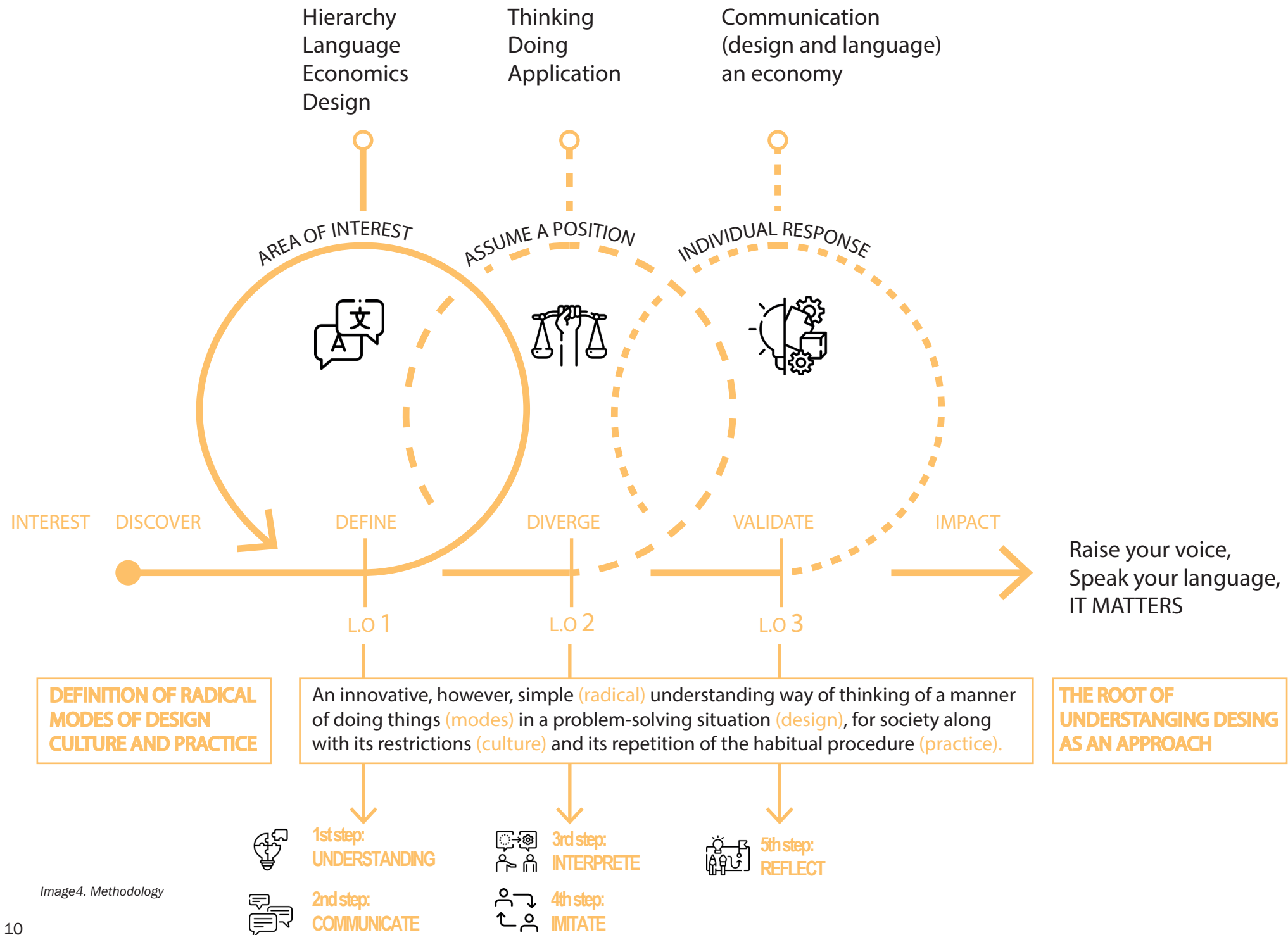


Image4. Methodology

STEPS/PRINCIPLES



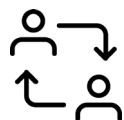
1st step:
UNDERSTANDING



2nd step:
COMMUNICATE



3rd step:
INTERPRETE



4th step:
IMITATE



5th step:
REFLECT

GENERAL EXAMPLES



Cup



That is a cup



What it is for.
How does it works.



Is it a coffe cup?
or Tea cup?



Do I need a cup?
How can I improve it?

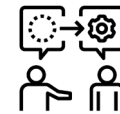
THE VALUE OF LANGUAGE ...The Resistance Towards a Matriachial Economy



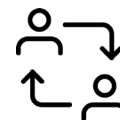
Which problem is being critized?
What theories are being use?
What is their main principle?
How do they relate to topic?



Provide a personal interpretation
of the theories (critize)
Merge main topic to design



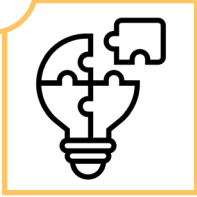
Which is the hierarchy of language?
Why is design a language?
Doing, application.



Highlight the value in cultures.
Both are social systems.
Both are codes.
Both are economic movements.
Application.



Ontological design, Design fiction.
Raise awareness
(expo)



WHICH PROBLEM IS CRITICIZED?

- Inclusiveness of languages.
- Use of words as our economic guidance.
- Hierarchies perceive as minorities according to social constructions.

HOW IS IT CRITICIZED?

- Understanding language and design as synonyms, therefore a way of communication that guide economic movements out of our comfort zone (matriarchal economies)

WHY/ FOR WHAT PURPOSE?

→ Why

1. Languages create design guidelines for both now and the future. Therefore, it is our way of communicating a vital factor in a social profession.
2. Understanding design as an economic guide allows us to have more awareness when making decisions. Design is not an outcome but a process.
3. Provide a pluriversal world its place, swift the globalization pendulum, and stay that cultures matter, words matter. Voices worldwide make the difference.

→ For what purpose

1. Create awareness for different readers. Cultures are embraced with language and vice versa.
2. Recognize how we use our words is meaningful; it leaves a mark in our subconscious.
3. Empower designers to recognize the importance of the profession.

WHICH IS THE ARGUMENT?

- We live in a globalized world where one language rules our economy, making controversial our reality in a pluriversal world. This contemplates a variety of cultures, languages, economies. A system of systems, a network. Currently being driven by psychological hierarchies which do not collaborate in the reality of our basic needs towards sustainable living.

1ST STEP: UNDERSTANDING

“Every revolutionary praxis has felt the need for a new semantic field and for expressing a new truth; . . . because language is the house of power.”¹²

A core value of this research is to highlight the value of language; therefore, it is vital, to begin with understanding the module in the course.

“RADICAL MODES OF DESIGN CULTURE AND PRACTICE”

Which will be understood as an innovative, however, simple (radical) understanding way of thinking of a manner of doing things (modes) in a problem-solving situation (design), for society along with its restrictions (culture) and its repetition of the customary procedure (practice).

In simpler words, the root of understanding design as an approach. Furthermore, this opens the way to our main interest, language. Which here will be seen as an economic hierarchy.

ENGLISH AS AN ECONOMY

“The language I’m speaking right now is on its way to becoming the world’s universal language for better or for worse let’s face it it’s the language of the internet it’s the language of finance it’s the language of air traffic control of popular music diplomacy English is everywhere.”²

¹ Kothari, Ashish; Salleh, Ariel; Escobar, Arturo ; et all (2019-06-01T22:58:59). Pluriverse: A Post-Development Dictionary . AuthorsUpFront | Tulika Books, New Delhi. Kindle Edition, 2.

² McWhorter, John. “4 Reasons to Learn a New Language | John McWhorter.” YouTube. TedEx, October 28, 2016. <https://www.youtube.com/watch?v=VQRjouwKDIU>.

“Economies run us and not vice versa”; that is a myth we must destroy. However, it is false understood that we, as non experts, cannot understand how the economy works, but lastly, ironically, we unconsciously made it.

Let us imagine a different world, where the primary language in the United States and the United Kingdom would be Spanish or French. Then as the economic power these countries have, kids worldwide would be learning Latin Languages instead of English. That is why now English is our economy, as is the language that has succeeded in the economic environments.

However, that open stands for a lot of inquiries. Will it always be English? I don’t believe it; a few years ago, people started speculating with Chinese, as China was gaining power.

Are languages inclusive? I do not possess the final answer, but I will say it is a 50% - 50% decision, as we can communicate with other cultures and create a better understanding and agreement of how we can make the world better. However, they are not, as, by this inclusion, we are excluding the 7139 other languages that exist today. Of which 23 are accountable for half of the world’s population.

Furthermore, this creates a perception that inclusivity is just one-directional. Indeed, per native speaker count, Chinese is the most prominent language spoken; however, as shown in image 6 “Native Spoken Languages in 2021”, English is the largest language spoken by non-native speakers.

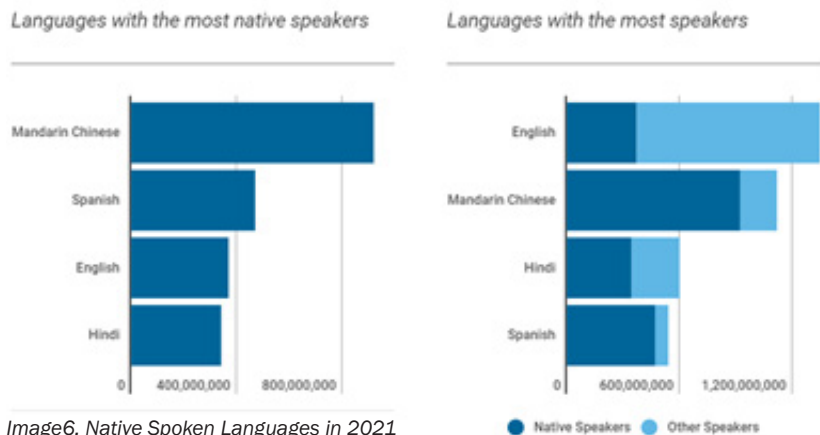


Image6. Native Spoken Languages in 2021

However, still debating on the richness of the topic, I want to use Mian Namello words: *“Bilingualism is healthy.”*³ Where is understood that learning several languages create a healthier brain, and even prevents diseases such as Alzheimer. Furthermore, it gives the speaker better comprehension of cultures; yet, it is determined in the age stage one learns the language. As a child, the understanding will be further and will be immersed to the culture; as an adult, it will be mostly a way of communication-based on your cultural perception.

*“This is what philosophers call ‘performativity’: how we talk about things affects behaviour and how we theorize things.”*⁴

Performativity is where the question of this research begins. Are we as a society adversary to a matriarchal economy just

3 Nacamura, Mia. “The Benefits of a Bilingual Brain - .” YouTube. TEDEducation, June 23, 2015. <https://www.youtube.com/watch?v=MMmOLN5zBLY>.

4 Mazzucato, Mariana (2018-09-10T22:58:59). The Value of Everything. PublicAffairs. Kindle Edition. 24

because it refers to a minority? Are we that scared of change that agreed our egos rules our changes and possibilities of improvement? Why can we not let go of the past and be present today? The answer is clear, but we are afraid to take it as the social repercussions it might have to come into power.

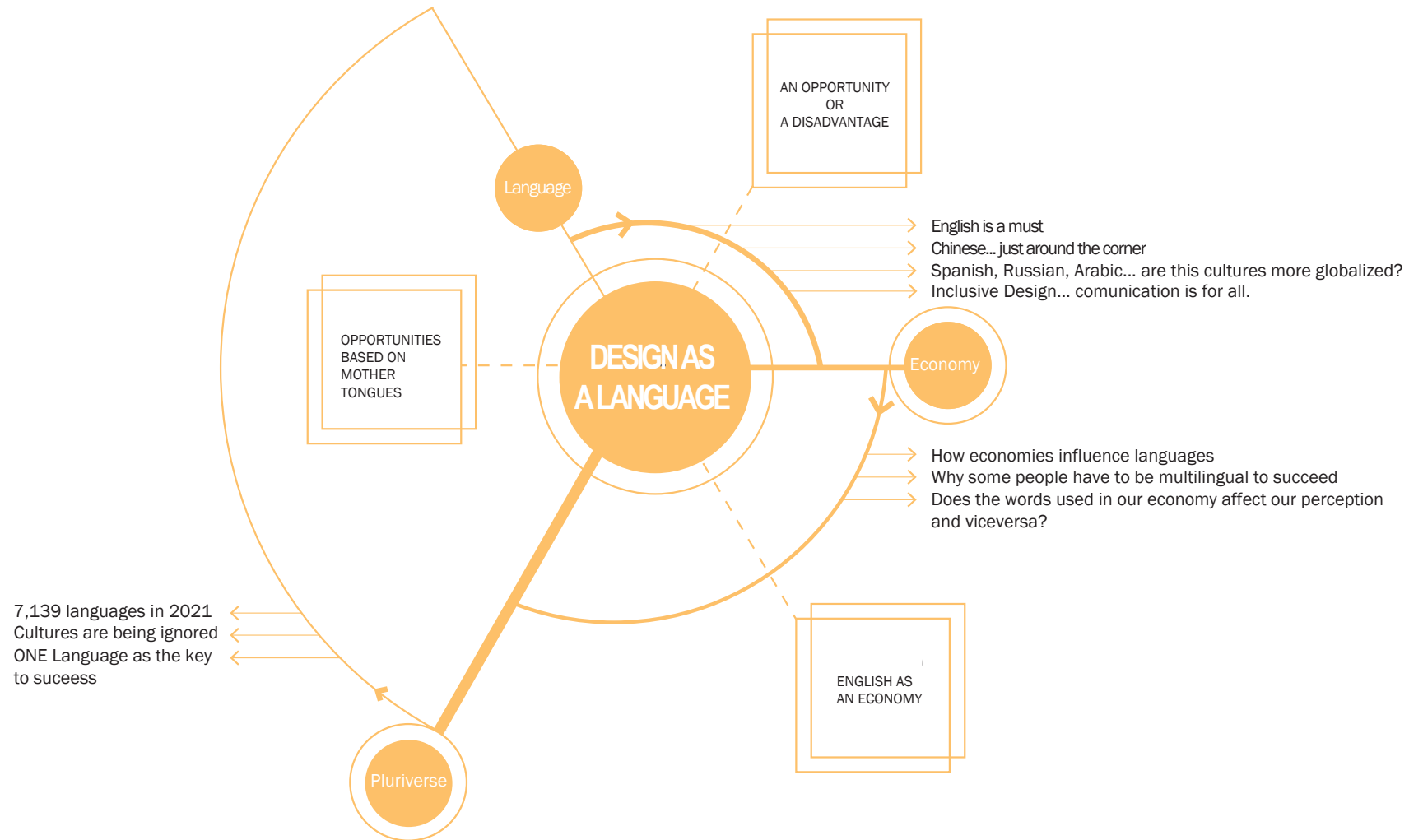
The matriarchal economy takes us away from our comfort zone, and we must learn how to deal with it to create better innovations. However, in my perspective, like multilingual, different cultures perceived nature inversely. Being from Latin America, I have always had a high perception of its value, maybe not economical, but somewhat hierarchical in our lives. Nonetheless, I have encountered an obstacle mainly in English-speaking countries, as I consider this same misunderstanding of nature apart from economies diminishes its meaning.

Therefore, language defines our cultures and vice versa. Then, what would it take to have a common, hopefully beneficial understanding of nature as a matriarchal economic movement?

For this, we should redefine our matriarchal concept, stop perceiving it as a minority, and embrace the complexities of hierarchies. As one can be a hierarchy perceived as a minority due to social construction.

Furthermore, it is vital to redefine perfectionism, as it is unnatural to humanity. Why do we live in this false perception of what we should become if it is impossible? Let us rephrase the understanding of perfectionism in the best natural way we can be. Let us embrace mistakes as part of our nature. Let us design for ourselves, understanding we are imperfect. Let us understand the vitality language has in our moral and socio-economic behavior.

2nd Communicate



COMPONENTS AND DELIMITATION

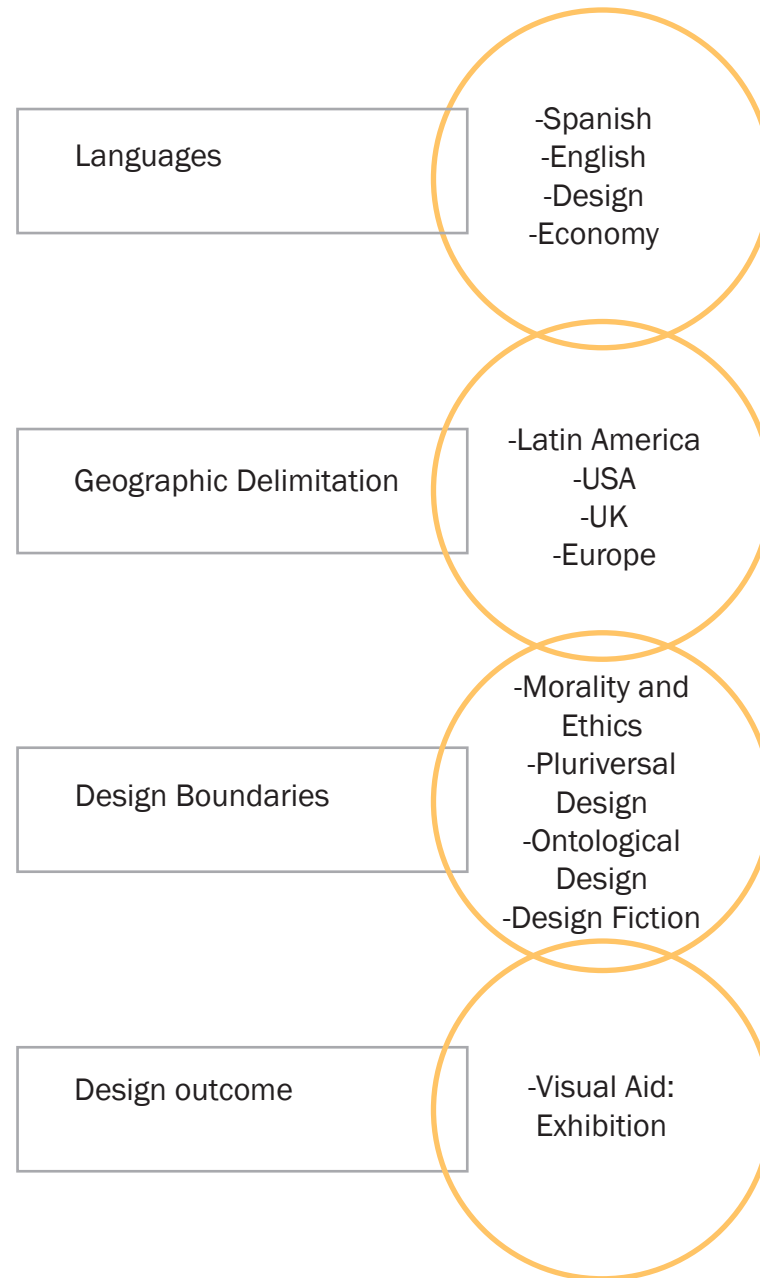
This work acknowledges that we live in a globalized world where one language creates an easier understanding between different cultures. However, it does not comprehend the culture perse.

That is why languages are taken as the point of interest that directs the pluriverse. However, not the only one, as design will be perceived as a way of communication, breaking linguistic barriers. Both language, and design, will be perceived as economic movements.

This open stand to cultural interpretations and perceptions of realities and hierarchies. This research does not create a general truth; therefore, it is essential to mention this work is based on a geographic delimitation that contemplates USA, Latin America, and Europe.

In addition, it will contemplate design boundaries as Morality and Ethics, Pluriversal Design, Ontological Design, and Design Fiction as the root of understanding design as an approach.

Going into a deeper understanding of communication as a psychological impact in our daily behavior towards sustainability.



2ND STEP: COMMUNICATE

Languages are a way of communication and understanding; however, they will be seen as a synonym of design in this research, being both ways of communication that direct socio-economic behaviors in the world. Underperceived hierarchies, perceived as minorities. Therefore, the values that run economic value.

“A model can be words, images or combinations of the two; however, it is usually in schematic form (Verbrugge, n.d.). Models, as the economist Raworth (2017) suggests, have the potential to ‘stick in the mind’s eye and wordlessly reshape [some part of] our view of the world’¹

It is already stated how language is a hierarchy, however what about design? Firstly, using Scott Berkun words:

“Everything in your life was designed by someone.”²

We normally conceive design as product, illustrations, art, graphic design, recycling, aesthetics, 3d models, among others. However, as Steve Jobs said: *“Design is not just what it looks like and feels like. Design is how it works.”³* hence, we ignore how it shaped our belonging to the world. Here is where ontological design, inclusive design, and design fiction came to our importance.

1 Snow, Tom. 2020. “Ecosystem Metabolisms and Functions: An Eco-Literacy Framework and Model for Designers”. *FormAkademisk - Research Journal of Design and Design Education* 13 (4):Article 4. <https://doi.org/10.7577/formakademisk>, 2.

2 Berkun, Scott (2020-09-06T22:58:59). *How Design Makes the World*. Kindle Edition, 103.

3 Unknown. “Steve Jobs Quotes.” *BrainyQuote*. Xplore. Accessed January 29, 2022. https://www.brainyquote.com/quotes/steve_jobs_169129.

“Ontological design is the design discipline concerned with designing human experience. It does so by operating under one essential assumption: that by designing objects, spaces, tools and experiences, we are in fact designing the human being itself.”⁴

“inclusion through design methods, also known as inclusive design”⁵

“Design fiction is a tool for reimagining the past, present, and future. It makes scenarios real enough to feel possible, inspiring dialogue, interaction, and even policy changes.”⁶

These design culture and practice modes are based on a specific principle: how design shapes our behavior and vice versa. Moreover, how design can shape our realities into better or worst. It links our ways of communication: language, design, and economics, with the concept of performativity.

For this, I bring image 8, “Hierarchical ways of communication,” into the discussion for the reader to reflect on how communication has a significant influence on your perceptions. Furthermore, to explore the set off from language versus design and their impact on our reactions. And to manifest that design as objects have their voice.

4 Fraga, Daniel. “The Manifesto of Ontological Design.” *Medium*. DataDrivenInvestor, November 27, 2020. <https://medium.datadriveninvestor.com/the-manifesto-of-ontological-design-7fdb19169107>.

5 Holmes, Kat (2018-10-15T22:58:59). *Mismatch (Simplicity: Design, Technology, Business, Life)*. MIT Press. Kindle Edition.139

6 Snyder Quinn, Heather. “This Is How Design Fiction Could Shape a Sustainable (Real) Future.” *World Economic Forum*. Accessed January 29, 2022. <https://www.weforum.org/agenda/2021/11/what-is-design-fiction-and-how-can-it-shape-the-real-future/>.

This narrative is made to interact with the object perceived as a booklet, as it has its voice. When you are reading it, you are following the pace of the booklet, not yours.

Additionally, it displays several written words in different languages to make the reader see its reaction to other cultures. Furthermore, each word will have a background visual image that shows its antonym. Bringing into debate the counterbalance written research has into creative research.

It finishes, with my voice, we, as Costa Ricans, are known to use “Pura Vida” as a representation of our culture. Its literal translation is pure life; however, it represents our way of living. This was chosen to emphasize words matter in our social behavior, creation of values, and appreciation towards life.



PSS....

HELLO THERE,
COME.

PLAY WITH ME....

¿CÓMO ESTÁS?

¿CÓMO ESTÁS?

**HEY HEY,
¡NO ME TOQUE!** SOY UNA EXHIBICIÓN

**HEY HEY,
DON'T TOUCH ME!** I AM A EXHIBITION

MENTIRA...
VAMOS, JUGUEMOS

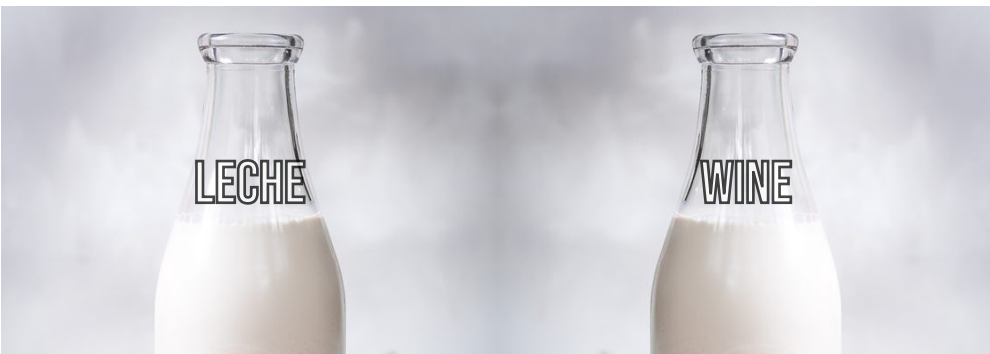
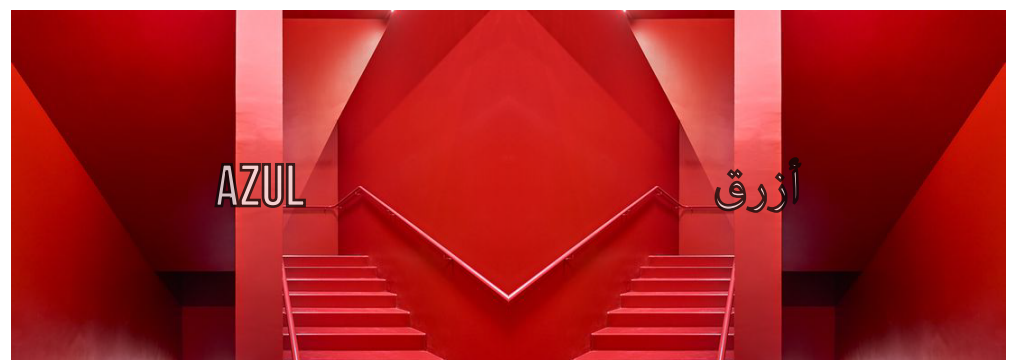
KIDDING...
COME, LET'S PLAY A GAME

ENTONCES.....
MIRA TUS REACCIONES CON LAS PRÓXIMAS PALABRAS,

¿QUÉ SIENTES?
¿QUÉ ESTÁ HACIENDO TU CUERPO?

SO.....
CHECK ON YOUR REACTION FOR THE NEXT WORDS,

WHAT DO YOU FEEL?
WHAT IS YOUR BODY DOING?





¿ENTIENDES?

¿EL DISEÑO,
EL IDIOMA,
LA ECONOMÍA?

DO YOU UNDERSTAND?

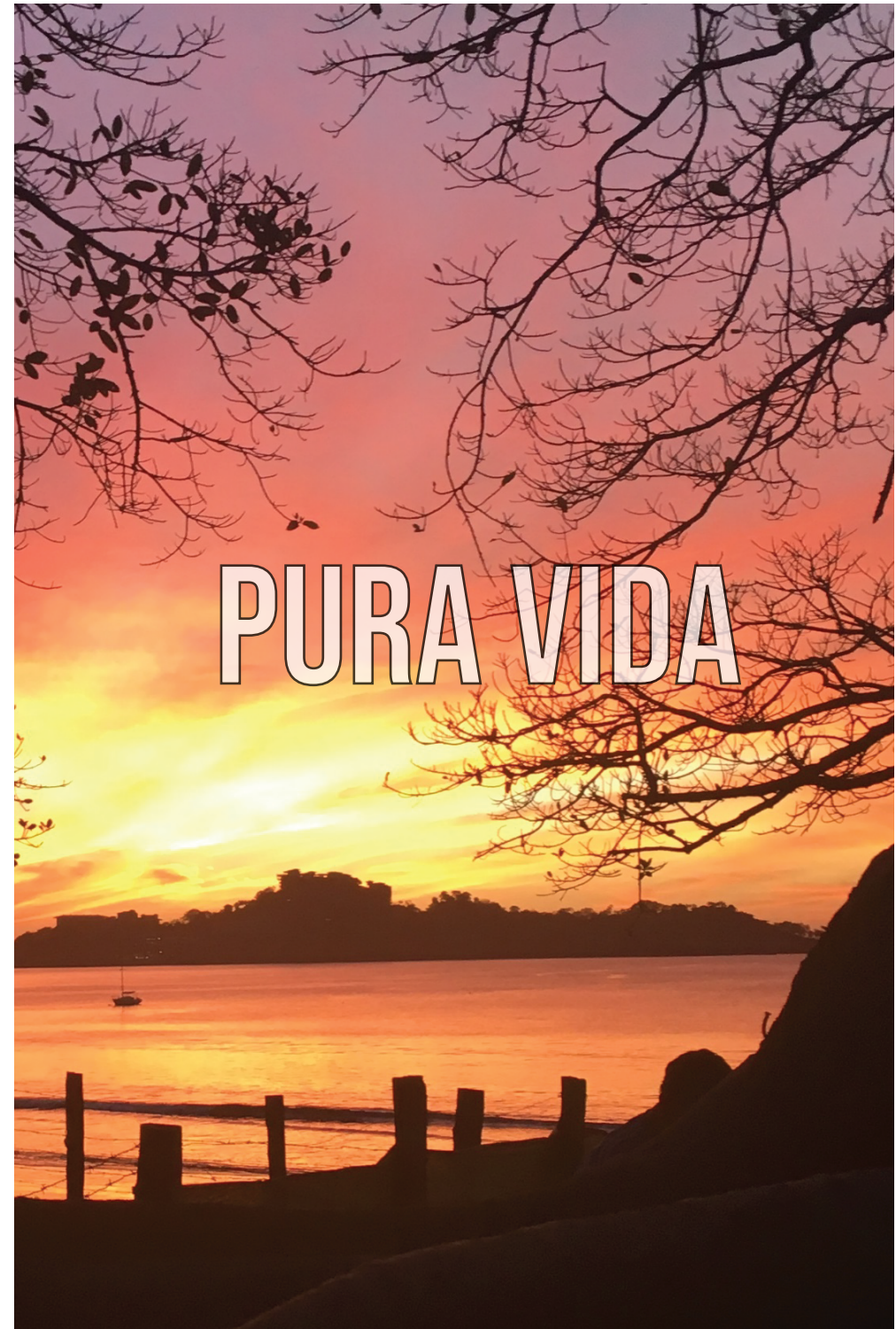
DESIGN,
LANGUAGE,
ECONOMICS?

**ALZA TU VOZ,
HABLA TU IDIOMA**

IMPORTA.

**RAISE YOUR VOICE,
SPEAK YOUR LANGUAGE**

IT MATTERS.



3rd Interpret



Image9. Interpret

3RD STEP: INTERPRET

The 3rd step refers our topic with the following question; What it is for? For whom? How it works? As a continuation of “THE COMPLEXITY OF HIERARCHIES... ..Shifting the Utopian Narrative,” language and design are perceived as undepreciated hierarchies, false perceived as minorities.

To validate this interpretation, it is vital to see their similarities:

- Aspirational
- Caretakers
- Cultural manifestos
- Source of knowledge
- Social imaginaries
- Emotional displays
- Knowledge bearers
- Facilitators
- Conceptions
- Mindsets
- Psychological movements
- Influencers
- Gatekeepers
- Segregation tools
- Minorities
- Economic guides

Furthermore, restating the concept of performativity: “*how we talk about things affects behavior and how we theorize things.*”¹ I consider it also could be rephrased as; how we design things affects behavior and how we theorize things.

¹ Feldman Barrett, PhD Lisa. “People’s Words and Actions Can Actually Shape Your Brain - a Neuroscientist Explains How .” ideas.ted.com, November 17, 2020. <https://ideas.ted.com/peoples-words-and-actions-can-actually-shape-your-brain-a-neuroscientist-explains-how/>.

An example of this is how architects manipulate our path to a building or a city. Without us even knowing, there is a state-imposed for us to take. As Barcelona's city, whose corners were modified, making the town more walking-friendly, however, it also shapes the citizens' visual perception differently, broader.

Likewise, designers use the psychology of color to unconsciously make the buyer feels things he isn't aware of. An example of this is McDonald's, as the colors red and yellow are commonly known to make people hungry, increasing the sales by the meaning behind their aesthetics.

These behaviors are accepted as their hierarchical position, commonly stated as dichotomies, good-bad, academic-nonacademic, etc. We ignore how our ways of communication affect our daily lives because of this hierarchical perception. But what if we consider the Actor-Network Theory (ANT):

*"the network implies a deeply different social theory: it has no a priori order notation: it is not tied to the axiological myth of a top and bottom society: it makes absolutely no assumption whether a specific locus is macro or micro..... the network notion is ideally suited to follow the change of scales since it does not require the analyst to partition the world with any a priori scale. The scale. That is, the type, number, and topography of connections is left to the actors themselves."*²

Additionally,

*"ANT is a powerful tool to destroy spheres and domains, to regain the sense of heterogeneity, and to bring intersubjectivity back in the center of attention (Latour 1994)"*³ p380

Therefore, these hierarchies previously stated dichotomies would change depending on their use. However, I consider hierarchies are needed; yet, the perception must be changed, and we should embrace their complexities.

Now, seeing language and design as a hierarchy, I would like to embrace them as the value that runs matriarchal economic movements. As liberty for capitalism. Therefore, in a network where heterogeneity is powerful: your culture-inspired designs, however, design creates cultures. Furthermore, language is a cultural representation—an idiocracy. Ironically, we ignore this, and as a result economies are running cultures.

I want you to interpret this differently; as an active citizen with a voice, as we have seen, language is an economy (nowadays English is the primary representation of it) as well as design because of its impact on performativity. What if we take out the egoism people have in the concept of economies and our perception of matriarchal as a minority and start seen this true hierarchy as our new possibility for a sustainable economy that accepts growth as part of our innate innovation thinking, as part of our doing and thinking natures.

*"La estrategia a partir de ahora es femenina [the strategy, from now on, is a feminine one]"*⁴

3 Latour, Bruno. "On Actor-Network Theory: A Few Clarifications." , 371

4 Escobar, Arturo (2020-04-23T22:58:59). Pluriversal Politics (Latin America in Translation) . Duke University Press. Kindle Edition.348

2 Latour, Bruno. "On Actor-Network Theory: A Few Clarifications." Soziale Welt 47, no. 4 (1996): 369–81. <http://www.jstor.org/>

ORANGE ECONOMY

A vibrant illustration featuring a central figure with a lightbulb for a head, surrounded by a dense cloud of orange and white icons representing various economic and technological concepts like a smartphone, lightbulb, atom, and rocket.

Innovations you may not know were from Latin America and the Caribbean



Image10. Imitate

“We need to move beyond the discourse of ‘development’ and Gross Domestic Product (GDP) as shaped by capitalist patriarchal thinking and reclaim our true humanity as members of the Earth family. As Ronnie Lessem and Alexander Schieffer write: [I]f the fathers of capitalist theory had chosen a mother rather than a single bourgeois male as the smallest economic unit for their theoretical constructions, they would not have been able to formulate the axiom of the selfish nature of human beings in the way they did. (2010: 124)

1

"The power of words is not a metaphor; it's in our brain wiring."²

This leads us to imagine a new generation with a positive concept of feminism, a sustainable one that fulfills society's needs in balance and respect. And sees humans and nature as one.

1 Kothari, Ashish; Salleh, Ariel; Escobar, Arturo ; Demaria, Federico;
Acosta, Alberto (2019-06-01T22:58:59). Pluriverse: A Post-Development
Dictionary . AuthorsUpFront | Tulika Books, New Delhi. Kindle Edition. 1129

2 Feldman Barrett, PhD Lisa. "People's Words and Actions Can
Actually Shape Your Brain - a Neuroscientist Explains How ." ideas.ted.com,
November 17, 2020. [https://ideas.ted.com/peoples-words-and-actions-](https://ideas.ted.com/peoples-words-and-actions-can-actually-shape-your-brain-a-neuroscientist-explains-how/)
[can-actually-shape-your-brain-a-neuroscientist-explains-how/](https://ideas.ted.com/peoples-words-and-actions-can-actually-shape-your-brain-a-neuroscientist-explains-how/).

“Women are defending nature and humanity with the clear message that there can be no decolonization without de-patriarchalization.”³

Furthermore, shifting the narratives of the minorities and oppression, Ontological Design takes greater value in our human experience. We must design for equal opportunities considering we live in a multicultural world.

“There can be no pluriverse until the historical underpinnings of masculine entitlement are part of the political conversation.”⁴

For this, we must change our perception of design, which is underappreciated due to our academic agenda based on the Industrial Revolution, where design was a commodity and didn't provide proper knowledge to create a profession of its own

Nowadays, the example of The Orange Economy in Latin America and the Caribbean comes to the case. It is also known as the creative economy, and it was mainly chosen in this research because, in these countries, design is associated with women: design is a feminist movement. It also empowers third-world countries' cultural, artistic, and patrimonial content. Putting their idiosyncrasy as hierarchy value in their economy

However:

3 Kothari, Ashish; Salleh, Ariel; Escobar, Arturo ; Demaria, Federico; Acosta, Alberto (2019-06-01T22:58:59). Pluriverse: A Post-Development Dictionary . AuthorsUpFront | Tulika Books, New Delhi. Kindle Edition.708

4 Kothari, Ashish;et all Pluriverse: A Post-Development Dictionary . Kindle Edition.663

“The UK's design workforce is mostly male (78%), which is higher than compared to the wider UK workforce, which is 53% male. This is also despite women making up 63% of all students studying creative arts and design courses at university”⁵

Furthermore,

“The design economy generated £85.2bn in gross value added (GVA) to the UK in 2016. This is equivalent to 7% of UK GVA.”⁶

As the Orange Economy is trying to make a market for those in need in the creative field, the UK design is already established as a force in other countries. This states how *“Your perception might not be my reality”⁷* and brings to the importance of designing according to the culture and their necessities. One principle every designer has to take in mind. Furthermore, as mentioned in *“Pluriverse: A Post-Development Dictionary,” “There can be no pluriverse until the historical underpinnings of masculine entitlement are part of the political conversation.”⁸*

Hence, the matriarchal economy driven by the value of language and nature-inspired design is a way to reimagine the past, present, and future. A past where the dichotomies of hierarchies a left behind, a present where we encourage a network in which our ways of communication create a pluriversal world and imitates fairly without imposing—a future

5 “The Design Economy.” Design Council, April 20, 2021. <https://www.designcouncil.org.uk/what-we-do/research/design-economy>.

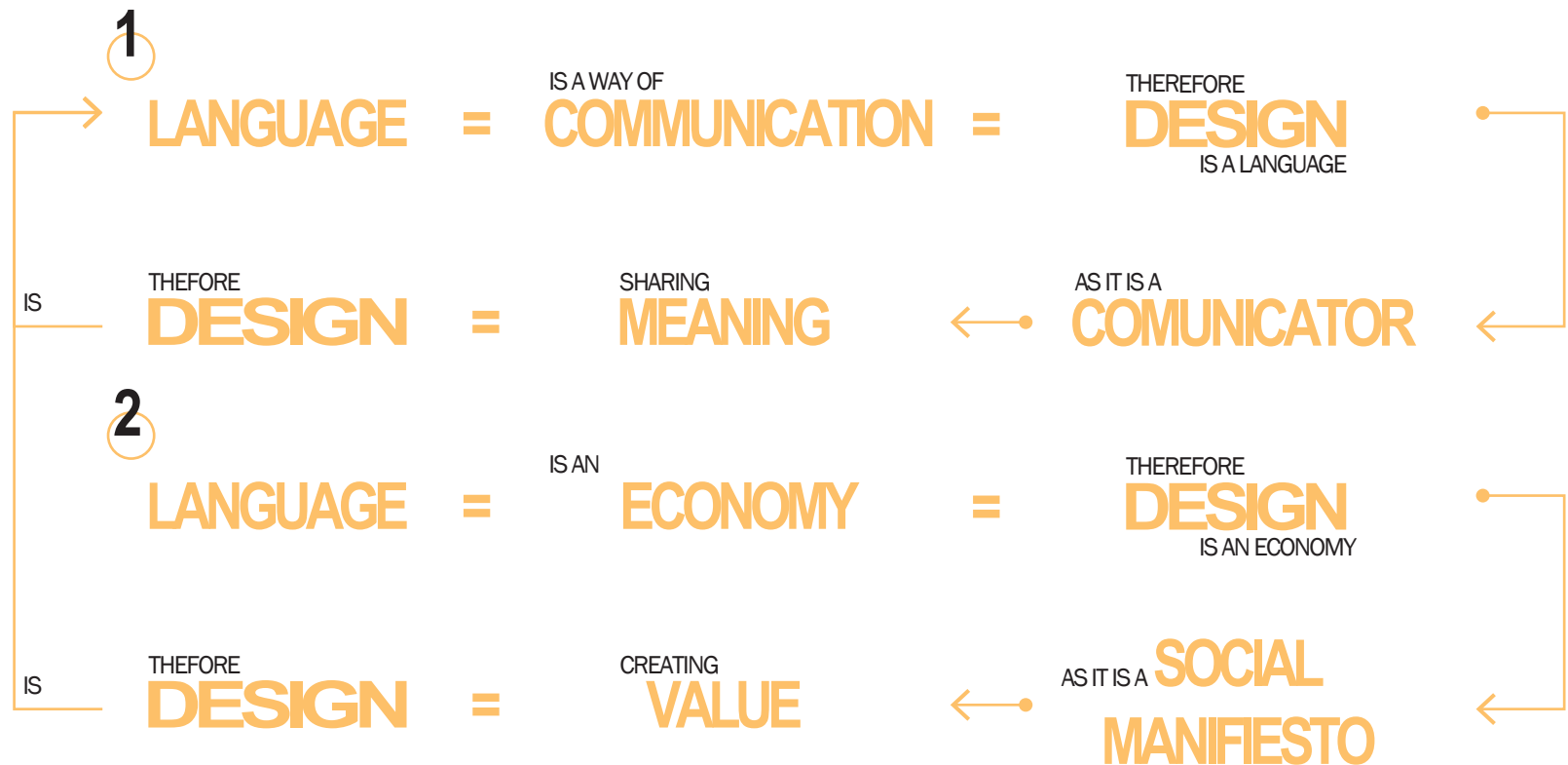
6 “The Design Economy.” Design Council, April 20, 2021.

7 Aporvakala. “A Quote from Life... Love... Kumbh...” Goodreads. Goodreads. Accessed January 29, 2022. <https://www.goodreads.com/quotes/669729-your-perception-may-not-be-my-reality>.

8 Kothari, Ashish;et all Pluriverse: A Post-Development Dictionary . Kindle Edition.663

where nature-inspired design is concerned for the human experience, realities, and values.

It must be considered as an economy that unleashes our binary thinking, makes us unlearn patriarchal concepts, and reconsiders the power words have. As *“People’s words and actions can shape your brain,”*⁹ therefore our reality.



9 Feldman Barrett, PhD Lisa. “People’s Words and Actions Can Actually Shape Your Brain - a Neuroscientist Explains How .” ideas.ted.com, November 17, 2020. <https://ideas.ted.com/peoples-words-and-actions-can-actually-shape-your-brain-a-neuroscientist-explains-how/>.

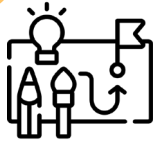


Image11. Hundredth Monkey Effect

5TH STEP: REFLECT

‘And the people born then cannot even imagine the world in which their grandparents lived and into which their parents were born.’ In recent decades, we have transformed the way we live, work and communicate. Society, business and governments are realizing that the ‘linear economy’ (take, make and discard), which emerged from the early industrial revolutions, is not sustainable”¹

Throughout the reading, we can understand that the resistance towards a matriarchal economy is based on the negative social construction in our current globalized reality. That’s why I encourage you to be aware of your words, they can shape the world.

“Your family, friends and even strangers contribute to the structure and function of your brain and help it keep your body humming along.”²

That is why I bring the Hundredth Monkey Theory, a phenomenon in which a new behavior is distributed and acknowledged rapidly by inexplicable groups. Hoping to change our conceptions of minorities as design, language, and feminism. Therefore, our world could embrace a sustainable economy that respects nature and cultural differences, understanding we live in a network, and one solution is no solution.

I am not saying that we need 100 people to believe in matriarchal movements to change global perceptions. It would already happen.

¹ Weetman, Catherine (2020-11-03). A Circular Economy Handbook (Posición en Kindle948-951). Kogan Page. Kindle.Editio, 948.

² Feldman Barrett, PhD Lisa. “People’s Words and Actions Can Actually Shape Your Brain - a Neuroscientist Explains How .”

The value of this critique is to foment how pungent languages are. One word can have a different meaning depending on the culture it is being addressed to and how careful we should be in expressing our ideas.

Additionally, the value comes by reinforcing the importance of meditating on the designer's in a pluriversal world.

Equally important, it behaves forwards the value of design. Providing active voices to those between the profession and spotting their place in a manner of change.

Hence, languages and design are voices that create a dynamic economy—providing a sustainable economic SYSTEM instead of an economy in power.

Complementing concepts such as Ontological Design, Design Fiction, and performativity the concept “sentipensar” will complete our reflection of the value of language and design on a matriarchal economy:

“sentipensar (and its correlative noun, sentipensamiento), as currently used by activists in various parts of Latin America, to suggest a way of knowing that does not separate thinking from feeling, reason from emotion, knowledge from caring.”³

This will also be seen as a definition of sustainability and will address the vitality of languages, “ words – ‘economy’ and ‘ecology’ shared the one Greek root – oikos, meaning ‘our home’⁴

It is known they can shape our way of living; our personas and intentions. We are already seeing changes in the newer generations regarding environmental sustainability. But let us be radicals, let us get to the root and stop fearing such words as matriarchal nature, economy and start believing they could create a path towards sustainable living.

3 Escobar, Arturo (2020-04-23T22:58:59). Pluriversal Politics (Latin America in Translation) . Duke University Press. Kindle Edition, 603.

4 Kothari, Ashish; et al Pluriverse: A Post-Development Dictionary . Kindle Edition. 628

NOTE: the awareness of raising your voice can be a biased matter. As I have no control over the readers' voices, it is important to mention that this is a peaceful approach. With the primary intention that no one will be harmed.

Here the voice is directed towards cultures without minimizing their background and towards the designers to generate a change between its profession for the benefit of the societies.



"YOUR BELIEFS BECOME YOUR THOUGHTS,
YOUR THOUGHTS BECOME YOUR
WORDS,
YOUR WORDS BECOME YOUR
ACTIONS,
YOUR ACTIONS BECOME YOUR
HABITS,
YOUR HABITS BECOME YOUR VALUES,
YOUR VALUES BECOME YOUR DESTINY."¹

¹ Maitreya, Selina. "Your Words Become Your Actions." Mahatma Gandhi Quotes on Practical Spirituality , September 1, 2021. <https://www.practicalspiritualitywithselina.com/your-words-become-your-actions/>.

MULTICULTURAL METHODOLOGY

As a result, a multicultural methodology for design was created using the main interest in this topic. Language.

The same is based on the division of this workbook, therefore our principles, meaning; Understanding, Communicate, Interpret, Imitate and Reflect.

This methodology communicates the root of understanding design as an economic movement based on language as its synonym. Regarding both hierarchy and communication aspects. Furthermore, it comprehends ontological design and design fiction as its core basics.

“Design creates culture. Culture shapes values. Values determine the future.”¹ -

MULTICULTURAL METHODOLOGY:

- Understanding: see what your context and your possibilities between yourself and society are. Create insight and perception of the culture you have and the culture you are addressing to. Don't reach for perfectionism reach to create a balance that could be improved over time. Questioning the meaning of your design will create a base core for a better outcome and by consequence better define the problem-solving situation. Understanding then the strategy for your design.

- Communicate: Explain your intentions, draw, sketch, doodle, create theoretical frameworks, 3d models, if you cannot ex-

¹ Shubha , Priya. “Design Creates Culture. Culture Shapes Values. Values Determine the Future.” Crayon Data, May 18, 2021. <https://www.crayondata.com/design-creates-culture-culture-shapes-values-values-determine-future/#:~:text=Design%20creates%20culture.,Culture%20shapes%20values.,is%20setting%20out%20to%20do.>

plain it, then you don't understand it. We are social creatures, and by raising our voices unseen problems are solved.

- Interpret: Thinking and doing, design is research through acting. Therefore, one much generates several concepts and solutions, translating different present and future possibilities and contexts. Choose the one that might work most in for the culture address, not just your personal position. Put your ego aside.

- Imitate: Explore your context, examine what is already out there, study the repercussions they have, question how your design would create a more stable environment for society and nature, evaluate the reach it can have, and reimagine the possibilities between the past, the present, and the future.

- Reflect: Enrich and resolve. Understanding your outcomes as ontological design (designing for the human experience, then designing for the human being itself) reflect on your research once it reaches your target audience.

Moreover, this will contemplate the outcome as part of Design Fiction, which has no logical constraints. Setting our imagination in another time. Believing the improvements can be done. Therefore, creating a greater value understanding the possible impacts on sustainability as a solution for our society and nature.

Furthermore, this phase will validate your design as a wicked problem where *“There is no immediate and no ultimate test of a solution to a wicked problem”²*

² Sweeting, B. (2018). Wicked problems in design and ethics. In P. H. Jones & K. Kijima (Eds.), Systemic design: Theory, methods, and practice (pp. 119-143). Tokyo: Springer Japan. DOI: 10.1007/978-4-431-55639-, 5

Please refer to image 13 for a further understanding of this Multicultural Methodology. Finally,

Sustain your language,

Sustain your culture,

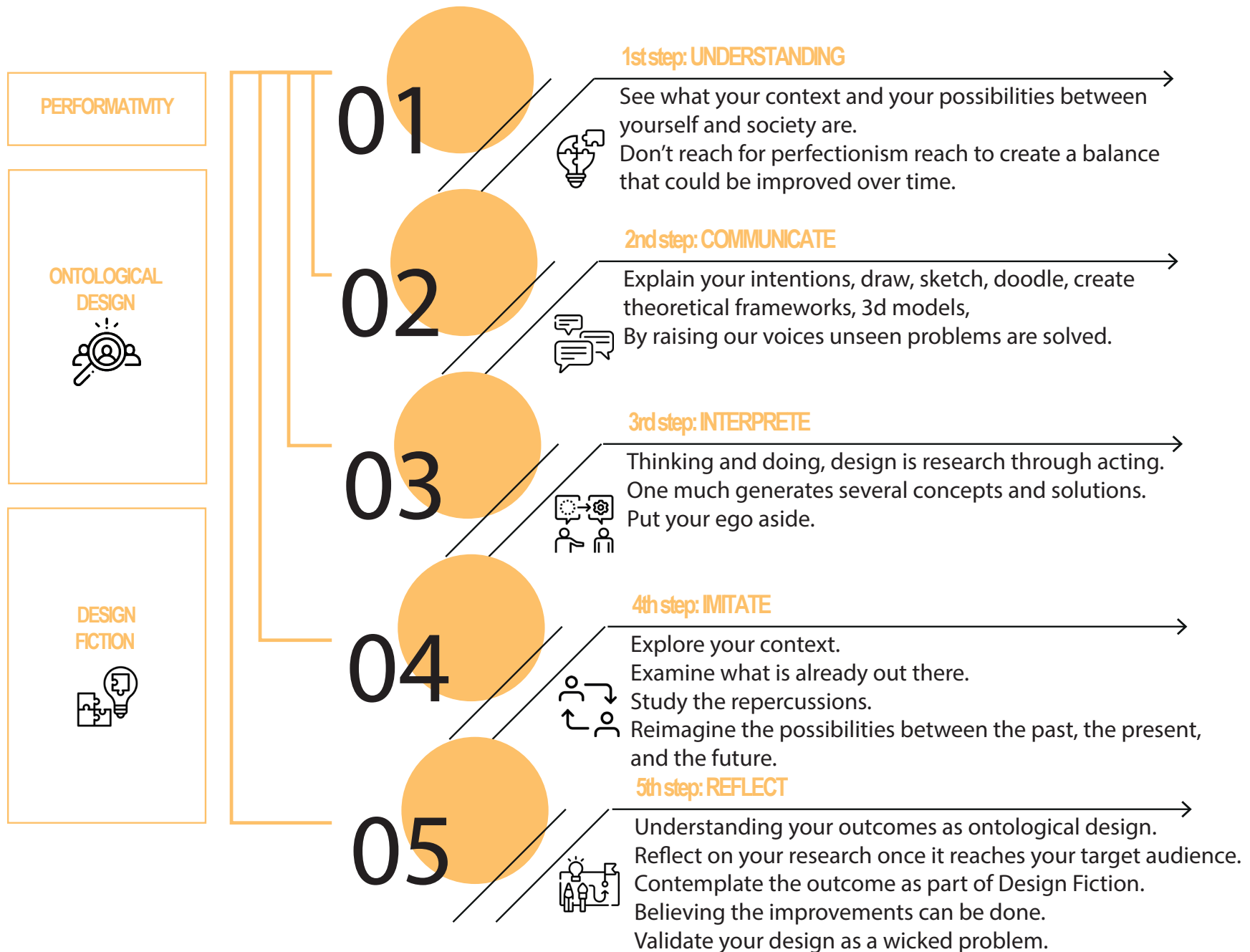
**It will sustain the environment
and consequently the economy,**

Become a hierarchy,

**Become a game-changer in
a world of crisis, a world of
opportunities,**

Start with your voice.

IT MATTERS.



THE EXHIBITION EXPLAINED

The general objectives of the exhibition are:

1. Represent the psychological impact language has on our perception of life.
2. Raise awareness that we live in a pluriverse world.
3. Embody design as a language, therefore as a hierarchy.
4. Establish the hierarchy of design as an economic movement.

Following the next objective:

- a. Visualize the hierarchy that language has.

The poster will display the same sentence with two words swapped. Representing how strong a word can be, and the impact it has on our daily matters.





Image14. Exhibition

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