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Restorative Raw Material-Centric Design

THESIS

Theses

THESIS 1 The designer is able to have an impact on the present and shape the future with their vision.

In my research I investigate the aspects of the raw material-centric and holistic designer attitude and its contribution to the evolution of the constantly ever-changing criteria of sustainable design work. The conscious use of material-based designer approach is complemented with the investigation of consumer reception and the synchronisation of technological and industrial players.

The design that has an impact on issues regarding our society and the world also has a role in reestablishing the relationship of human and nature.

THESIS 2 Our motivations lying behind our preferences regarding raw material use are connected to the constantly changing relationship of human and its natural environment.

The initial coordinate and later subordinate relation generated by the industrial revolution and which shapes the previously mentioned connection can be detected in our raw material use. The knowledge we possess today makes it possible to change models and perspectives, which enables us to once again create a coordinate, equal and cooperative relationship between human and nature, which is the scene of our habitation and evolution.

THESIS 3 The aspects of renewable design work, such as localisation and life cycle based design, are complemented with the perspectives of the raw material-centric approach.

The restitutive raw material-centric design seeks to find possible solutions to the problems arising from the process of industrial manufacturing, which issue has gained emphasis in recent decades. Its most striking symptom is the appearance and presence of the significant amount of industrial waste, which introduces two designing challenges for us: making the already-existing harmless and replacing the not yet produced. The ways of solving the issue can be clearly divided and thus defined by separating the cycle of decomposition of industrial and biological materials, which determine the aspects of renewable design work.

THESIS 4 With the introduction of the new systematisation the result of raw material-centric developments can be determined based on the knowledge of the material and its precessing method.

The use and processing of alternative, natural and renewable materials can replace harmful matters. By investigating the material development work of the past decade, I have created a structure of systematisation, where the processing ways and their results can be monitored. The previously known systems were based on the source and the taxonomic classification of raw material. As a supplement I introduce a new investigational aspect based on the ways of processing, which helps determine the expected result of the method and the material's relation in advance.

THESIS 5 The success of the marketability of restitutive material development is determined by consumer satisfaction, which is shaped by the triggered aesthetic and emotional impacts as well as the associated value.

The mapping of the patterns behind consumer decisions makes the developing processes more effective and enables us to look into the modifiability of judgment. The strengthening of the relationship between ethics and beauty reveals that consumer decision can be shaped by synchronising marketing and design work.

THESIS 6 The success of developments aiming to restore the disrupted relationship between human and nature resulting from the quickening pace of mass-production requires a more complex synchronisation of market players.

The synchronisation of marketing communication and consumer preferences is not the only necessity for the marketability of design work. The collaboration of the various fields of science, experts in the fields and the industrial production is also essential to reach the economic model that restores the balance.