CHANGE OF PACE:
Design Anthropology and Slowness in Process, Participation, and Production

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American Anthropology Association Conference
Design Anthropology: Discovery and Evidence of Emerging Pathways in Anthropology

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Background / Context
Why a slower approach?
Presuming -----> Hearing
Experiential -----> Purposeful
Selection -----> Inclusion
Project Time -----> Human Time
You live in a wasteland.
Your block is diseased.
Your neighborhood is a blank canvas.
Your city is my frontier.
Your city is up for grabs.
Your home is a tragedy.
You have no power.
You need saving.

VIBRANCY!
GROWTH!
REVILATIZE! RENEW!
REBIRTH! RECLAIM!
ENGAGE!
PLACEMAKE!
OPPORTUNITY!
NEW! YOUNG! ENERGETIC!
PUTTING US ON THE MAP!

(translation)
Experiential to Purposeful

Downtown commissioned mural construction facade
Downtown development banner
Real estate materials
Source: The Detroit Free Press
Building facade in Downtown Detroit
Pawn shop turned high-end dining

Detroit redevelopment propaganda

Detroit small businesses, clear about who they serve and what they provide
East Side community activists, very clear on their mission and purpose
Selection to Inclusion

Office of Midtown Inc.

Tech Town
Source: Patrick Thompson Design

Bamboo Detroit
Source: bonfiresofsocialenterprise.com

Cass Community Commons and Office of the Eastern Michigan Environmental Actions Council

Mack Alive
Sources: Mack Alive and cr8iveminds.wordpress.com

The Boggs Center
“Solidarity involves individuals being ready to suffer on behalf of the larger group and expecting other individual members to do as much for them. It is difficult to talk about these questions coolly.

They touch on intimate feelings of loyalty and sacredness. Anyone who has expected trust and demanded sacrifice or willingly given either knows the power of the social bond....

Everyone is affected directly by the quality of trust around him or her. Sometimes a gullible steadfastness allows leaders to ignore the public need. Sometimes trust is short term and fragile, dissolving easily into panic.

Sometimes mistrust is so deep that cooperation is impossible.”

-Mary Douglas

We must build trust before we try to build anything else.