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Author: Jamie Brassett John O'Reilly

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Styling the Future. A philosophical approach to design and scenarios

Jamie Brassett, Central Saint Martins, University of the Arts London,
j.brassett@csm.arts.ac.uk

John O'Reilly, Central Saint Martins, University of the Arts London,
john.oreilly@csm.arts.ac.uk

Jamie Brassett, Central Saint Martins, University of the Arts London,
j.brassett@csm.arts.ac.uk

John O'Reilly, Central Saint Martins, University of the Arts London,
john.oreilly@csm.arts.ac.uk

Jamie Brassett, Central Saint Martins, University of the Arts London,
j.brassett@csm.arts.ac.uk

John O'Reilly, Central Saint Martins, University of the Arts London,
john.oreilly@csm.arts.ac.uk

Jamie Brassett[1], John O'Reilly[2]

[1]Central Saint Martins, University of the Arts London, .brassett@csm.arts.ac.uk
[2]Central Saint Martins, University of the Arts London, john.oreilly@csm.arts.ac.uk

Highlights

- Recent discourses championing the strategic value of design, including Design Thinking, regard Style and Styling as an immature concern. We refute this.
- At its most productive, styling helps us create affective means of innovating future strategies and scenarios.
- An affective style is not imposed upon inert matter, but emerges from matter in unpredictable ways.
- An affective style explodes narratives, stories, plots and other meaning-making devices to champion uncertainty and experimentation.
- Most importantly, an affective style positions all of us who are implicated in an emergent creativity to reconsider our relation to the future.

Abstract

Since the end of the 1980s – the Decade of Style (Mort, 1996) – the value of style in design has fallen. Recent times (Whicher et al., 2015) see a focus on style as a sign of design's immaturity, while a more mature design should be attending to process, strategy and policy creation. Design Thinking has been enjoying its success in the same spirit, where it is championed (Brown, 2008; Martin, 2009; Neumeier, 2009) as

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