

Changing the change

Design Visions, Proposals and Tools

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ETHICS AND AESTHETICS IN INDUSTRIAL PRODUCTION

Possible ways for the design in this new century

Abstract

Many researches engaged in the issue industrialization, the environment and consumption emphasize the importance of consumers to the success of the environmental sustainability of the world. Most of them corroborate with the need for an emergence of a new aesthetic which should be used by consumers nowadays. This new aesthetics would be based in the composition of different plastics, the colored dots lines papers of the packaging in recycled objects, until the monochromatism of products made of unique and renewable material. In this new aesthetic model which is related to a sustainable environment, would be also place for the flaws of products made of new and different types of raw materials produced with low environmental impact technologies or even semi craft. By accepting the products developed inside of this model on a pro active way, the consumers would legitimize a new possible aesthetic in the name of a sustainable planet. Moreover, the consumers would be done their share in the trilogy production, environment, and consumption.

The lack of guidance for consumers makes the users to contribute to maintain this bleak reality since they are the main social actors. Insisting to keep old habits and customs, the consumers forget that they are a link in this sad chain of aggression to the environment, while the industry continues to not bother with “a clean production” and the users continue to not bother with acquiring “clean products” or products with low environmental impact. In search of the “triad clean” which the “clean consumption” is also added since that recyclable paper, mono material products, wood furniture in industrialized and / or certified, electro-electronic equipment for low consumption are already available, and closing the cycle the culture of selective waste collection inside of the houses.

This reality makes us to believe that a new aesthetics related to the social and environmental sustainability of the industrial production will be happen through many ethical behavioral changes of the current population and consumers. This change of collective behavior will turn in a new reality of an aesthetic of new “clean” product which will work as an ethical reference to a new aesthetic formal reality.

It can be considered that the consumption reasoning that was made necessary in Europe after the first two world wars, worked also as reference to consolidate rational functionalist aesthetic employed in two streams-formal aesthetic emerged through concepts employed by the Bauhaus and the School of Ulm. Similarly, the explosion of the American economy in the post-war, precisely in the decade of fifty,

opened room for an aesthetic with consumer and superficial appeal thru the American's Streamline and Styling.

This paper proposes studying the reality of the world today which is at the same time in a deep environmental destruction and in a huge industrial production, never ever seen before, having the consumers as the main participant in the destiny of the artifacts of serial production and its decisive influence forward to new ethical considerations and behavior that could/would determine aesthetically products and artifacts in this new century.

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