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Anne Balsamo

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#1380252 in Books Duke University Press 2011-07-19 Original language: English PDF # 1 9.25 x 6.25 x .501, 1.04 #File Name: 0822344459312 pages | File size: 66.Mb

Anne Balsamo : Designing Culture: The Technological Imagination at Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised Designing Culture: The Technological Imagination at Work:

0 of 0 people found the following review helpful. Understand what is "technoculture". By Usman A. Ghani A superb overview and directional advice on design and the nexus of culture and technology. Anne Balsamo has obviously done thorough and deep research to create a new book that should be an essential text in various mongrel disciplines. Her repeated emphasis on NOT thinking exclusively in one discipline (especially technology) and understanding the impact on culture - and the role design plays in making the best of these - is outstanding. I appreciate and use her term

"technoculture" for every technological and social change because these are inextricably inter-related, even if with varying time horizons. Design is now a recognized and growing area and it ought to maintain its interactive role in all technical and social changes. When we do not recognize this, we pay heavy price at times. Balsamo provides many examples in her book of real situations where this works. Her projects are highlighted in it and she shares a wide variety of readings from many areas (e.g., references like *The Idea of Design*, *The Craftsman*, *Cultural Studies in Future Terms*, etc.) that should be interconnected for the purposes of design. She also takes on an experimentalist stance and provides the ideas to set up a laboratory life in design. We ALL have an artist in us (unless we kill it) and design is a discipline which in conjunction with other disciplines provides the beauty we can realize. 1 of 1 people found the following review helpful. advocate fir culture and education By Kimncris Balsamic really has her finger on the pulse of education. And her argument in favor of valuing culture really spoke to me. I work in a university program very similar to those she describes and I am trying to figure out how I can get all of my colleagues and, more importantly, the university administration to read it. 1 of 1 people found the following review helpful. A book for understanding frontiers in technoculture By Dr Anup K Das In book "Designing Culture: The Technological Imagination at Work" author Anne Balsamo narrates stories of technological imagination and aesthetic industrial designing as prevalent in the post-industrial western societies. She also introduces new dimensions of designing cultures for the urban spaces, where end users are able to live within ergonomically comfort zone. This book is ideal for scholars in innovation studies and technoculture, and designers of sustainable cities/ workplaces.

The renowned cultural theorist and media designer Anne Balsamo maintains that technology and culture are inseparable; those who engage in technological innovation are designing the cultures of the future. *Designing Culture* is a call for taking culture seriously in the design and development of innovative technologies. Balsamo contends that the wellspring of technological innovation is the technological imagination, a quality of mind that enables people to think with technology, to transform what is known into what is possible. She describes the technological imagination at work in several multimedia collaborations in which she was involved as a designer or developer. One of these entailed the creation of an interactive documentary for the NGO Forum held in conjunction with the UN World Conference on Women in Beijing in 1995. (That documentary is included as a DVD in *Designing Culture*.) Balsamo also recounts the development of the interactive museum exhibit XFR: Experiments in the Future of Reading, created by the group RED (Research in Experimental Documents) at Xerox PARC. She speculates on what it would mean to cultivate imaginations as ingenious in creating new democratic cultural possibilities as they are in creating new kinds of technologies and digital media. *Designing Culture* is a manifesto for transforming educational programs and developing learning strategies adequate to the task of inspiring culturally attuned technological imaginations.

Designing Culture is a tour de force, offering a unique vision of the possibilities for a contemporary cultural studies. Refusing to separate research from pedagogy, technology from culture, or innovation from imagination, Anne Balsamo maps the concrete complexities of specific design processes, and opens up new ways of thinking about and teaching technocultures in relation to broader socio-political fields. Her book is required reading for anyone working with contemporary cultures. Lawrence Grossberg, author of *Cultural Studies in the Future Tense*