

THE OSLO NEWS

20 years ago we collectively tried to imagine what the future of Norway could look like and how to get there.



Where has this co-design led us?

MAY 16TH 2044



Missions

Missions debate: where does the digital belong within the wellbeing mission?

A deeper look at the two opposing missions movements for defining a “Social wellbeing” strategic direction, led by Tim K. Swants and Mari Olif.

In 2024 Norway established its national “missions” initiative. The goal with the missions initiative was to unify independent efforts nationally through co-created strategic missions reports, in order to create shared starting points that different projects, organizations, companies and individuals could build independently on top of. Anyone could launch a missions initiative, which would begin an open collaborative process of defining the specific strategy... But what happens when a splitting disagreement occurs in the process of defining a strategy? This is exactly what has happened with Tim K. Swants and Mari Olif in their “Social Wellbeing” missions initiative. The root of the divisiveness? The digital.

“We have to acknowledge the realities of the present day world: the digital is all encompassing and we have to embrace it as a means of social connection, not

reject it.” argues Tim K. Swants in the digital forum. Swants, an NTNU researcher, has become one of the leading spokespeople to advocate for increasing reliance on the digital as a means of fostering increased social wellbeing. Meanwhile Mari Olif, a Bergen based anthropologist and designer, has taken the discussion in the opposite direction. She states, “if there’s one thing we’ve learned from COVID, it should be that digital chat rooms do not substitute for real life human connection.”

Within those active in defining the missions strategy, currently 8 organizations, 24 companies and 44 individuals, there is in present day around an even split support on both sides of the argument. Some are also opting to withdraw the discussion, claiming that the discussion about the digital is a red herring. One anonymous member says “we are treating the digital like the end to a means, rather than one means to an end. In some situations, the digital will make sense and in others it won’t. We are straying off track by giving all our focus to this case.” To this argument another

active member argued, “but it is a question of funding and what will be prioritized. As many know, in 2050 the government will start subsidising initiatives that align with specific missions. However, we have to position ourselves to be a mission that the state wants to subsidise.”

With the original goal to define the “Social wellbeing” strategy by Q4 2044, time is ticking. How will this problem be solved? The one thing that both Tim and Mari do agree on is that the process needs to be objective, based on design experiments, testing and data. They have opened up an “Idea” page for this debate. If you have any critical points, projects, datasets or experiments that relate to this topic, please do share at missions.com/idea/digitalandwellbeing. The discussion is open for anyone, similar to how the defining missions strategy is open to anyone.

Psst... don't forget:
VOTING FOR FUNDING PRIORITIZATION
3. April - 12. June

Antibrandmovement.com

319 businesses have resigned their brands for impact-oriented, non-embellished expression.

Join the movement today.



Ideas

What the projects of Mars Sui's idea teach us

The most engaged with idea of 2043 was Mars Sui's idea "paradox of working locally to address global challenges" resulting in over 28 connected projects and 12 commentaries. Here's a deeper look at its ripple effects:

In 2043 Mars Sui published his idea to D4I (Design for Impact) design network. His idea was based off his Ph.D work and titled "Paradox of working locally to address global challenges." This work outlines a framework of scaling intentions and projects from the local to national scale, rather than the national to local scale. The idea inspired a lot of interest and activity, both in terms of new projects that wished to integrate his ideas into their work and old projects that had incidentally exemplified his principles. The result after one year since publishing was impressive: 28 connected projects and 12 commentaries.

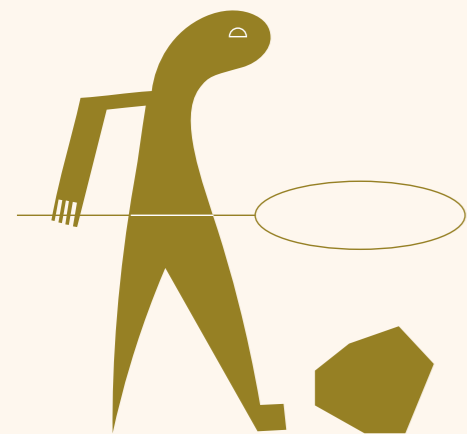
Of the 28 connected projects, 21 of these were completed before the idea was published whilst the other 7 connected to the idea after publishing. Together these connected projects gives us a deeper understanding of how this idea translates in practice and how the framework could be tweaked to better fit its intentions.

One of the most discussed projects that came out of this idea was a design experiment by Lars Munkin. In his experiment, he collaborated with the Swedish national government to implement his city bee-keeping initiatives. Simultaneously, he went to a small town in Norway and established the same initiative there. He followed the framework of Sui to guide the small town as to how to scale the project. The results were quite interesting, while the project guided by the national

government remained scattered, the one initiated by the small town were able to establish a tight knit community across 8 communities in the south-west of Norway. While the nation instigated project was able to cover more square footage, we see that the local initiated project remained the most resilient.

However, most interesting of all is Munkin's claim of why the local project was more successful in scaling. According to him the key aspect is not the easier implementation Sui bases his framework on, according to Munkin the reason why global challenges are better addressed locally is the culture. "What I observed through my design experiment was that when a unique culture was created, reflecting the people in its local surroundings - then it suddenly developed an organic scaling effect. I think we can further confirm this with the other connected projects to this idea. Those that were successful in scaling also had a unique internal culture being developed within its initiative."

Do you have any comment, connected project or idea that expands on Sui's thought? Contribute to this conversation on D4I.com/ideas. D4I is a design network focused on deepening ones collective understanding of a design challenge through conversation and collaboration. Join to connect and learn!



Did you know? If your design project aligns with a mission, vision, or idea concept, you may be eligible for state funding?

/imagine...

Designer of the month

Mina Luu is a self-proclaimed "prompt designer"...but what does this mean?

20 years after design visuals became freely available through generative AI design, a new field of design is emerging focusing on the starting point of a design project rather than the end product.

Mina Luu (32) is a designer, but not in the way most people think. Since 2042, her design practice did a major U-turn away from the traditional design outputs, such as branding, UI/UX, product or graphic design. So what does she do? She completes design research processes and experiments in order to define what the correct AI prompt should be. She states, "the most important part of the project isn't how professional it looks or how smooth the experience is, but rather that the idea or plan behind the design is a correct fit. If the starting point isn't a match, then even the best design work can fix it."

Luu's believes that generative AI design, making it easy and available for anyone to give form to their ideas, makes it more clear than ever what the role of the designer is: creating the appropriate plan. "Many designers have lamented AI design as the death of their career, but in my opinion this is a symptom of misunderstanding what your career is. Just like the invention of cameras didn't become the end of the photographer, we will see that AI design will merely upgrade our associations of what a designer does."

Mina now leaves the actual shape-giving to AI design programs, focusing her energy instead on creating a deep understanding of the material she is working with in order to create the correct



prompt. Where she used to spend hours creating multiple wireframe and graphic variations, she now can create within seconds at the push of a button. This has opened up more time for her to be out in the field, gathering insights, understanding, completing mini design experiments to better define the problem or correct prompt.

"A prompt looks incredibly simple. It is afterall just one to three sentences, however it is decided after months of deep design research. What people don't see are all the possibilities, words and details that have been meticulously removed and added to the equation." She believes that this career path comes as a shift in the way we value design. It changes the conversation

away from the end result and instead towards the starting point and scope for more impact.

Mina also wants to point out that making design available to more people has surely shaken up the field but it has also created some positive side effects, such as evening out the playing fields for all types of organizations and companies. Design work has been traditionally very expensive and in that sense only available to the largest companies, leaving the small guy at a disadvantage. Based off first impressions, many consumers gave more trust to the business that looked more trustworthy and refined in its appearance, rather than what had the most positive substance. Luu explains, "now anyone can create brands and interfaces that appear "designed," creating a pendulum swing in the opposite direction in which the focus is now more so on what lies behind the visuals. This is where I believe potential for impact truly lies."

Did you know, Oslo now has free to use generative design booths around the city, aligned with collective missions for a more collaborative and unified city! Give it a try at Oslo S :-)

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NRK | May 18th, kl 21.

Norway Visions **Finale**

There is still time left to vote on your favorite design vision for "empowered families," the topic of focus for the LNDO (Local-National Design Organization) this year.

Text 2240 to vote!



Aaron's vision

The community as extended family

A strategic vision for family support inspired by tradition.

Text 2241 to vote!



The Mui family vision

What family *could* mean

Designing the world for a bonded family in a modern world.

Visions

5 year review of the sustainability vision – “major changes need to come”

5 years ago, creatives and citizens all came together to collaboratively create a sustainability vision for LNDO, The Local-National Design Organization. Now many are calling for a complete overhaul of the old utopian vision.



Ever since LNDO (The Local-National Design Organization) began its Visions Campaign in 2039, people from all over the country have activated themselves in ideas, dreams, and hopes for what the future of sustainability looks like. LNDO’s intention is to create a shared vision aligned through both local and national scales. The founder of LNDO, Tim Clins describes the purpose of LNDO in this way: “in the past initiatives have been oriented around problems and data points they wish to accomplish. However, visions is something different. Visions looks for inspiration and possibilities as a means to alleviate problems, rather than hyper-focusing on the problem itself. We believe this perspective based off inspiration is a better way to activate people towards change”

One of the first vision campaigns that became established and finalized was the sustainability vision. Over 8,522 individuals engaged themselves in creating this vision, largely made possible through the “Visions” NRK show. This engaged both designers, citizens, artists, architects, business men and more alike. Finally they defined 35 vision slides meant to inspire and show possibilities for sustainability on both individual, local and national scales. Due to the large engagement of this show, many of these concepts have become realized in later age. However, now during the “5 year review,” meant to create space for reflection and potential redirection, many are calling for major change.

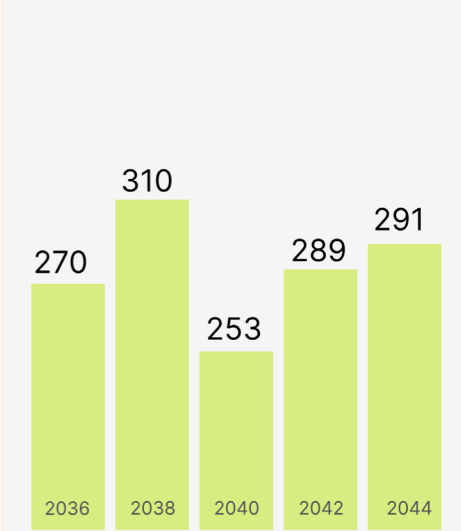
One of the key critiques was posted by @SunnySina stating “the visions we have created all look very enticing, with the city covered in plants and recyclable materials, but can we take it further than this to seep into the behavior layer? Many of these visions feels more like an aesthetic than an actual change in our ways of navigating life. What I want to see within the revision of our visions, is possibilities oriented at creating new patterns of behaviour that are at least as

attractive as the norms we have established today.” This became the top voted review comment on the LNDO forum.

Simon Claus, the manager of the “care and repair” department within LNDO, has also commented on what he has seen as an effect of the current sustainability vision and its related projects. “When evaluating established designs that have had this vision as a guiding post, many of these projects appear more sustainable, but looking at it’s impact data ... they are falling short of the promise they originally made.”

Now LNDO wants to know what your views are? What needs to change? Visit LNDO.com/2039 visions to vote on what ideas to keep, add or remove for the next five year Visions campaign - or add your own possibility suggestion! Ideas will be used to inspire and re-direct both local and national communities towards new possibilities.

Statistics from impactpoints.no
Net sustainability points



Simon Claus of the LNDO care and repair role also urges projects to download the web extension “MyImpact” in order to connect data points of ones design to be tracked and better understood. This makes the care and repair role more objective in its insights, is great for ones portfolio and can make designers eligible for tax write-offs.

Happening now

From comment section to collaboration to award-winning innovation

Recyclable materials in the Ocean Industry

- 2016 By Studio Minsk
- 2025 By Sara Fischer
- 2032 By Oonti

56 [+ add project](#)

The comment section of "Recyclable materials in the Ocean industry" created an unlikely collaboration between a mechanic-designer and fisherman-designer.

Fisherman-designer, Tim Flink, and plumber-designer, Mads Mills, made an unlikely collaboration in the design library under the project topic "reuse in the Ocean industry." The back and forth exchange ultimately lead to profound innovation: throw-away fish materials being utilized for more resilient plumbing infrastructure. Here's the story of

Tim Flink
 The 2025 project by Fischer really stuck out to me. A hidden gem worth noting is the flexibility of the material produced. Seems no one has really utilized this to the full extent though. As a fisherman-designer, I see this being one of the main byproducts that just gets wastefully throw out...

11

Mads Mills
 Hey man, I sent you a DM. I've been searching for a material like this for the plumbing industry. Lmk if you think I'm on the right track here.

1

Write a comment..

what happened: Many know that Design Library has allowed people to publish and build upon each other's design projects for improved functions and continuous processes. This website has been made more dynamic as of recent with the decision to include a comment section. This is where Tim and Mads first made contact. Mads Mills, a plumber with specialization within design had deep knowledge of

the faults of modern plumbing infrastructure. Meanwhile, Tim, with his in-the-field experience as a fisherman specialising in design, knew all about the excess products in the fishing industry. Through this platform they were able to make an unlikely collaboration. Now they have founded their company, AquaPlumbs, which has received 2.5 million dollars in funding and won 3 design

Join this projects open figma collaboration now! www.figma.com/os

awards year to date. Their impact statistic alone says everything: from earning an average of 250-359 points per year on their designs, the data shows their current innovation yields them 12,000-15,000 impact points per year. This is measured by the amount of materials they are able to save per year through their innovation. They've been delighted with this result, allowing them to save on their taxes.

Head to DesignLibrary.com to look at design project progressions. Maybe you will also be able to make an unlikely collaboration too!

STUDIO FLEMEN

OUR VISION

A future where every voice is heard, every idea valued, and every challenge approached with exploration and co-creation. By bringing together diverse perspectives and expertise, we strive to address complex societal issues and community needs.

We explore public engagement campaigns and interactive exhibitions to raise awareness about key social and environmental issues, sparking dialogue and inspiring collective action.

2 co-creation spaces

+20% engagement through campaigns in 3 months

132,0 test participants in network

3 ongoing figma collaboration projects

For collaboration contact: flemen.studio.com

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Scan to see location here:



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THE OSLO NEWS



This newsletter is a supporting artifact in our diploma, placing our experiments into contexts.