

VENN

// EMBEDDED PROCESS //

AN EMBEDDED DESIGN PROCESS HAS A VAST EMBODIED POTENTIAL EXPOSING LIMITLESS BOUNDS AND UNREALIZED PROFUNDITY NECESSITATING A SHIFT IN DESIGN THINKING, PEDAGOGY, THEORY, PROCESS, AND PRACTICE.

THIS INAUGURAL ISSUE- EMBEDDED PROCESS - STARTS THE VENN CONVERSATION BY SEEKING EXCITING AND RADICAL INVESTIGATIONS THAT TRY TO GRASP AT THE QUESTIONS OF NEW ORDER THROUGH PROCESS THAT INTERROGATES THE FEEDBACK LOOP OF SPATIAL COMPLEXITY WITH TECHNOLOGY. THESE CONVERSATIONS SHOULD MUSE ABOUT THE FUTURE OF DESIGN, THE REDEFINITION OF TOOLS FOR SUCH AN EXPLORATION, AND HOW PERFORMATIVE PROCESS FITS INTO THE LARGER TECHNOLOGICAL SPHERE.

AT THE CORE OF THIS INVESTIGATION, THE VENN ISSUE EMBEDDED PROCESS INTERROGATES THE PROCESS OF DESIGN IN DEMONSTRATING A NEW CREDO THAT IS NO LONGER ROOTED IN A TRADITIONAL LINEAGE OF DESIGN BUT ONE THAT MUST SPAWN ITS OWN DISTINCT AND PURPOSEFUL IDENTITY. THIS IDENTITY ARISES FROM THE RULES OF THE TOOLS OF PROCESS- ANALOG OR DIGITAL- AND CAN OFTEN BECOME THE DESIGN ITSELF. IN THIS, THE PERFORMATIVE PROCESS AND RESULTANT DESIGN ARE SUBSUMED INTO A LARGER, COMPLEX, CULTURAL NETWORK. WHERE TRADITIONAL INDUSTRIAL PROCESSES CREATE HIERARCHIES THROUGH AUTOMATION AND MANUFACTURING, THE PERFORMATIVE NETWORK FORMS A FIELD CONDITION THROUGH INNOVATION AND INPUT- PULSATING AND MULTI-NODAL- VIA HARNESSSED TECHNOLOGY AND CUSTOMIZATION. DEVELOPING AND DELIMITING INTRINSIC INTERCONNECTEDNESS AT ONCE, THERE REACHES A FEEDBACK LOOP, SPAWNING IDIOMATIC CHARACTERISTICS AND REDEFINING SYSTEMS THROUGH RECONCEPTION. WITH THIS, THE SYNERGY CHALLENGES AND REDEFINES TRADITIONAL QUESTIONS OF DESIGN AND AESTHETICS.

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