

Designing the New Extraordinary

Reimagining technology for life beyond the New Normal

At the start of this new decade, we are witnessing massive changes in our lifestyles: transformations in the way we work and connect are being accelerated by the shifting reality and pace of technological innovations that are helping us to overcome difficulties and to seize emerging opportunities.

We live at the crossroads between a past that ended abruptly and a future that has not yet taken shape. Designers have the responsibility to keep up with these transformative processes and constantly reassess and reimagine the role of mankind within them. OPPO believes that sensibility and openness to new challenges is key to the humanising of technology and that design should be an explorative process driven by curiosity, ingenuity and sustainability.

Recognising “The New Normal” and looking to the horizon of our creativity, we believe the design of digital devices and environments should embrace a humanist approach and look beyond how our lives can merely adapt to change but rather flourish through change. The past year has accentuated the things we are dependant on to live our lives. Not only technology but also the most fundamental social constructs of family and community and state. Our generation-old notion that the future is better is suddenly not at all certain. For the future to be better, Design should be questioning and imagining the contracts we have with technology, with society and state.

OPPO is inviting the students of the RCA’s School of Design to take a radical approach to envision how accelerating technological and social changes can inform the design of products and ecosystems, enabling new values to manifest and opening new paths for mankind. Let’s imagine a “New Extraordinary” that sets a path to a more sustainable future where technology helps us to shape how we live, work and pursue our dreams.

The New Extraordinary projects are featured in the ***New Contracts*** exhibition at 35-36 Thurloe Place.

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