

Lecture at University of Zagreb/Croatian Academy of Sciences and Arts
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TITLE

Information design - a new paradigm in informing

LECTURER

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ABSTRACT

The direction of my research changed when I understood that our *informing* (creation and use of information) as a whole may, and indeed needs to be reconstructed on a completely different foundation, namely on a consciously created convention or *methodology*. For about a decade I have been developing this possibility and putting the ideas 'on the map' in scientific publications. I have worked in the manner of a city planner, who charts the terrain newly opened for construction by sketching the neighborhoods, the facilities and the infrastructure. The result is a plan for *information design* - a new way of working with information and a whole spectrum of possibilities which follow from it.

In this lecture I will do the following:

1. Carefully justify the claim that *information design* is indeed a 'new paradigm' in informing: A genuinely new approach which on the one hand offers a way to resolve the existing anomalies (such as the information overload), and on the other hand opens up the possibility for a far more purposeful use of information. I will explain why I consider *information design* to be the approach to information which suits our transforming culture by showing that it can lead to a change of values, give us a new understanding of power and freedom, allow us to re-assess the condition of our culture and well-being, and thereby lead to fundamental over-all improvements.
2. Give a brief overview of my *information design* work so far, including the definition of criteria and epistemological and other principles, methods, examples and practical projects.

My goal is to introduce this uncommonly rich and interesting area of research and practical work to interested colleagues.