Through The Mirror
An invitation to *information design,* an academic creative zone

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When we practice *information design* (as this term is defined and used in this lecture) we are no longer limited by the domains of interest and methods of traditional disciplines; we can *design* what we do as academics, and what we do with information in general. This lecture is based on the website ThroughTheMirror.org (under construction) which surveys the results of a decade of development of *information design* at the University of Oslo.

The metaphor on which ThroughTheMirror.org is based is that when we see ourselves in a mirror in an academic setting, we realize that we are not those 'objective observers' of reality we once believed we were, but people living in this world and responsible for it. We can then 'go through the Mirror' and find ourselves in a new academic reality, where we are able to and indeed *encouraged* to consciously decide what we do as academics.

Unlimited possibilities for creative work open up on the other side of the Mirror. We can *design* new research methods, new internet communication tools, new business models, new kinds of information, new concepts, new ways of structuring information... We can erase disciplinary divisions, integrate sciences with arts and instantiate a whole new way of working with information. On the other side of the mirror we can create new ways of understanding and handling contemporary issues such as sustainability, politics, religion, values, democracy, globalization, healthcare, travel, education, marketing and freedom.

Following a brief introduction which will bring to us a clear view of the Mirror (by recapitulating some well-known developments in physics and cognitive science during the past century), the lecture will turn into an open dialog where we will be able to choose from a variety of potential subjects, some of which are mentioned above, and see both how they are handled conventionally (on this side of the Mirror) and how they have been handled in *information design* (on the other side of the Mirror).

By giving this lecture I would like to begin collaboration with e-students. Possibilities exist both to pursue a degree by working on our research projects, and to participate in our Information Design course over the Internet.