Designers fear they are the lackeys of capitalism. Of course they are. But they are also architects of society. They hold in their hands [a little bit of] the means to define the practices of which human experience and social order are constituted.

 letztening hold of the means by which products intervene in practices, POPD shows designers how they shape everyday life and the structures of society. POPD matters for designers who want to change the world and for those who want to sell more stuff.

POPD holds that practices are the basic unit of society.
POPD renounces all approaches, whether in social science or in design, that focus on specific products or upon individual users. POPD focuses on the routinised ways of doing, understanding, knowing, and desiring which comprise human experience and social structure at all scales. It is in the performance of practices that users and products come together, in complexes of skills, meanings, materialities and temporalities. It is in understanding the dynamics of practice and in identifying points for intervention that the power of POPD resides.

POPD knows we are all PODers (practice oriented designers), engaged in assembling components of practice – products, competences, meanings - with skill and occasional creativity in the process of accomplishing everyday life. PODers accept the limitations and opportunities this represents.

POPD goes beyond the ‘verbal’
Kelley and Littman explain that IDEO thinks of products “in terms of verbs, not nouns: not cell-phones but cell-phonning”. POPD has a more radical understanding of how practices structure society.

POPD realises that no object is an island so it attends to the relations between products, not to objects in isolation.

Implications:

By seizing hold of the means by which products intervene in practices, POPD shows designers how they shape everyday life and the structures of society. POPD matters for designers who want to change the world and for those who want to sell more stuff.

POPD provides a critical understanding of design in cycles of production, consumption and use. It recognises the flow of meanings, competencies, purposes and products in which designers intervene.

POPD integrates concepts from science and technology studies, consumption and design. PODers are happy with terms like diffusion, innofusion, domestication and co-evolution.

Methodologically, PODers study practices now and over time. This requires an eclectic and pragmatic approach: large scale data sets, statistics on the use of time, money and energy, market research, and detailed qualitative exploration of situated practice – all can help in following the traces of practice across time and space.
Will this manifesto fly?
Find out—fold by numbers.
You'll find the first one overleaf.

1. Fold along this centre line. Then unfold it again.
2. Fold over at this line such that the edge doesn’t quite reach centre line.
3. Now fold down that centre line again.
4. Fold over so edge matches edge exactly.
5. Fold over so edge matches edge exactly.
6. Last step—tear along these lines and push up through. Then make all folds neat.

NO OBJECT IS AN ISLAND
WE ARE ALL PODers