



## OVERVIEW

STIMULATION OF DIFFERENT SENSES CAN EVOKE DIFFERENT IMAGES, CONCEPTS AND EMOTIONS THAT CAN LEAD TO NEW INSIGHTS AND CHANGE OUR NORMAL EXPERIENCE AND INTERPRETATION OF THE WORLD. THE RESEARCH EXPLORES THE COGNITIVE AND COMMUNICATIVE ROLE OF THESE MULTIMODAL REPRESENTATIONS IN DESIGN PRACTICE AND AIMS TO INVESTIGATE HOW THE PHENOMENA CAN BE USED TO:

- AID CREATIVITY
- ENHANCE COMMUNICATION
- SUPPORT LEARNING IN DESIGN

TECHNOLOGICAL DEVELOPMENTS PRESENT EXCITING OPPORTUNITIES AND SEDUCTIVE SOLUTIONS IN THE ABOVE AREAS, BUT THESE ARE NOT ALWAYS SYMPATHETIC TO THE NATURE OF ARTISTIC AND DESIGN PRACTICE. TO ENSURE EFFECTIVE INVESTIGATION AND THE DEVELOPMENT OF SENSITIVE SOLUTIONS, CLUSTER MEMBERS HAVE BEEN CHOSEN FROM A RANGE OF ARTS, CRAFTS, ENGINEERING, PSYCHOLOGY, AND DESIGN BACKGROUNDS.

## Activities

With such a diverse cluster it was essential to develop a shared understanding and cohesion amongst the members, workshops were the most valuable way of achieving this.

Large workshops helped cast the character of the cluster and provided a breadth to the investigation, and smaller workshops afforded the opportunity to focus on specific ideas and provide depth. This dynamic between the workshops ultimately led to a detailed conception of the problem area.

Presenting at conferences proved to be another valuable activity that led to a new appreciation of the problem. By introducing the research to a wider audience and establishing new relationships our understanding of the work was broadened, new perspectives were gained, and the cluster membership increased.

## Insights

Through these wider discussions, and those within the cluster, it became clear that support of creative practice in design is frustrated, and the full benefits of a synergistic combination of the arts and science are denied, because of the difficulty in communicating the tacit and experiential knowledge of artists. Support for design in the 21st Century may not, therefore, lie in the re-creation of traditional techniques, but in the development of new skills and the stimulation of artistic behaviour – a behaviour reliant on sensory interaction with materials and the world.

While artistic behaviour provides particular insight to our multisensory nature, a wider investigation of our embodied experiences has the potential to improve all facets of design. Future research identified by the cluster has, therefore, wider intentions, such as: the manipulation, not necessarily technological, of the senses during design to aid exploration of the design space; the identification of new principles across modalities to improve inclusion of the sensory impaired; and the development of a sensory education that will inspire children to explore the physical world and develop tacit knowledge. The cluster also intends to maintain relationships and continue with dissemination to encourage new participants.