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## A Smart Theory of Design[ing]

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‘Smart’, is usually characterised by having some sort of intelligence but also by being tidy and cool, frequently it presents itself capitalized. The Smart paradigm has landed from the corporate tech world into design. Smart materials // Smart objects // Smart homes // Smart cities// Smart behaviour// Smart performance. As an adjective fastened to every possible domain of our existence, Smart appears to be imperative for contemporary designers. A Smart theory of design[ing] embraces the uncertainty of what the definition of Smartness would encompass. A Smart theory of design[ing] is based on relational and contextual thinking. Smartness constantly questions itself, and is very aware that it is not neutral. It refuses to systematize humans and reducing us into parameters of optimization, productivity and efficiency. In a Smart theory of design[ing], Smart gets frustrated when it is reduced to digital traits and used purely as a commercial tag. A Smart theory of design[ing] doesn’t aspire to technosolutionism, it questions and challenges algorithmic reductionism. It continuously reconstructs and reframes Smartness. Smartness is not a commodity that you can store.