GDI 2019
Tribalise: An Archaeology of the Future

Background

100 years from now, archaeologists will uncover artefacts of a disappeared subculture.
In examining these objects, the scientists attempt to piece together the culture, the lives, values and rituals that united and connected these people. What was important to them? What did they believe? What was sacred to them? Where were their revered places? How, where and when did they meet, work and socialise?

Task

Design a subculture, it's values, rituals, places and behaviours.
Construct a narrative around this subculture, and design artefacts and ephemera that would act as clues for future archaeologists to pore over in the attempt to reconstruct the world of this group.

Method

You'll be working in teams of five people, one from each of the sending institutions:
Central Saint Martins, London
Koln International School of Design, Cologne
Lasalle College of the Arts, Singapore
Musashino Art University, Tokyo
Shih Chien University, Taipei

You'll have a base location to work in at Central Saint Martins, and an orientation and inspiration tour of London sites. The project will run over six days, broadly set out as per the below:

Day	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Phase	Arrive	Orientation	Discover	Define	Develop	Deliver	Communicate	Depart
AM		London Visits	Introductions: Show Hyperself videos Unpack Task	Concept design	Detail design	Make	Present	
PM		London Visits	Concept generation	Concept design	Interim Presentation	Make	Reflection, interviews, Certification	
EVE		Welcome picnic party					Farewell Party Institutional Dinners	

Definitions

Archaeology
"The scientific study of the material culture (artifacts) of past human life and activities, in which the goals are to document and explain human culture, understand cultural history, and chronicle cultural evolution.
Because archeologists get an incomplete view of the past, they must fill in the gaps with other kinds of information, educated reasoning and imagination."
https://designarcheology.wordpress.com/case-study/

Subculture
"A subculture is a culture within a broader mainstream culture, with its own separate values, practices, and beliefs. In sociology, the concept of subculture explains the behaviour of some social groups.
… Subcultures can be based on diverse factors, including where people live, shared interests or profession, age, ethnicity, and religion."
https://www.chegg.com/homework-help/definitions/subculture-49

"As subcultures emerge, distinct meanings form to define the scene's unique practices and cultural objects as well as to distinguish the subculture from mainstream culture. These meanings continuously grow and change as subculturists debate existing meanings and create new ones. Additionally, meanings are both created and learned through social interaction. The values and expected behaviours of subcultures often deviate in some way from the generally accepted norms of society (Dotter 1988)."

"Similar to dominant cultures, subcultures base stratification on cultural capital, symbolic capital, and authenticity. Cultural capital is based on how the individual follows the norms and practices of the subculture, symbolic capital is how much respect and legitimacy [accrues] based on the individual's status in the subculture. Authenticity, however, is a social construction that individuals must consistently perform in order to be a part of the subculture" (Vannini and Williams 2009).

"An additional component of the stratification system and authenticity is the specialized vocabulary of the subculture. Specialized vocabulary illustrates the division between those in the subculture and those who are not, with certain words and phrases being understood by either all or a small percentage of the subculture (Haenfler 2014). Thus, specialized subcultural vocabulary demonstrates how much individuals are a part of a subculture and adds to the internal hierarchy of the subculture."

http://haenfler.sites.grinnell.edu/subcultural-theory-and-theorists/what-is-a-subculture/

Example Subcultures:
Sang
Emo
Bronies
Potterhead
Yuccie
Cutester
Memecore