Between servitude and collaboration: A service design choice?

Carla Cipolla 1, Ezio Manzini 2, Mattelmäki Tunli 3, Arianna Mazzeo 4, Lara Penin 5, Adam Thorpe 6
1 UFRJ Rio de Janeiro
2 DESIS Network
3 Aalto University
4 Elisava
5 Parsons, The New School of design 6 Central Saint Martin
carlo.cipolla@gmail.com; ezio.manzini@gmail.com; tuuli.mattelmaki@aalto.fi;
arianna.mazzeo@gmail.com; peninl@newschool.edu; vexed.adam@gmail.com

Abstract

20 years ago the debate on the upcoming service society started. Now it is here and it seems quite different from the one imagined: it is a fluid mesh of interactions colonized by neoliberal ideas and practices in which services are evolving towards a new form of servitude. That is: services based on encounters where the service deliver is subject to the power of a platforms and, behind it, of the platform owners. Until now, criticism has been mainly directed towards the economic environments in which it happens: the platform economy and the related gig economy. The workshop aims to discuss the implications of this in terms of service design and of design for social innovation.

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