

MOME Doctorate School - Intensive Workshop on the

Contemporary Roles of Design Anthropology, Visual Mapping in Theoretical Research, Visual-Material Research and Relevant Methodologies

Prof. Jonathan Ventura - Shenkar + MOME + SDN

9. - 11. Feb 2026

10:00-17:00

Lectures, experiments, co-working, presentations, shared feedback and more

Day 1 – 9.2.2026 – Getting to know each other and your research

(2D/3D content analysis - they can bring an image of an important object in their field and explain its importance)

Reading: design research – what is the point? (MOME's publication on research in arts and design)

Writing: 500 words outline of the PhD (what is it about) — 10:45-17:00

Presenting: Who am I (the 3 Ys)

9:30-10:00 – coffee, how are we etc.

10:00-11:30 – EX1 – 3Ys + who am I? + What is my PhD about?

11:30-12:30 - Bag ethnography

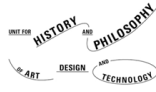
12:30-13:30 – lunch break

13:30-14:30 – Lecture - based on design research and the importance of theory in practice

14:30-15:00 – Coffee break

15:00-16:30 EX2 (500 words - “what is my PhD about?”) - Abstract + work on theoretical mapping

16:30-17:00 – wrap-up



Day 2 – 10.2.2026 – Methodologies + exercises

9:30-10:00 – coffee, how are we etc.

10:00-11:30 – **EX3 Presentation** – Outlining your theoretical map (2-3), in front of the class - how to speak theory?

11:30-12:30 – Lecture - introduction to design empirical research and methodologies – defining your desired data for successful PhD research

12:30-13:30 – lunch break

13:30-14:45 – **Lecture - the importance of outlining the purpose and the desired outcome of your PhD (Marci + Jonathan)**

14:45-15:00 – Coffee break

15:00-16:00 **EX4 in the class** (work in the classroom - preparing your own research plan)

16:00-17:00 – wrap up + presentation of anyone who has started their empirical research

Day 3 – 11.2.2026 – Design tribunal, on the importance of social design, design anthropology and more

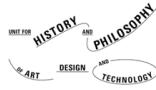
Ch. 1: The Tribunal (10:00-12:00)

Mission: You must join a group and build your defense accordingly. Each group will read a text (obviously, you can read more on the subject) and present a short presentation (10 mins)

depicting your agenda and claims. What is your main point of view? What do you believe in?

What is your mission? What are you offering to theory and/or practice?

- Group 1 - Design Anthropology
 - Reading 1 - Gunn, W., Otto, T., & Smith, R. C. (Eds.). (2020). *Design Anthropology: Theory and Practice*. Abingdon: Routledge (Introduction)
 - Reading 2 - Ingold, T. (2013). *Making: Anthropology, Archaeology, Art and Architecture*. London: Routledge. (ch. 3).
- Group 2 - Design Culture



- Reading 1 - Julier, G. (2013). *The Culture of Design* (3rd Ed.). London: Bloomsbury. (pp. 6-17).
- Reading 2 - Highmore, B. (2019). Taste and Attunement: Design Culture as World Making, In: *Design Culture Objects and Approaches*. London: Bloomsbury.
- Group 3 - Social Design
 - Reading 1 - Margolin, V. (2019). Social Design: From Utopia to the Good Society + C. Tonkinwise, Is Social Design a Thing In: *The Social Design Reader*, edited by Elizabeth Resnick. London: Bloomsbury.
 - Reading 2 - DelSesto, M. (2022). *Design and the Social Imagination* (ch. 2). London: Bloomsbury. + Bonsiepe, G. (2022). *The Disobedience of Design* (ch. 9). London: Bloomsbury.

Intermission: 12:00-13:00 lunch break

Ch. 2: The Rise and Fall of Design Anthropology, or alas, a lecture (13:00-14:30)

Ch. 3: wrap-up and thoughts moving forward (15:00-16:00)