



Trekking in Nordmarka—Oslo forest—Sunday 17.10.2021

In this series on *matters surfacing* in **Theory 1**, the present 2-weeks set off for independent/extracurricular activities, entails fewer contact-points between us than usual. Nevertheless, a bunch of class-members joined in for a walk to 1) Fuglemyrhytta [Snøhetta architects]; 2) the Future library [Kate Paterson].

The scope was to draw the big lines between two spots in the forest around Vettakollen, and two architectural sites in Oslo downtown: 1) the opera [Snøhetta]; 2) Deichman [the public library where the books included in Kate Paterson's project are vaulted to be opened and revealed in 100 years].

On Monday 18th, as we talked about in class, I had a meeting with *Forbruker-rådet* [the Consumer Council], represented by the Gunstein Instefjord. He has a background in *political science* with a career in politics and the 3rd sector. At the council he is in charge of *consumer politics*. A good meeting.



Gunstein Instefjord: Consumer politics at the Consumer Council, and is focused on circular economy.

During an initial Teams meeting with Gunstein Instefjord we basically introduced our organisations and activities. I learned a lot from speaking with him. I got to cover the issues I had foreseen/prepared. But, as usual, the most educating parts of the conversations were ones to which I was unprepared.

For instance, it gradually emerged—during our conversation—that the way the Consumer Council is placed in Norwegian consumer-politics actually is quite similar to the way we regularly locate design, in our school discussions, when we concern ourselves with *user-qualities*, *-friendliness* and *-time scope*.

In the area of *greenwashing*—which was the topic of our meeting—the council gardens and holds the niche between the *long* term concerns of environmental care, and the *running* concerns of the consumer society. Between the long- and the short time-frame: the *meantime* of cyclical economy. What about it?

Gunstein Instefjord conveyed a message that was exceedingly clear: the durability, repair, recycling and scale of products has a greater impact on our environmental footprint than eco-friendly materials *per se*. This is a view that some of you may debate. But then this is what the essay-project is for.

The segment of his knowledge is specialised, international and hands-on in the private and public sectors. The Council is a *publicly financed consumer-interest organisation*. Which means that it independent enough to rely on critical knowledge, a requisite variety of sources, and acting through media.

In my judgement, his knowledge was directly overlapping with the kinds of knowledge we have in our *specialisations*: fashion- & costume-design, interior-architecture & furniture-design, graphic design & illustration. And it appeared to me that organising an arena for an exchange could be fruitful.

For the time being, we are envisaging the possibility of the Council to act as a *host* and *jury* for a competition: 1) *kick-off* with a survey of greenwashing and set up and discuss some criteria for greenwashing [what are we looking for when trailing greenwashers?]; 2) a *final* selection of a winning contribution.

Mind you, this idea is hinged to one already being *explored*: which is for the Council—as a public actor—to elect “the greenwasher of the year”. From our side we would go about our business in the spring to develop and publish essays, as we do from year to year. But with *one* section devoted to the topic.

As I recall from the vote we had in class, there was a 50%+ who showed spontaneous interest. It means that if the interest is *robust*—both in the *council* and our *class*—we will go for this. So, in our conversation Gunstein Instefjord and I agreed that we should have a second meeting with you.

That is, with 3 *representatives*—one from *each* specialisation—with the task of hatching a *clearly formulated objective* which is proportional/consistent with our *resources*. In the same range of possibilities, we have acquired an Internet address called [designkritikk.no](http://designkritikk.no) that could be linked to the Council's page.

*We need to develop a shared framework that includes the non-participants!*