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Between servitude and collaboration: A service design choice?

Carla Cipolla ¹, Ezio Manzini ², Mattelmäki Tuuli ³, Arianna Mazzeo ⁴, Lara Penin ⁵, Adam Thorpe ⁶

¹UFRJ Rio de Janeiro

²DESIS Network

³Aalto University

⁴Elisava

⁵Parsons, The New School of design ⁶Central Saint Martin

carla.cipolla@gmail.com; ezio.manzini@gmail.com; tuuli.mattelmaki@aalto.fi;
arianna.mazzeo@gmail.com; peninl@newschool.edu; rexed.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.

KEYWORDS: services, interactions, collaboration, servitude, politics of the everyday