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Star Status authentic design

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Abstract: Nowadays, we must be prepared for unknown or unexpected situations in design, design research, and design education. We are awaiting changes in standards for the art, design and engineering education system. We are currently facing a new type of communication in the design process. Classical research and traditional forms are changing, and we are searching for new research and development strategies. The Star Status philosophy is viewed in a social context as a section of design process. It is part of the alternative design programme of design thinking, education and training, which also comprises Open Sphere Strategy and Authentic Design Essence. Together they create a flexible system for the action-centric design process, research and education with a spirit of avant-garde thinking. In general, this system can define Designers as Individuals (Stars) in Society Groups (Constellations); they are connected to other members by various Relationships (Status). Some stars form connections, constellations and new compositions with other stars. Through new connections, the stars in constellations create a new composition, new context, new lifestyle. The acquiring and mastering of design drawing is the most credible technique of an autonomous artistic exploration, of drawing as a way of thinking in the most natural form in the designing process, functional as technology in the Star Status Philosophy. The ability to create a visual communication language is an important part in the fusion of the Action Centric independent artistic research and development. As part of interdisciplinary experience, the acquiring and mastering the common strategy in designing process between the designer and engineer, mastering the philosophy and method of design strategy, synthesis of designer drawing and 3D environment are the basic layers of Synergic research and development Design Strategy.

Keywords: design, philosophy, thinking, star, status, society, education

INTRODUCTION

The Star Status design project, Star Status Epitome and Star Status Philosophy for authentic design come from a project and design method based and developed by the creators, from a personal, authentic design strategy. The article explores, analyses, and advances the connections between design research and design education, teacher and student, between colleagues and co-creators, redefining the proximity between design and philosophy with a view to a range of perspectives and different lines of inquiry that designers, creators, educators, researchers and students may find in relation to their independent design-related action. The article presents the Star Status creators' current challenges and opportunities for Research and Education in Design, in these unpredictable times. It explores how openness to other designers, researchers, users and other areas of knowledge and extraordinary interdisciplinary cooperation is understood and how it enhances the ability to go beyond one's field of expertise which removes boundaries to collaboration between disciplines, and how these processes can be accelerated towards tackling the adversity. It also refers to the generation of students fully aware of our collective responsibility in this decisive decade and educators, rapidly adapting ways of teaching design.

A characteristic feature of Star Status design is the concept of development of values by a non-linear design method based on Star Status Independent Intellectual Research and Development using the Star Status Philosophy. This concept has maximised connectivity possibilities between all components, elements, sections and factors of the design process and context. Compared to the current trending methods such as the "Design Thinking" methodology, we see the possible flexibility and depth of new connections and new perspectives in the three-dimensional context space and the actual non-linearity of the design process as a positive difference (Fig. 1). For example, the Independent Star status in the constellation is different from holistic methodology.

"Design Thinking" is one of the methodologies currently used in education. *""Design Thinking" is not an exclusive property of designers; all great innovators in literature, art, music, science, engineering, and business have practised it. (...) What is special about "Design Thinking" is that designers' work processes can*

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help us systematically extract, teach, learn and apply these human-centred techniques to solve problems in a creative and innovative way (...)" (Dam, Siang, 2020) So-called "Design Thinking" *"is too general a framework and ideation-based: it is more focused on generating new ideas than understanding how they might work. It often underestimates the strategic context of how specific industries and markets really work. The truth is, it is easy to come up with beautiful, clever ideas without the burden of understanding constraints—but this is where the genuinely transformational stuff is probably hiding."* (Malbon, 2016) Other way, *"human intelligence, mental quality that consists of the abilities to learn from experience, adapt to new situations, understand and handle abstract concepts, and use knowledge to manipulate one's environment"* (Sternberg, 1998) In Artificial intelligence, despite continuing advances in computer processing speed and memory capacity, there are as yet no programs that can match human flexibility.



Fig. 1. Interpretation of perspective depth using Star Status New Context /Star Status by Martin Baláž and Erik Rejta. (Source: Martin Baláž, 2020)

Nevertheless, we need understanding and flexibility. Hence, the following questions arise: Does standard "Design Thinking" have sufficient tools for the society existing in ecological and pandemic crisis, in situations with which we, both as designers and design users, have no experience? What is the real essence of "Design Thinking" and can everyone understand and use it? What is the designer's role in the age of "Design Thinking"—i. e. design tools for all, artificial intelligence and customer experience in unexpected global problems; what is the designer's work, and how is their role and work changing? Recent experience shows that life's context (Fig. 2) is dynamic and open in movement.

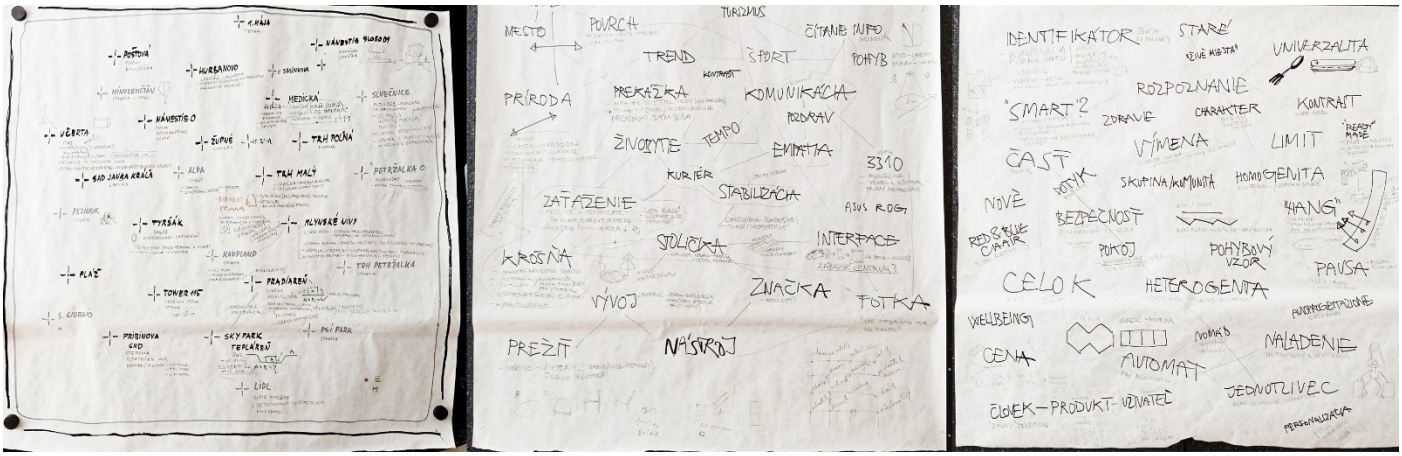


Fig. 2. Example of Star Status context constellation models /GRID project research by Martin Baláž and Erik Rejta. (Source: Martin Baláž, 2022)

The everyday life of a postmodern man is so full of desire for objects and the seduction of a consumer society that people have no time or mental capacity left for anything beyond the everyday life. At the fast pace of life, content is difficult to perceive. The permanent ubiquity of the audio-visual mix has definitely called into question the old-known issue of the place where mental images are formed and the issue of consolidating natural memory. We cannot remember these images; we cannot develop them; we can keep looking for new ones—because new images are constantly being imposed on us. It is no longer the place for a duel of concepts. Where there are no criteria, where the hierarchy is lost, superficial triviality remains. In a world of arbitrary ideas, nothing is more important than anything else. All pleasures and events are equal, so they have no exceptional value; they are mundane. Post-postmodern culture has already resigned itself to the appreciation of anything. In a world of equality of all values, there is nothing to focus on in the light of culture; there is no reason we should highlight something and not notice something. (Mistrík, 2008)

For the reason mentioned above, this article's poses the question: Is the non-linear philosophy of design and designer the missing element of design in the post-postmodern epoch for the post-pandemic generation, for the new lifestyle? Hence, we are currently facing a new type of design, research and communication in the creative process. We, as designers, must be prepared for unknown situations and develop new standards. Our task is to prepare the art of design for the next generation of the avant-garde in a post-postmodern society, where everyone has an opinion, and so it is not easy to define the right values. Thus, in the design process, we must go deeper and work with the design intellect of a product, a movement, space and time to better draw inspiration for the next generation, a new art of interdisciplinary experience—open sphere thinking, synergic strategy and independent artistic research. We are anchoring the Star Status philosophy in general design practice providing a clearer understanding of the difference between standard "design thinking" and a new approach.

STAR STATUS AUTHENTIC DESIGN CREATIONS

For the future, it is important to define the interest of the new emerging society and its new lifestyle, as opposed to the closed view of today's post-postmodern society and to develop and use the authentic design fully, so we must not lose the ability to shape our own path and never stop creating. Through design, we must inspire to lead a way of life in which everyone, in all spheres of life, can contribute to sustainable development. (Fig. 3) The basic component of design is constituted by natural

design created via the Star Status design project, represented by Star Status Epitome (created with Star Status Epitome components).

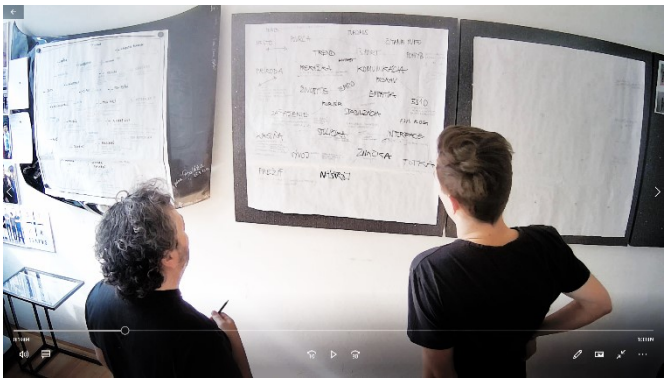


Fig. 3. Development of Star Status intellectual context constellation /GRID project research by Martin Baláž and Erik Rejta. (Source: Martin Baláž. 2022)

Creativity in the design process is often characterized by the occurrence of a significant event—the so-called "creative leap". Sometimes such an event occurs as a sudden insight that the designer immediately recognizes as significant, but often, only in retrospect is the designer able to identify this point in the design process at which the key concept began to emerge. (Dorst, Cross, 2001) Star Status is natural design based on authentic creativity, communication and perception of the constellation of the social context and the relationships between the statuses that make it up. Therefore, it defines a designer as a Star Status Intellectual Creator, a personality with the ability to 'create knowledge' by perception, a "permanent" creator with imagination capacity, based on independent research and development, pushing the limit of perception through emotional intelligence. The designer has a significant impact on the appearance and functioning of the world, and sustainability, aesthetics and inclusion should be considered as the basis of any project designed for a new lifestyle.

Communication is the exchange of information through symbols. Symbols intricately woven into individuals' ongoing perceptions of the world. They seem to contain a vaguely understood capacity that, as one of their functions, actually defines the very reality of this world. A symbol has been defined as any tool that can be used to create an abstraction. The basis of symbolism is the abstraction of values that people put into other people and the things they own and use. (Gordon, 1999) For communication in natural design (Fig. 4), the Star Status project seeks new research tools and provides a platform for their development. When developing such a tool for the intellectual creator, it is essential to work actively with the Star Status Space-Time Atmosphere, the atmosphere of space-time, as a sense of presence, as the only modern moment.

All of these form the Star Status Philosophy, which can be interpreted as the status of a star that moves, changes perspective, takes risks, merges into a new composition with other stars, and in the new connections they together create a new composition and a new context. It represents a non-linear design process, in contrast to a classical linear method, such as "Design Thinking" methods. (Fig. 5) The new structure and proportions of the constellation identify the new interests of society, the fundamental essence of education and innovative design. The Star Status Philosophy of flexible design strategies morphs (or undergoes a change of) the lifestyle, considers both the local and global contexts, and design based on authentic motivation in social action in favour of sustainability, ecology and health.

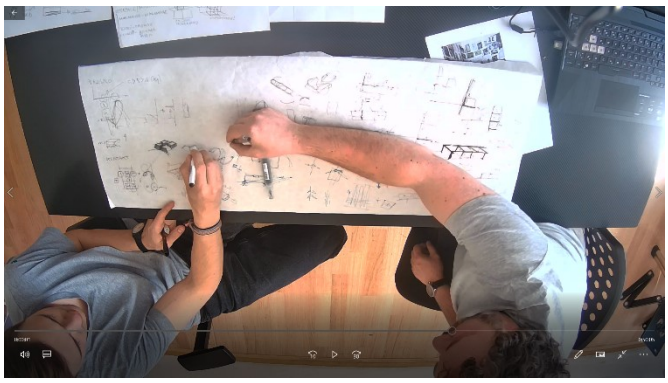


Fig. 4. Star Status authentic communication/GRID project research by Martin Baláž and Erik Rejta. (Source: Martin Baláž, 2022)

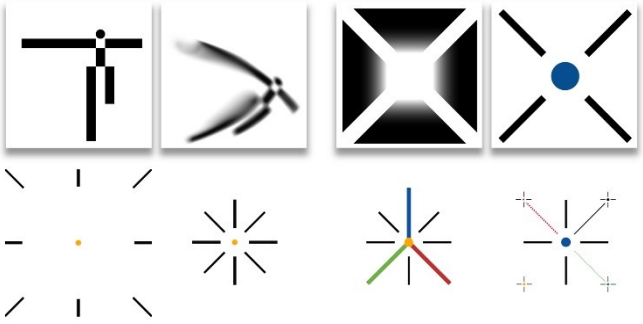


Fig. 5. Star Status Open Sphere/Design Thinking verification by Martin Baláž and Erik Rejta. (Source: Martin Baláž, 2020)

Some action Stars make new Constellations in new Compositions via dynamic heterotopic Connections with other action Stars. The Star Status action in a new dynamic Star Status Constellation and with new Star Status Connections creates a new Star Status Composition, a new Star Status Context Constellation, and new Star Status Context Connections by means of nonlinear operations, unlike the classical linear "Design Thinking" process, mentioned above. A New Star Status Structure and Star Status Connection Proportions of Star Status Connection Proportions of a Star Status Constellation designs, discovers, explores and researches the new depth of the Star Status Constellation, the degree of penetrating the Inside and approaching to the Essence (Fig. 6), to the free invisible World being gradually accepted, identifying the new Interest(s) of Society, and innovative design strategies and methodologies.

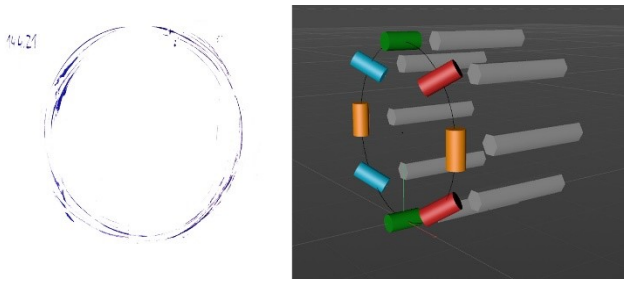


Fig. 6. Inside to the Essence example/Giottos perfect circle by Erik Rejta. (Source: Martin Baláž, 2021)

The Star Status Open-Sphere Design Strategy uses an intellectual, action composition in the designer's mental space, figuratively representing the movement of designer's status in the open realm of perception. This enables a permanent change in the designer's view of the constellation of active statuses, which represent a social context with networked relations. The de-

signer transforms the elementary composition into a new form of composition or imagination, as the primary mental image of the new design and the constant integration of new connections creating an accurate image of the new design with a true Star Status-based Authentic Design Essence. Thus, in designing, the designers retain the ability to discover, explore and observe the world, ask unanswered questions, do not follow a predefined path but make their way through interdisciplinary Star Status components, which they transfer to independent artistic and engineering design, development, research and education. However, the most important in this theory is the work with the design philosophy, method, strategy or methodology, which should not limit the designer: so the author and his colleague verified the developed Star Status Open Sphere design strategy based on the Star Status Philosophy with the expected outcome being the design with a truly authentic essence. (Fig. 7)



Fig. 7. Positive and negative space research, new point of view /Authentic Design Essence by Erik Rejta. (Source: Martin Baláž, 2021)

MATERIALS, DATA AND METHODS

The acquiring and mastering of design drawing is the most credible technique of an autonomous artistic exploration, of drawing as a way of thinking in the most natural form in the designing process (from outlining the problem to searching for ideas and developing the form of an understandable information unit) are functional as technology in Star Status Philosophy. A multimedia presentation, an artistic-expressive drawing of the final design idea or a self-reflective storyboard using classic and digital technology and the ability to create a visual communication language rank among essential parts of the fusion of Star Status Action Centric independent artistic research & development. (Fig. 8) As part of the interdisciplinary experience, acquiring and mastering the standard strategy in the designing process between the designer and engineer, defining the balance between the individualism of the designer's aim and the formalism of the construction solution, mastering philosophy and method of design strategy, synthesis of designer drawing and 3D environment in the design process, dimension, construction and shape analysis, visualization and presentation of projects are the primary layers of Star Status Synergic research and development Design Strategy**,** required in the new art of interdisciplinary cooperation and education also for the creation of an interfaculty module comprising design and engineering subjects.

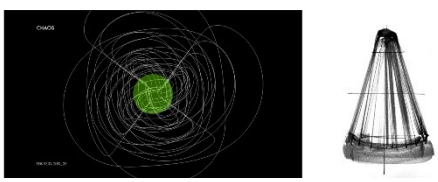


Fig. 8. Action Centric independent artistic research and development example /Chaos and order by Erik Rejta. (Source: Martin Baláž, 2020)

A new important part of the role of designers, exceptional for post-postmodern and post-pandemic lifestyles, lies in sustainability, circularity, aesthetics and inclusion. In this perspective, for a designer, as a star in a star status constellation, it is essential to create connections, constellations and new compositions with other stars in the society. The essence of the star status constellation is connectivity. The Star Status natural design was support through the Star Status Design Dialogue, an international online communication event (Fig. 9), based on the synthetic plasticity of an informal compatible and meaningful dialogue on design in a complex context of all spheres of life. Each presenting expert understands the topics independently in terms defined by their fields of expertise and through their creative, scientific or pedagogical activities. It was the collection of such diverse perspectives on the topic that created a very inspiring and innovative composition of information and ideas about design, art and technology in the online environment. The event was supported by the Umelka Gallery, Slovak Union of Fine Arts, IAA Europe, kreativita.online and Star Status Design. The authors of the Star Status design project (breaking the rules on the sides of the teacher and the student, as well as of research colleagues) authenticated the Star Status Authentic Design Philosophy during the first of the Star Status Dialogue online conference.

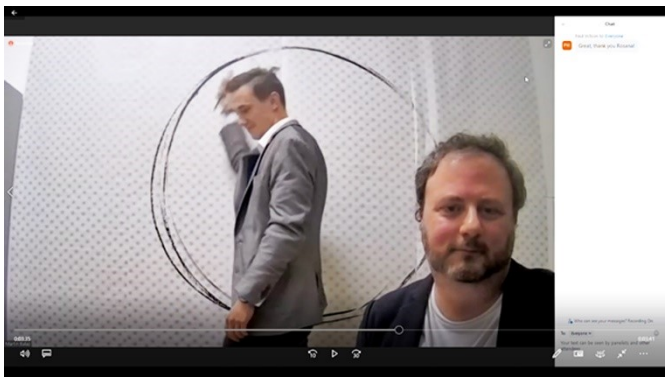


Fig. 9. Erik Rejta (left) and Martin Baláž (right), Star Status Independent action /Mirroring as empathy – SEEYouth International Conference. (Source: Martin Baláž, 2021)

The theoretical basis for design is the Star Status Philosophy, Open Sphere Strategy, and Authentic Design Essence layers, and the goal is to create a so-called Star Status Skills demonstrator to stimulate the imagination of the designer in the process: before Imagination – Imagination – beyond Imagination. The benefit will be the improved perception of morphing and kinaesthetic through intellect, via abstraction to connectivity, compatibility and atmosphere to motivation. The intention is to anticipate the needs of a new lifestyle and strive to work with the emerging society's needs, imagination, atmosphere, intellect, and philosophy. The aim is to create an alternative form of design, harmoniously combining industrial and graphic design to maintain the continuity of the visual culture and philosophy of the future society, determining its new forms and activities. We work with abstracting the designer's abilities, which will support the designer's value: such as motivation, connectivity and compatibility of imagination through the atmosphere and kinaesthetic feeling conveyed in space-time of use, which is defined by several identifiers—spectrum of design perceptions from the point of view of work as art, design or engineering, from the past through the present to the future. The benefit of the design will be the opportunity to use all Star Status Intellect Components and offer space for interaction, collaboration, identification and communication. The Grid project is a current assignment in the Star Status research project. Given the ongoing

pandemic, the design process requires a combined communication through direct contact, such as reactivating the cooperation, and online means, reflecting the circumstances. The topic focused on the analysis of Grid as a reference design system for content structuring: a two-dimensional rational framework, for easy absorption of elements, for the organization of elements with regard to the base, to other elements or other parts of the same element. The assignment and the current situation integrated the communication and brought the development of a new tool for non-linear natural intellectual design as well as a new integrity of Star Status Creator's compatible collegiality. The project included an international workshop, Off the Grid, led and supervised by Star Status creators. (Fig. 10)



Fig. 10. International workshop led by Erik Rejta and guaranteed by Martin Baláž (FAD STU, Bratislava, Slovakia) and Pelin Celik (HTW Berlin, Germany) /Off the Grid, Berlin, Germany. (Source: Martin Baláž, 2021)

RESULTS

The corona pandemic caused a lack of independence. Star Status Capsule Creations originated during the period of pandemic restrictions and long-time online communication. The efforts and strength to work with a teacher at a personal distance in a time critical for students and hence the students' personal growth, developed a new Star Status Proximity. Independent action, the unique nature of Star Status philosophy, explored the concept of mirroring as self-reflection, as a portal to another world, as a clear opportunity and innovative synthesis of arts-based research and design for sustainable and creative interventions for the purposes of student distance learning during the pandemic, which focused on the context of the fundamental understanding with exceptional performance. The Star Status Aesthetic Kinaesthetic Spying and Playing Performance represent direct sensory inspiration as the highest level of the research adventure: knowing that 2D is 3D, via transforming choreography and rhythm movement, using all components of perception, the new art of compatibility in front of the computer, despite the absence of personal contact, non-verbal expressions as the unimaginable depth of the flat space of the monitor's screen. It further allows students to experience a specific situation, it complements human personality, harmonious in mind and body and helps Studio Student evolve and progress through developing the Star Status Motivation, the fundamental inner value of a casual Star Status sympathetic rebel, balancing between the spontaneous and deliberate, intuitively characterised by a difficult-to-define mixture of artistic and technical thinking.

Much space is currently given to verbal communication without the superstructure of 'thinking in drawing'. It becomes attractive experience for idle observers rather than a tool of self-expression. The ability to draw is one of the most valuable skills among designers, their co-workers and clients—and not without reason. Over the years, sketching has proven to be one of the fastest ways for a designer to define problems, explore ideas, and develop form, whether through paper, digital media, or a combination of them. (Olofsson, Sjölén, 2005) We used communication through the Star Status Action, the ability to think in drawing, design drawing at an independent art event as an ice-breaker in establishing contacts and cooperation at our and other partner schools abroad.

The Studio Baláž, Faculty of Architecture and Design, the Slovak University of Technology (FAD STU) in Bratislava, Slovakia, emphasises authentic design and is based on independent intellectual development through the Star Status Epitome components. It integrates these interdisciplinary avant-garde value components through independent design in terms of inclusion, sustainability, aesthetics and quality of experience beyond functionality, allowing it to specialize in design designed for the new lifestyle of the evolving post-postmodern, post-pandemic generation. By developing the ability to analyse and understand the context and use a wide range of creative design strategies, it implements and applies independent artistic research, defines and creates original visual language, develops new creative and communicative processes and can initiate and support the development of new technologies, processes and interdisciplinary synergies. This goal supports using "Action-Centric" tools of independent artistic research and synergistic development. The semester theses specialized in defining the interest of a new society, affected by the ecological and pandemic crises, leading to a new lifestyle, design-morphing lifestyle, based on authentic motivation in societal action in favour of sustainability, offering education and support. The interaction of cooperative design, creation of a unique visual language and the harmonization of design and engineering into a new whole is a fundamental compositional element of design and the basis of the process of origin and change. The Projects Collection explains how using Star Status Design philosophy in the design studio Baláž at the Institute of Design, FAD STU in Bratislava, Slovakia, allows focusing on complex defined topics for the new lifestyle of the post-postmodern epoch.

For example, semester projects "Inspiring mobility" and the research project "New designs in mobility" offer an independent view of auto-mobility in various forms and contexts through design, research, projects, and also an authentic design action, which allows finding new contexts, not only as to the perception of brand identity, the language of shapes, but also the importance of designer's imagination in the design process. The "Authentic Motivation" project (Fig. 11) aims to design an inspiring and motivating service system of aims to design an inspiring and motivating service system of circular economy in public space, metamorphosing the 'space-and-time-of-use' philosophy. The new product philosophy is already indicated by the philosophically conceived name of the topic, which forces the designer and user to think about whether philosophy is superior to experience or visuality. The work should bring the currently often absent element of motivation in societal action in favour of sustainability and ecology and at the same time, offer the possibility of educating the user of this system and supporting user's correct decision-making.

The "Kinaesthetic design" project (Fig. 12) shows that our perception is currently dominated by visual and auditory systems of perception, the quality of which, however, depends on the kinaesthetic system. Similarly, depending on their joint integration, the quality of other functions, such as speech, coordination, emotionality, activity or attention is contingent. The project pursues a kinaesthetic design that evokes a kinaesthetic feeling, a movement feeling related to the perception of movement, evoking a movement reaction, movement in space and time. The required movement or positioning of the body in order to perceive and process new information from the environment and

subsequent action in which body is moving or positioned in space-time is the basis for the formation of space where consciousness can experience spatiality.



Fig. 11. Studio Baláž Project: Authentic Motivation by Erik Rejta, FARO. (Source: Martin Baláž, 2020)



Fig. 12. Studio Baláž Project: Kinaesthetic Design by Juraj Kotoč, STATERA. (Source: Martin Baláž, 2021)

The fusion of Action Centric Independent artistic research and development is critical in the design process in the studio. It is based on communication, presentation and self-reflection of ideas through design sketching and visual design language, both analogue and digital, with the influence of fine arts. It is implemented and expanded through sketch battle, dizajnerskakresba.sk project and many international workshops and presentations enhancing the networking within the community. The interdisciplinary approach of the studio is based on Synergic research and development of design strategy, coupled with synergic design strategy education. It further builds on contacts or collaboration with various companies and institutions, outland universities, other faculty institutes, faculties, for example, on the established cooperation with the mechanical engineering faculty through a synergic module of teaching.

DISCUSSION AND CONCLUSION

The Star Status Thinking Plasticity—a simple Design Sketch of a Star Status action of a dynamic Star Status Constellation in an authentic space-time atmosphere, representing society context, morphing the visual design philosophy into transcendent with a constant plastic integration of new objectives, a non-linear action fusion of communication. Star Status Creators Compatibility and Proximity represent the so-called Star Status Body; Action and Anima Creations unite the development, research, and education build on Star Status Creator's creative experience. Star Status Body Creations are about design shapes, their transformations, the beauty of the world, and the beauty's role in society. On the one hand, an anthropomorphic object, having faces, muscles, and the sensory tension, on the other hand, a revolutionary, sharp and geometric object, where every single element is ground-breaking, a combination of technical and aesthetical research: the most complex Action Creations are based on the independent view in various forms and contexts through authentic action design interaction, so-called "Star Status Action Design" by Star Status creators. It is about designing, focused on physical actions in bodily movements. Mental actions, however, are a different type of action: completely distinct from physical actions, rationally or irrationally, depending on the reason for which they are performed. For example, independent artistic exploration is a way of thinking in the most natural form in the designing process. Particular heterotopic interdisciplinary Anima Creations develop the accurate picture with subjectivity to objectivity, are the result of natural osmosis, of the transfer of matter between two phases, separated by a third phase, i. e. the indirect infusion.

Another challenge is the communication in the creative process of online designing. During the assignments, the cooperation between Star Status Project and studio Baláž goes through topics such as authentic, inspiring or iconic design, up to the so-called Star Status Capsule Creations, topics such as Authentic Motivation, Terra-Morphing and Kinaesthetic Design. Influenced by the Coronavirus pandemic and permanent online form of communication, these focused on defining the interest(s) of the new society, "Interest solving" leading to a new lifestyle. Movement is the basis of the process of origin and change; it is the basis of perception, and perception interacts with thinking to gain knowledge. Star Status Capsule Creations include Star Status Capsule Design Layers.

Space we inhabit is created by physical entities full of designs, experienced as in the present, the artefacts we use daily, and devices in our hands. We must also solve our interest and project design for immaterial space for the future. Products have authentic continual social, cultural and mental statuses beyond their "object" status. The designed object is a complex of material, social and spiritual values, compatibility of the tangible and intangible overlaid layers. Star Status Capsule Design is connected to this essence. The nowadays' fast (i.e. not the classic) complexity of virtual and digital experiences, during the pandemic, brings intangible design at the very moment of their inception, blurring the difference between the object and the experience. Despite continuing advances in computer processing, there are no programs that can match human understanding and flexibility. Star Status Capsule Design Layers answer the questions as to how do we live in the real world? How do the designers engage with "being in the world" through the medium of a screen? What is the designer's role in the situations where we, as both designers and design users, have no experience? What remains of the "aura" of the design object? Star Status Capsule Design Layers in the past, present, and future and from the perspectives of from design, culture, social, technology, and the arts overlay our heritage-related ideas and future physicality concepts. It is based on the composition of the Core Layer, a synergic collection of essential Items, Superior Layer, a collection of essential items & elements of style and Super-reality Layer, a collection of Star Status Epitome Components as the basis for Star Status Authentic Design.

Star Status Move Morphing means a Change, Essence of unity of origin and extinction, with which we never accept the world as it was given to us. Star Status Another World Compatibility changes, redefines the Proximity as understanding, based on harmony as an analogy of contrasts: on individuality with objectivity, on beauty with function, via the Star Status Thinking Plasticity. From the Star Status point of view, the Real Star Status Constellation, the new Proximity is a logic picture in a 2D

plane with formal logic, but with permanent change of point of view after morphing via morphing point in designer's mind, it is a 3D Structure with Space depth and Scale, with sculptural logic—a Super-Real Star Status Constellation.

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