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Myths and 'Demyth' of a 21st Century Design Utopia

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1990 20
 20
 Y2K 가 가
 ,21 가 21
 가
 21
 20 가 (automation)
 ,가
 가
 20 1999 6 (Sony)
 ' (AIBO)' 21
 20 .1999
 (Good Design Award) ' ERS - 100 '
 ' 가 ' (interaction) '
 (Ford) (Yahoo) (Sprint) PCS



BBC 가 ' 24.7 '



BBC

' 24.7 '

80

' 24.7 '

가

,30

K가

,K

(Scenario - based Design)

' 24.7 '

' 021C '

Newson)

' 021C '

,21

' 021C ' ' 24.7 '

가

가

20

Eastman)

' 24.7 '

가

24

.1907

가

12

526

1906 7

70%

,40

가80%

가

가

가

가

가

.80

(Marc

가

,가

(Universal Design) '

(others)

가

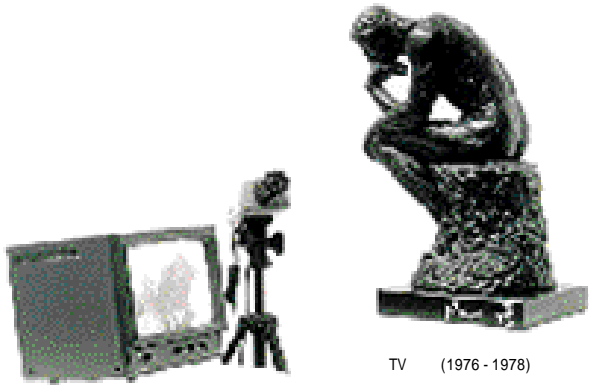


24.7



24.7

가
 가 가
 가
 가
 (ethnography)
 (nattative) (scenario) ‘ ’ ‘
 가 21
 (Neil Postman)
 : (Technocracy)
 (Technopoly) 가
 가
 가
 가
 (data)
 가
 가 . TV
 ,21



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| 1961 (1984)
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