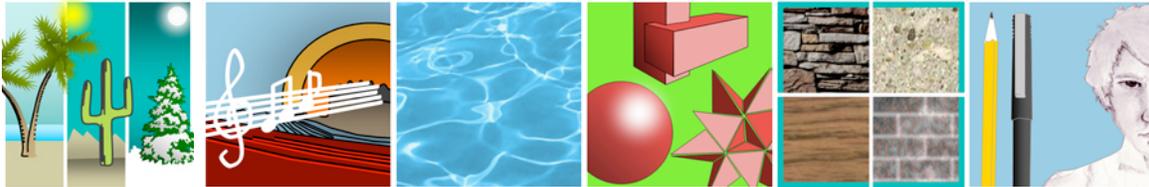


NEXT

THE NEXT ECONOMY IS THE DESIGN ECONOMY.

Design is possibility. Everyone has the potential to experience the wonder of the world and to contribute.

Design is connection. Design is how we interface with objects, systems, and environments. Design mediates how we address well-being as individuals, as communities, and as a global society. Design ultimately defines our relationship with nature, and inevitably our existence on earth.

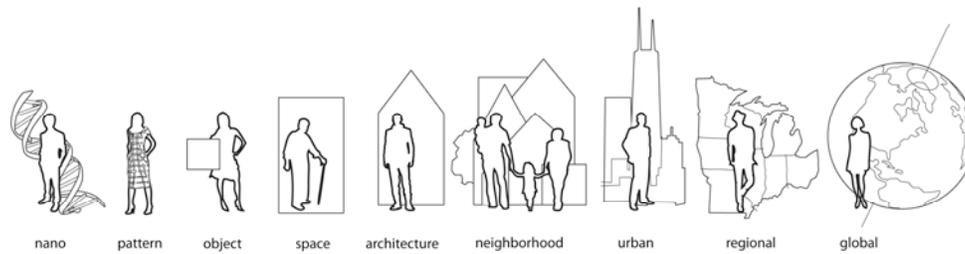


Design is everyday. Every morning, noon and night we encounter and exist in a designed world. The places we live in, the things we use, the work we do- all have been designed by someone, somewhere, sometime.

Design is a verb (a process, an activity, a method) before it is a noun (a person, place, or thing). Design studies, explores, investigates, analyzes, and hypothesizes; design engages us with the world at large. Design tests, figures, patterns, sketches, invents, makes, innovates, creates, conceives. Design speculates, proposes, imagines.

Design is a way of thinking and doing. Design demands critical thinking. Design requires organizing information and knowledge about the past, the present, and the future. Design requires ethical imagination because it is for all of us and effects all of us.

Design is important. If the public were even 10% more aware of design (design thinking, design issues) our built environment would be improved. Yet design education (awareness, understanding, application) is almost non-existent in our current educational system.



WHY IS ECO-WEB LEARNING IMPORTANT?

Design knowledge informs choices about how we interface with objects, systems, and environments yet K12 design education is basically nonexistent in the US.

Design thinking contributes to innovations in our relationship with the urban world and with the environment, yet teachers are not trained in design education. As only one out of one hundred people attend college, it is essential that the public better understand ideas and their consequences in advocating a new environmental stewardship. Richard Louv's, *Last Child Left in the Woods, Nature Deficit Disorder* reveals that our children's relationship with nature has changed radically and needs to be reinserted as an educational priority. The National Association of Environmental Education established standards for K12 environmental education, but again, without teachers prepared to teach. Disseminating design thinking engages environmental sustainability in the choices we make locally. Developing the ethical imagination, or the inquisitive nature to question, the ability to focus and conceive, the skill to recognize rigor and excellence, are all traits of the educated person. These are also the skills of the artist and the designer who investigate, analyze, envision, conceive, test and evaluate developing critical thinking and learning in collaboration with diverse approaches.

Design making skills are cited by the US LABOR Department as necessary for the 21st century leader and are necessary for linking environmental learning with human ecology. **Making the world of design come alive, www.NEXT.cc** is an eco web exploration of information, object, experience, and environmental thinking and making in nine scales - nano, pattern, object, space, architecture, neighborhood, region, global and universal. www.NEXT.cc's three part journeys introduce the world of creativity and the importance of imagination at any age. **www.NEXT.cc** combines tools of scientists, artists, designers, and environmentalists with information about the earth, air, water, energy, climate change, and well being encouraging exploration of the ways design influences our world and shapes our future. The eco web of **www.NEXT.cc** introduces 101+ transdisciplinary design journeys linking learning with over one thousand museums, institutions, and contemporary practices connecting place based active learning with global understandings. www.NEXT.cc motivates learning and inspires wonder of the artificial and natural connecting the personal with the local for the global good.

WWW. NEXT.CC IS AN EDUCATIONAL NON-PROFIT

NEXT.cc is an educational non-profit committed founded in 2007, (piloted in 2002 in book form and originally tested in Racine county schools) developed to introduce what design is, what it does, and why it is important to the design denied. A collaborative effort of principals, teachers, architects, artists and students, **www.NEXT.cc** researches and creates transdisciplinary journeys introducing information, object, experience and environmental design through the connectivity of nine scales- nano, pattern, object, space, architecture, neighborhood, urban regional and global. Partnered with Earth Day Network, US Green Charter Schools, **www.NEXT.cc's** mission is to PROMOTE stewardship of the environment, INSPIRE wonder of the built and natural world, CONNECT the classroom in an eco-web community, ENABLE teachers as collaborators empowering youth-led active project learning, CRITIQUE and impact consumption, PROPOSE humanitarian solutions to social problems, and ADVOCATE conscientious alternative living strategies. **www.NEXT.cc** is supported in part by the Graham Foundation, the School of the Art Institute of Chicago, the University of WI Milwaukee and the National Endowment for the Arts. NEXT.cc staff host teacher workshops on **Design With Nature, Envisioning Imagination, Lines are Everywhere, Plant Power, and Connecting Spaces and Places.**



art + design + environment



Changing the nature of learning starts with bringing the most of the best to the greatest for the least.

www.NEXT.cc is a 24/7 web initiated adventure connecting the personal and the local with the global- cultivating 21st century appreciation of and stewardship for the environment.

Introducing Information, Object, Experience, and Environmental Design issues in nine scales- pattern, object, furnishings, space, architecture, neighborhood, urban, regional, global, and universal--- the world of ideas and their consequences connects the wonder of learning on the world wide web.

personal + local + global

WWW. NEXT.CC, INC. INTRODUCES WHAT DESIGN IS, WHAT IT DOES AND WHY IT IS IMPORTANT

www.NEXT.cc aims to introduce eco web design thinking and innovation to the 3.9 million students and their families through teacher in-services and public workshops introducing how to best utilize transdisciplinary thinking and making. **www.NEXT.cc** currently has users in the US, Europe, Asia and South Africa.

WWW. NEXT.CC, INC. CONNECTS THE PERSONAL WITH THE LOCAL IN PLACE BASED LEARNING LINKED WITH GLOBAL MUSEUMS, INSTITUTIONS AND PRACTICES.

www.NEXT.cc connects design awareness, thinking, and advocacy for change through interactive exploratory activities introduced in Tools, Languages, Discovery and Design. Tools **introduce DPI based standards of research, reading, writing, speaking, graphic communication and documentation as investigative skills of the artist, scientist and designer.** Language **journeys** introduce systems of ideas **with** components (**nano, pattern, object**) combined to create products (**objects, spaces, architecture**) that form part of larger regional or global systems (**city, regional global**). Discovery journeys introduce thinking and making which use, analyze and evaluate interactions between ideas, overlapping systems and their consequences. NAEP standards are evaluated in study of how the design world works or could work (urban, fashion, logo), direct experience with materials and forces (matter, materials, structures, beams, columns, trusses, bridges, earth, air, water) analysis of products and environments (shoe design, chair design, architecture, skyscrapers, interiors, landscapes, and design of solutions to complex problems (mass transit, recycling, green building, green roofs, energy). Journeys connect research to analysis, diagramming to drawing, digital interactivity to modeling interweaving traditional teaching methods with new digital connectivity in an eco web classroom. **www.NEXT.cc** journeys have multiple activities increasing diverse learning opportunities. Some activities assimilate schoolwork; some build investigative skills; some work across subjects; some activities are free choice and develop self-initiative, self-confidence and advocacy.

USING NEXT.cc is as easy as ABC!

www.NEXT.cc journeys are easy as "ABC" to use. Pausing on journey items reveals the name of the journey. Clicking on the journey icon takes you to "Page A". "Page A" introduces the vocabulary, concepts, and principals of the journey topic. At the top of Page A is the blinking pdf symbol. Clicking on this will open a printable pdf of the journey. At the bottom of Page A, click on b to move to "Page B". Page B has three or more activities that build on the subject introduction and take participants online, into their homes or classrooms, or out to the community to observe, document, research, conceptualize through writing, drawing, graphics, or modeling. At the top of Page B is a blinking pdf symbol. Clicking on this opens a printable pdf of the journey assessment. Teachers can use the printable rubric to record activities completed, traditional subjects covered, and composition, craft, and content of the project. Page B also links to the gallery of student work by clicking on the blinking camera. Once in the journeys' gallery collection, proceed by clicking the small arrow. To return to the journey activity page, click the x. Back on Page B at the bottom of the page, click on C. Page C is the self-assessment and resource page. Students develop awareness of vocabulary, understanding of environmental issues, and express individuality and creativity while developing responsibility for their ideas. Students learn about themselves, their friends, their community through the world of ideas and their consequences.

WHAT PEOPLE ARE SAYING ABOUT NEXT.CC

I looked over your work on NEXT and I offer my congratulations on a great project. Bruce MAU, DESIGN WITHOUT BOUNDARIES

On the whole a very interesting project and resource!

Nassar Abourahme, editor@ re-urbansim.org

I love the look for the www.NEXT.cc site, and the concept of the journeys combining art and design and the environment is a wonderful one that I think many of our teachers may be interested in.

Mary Finn, Chicago Conservation Corps (C3)

You presentation was great and the NEXT web site is fabulous. What a great gift to the rest of us. Thank you! I have just written a memo to our teachers on the NEXT web site and will strongly encourage them to use it and to make contact with you as questions, ideas suggestions etc. arise.

Richard D. O'Connor Ph.D., Executive Director
Oregon Building Congress

I just checked out www.next.cc--VERY COOL! Already it taught me something by sending me to the walking site (I'm a big walker)

Maud Lavin Professor of Visual and Critical Studies SAIC

Next.cc is a brilliant concept encouraging our students to be active in their communities as architects and educators. It introduces environmental issues and inspires design and education as ethical practices.

Sean S. Miller Director of Education Earth Day Network

I wanted to let you know I think your web site is amazing and such a wonderful resource to use in the classroom. I happen to think this is a very relevant issue and plan on using the activities in my art room.

Katie Netti, K-8 Visual Arts Teacher, Chicago, IL

It was a great presentation, wonderful information

Gerald Gomez, Robert Healy Elementary School intermediate art teacher

Thanks- impressive stuff!

Steve Rosencranz, Managing Director, River Group Capital, LLC, Houston, TX

I am grateful for all of the hard work you and your students have done to create this teacher and student user friendly website consisting of many power-filled resources!!!!

Debbie Thatcher, Art Teachers