

NO

DESIGN

MANIFESTO

DESIGN BEYOND

SHAME

MEAT NO MILK NO ALCOHOL NO AVOCADO NO BANANAS NO SOCIAL MEDIA NO NETFLIX NO SMARTPHONE NO CAR DRIVING NO FLYING NO SITTING NO PACKAGE DELIVERY NO FAST FASHION NO CAMPFIRE NO FLOWERS NO NOISE NO CALORIES NO SMOKE NO SUGAR NO SHOPPING NO FUN NO BABIES NO MICROPLASTICS NO MANIFESTOS NO TESLA NO PLATFORM NO TIKTOK NO BBQ NO WHAT'S APP NO COWS NO CAR DRIVING NO SUGAR NO MEAT NO MILK NO ALCOHOL NO AVOCADO NO BANANAS NO SOCIAL MEDIA NO NETFLIX NO SMARTPHONE NO CAR DRIVING NO FLYING NO SITTING NO PACKAGE DELIVERY NO FAST FASHION NO CAMPFIRE NO FLOWERS NO NOISE NO CALORIES NO SMOKE NO SUGAR NO SHOPPING NO FUN NO BABIES NO MICROPLASTICS NO MANIFESTOS NO TESLA NO PLATFORM NO TIKTOK NO BBQ NO WHAT'S APP NO COWS NO CAR DRIVING NO SUGAR NO MEAT NO MILK NO ALCOHOL NO AVOCADO NO BANANAS NO SOCIAL MEDIA NO NETFLIX NO SMARTPHONE NO CAR DRIVING NO FLYING NO SITTING NO PACKAGE DELIVERY NO FAST FASHION

TO HELL WITH GOOD INTENTIONS

Ivan Illich

NO DESIGN MANIFESTO

BIS PUBLISHERS

**THEY
WANT
YOUR
SHAME!**

**DESIGN
BEYOND
SHAME**

**ORDER
NOWADAYS
IS MOSTLY
MET WHERE
THERE IS
NOTHING.**

**IT IS A
PHENOMENON
OF
SHORTAGE.**

Bertolt Brecht

Part 1

CONTENT

FOREWORD 13

DESIGN SHAME 17

DESIGNING FOR ABUNDANCE 23

FREEDOM FOR DESIGN, 6 PRINCIPLES 25

THE NO DESIGN MANIFESTO 43

PART 2

NO WHAT? 125

**No Meat No Milk No Alcohol No Sugar No White
Flour No Calories No Sitting No Skiing No Flowers
on the Table No BBQ/Campfire No Flying
No Babies No Smoking No Fast Fashion
No Phones No Tiktok No Platforms**

PART 3

WHAT DO OTHERS SAY? 163

**Aiwen Yin Chloé Rutzerveld Carolyn Strauss
Edwin Gardner Emma van der Leest Geert Lovink
Giulio Frigieri Hendrik-Jan Grievink
Jurian Strik Lidewij Edelkoort Luna Maurer
Marleen Stikker Maria Christina Didero
Mike Monteiro Miriam van der Lubbe
Neri Oxman & Lex Fridman Noor van Eekelen
Paola Antonelli Peter Lunenfeld Roosje Klap**

AFTERWORD 186

CREDITS 192

Part

1

MORAL IS FASHION

© 2025 Mieke Gerritzen & BIS Publishers

Concept & Design by Mieke Gerritzen based on
texts by Mieke Gerritzen, Silvio Lorusso, Geert Lovink,
Ned Rossiter, Koert van Mensvoort

ISBN 978-90-636-9807-2

There's a wonderful sign hanging in a Toronto
junkyard which reads:

**HELP
BEAUTIFY
JUNKYARDS.**

**THROW
SOMETHING
LOVELY
AWAY
TODAY.**

Marshall McLuhan

SHAME YOURSELF TO BE A MAKER!

Shame is a powerful emotion that drains energy and joy. It makes us want to disappear, trapping us in a prison of self-doubt and isolation.

Contrechoc

Welcome to a world where everything seems “wrong”: eating meat, smoking, crypto, data, campfire, whatsapp. Even your houseplant might be a climate offender. We’re flooded with dos and don’ts, as if daily life must constantly be corrected by a moral authority. But what if we didn’t shrink back in shame—but moved forward in imagination?

At Next Nature, we don’t believe in going back to nature—we believe in moving forward. A nature where humans and technology co-evolve, not under strict rules, but through new forms of play. Design shouldn’t be a moral compass—it should be a living system full of creative potential.

Instead of turning design into a lecture in good behavior, we see it as a space for radical curiosity. Not statements that neatly align with policy frameworks, but experiences that invite us to feel, think, and act. The future doesn’t need perfection—it needs new connections—between nature

and algorithm, bacteria and emotion,
human and more-than-human.

Forget the checklist, embrace the eco-
system. Don't fear the wild edges of the
unknown. The new manual? We're writing
it ourselves. Together. Through design.

**IF WE
CAN SHARE
OUR STORY
WITH SOMEONE
WHO RESPONDS
WITH EMPATHY...
SHAME CAN'T
SURVIVE.**

Brené Brown

**FLOWERS
BLOOM
WHERE THEY
HAVE SPACE,
AND SO DO
PEOPLE.**

Phil Bosmans

DESIGN SHAME

In the design world, attention to social themes such as sustainability, ethics, and social responsibility has grown significantly in recent years. That is both valuable and necessary. Designers play an important role in thinking through the major questions of our time — from climate to technology, from health to justice.

But what activities or products have now ended up on the blacklist? No more meat. No alcohol. Sugar is taboo. Dairy and carbohydrates are bad for your health. Flying? Preferably not. Drive less. Skiing is wrong. Don't have children. Don't sit too much. Cut down on binge-watching. Delete Facebook. No TikTok. AI? The next digital disaster. No fast fashion. No more having packages delivered. Even a bouquet of flowers on the table or a barbecue has become suspicious.

Designers are increasingly expected to take responsibility. Policy frameworks, clients, and social norms push ever more strongly toward ‘the right kind of design’. That can be inspiring, but it can also feel like a limitation on creative freedom. What happens if your work doesn’t quite align with what society expects of you? Or when you’re working on a project you have doubts about?

A quiet sense of discomfort — or even shame — is creeping into the field. A feeling that, as a designer, you must conform to a prevailing ideal. Those who don’t focus on sustainability or behavioral change quickly find themselves on the sidelines. Yet it’s precisely in the open space of creative freedom where imagination and innovation should arise.

Design sometimes seems caught in a double role: first contributing to consumption and growth, and then being called upon to ‘repair’ the over-consumed world. Rather

than redesigning everything by the book, we could also look for new ways of thinking, making, and being. Not as a moral compass, but as an invitation to experiment, to imagine, to see things differently.

The shift toward socially engaged design offers many opportunities, but it also calls for a renewed appreciation of autonomy, curiosity, and experimentation. Designers don't have to just follow — they can also take the lead. By asking their own questions. By making space for doubt, for discomfort, for the unexpected.

And that may well be the greatest strength of design: not answering existing norms, but opening up new worlds.

TIME FOR A BROADER CONVERSATION

Perhaps some questions still feel too early. But for a good conversation — or a critical debate — it's never really too early. We live in a time of major change: rising