

Medina Medley\_1.0

“Just do it? Time is what WE make of it? I kiss football?  
à Dolly à Crazy Cow à September 11th  
DESIGN – and not only – Must recombines itself for a new meaning of GOODS based on DIALOGUE  
between consumers, producers, designers.  
THE END OF BUSINESS AS USUAL? à YEAH!!!  
If Hypermodernism is the form of Hypercapitalism  
SO  
What's the meaning of Design NOW?  
Open the doors of the ACCESS  
HANDLE INTERFACE OF connectivity  
And relationships between users and producers  
In the goal of EXPERIENCE.  
Social instance strikes back!!  
Come JOIN the Digital Medina  
Medina is downtown – here and now of religious practice and bazaar  
Cultural exchange and dialogue.  
Nomads and permanents  
DIALOGUE is the ethic being of Design  
Slowness its task  
TABULARASA TABULARASA TABULARASA  
Digitalized  
NEW Sensibility has the strength of  
LOCAL IDENTITIES  
got rid of Modernist ABSOLUTISM  
to redefine the culture of communication in the tradition of DESIGN  
new Enlightenment?  
NO PLEASE!!!  
Crazy cow is not the Holy ONE  
MODERN à POSTMODERN à HYPERMODERN?  
You said HYPERMODERN?  
You REALLY said HYPERMODERN?  
I say it sucks!  
Hypermodernism is the mask of a silly muscular  
S U P E R M O D E R N  
Come join the digital Medina  
crossing Khyber Pass...”.