

HAWKEROLOGY | hókəräləjē | the scientific study of the human body as a platform for personal manufacturing & distributed design.
ORIGIN early 21st cent. : *Africa*.

Our global design environment is increasingly resembling the environments already in Africa; resourceful, self-assembling, informal & with a focus on single-unit design and making. Artisans and inventors in Africa have worked within these parameters for centuries - it is literally part of the 'African Design DNA'. So it is not surprising that, as personal manufacturing challenges us to develop new systems that support greater nimbleness, rapid-fire adjustments and reflexive iterations that are the basis for distributed design, the continent which helps forge the heart of what Robert Neuwirth refers to as "Systeme D", or the "ingenuity economy", is uniquely skilled and particularly effective at solving this improvisation challenge. What happens when future technologies collide with the bombastic personalities of Hawkers, to support a new style of urban 'street design' that is similar in nature to the street music and street dance already so pervasive in Africa's cities? We already know Hawkers are a formidable channel of distribution for personally manufactured goods in Africa. Might their platform also enable new systems for crowd-sourced design that will inform the future directions of other design communities around the world?

- Maker Faire Africa



J. WOLFE. MAKER FAISE AFRICA