

DESIGN MATTERS.MX

# PLURIVERSAL FUTURES

Coral MiCHelln



Good morning



I honour this place  
AND YOUR PRESENCE

i ask permission to our ancestors  
AND PAY HOMAGE

I'm grateful for the opportunity  
TO TALK ABOUT **PLURIVERSAL** FUTURES  
**PLURIVERSAL WORLDS**



IN ORDER TO DO SO

**CRITICAL VIEW**  
critical thinking

SORRY FOR THE DISCOMFORT



# Cause and consequence

DIGITAL DESIGN — DIGITAL, VIRTUAL, TECHNOLOGICAL



# Design is...

PROJECT

CREATE A COURSE OF ACTION A—B

SOLVE A CHALLENGE

INFORM MATTER

GIVE SHAPE AND FUNCTION

Give the world its form



**To Design is to create  
the world around us**



**Let's make a  
quick exercise**





**THINK**  
of the  
future



# THINK of the future

HOW MANY OF YOU  
THINK WE ALL HAVE A  
**WONDERFUL AND  
BRIGHT FUTURE**  
AHEAD OF US?



HOW MANY OF YOU THOUGHT OF A DYSTOPIAN FUTURE?



HOW MANY THOUGHT OF A FUTURE FILLED WITH TECHNOLOGY?



HOW MANY PICTURED A FUTURE MADE MAINLY OF PEOPLE?



Did anyone think of Something like this?



OR like this?



TECHNOLOGY



DYSTOPIA



ANTHROPOCENTRISM



Isn't our present  
already like this?

Isn't our present  
already like this?

IOT

AI

FACIAL RECOGNITION

COVID-19

WAR IN RUSSIA AND ISRAEL

> 25% SPECIES EXTINCT

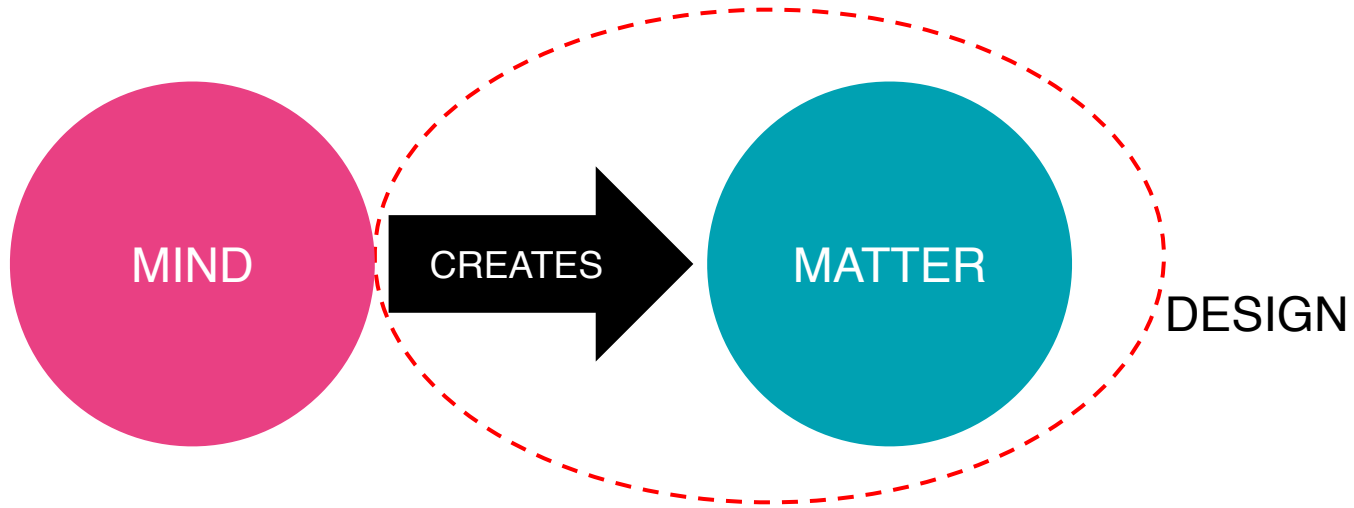
> 8 BILLION HUMANS

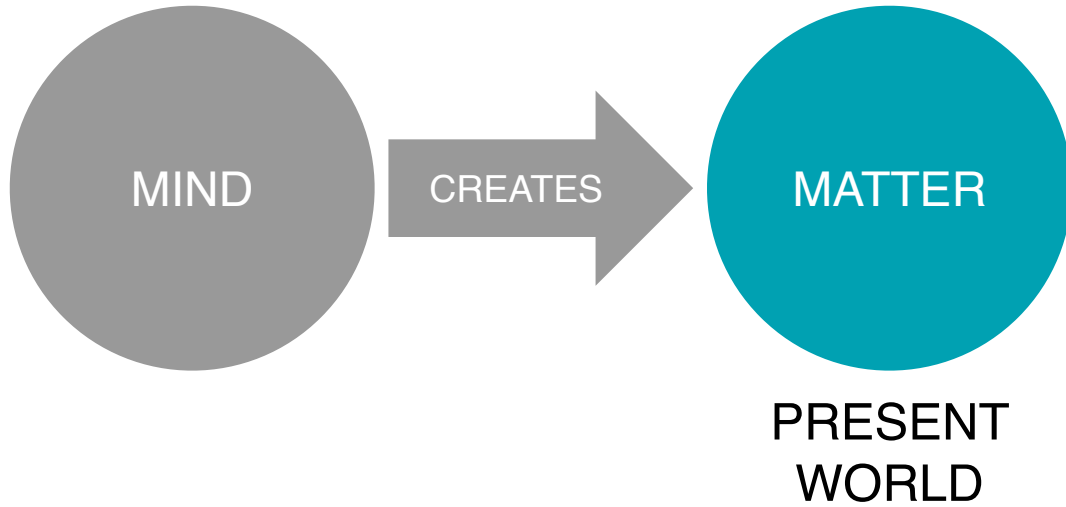


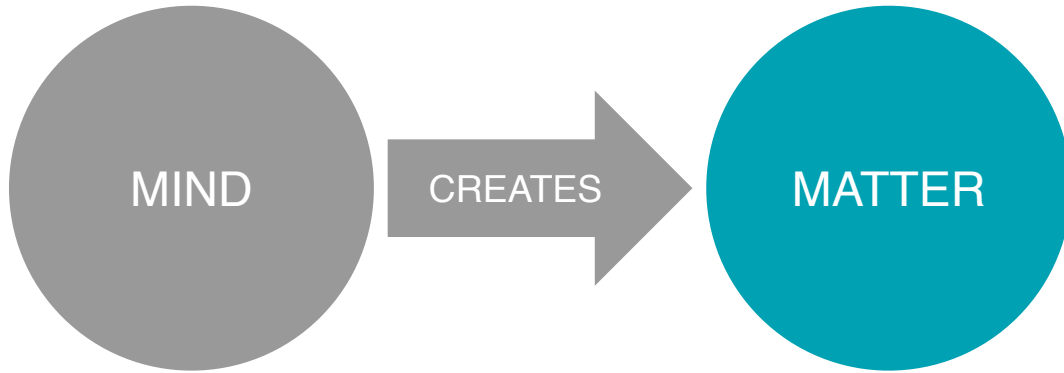
Why is that?



**MIND CREATES MATTER**

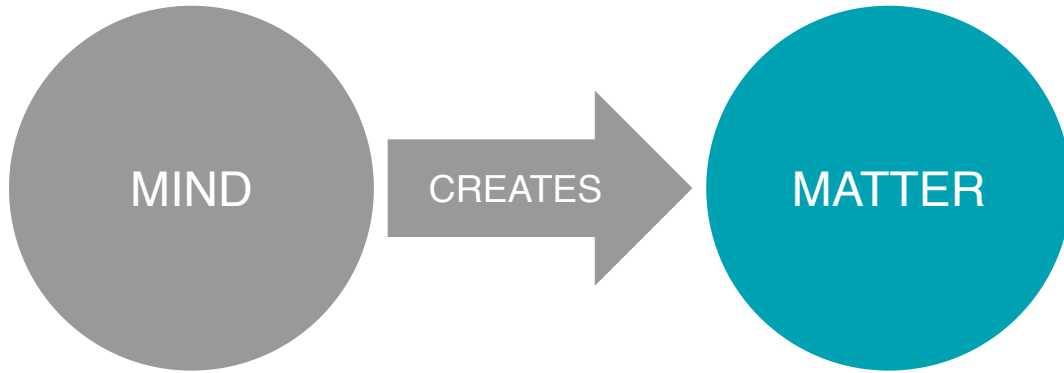






INEQUALITY  
INTOLERANCE  
WARS  
CLIMATE CHANGE  
RESOURCES EXPLOITATION

PRESENT  
WORLD



INEQUALITY  
INTOLERANCE  
WARS  
CLIMATE CHANGE  
**RESOURCES EXPLOITATION**

PRESENT  
WORLD



# Tech resources

**LITHIUM**

**COBALT**

**GOLD**

**QUARTZ**

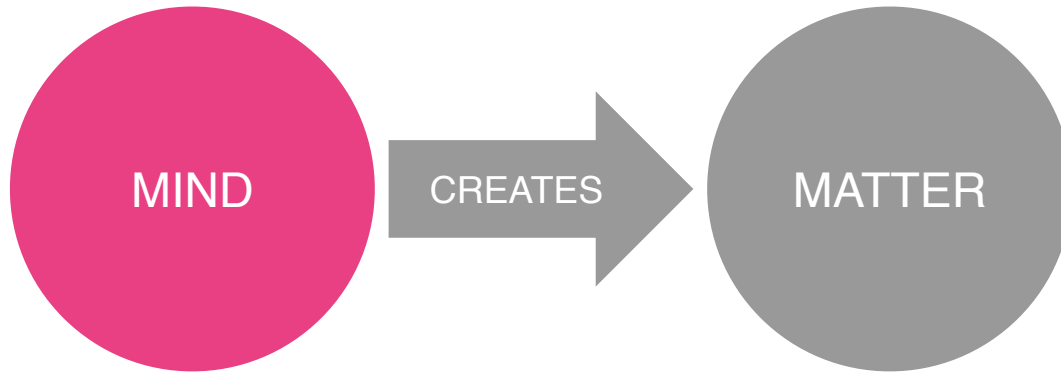
**TITANIUM**

**MONAZITE**

**RHODOCHROSITE**

...

GRASBERG MINE IN PAPUA HAS A 30 KM WIDE CRATER FROM WHERE MORE THAN 700 THOUSAND TONS OF REJECTS ARE TAKEN AND THROWN ON THE LOCAL RIVER EACH WEEK.





OUR **MIND** CREATES THE **WORLD** AROUND  
WITH THE IDEAS  
BELIEFS  
PRECONCEPTIONS  
PREJUDICES  
VALUES  
KNOWLEDGE  
AND FEARS  
WE CARRY **WITH** AND **INSIDE** US.



MIND

# Consequence



# Western Modern Globalized EuropeAn World

RATIONAL ≠ EMOTIONAL

MIND ≠ MATTER

MAN > NATURE

MAN > WOMAN

WHITE > OTHERS



# Homogeneous Worlds

WHERE WE **ARE** ALL THE SAME

WE **NEED** THE SAME

WE **WANT** THE SAME

AND NO OTHER **DIFFERENT** THAN US IS

ALLOWED



**This is coloniality**



BUt we fail to perceive...





**THE WORLD CREATES  
US IN RETURN**



# OUR SEVEN SENSES

SMELL, SIGHT, HEARING, TOUCH, TASTE

+

**INTEROCEPTION**

THE INFORMATION OUR ORGANS SEND  
TO OUR BRAIN

+

**PROPRIOCEPTION**

THE INFORMATION OUR POSTURE,  
FEELINGS AND GESTURES GIVE TO THE  
BRAIN.



## THE SMARTphone

WE HAVE CREATED THE SMARTPHONES  
WE HAVE CREATED THE ALGORITHMS  
WE HAVE FOSTERED A SCREEN ADDICTION  
WITH “BETTER EXPERIENCES”

WE ARE ALWAYS LOOKING AT A SCREEN.  
ALWAYS **BENDING** OUR **NECK** AND **SPINE**.





“WHEN OUR BODY IS IN A POSTURE CHARACTERISTIC OF SADNESS, THE BRAIN BEGINS TO **ACTIVATE THE NEURAL MECHANISMS TYPICAL OF SADNESS**”.

NAZARETH CASTELLANOS  
for BBC News Brasil

## USA

### Number of Deaths Due to Suicide, 2011 to 2022

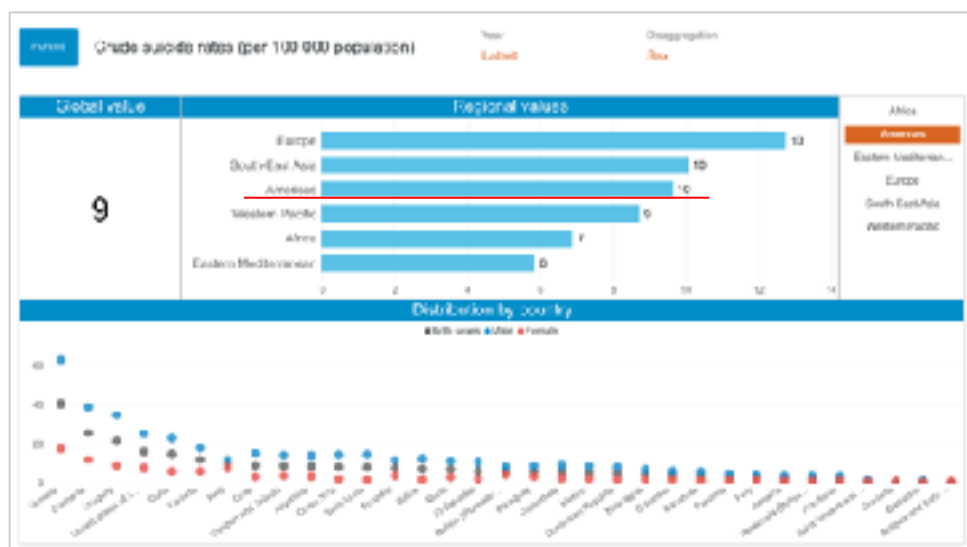
2022 CDC data is provisional



NOTE: Analysis of CDCWONDER underlying cause of death data, 2011 to 2022. Provisional data used for 2022 is not yet final and may represent incomplete data for that year that is subject to change. Suicide deaths are identified using the following codes: X72-X74, 803, X80-XC1, X75-X84, and Y87.6) It is possible that some suicides may be classified under other categories.

SOURCE: KFF analysis of CDC WONDER data, 2011 to 2022

KFF



AMERICAN PSYCHOLOGICAL ASSOCIATION

SEARCH [ ] Enter Site

SOURCE PUBLICATIONS & MATERIALS RESEARCH & PRACTICE EDUCATION & CAREER MEDIA & ADVOCACY

Home > Monitor of Psychology > 2023 > July/August >

## More than 20% of teens have seriously considered suicide. Psychologists and communities can help tackle the problem

The most alarming trend in recent years has been a sharp rise in suicide among Black youth ages 10 to 24

By Stephanie Toppen | Downloaded July 1, 2023 | 39 minutes read

MP 24 No. 2  
Print version page 54

FIOCRUZ Oswaldo Cruz Foundation: an institution in the service of life

Search in FioCruz

THE FOUNDATION RESEARCH AND TEACHING PRODUCTION AND INNOVATION HEALTH SERVICES

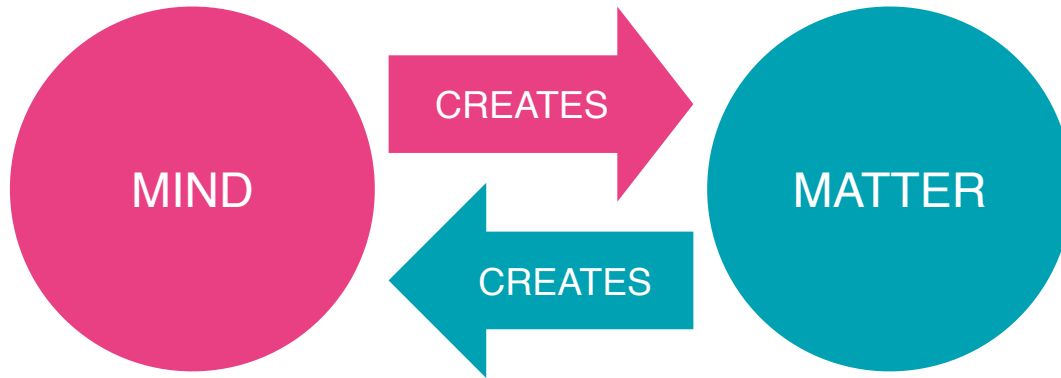
You are here - Home - Comunicação e Informação - Notícias - Study shows an increase in suicide among Grosse do Sul

## Study shows an increase in suicide among young indigenous people in the Amazonas and Mato Grosso do Sul

29/09/2023  
Júlio Pedrosa (FioCruz Amazônia)



THE WORLD CREATES  
US IN RETURN



**THE PRESENT WAS CREATED  
WHEN WE BELIEVED IN THE  
FUTURE *IMAGES* WE HAD IN  
THE PAST.**



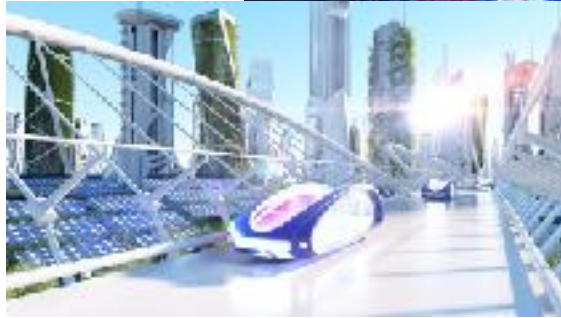


# **WHICH WORLD AND FUTURE ARE WE CREATING**

**WITH OUR PRODUCTS, OUR ALGORITHMS, OUR DESIGNS?**



TECH FETISH ?





TECH LACK ?





SHOULD WE “BRING” TECHNOLOGY  
TO EVERYONE WHO “LACKS” IT?



TECHNOLOGY ?



TECHNOLOGY ?



TECHNOLOGY ?




This is pluriversality







WHAT ARE THE **VALUES**, THE  
**BELIEFS** AND THE **WORLDVIEWS**  
BEHIND MY CREATIONS?



IF MIND CREATES MATTER  
IT MATTERS WHAT WE HAVE IN  
OUR MINDS...



Do we benefit life?



Do we benefit life?



Do we benefit life?



CREate foR the pluriverse



WHERE DIFFERENT ONTOLOGIES AND CULTURES OF RESPECT AND UNITY COEXIST.





## WORLDVIEWS

IT IS A MATTER OF CHANGING THE WAY  
WE SEE THE WORLD AND INTERACT WITH  
IT... A MATTER OF PERSPECTIVE...



We have a long road ahead

Be patient

Think beyond humanity

Question your beliefs

Value your own culture

Act together

BENEFIt Life



and welcome TO THE road to the PLURIVERSE

ARTURO ESCOBAR

DONNA HARAWAY

BYUNG CHUL-HAN

JONATHAN CRARY

DECOLONIAL WRITERS (Quijano, Mignolo,  
Segato, Santos, Acosta, Solón, etc.)

VANDANA SHIVA

Gracias  
Obrigada  
Thank YOU



@CORALMICHELIN  
[WWW.CORALMICHELIN.COM](http://WWW.CORALMICHELIN.COM)