**New Metaphors for Interfaces**

**Participants:**
- Poets (e.g. George Lakoff)
- Researchers
- Practitioners (e.g. designers, scientists)

**Why new metaphors?**
- To help people understand big concepts differently—in science, society, politics, economics, and environmental matters.
- To create new kinds of interfaces.

**Bateson’s Syllogism in Grass**

A syllogism is a form of logical reasoning where a conclusion is drawn from two premises. Gregory Bateson contrasted the conventional form—where a deduction is made—with a different kind of syllogism which takes a more metaphorical angle. The format can be a way to generate new metaphors: finding a pattern that connects two otherwise 'unrelated' ideas.

**Workshop Objectives:**
- To explore new metaphors for interfaces through a 'structure-mapping' process.
- To create a new metaphor for a specific interface or design challenge.

**Methodology:**
- Participants will choose from an array of 'Thing 1' and 'Thing 2' cards that identify features in common between two things.
- Each group will create a new metaphor.

**Resources:**
- [newmetaphors.com](http://newmetaphors.com)

**Contact Information:**
- Dan Lockton: danlockton@cmu.edu

**Summary:**

Creating new metaphors is a way to help people understand things in different ways, perhaps beyond the limitations of conventional forms of logical reasoning. By exploring metaphorical connections, we can inspire new ways of thinking about design and interface development.