



▸ About Changes
in Design

February 7, 2024



A Brief History of Design (Nick Stevens)

product design



. Sugar bowl, bowl, Elkington, electroplated nickel silver, designed Christopher Dresser 1885, private collection

industrial design



Marcel Breuer, Chair (model B33) 1927–1928

mass production



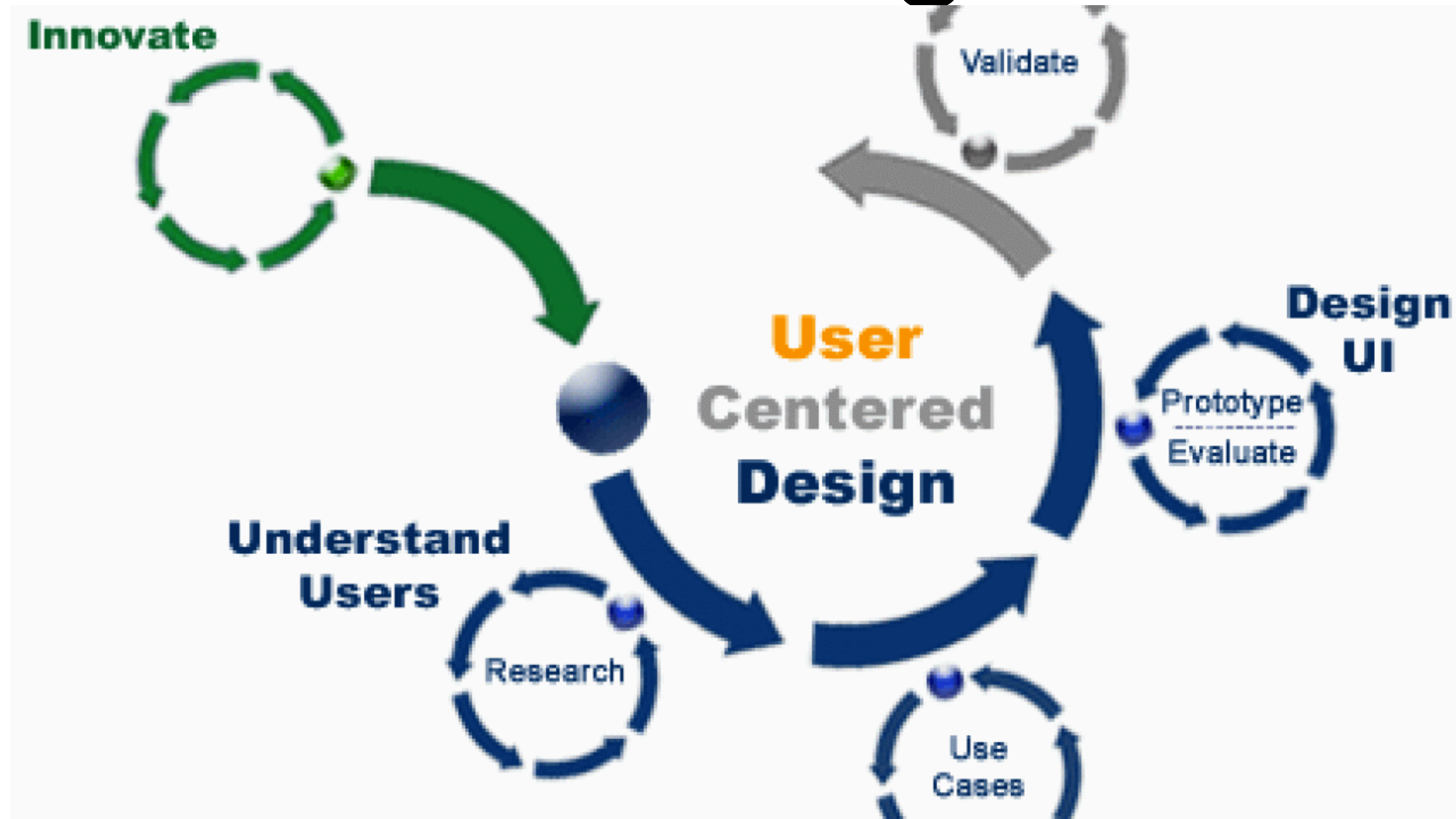
sony walkman

interaction design



iMac G3 1998

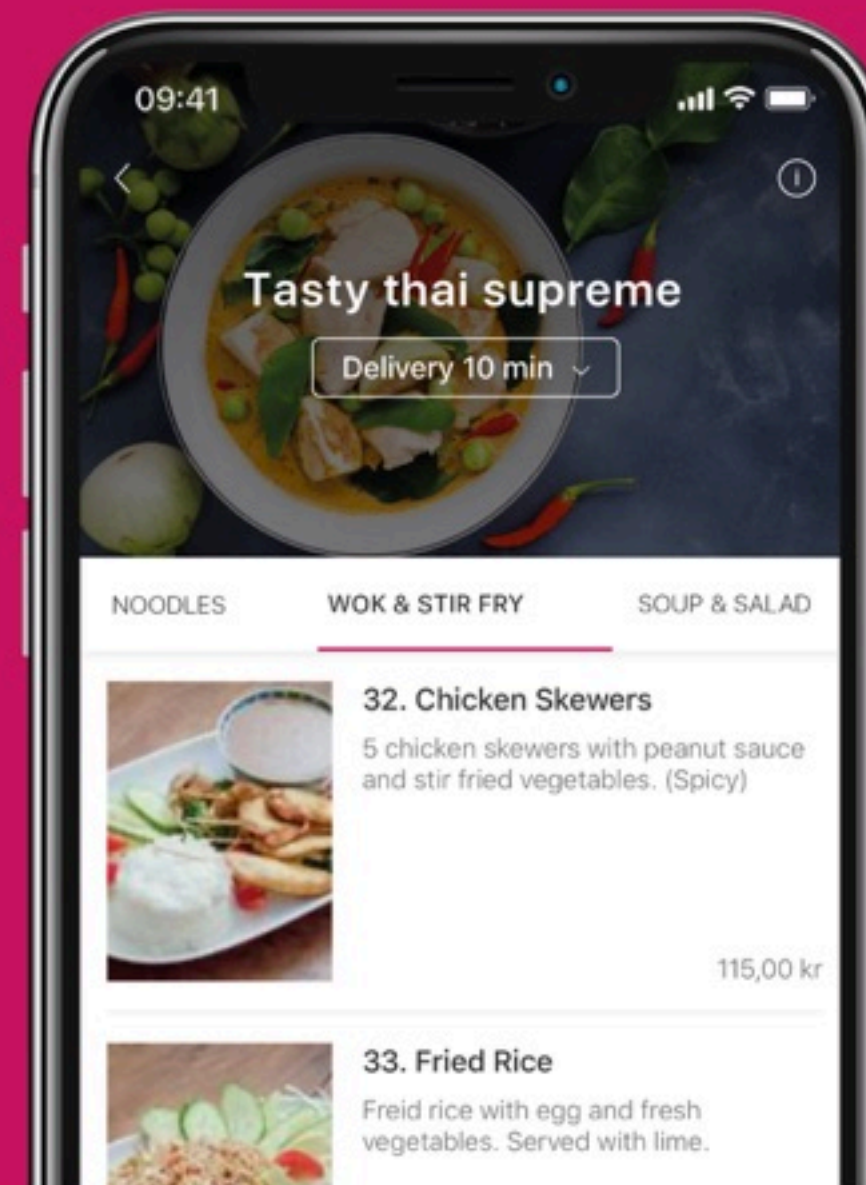
user centered design



service design



Order
with ease



foodora app

mass consumption of design



christy sugar bowl, Alessi

mass consumption of design



wide reaching impacts



changing conditions in which design is practiced

- environmental issues
- societal issues
- technological shifts and acceleration
 - Digitilization of every sector
 - Huge impact/reach
 - Big Data
 - Surveillance Capitalism
 - AI

wicked problems

They do not have a definitive formulation.

Their solutions are not true or false, only good or bad.

There is no end to the number of solutions or approaches to a wicked problem.

Wicked problems can always be described as the symptom of other problems.

The way a wicked problem is described determines its possible solutions.

There is design as it is practiced as a service industry within capitalist systems of distributing goods for ownership, and there is design at its best, as a potential source of change in how we live and work, and even what we live and work for.

tonkinwise

user centered design

beyond user centered



cameron tonkinwise @camerontw · Apr 4, 2019



Human-Centred Design is always only ever These-Humans-Centred Design



5



21



85



should causing someone to delight
in their own exploitation be called
good design?

erica hall mule design

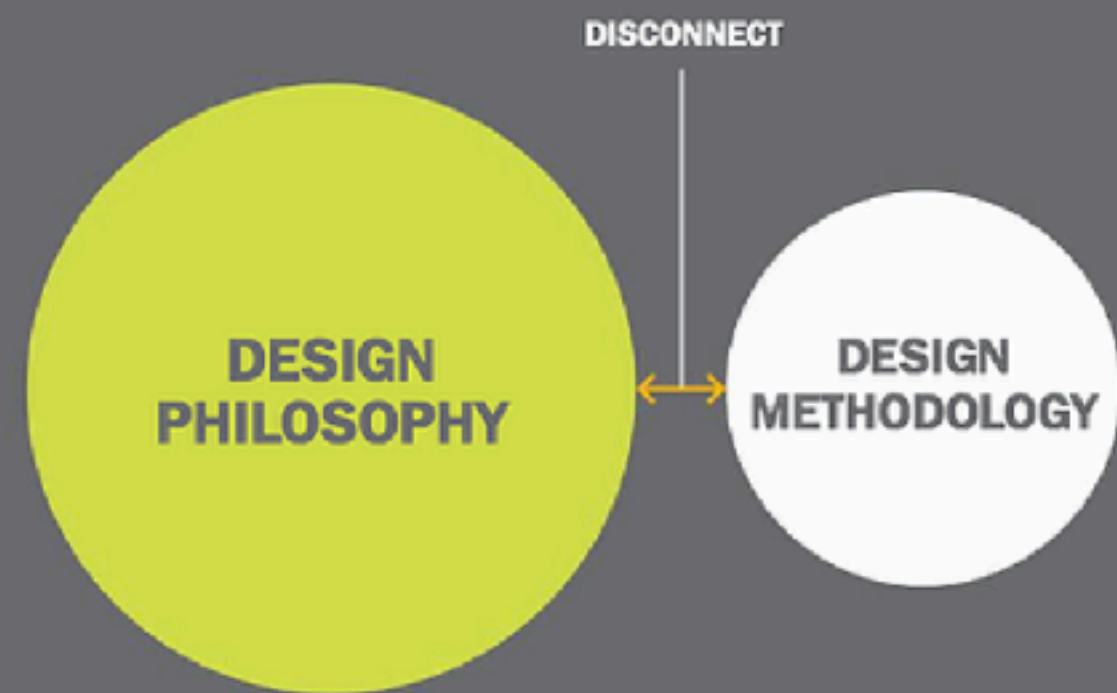
humbling

implications for design

disconnects in design

Philosophy/Methodology SHIFT

Yesterday/Today



DESIGN PHILOSOPHY SAYS:

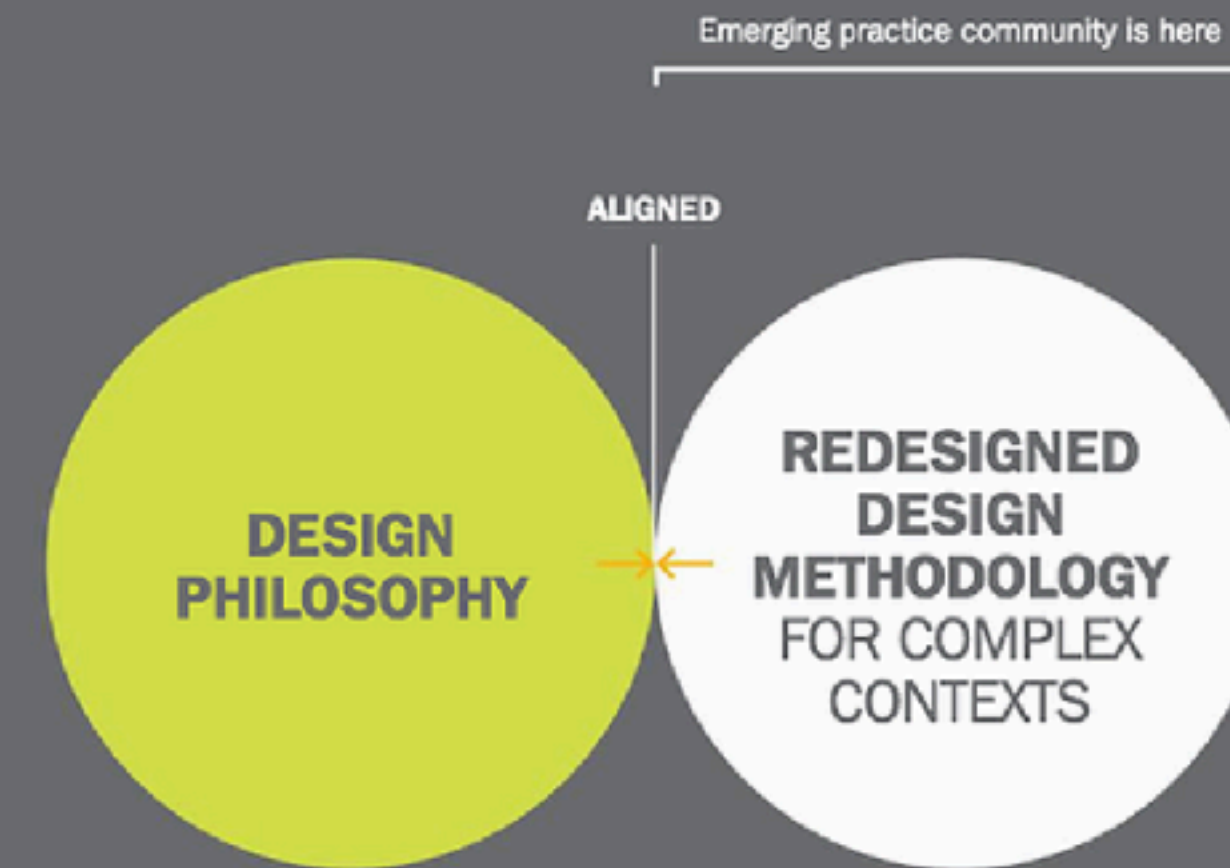
Design can address any kind of problem, even massive wicked problems.

DESIGN METHODOLOGY SAYS:

Design Methods presume product, service, experience challenges and outcomes.

↑ X
These methods unable to deliver on this promise

Today/Tomorrow



DESIGN PHILOSOPHY SAYS:

Design can address any kind of problem, even massive wicked problems.

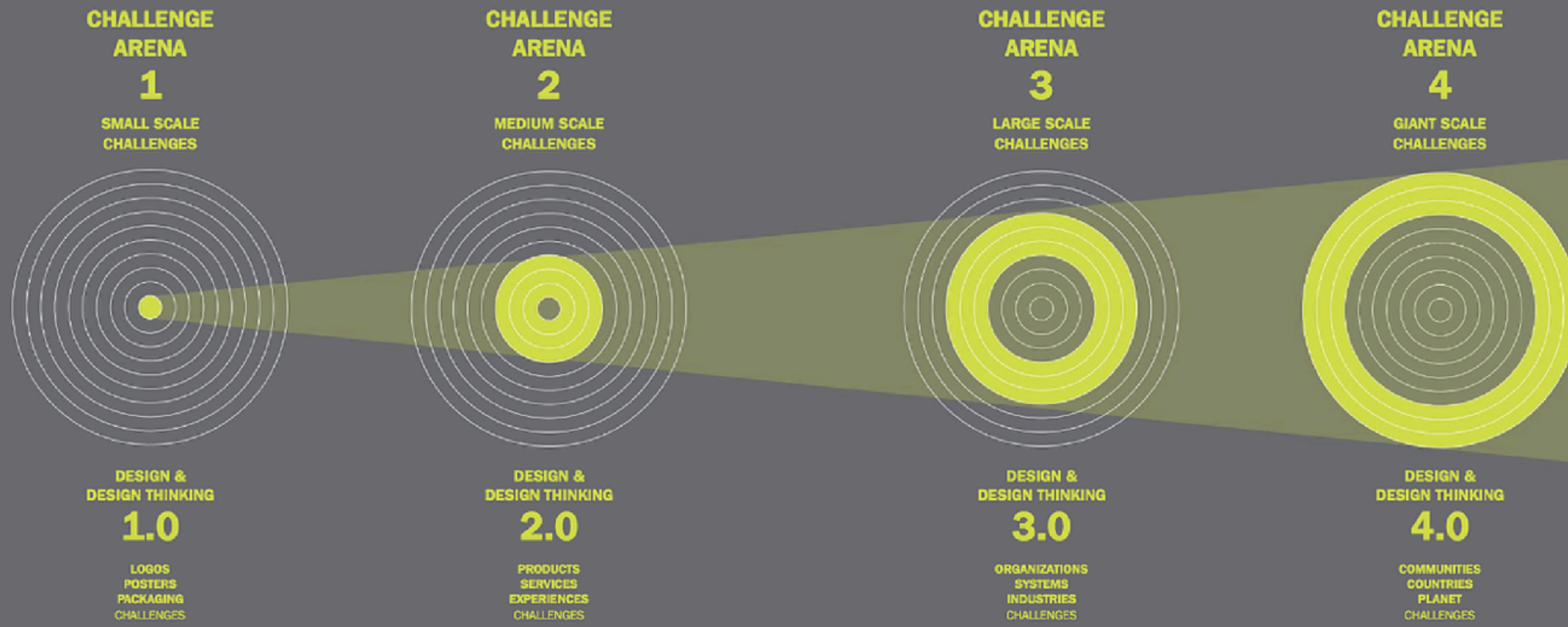
DESIGN METHODOLOGY SAYS:

Design Methods & skills differ across the Challenge Arenas.

↑
These methods being redesigned to deliver on this promise

increasing scale design

Shifting from: small scale challenges to large scale challenges.



Next generation emerging practice community is here

Conventional Design Thinking is here

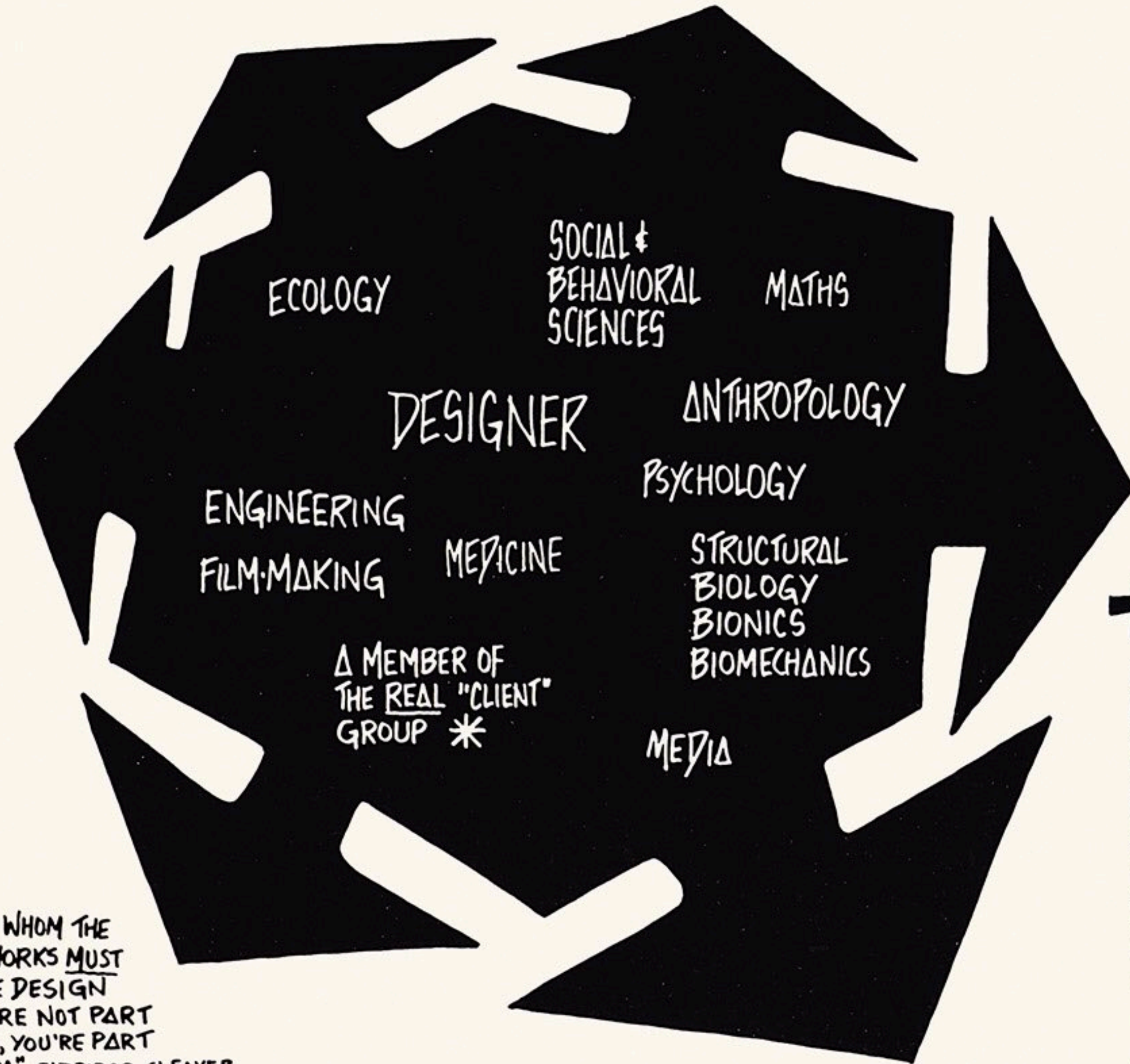
As of 2019, approximately 90% of the methods being framed as Design Thinking are here

Wicked problems are here

CURRENT CONVENTIONAL DESIGN THINKING METHODOLOGY GAP

Many design philosophies reflect intention to span this terrain from Design 1.0 to Design 4.0

The minimal Design Team:



+ **MAYBE:**

COMPUTER SCIENCE
GAME THEORY
DEMOGRAPHY
ETHOLOGY
STATISTICS
ECONOMICS
POLITICS
LAW
CLIMATOLOGY
ERGONOMICS
AND MUCH ELSE....

* THE PEOPLE FOR WHOM THE DESIGN TEAM WORKS MUST BE PART OF THE DESIGN TEAM: "IF YOU'RE NOT PART OF THE ANSWER, YOU'RE PART OF THE PROBLEM". ELDRIDGE CLEAVER

**Design, if it is to be ecologically
responsible and socially responsive,
must be revolutionary and radical**

victor papanek

implications for design

- these old ways of design ++
- design activism
- systems oriented design, systemic design, SOD
- participatory design
- biomimicry
- design for the circular economy
- everyone is a designer
- designer as facilitator
- projects/tools rather than products/services
- Less focus on novelty and innovation and more focus on appropriateness
- Amplifying and making use of existing initiatives

(a)

affirmative
problem solving
design as process
provides answers
in the service of industry
for how the world is
science fiction
futures
fictional functions
change the world to suit us
narratives of production
anti-art
research for design
applications
design for production
fun
concept design
consumer
user
training
makes us buy
innovation
ergonomics

(b)

critical
problem finding
design as medium
asks questions
in the service of society
for how the world could be
social fiction
parallel worlds
functional fictions
change us to suit the world
narratives of consumption
applied art
research through design
implications
design for debate
satire
conceptual design
citizen
person
education
makes us think
provocation
rhetoric

Critical Design is for challenging people's' narrow-minded perspective of the material world.

It is a design that is related to our everyday life but has significant differences from 'ordinary' designs (or affirmative design).

The aim of Critical Design is to raise questions instead of providing solutions.

For other differences between critical design and general design, Dunne & Raby listed and a/b comparison

A transition designer discusses, conceives and plans, for example, a compost heap at the household, a citizen assembly at the city or ecological education at the regional levels, he/she is a multi faceted, place based activist

Gazíulusoy & Erdogan

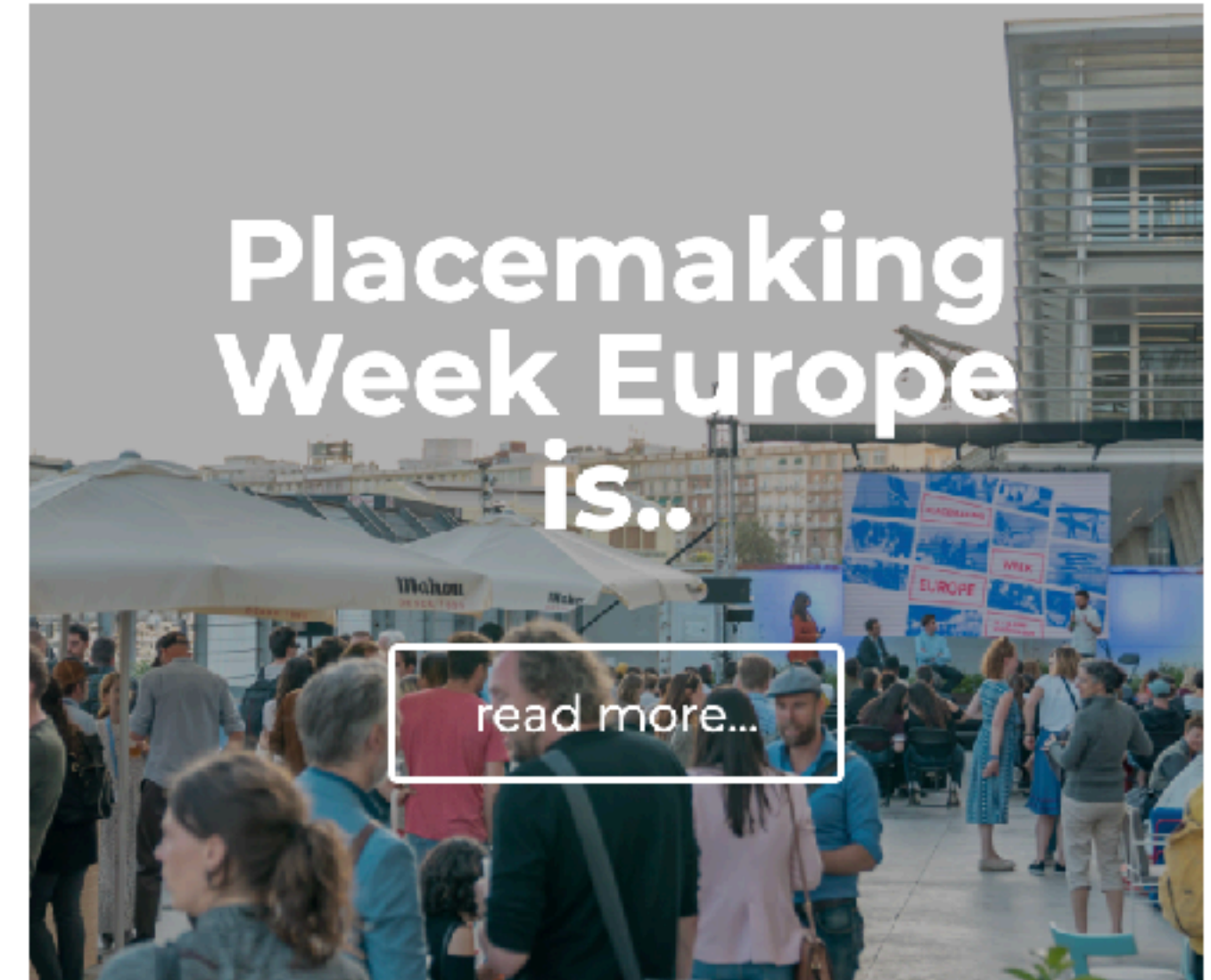
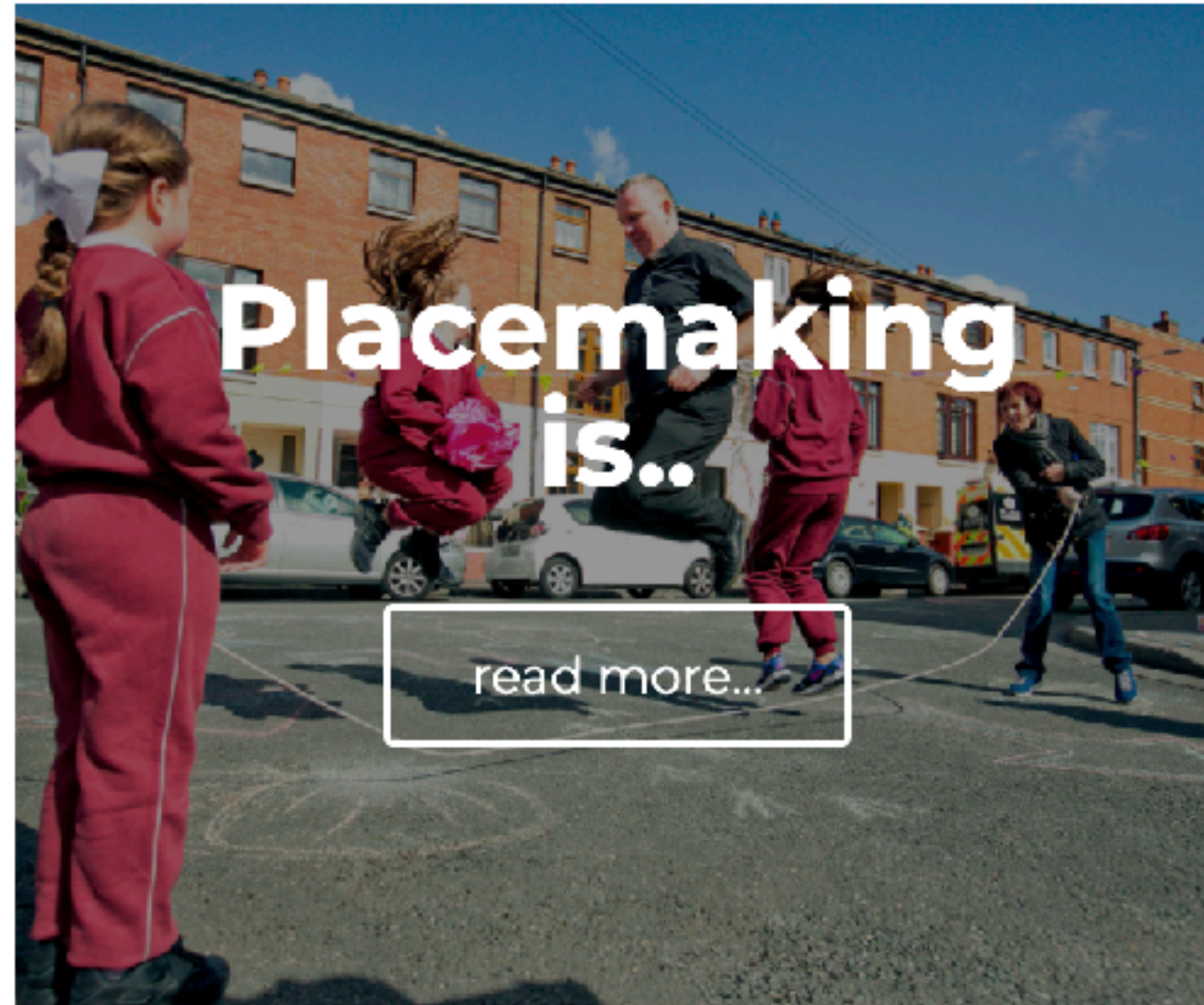
Examples

Of new ways of designing

Welcome to Placemaking Europe

We are delighted to welcome you to our European web-platform for placemakers and placemaking tools. We strongly believe that our members, publications, events and tools will help you through your placemaking journey.

We are a network of thousands of placemakers primarily based and working in Europe. We are the proud network behind **Placemaking Week Europe**. We connect to share our experiences, develop tools, champion each other, and work together to make great places. We are so excited to **welcome you to the community**.





Find local and sustainable fabricators, material suppliers and workshop facilities

Search for manufacturers, materials, processes or tools

Go

How does it work?

ALL PROJECTS

BUILDING POWER

CO-OPERATIVE CHILDCARE

COMMUNITY BANKS

COMMUNITY BUSINESS

COMMUNITY ENERGY

COMMUNITY OWNERSHIP

COMMUNITY WEALTH

EMPLOYEE OWNERSHIP

GREEN TRANSITION

MUNICIPAL OWNERSHIP

SHORTER WORKING WEEK

SOCAL/COMMUNITY HOUSING

WORKER CO-OPERATIVES

COMMUNITY ENERGY

Co-operative and community-owned energy companies in all corners of the country are helping to tackle fuel poverty by generating clean, renewable energy locally.



Eckington Against Fracking

DERBYSHIRE

Local residents battle multinational chemicals giant Ineos to prevent fracking.



Energise Barnsley

BARNESLEY

Co-op is the largest local authority and community solar energy and battery storage project in the UK.



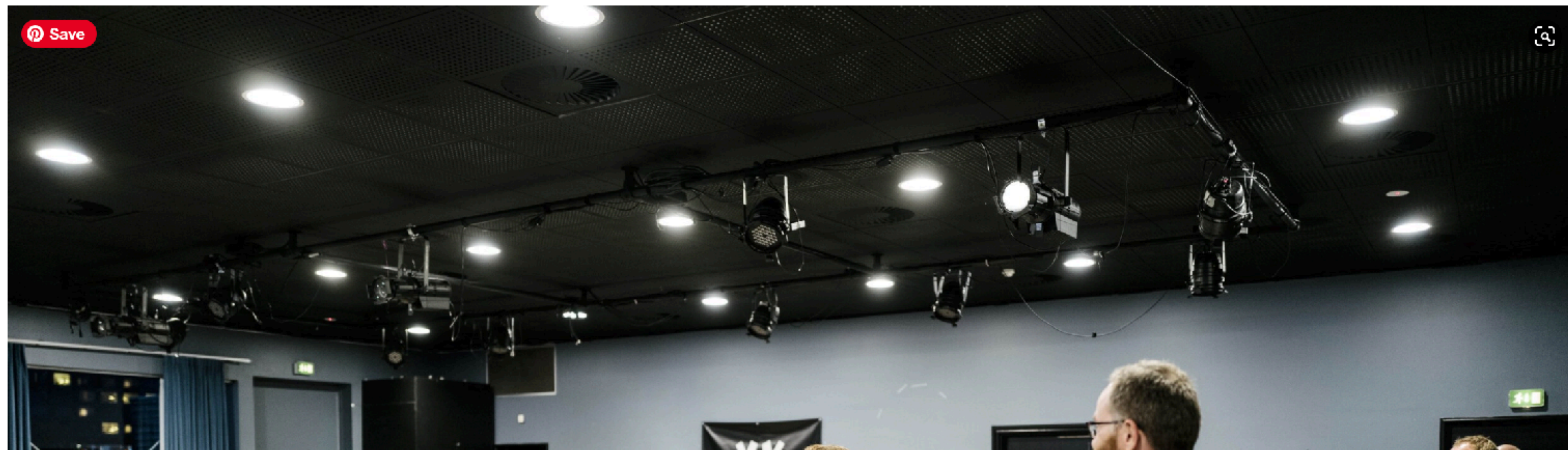
Hackney Energy

HACKNEY

Hackney Energy works with residents to build community-owned solar power.

DEMOCRACY POWERED BY PARTICIPATION

We believe in people! In the innovation power that resides in strong and active communities. We collaborate with people and organisations, who wish to play an active role in shaping our society. We activate and invite more voices, perspectives and resources in the decision that will shape our future.



Trenger din bedrift ny vekst?

Vår ekspertise er strategisk innovasjon med bærekraft som utgangspunkt.

Vi tror at det å løse samfunnets viktigste utfordringer gir dette århundrets største forretningsmuligheter.

[Kontakt oss](#)

DRIFT sees the need & opportunities for fundamental changes towards sustainable futures. We have the insight, drive and experience to support **people**, cities, **sectors** and organisations to take action.

We develop and share **transformative knowledge**, apply new methods in practice, provide academic and professional **training** and engage in public **debate**. This way society benefits directly from our latest insights, and we continually advance our theories based on real challenges.

Together we accelerate transitions towards more just, sustainable and resilient **societies**.

more
about us →

upcoming
events →

DRIFT
news →



COVID-19

ABOUT FIND CAREABLES TOOLS STORIES COMMUNITY CONTACT

NEWS & EVENTS



An open and inclusive approach to healthcare

This is the platform where care receivers, healthcare professionals and makers join forces to co-create Careables: tailor made solutions designed to better suit patients' needs.

SEE HOW IT WORKS

