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Holistic and dynamic concepts in design

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This is a working paper. I would be delighted if you have comments, critique, ideas and references to share. Please send to birger.sevaldson@aho.no

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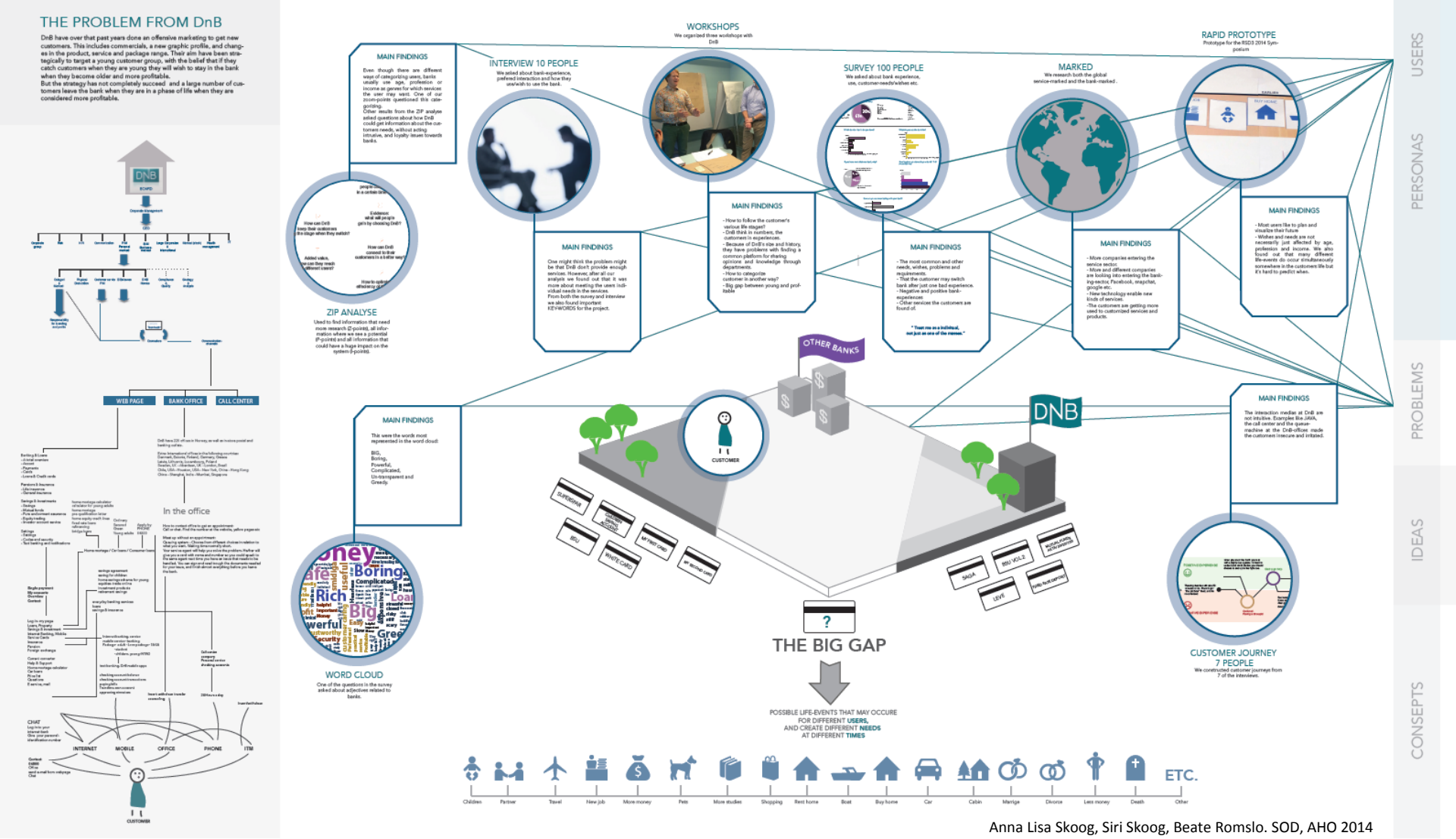
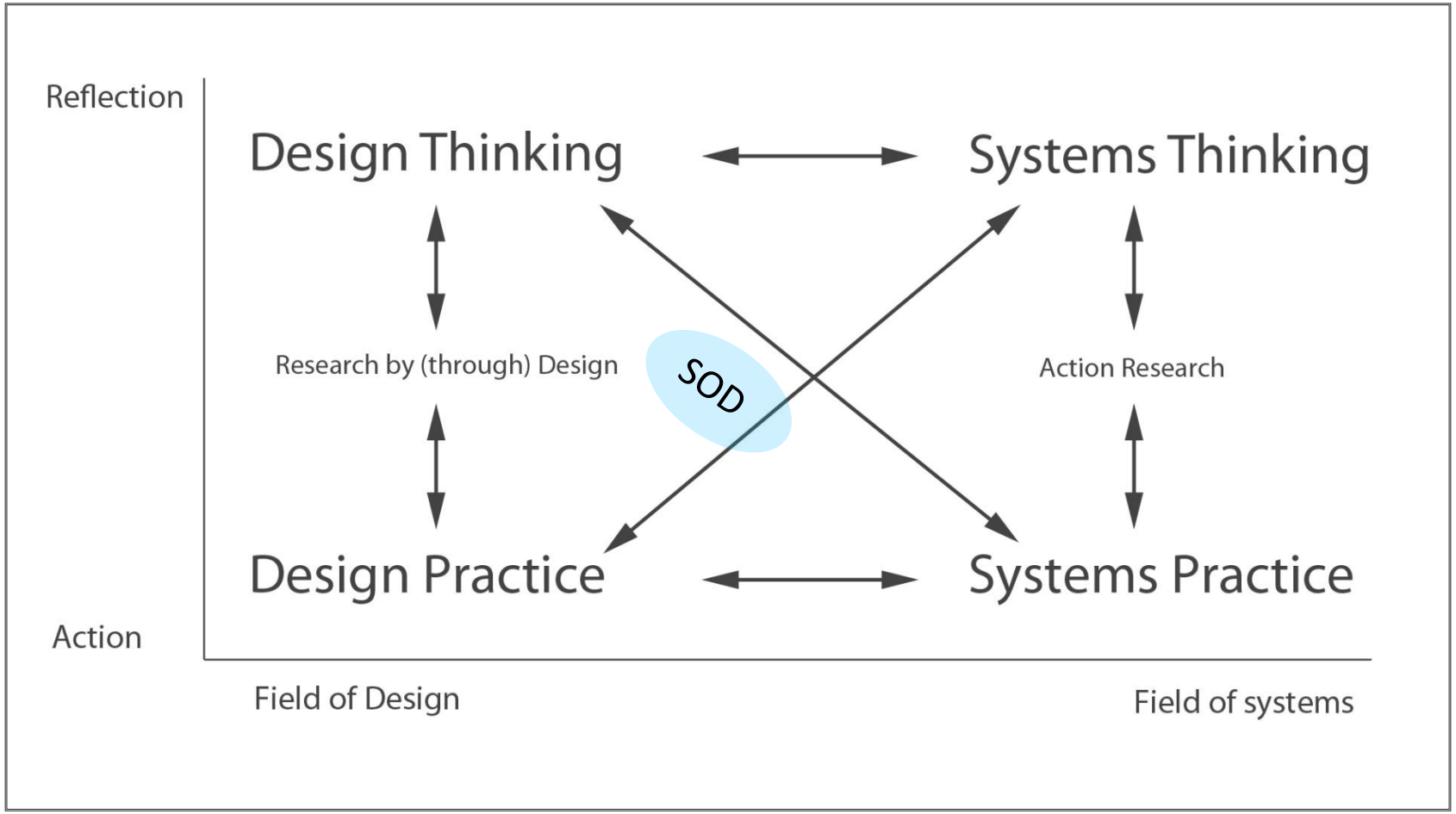


Anna Lisa Skoog, Siri Skoog, Beate Romslo. SOD, AHO 2014

Holistic and dynamic concepts in design:
What design brings to systems thinking.

Birger Sevaldson



Birger Sevaldson 2013

"Field of possibilities" in relating systems and design.
Systems Oriented Design (SOD) is maybe the most designerly approach?

Systems thinking as design process

- Visual thinking
- Media is important
- Co-process
- From descriptive seamlessly to the generative

Aesthetic concepts in SOD

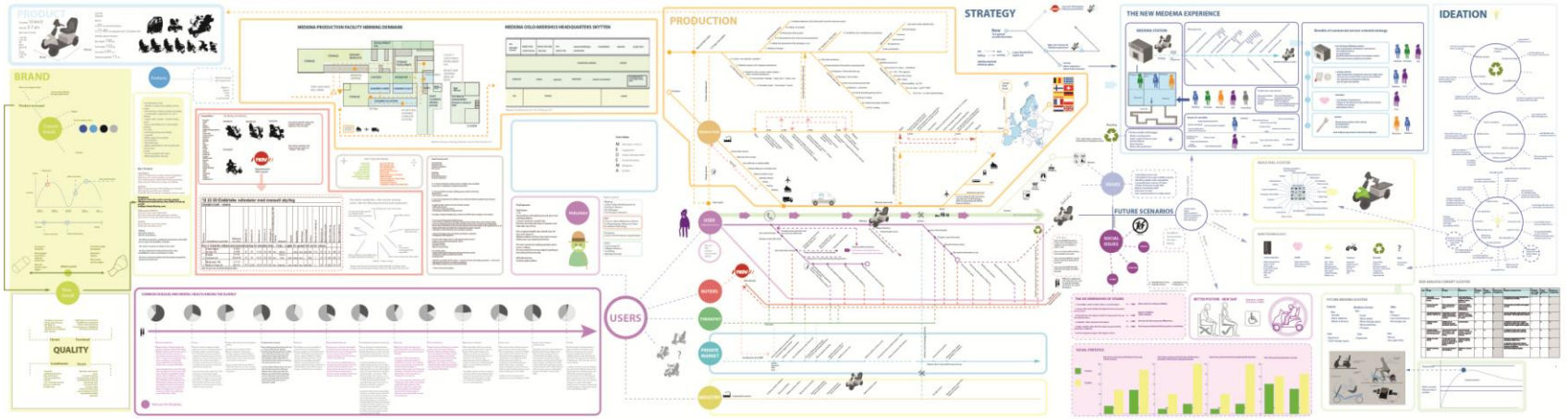
- Collage : Mixing different type of data and elements
- Composition
- Choreography
- Orchestration
- The New Gesamtkunstwerk

Gestalt

- Gestalt psychology
- The whole
- Christian von Ehrenfels:
- “The whole is DIFFERENT than the sum of its parts”

- Rudolf Arnheim: “Visual Thinking”

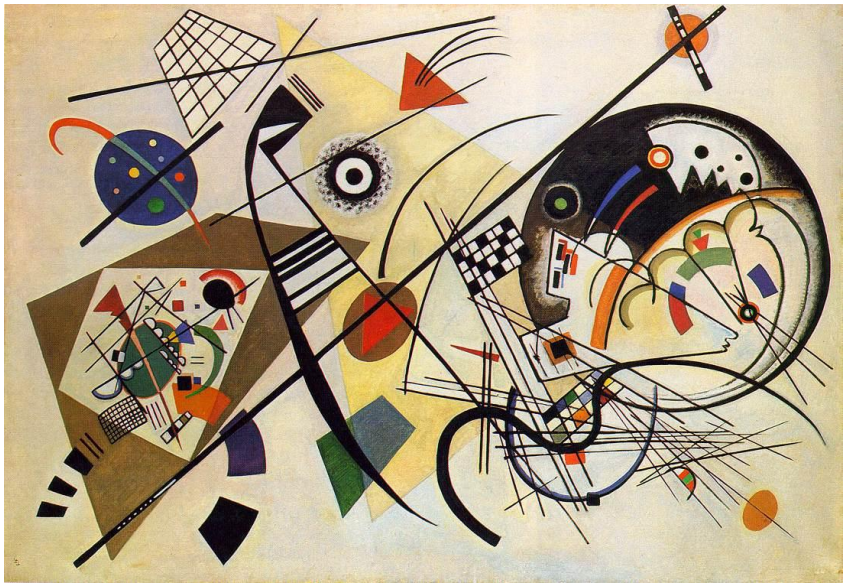
From Constructivism to designed knowledge?



MEDEMA Gigamap Christian von Hanno and Julian Guribye SOD 2012

How to design the Gigamap
How to design your knowledge.
Constructivist knowledge
Designed knowledge

Composition

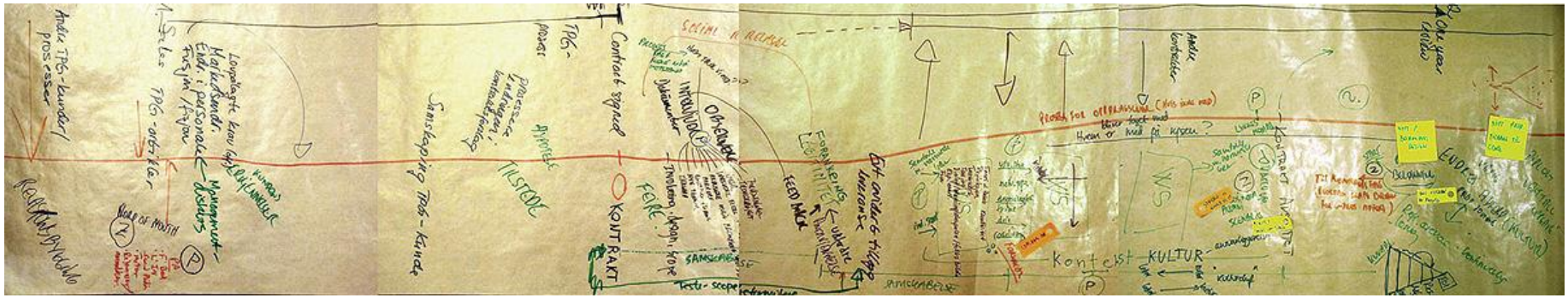


Wassily Kandinsky 1923 (Public Domain)

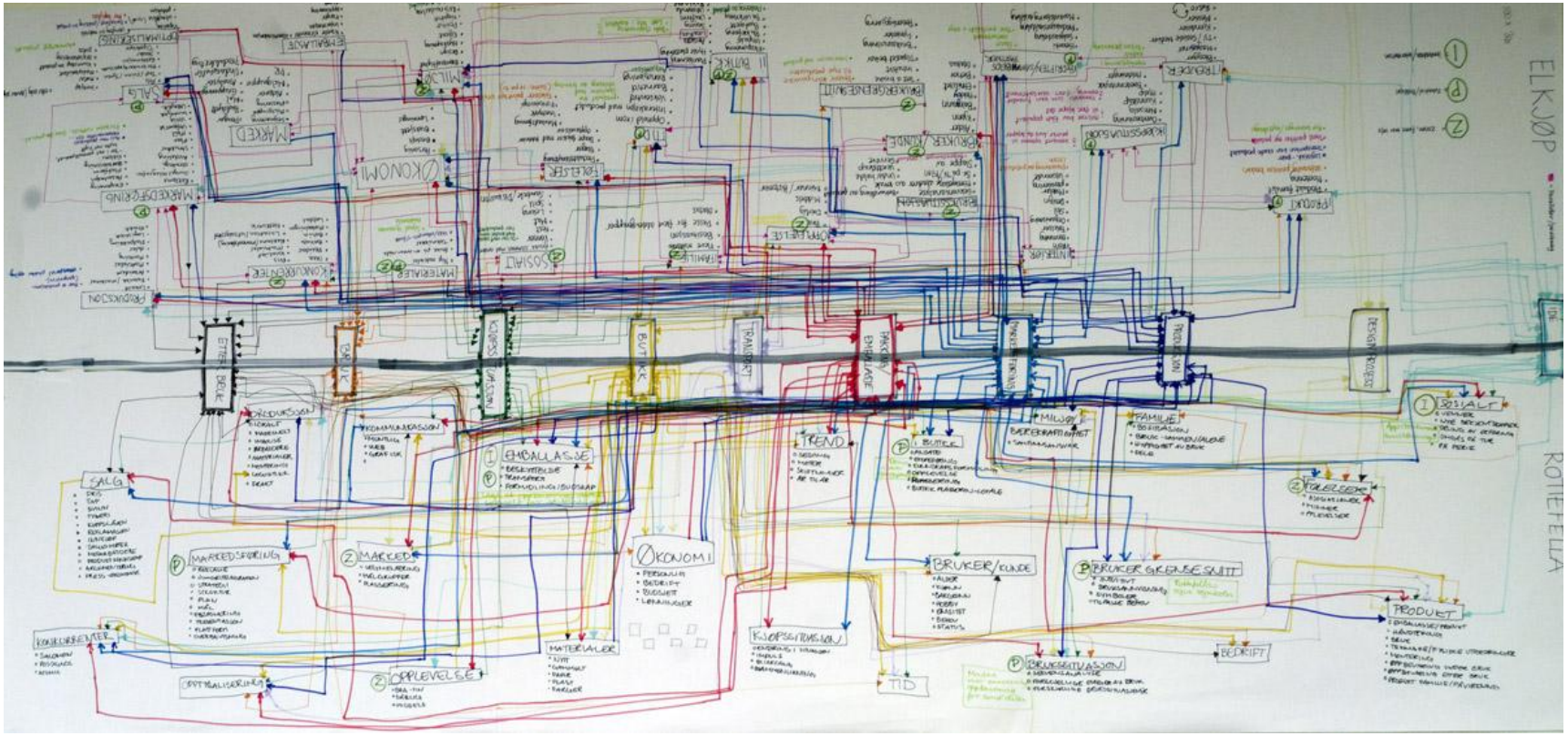
Balance and imbalance
Relating categorically different entities
Objects are primitives and freeform
Composed figures
Fields and boundaries
Colours
Creating tension but generating a sense of a holistic resolution

Kurt Schwitters, *Das Undbild*, 1919

A designprocess based on the sketch

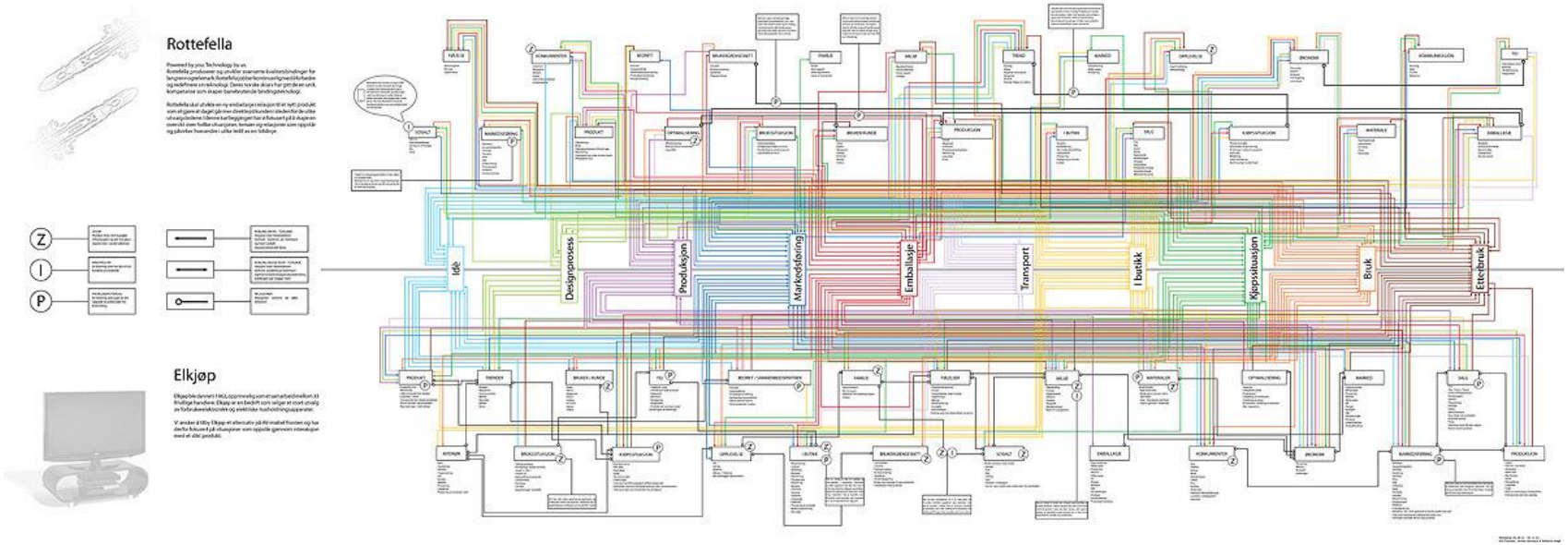


Developing the sketch in iterations and co-design



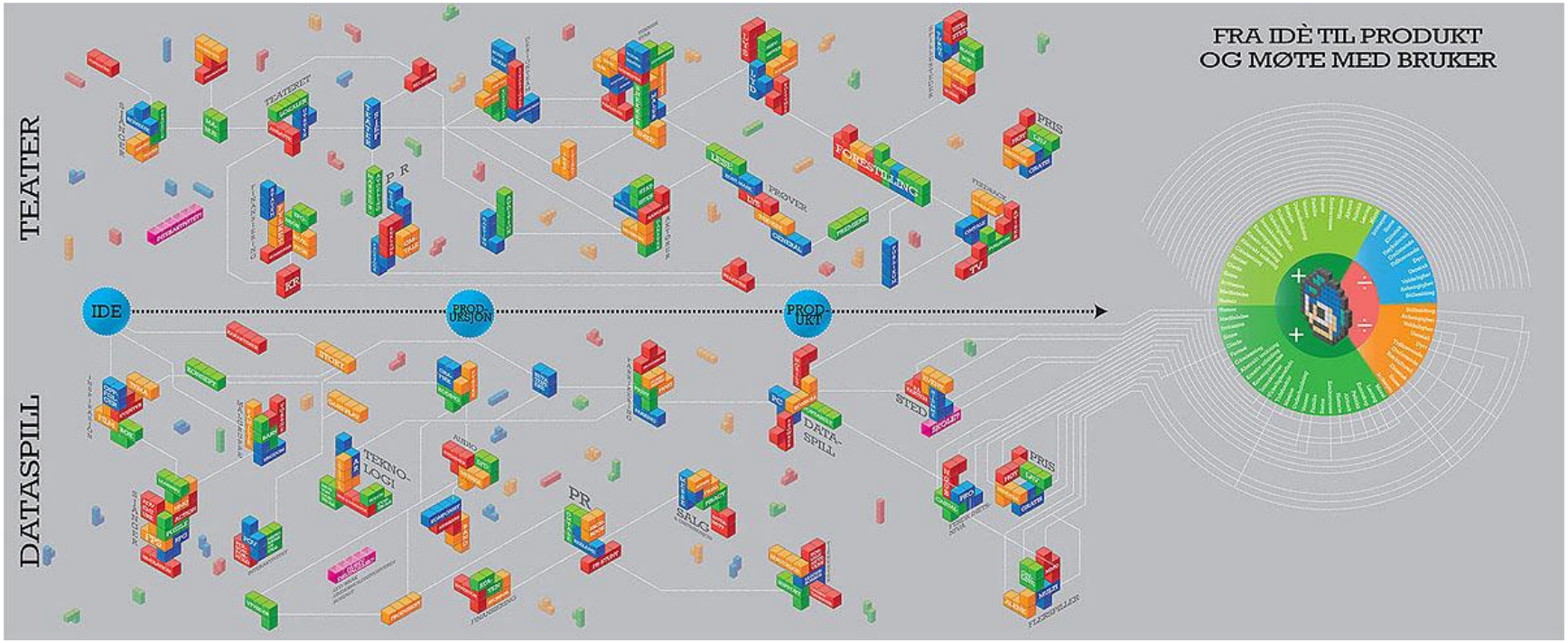
Comparative maps SOD HIOA 2013

Towards the final picture



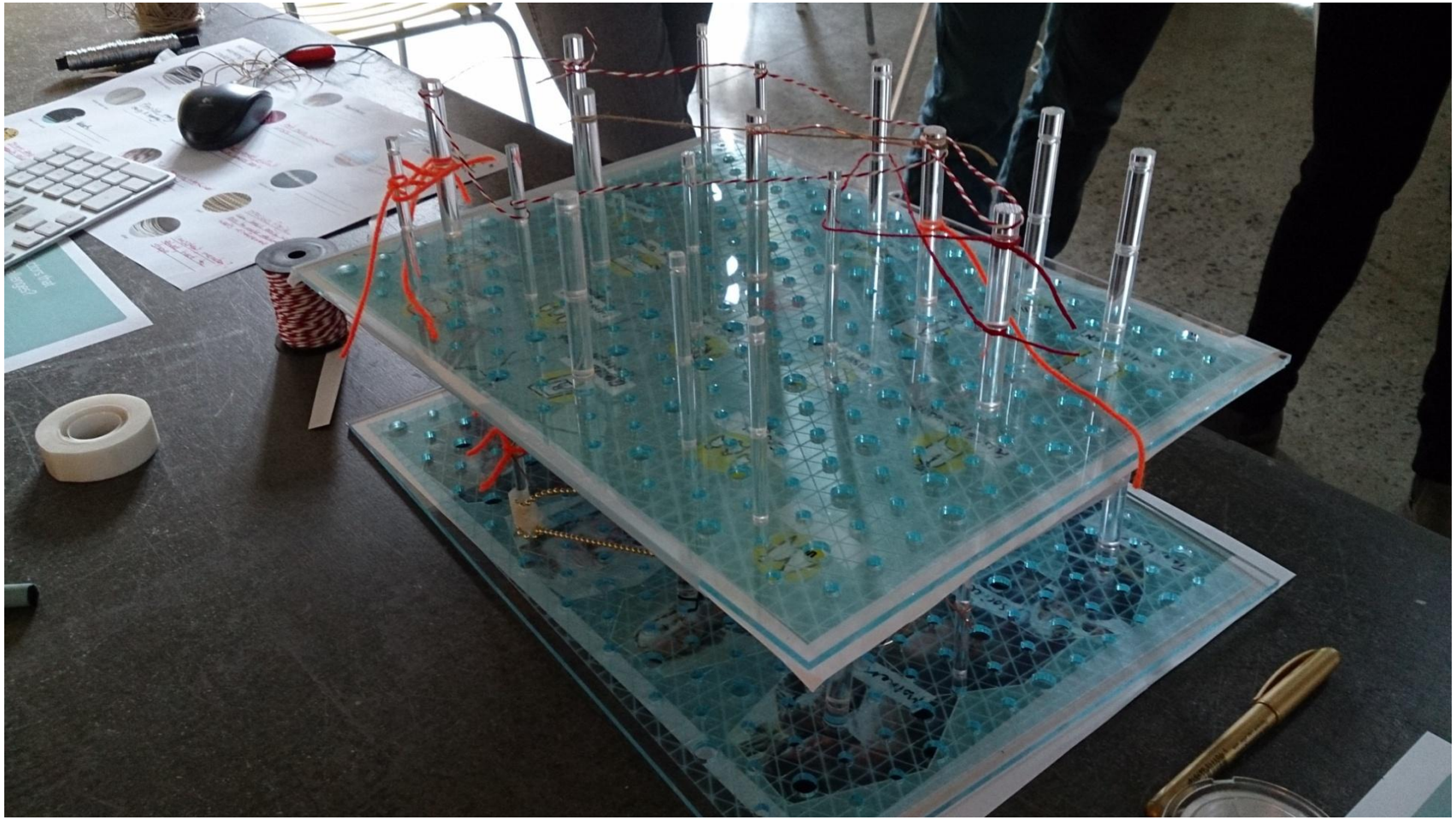
Comparative maps SOD HIOA 2013

Design intention and interpretation



SOD AHO 2012

Designing systemic design processes



Manuela Aguirre and Adrian Paulsen 2014

Choreography

The triangle game RSD3 2014 Praveen Nahar and Maham Goose, From the Systems Thinking Playbook.

- Service choreography
- Service choreographies are not executed: they are *enacted*

- http://www.youtube.com/watch?v=Irr06TfrYxI

Orchestration

- Orchestration in computing
- describes the automated arrangement, coordination, and management of complex computer systems, middleware, and services (Wikip)
- Orchestration and choreography used in the context of cloud computing

Organic Unity

- Platon Aristoteles
- In Aristotle's *Poetics*, organic unity is described by how writing relies internally on narration and drama to remain cohesive to one another, not as separate entities (wikip)

- The main theme of organic unity relies on a free spirited style of writing and by following any guidelines or genre-based habits, the true nature of a work becomes stifled and unreliable on an artistic plane (encyclopedia britannica)

- Gesamtkunstwerk

The “New Gesamtkunstwerk”

From Ulstein Bridge concept research project AHO 2012