

**FORM
FOLLOWS**

MEANING.

**MEANING
FOLLOWS**

FORM

**Surrendering the
Innocence of Design**

SHIFTING ROLE OF DESIGN PRACTICE

- I **Post-Normal Science** (Ravetz, 2006)
- II **Critical Transition** (Scheffer, 2009)
- III **Extended Peer Community** (Ravetz, 2006)

**TO WHAT
END
DO WE ENGAGE
IN ACTS OF DESIGN?**

- I Creative Expression**
- II Problem-Solving**
- III Change-Making**

ON WHOSE AGENDA?

- I Community**
- II Government**
- III Corporate**

**SYSTEMIC DESIGN
HAS THE POTENTIAL
TO PLAY AN
INTEGRATIVE
ROLE, WHEREIN
BROAD
AGENDAS
CAN BE
FORMULATED**

**(as is already taking place through
participatory design approaches)**

DESIGN

IDEAS

BECOME

MEDIATORS

(hidden significance)

**DESIGN AS
'FIRST
TRADITION'***

(*Nelson and Stolterman, 2012)

“As human beings, we continuously create things that help reshape the reality and essence of the world as we know it.”

Nelson & Stolterman, 2012, p.1.

CULTURAL
MEANING
MAKING

CREATIVE DIVERSION

REPRESENTATIONS OF CREATIVITY IN POPULAR MEDIA

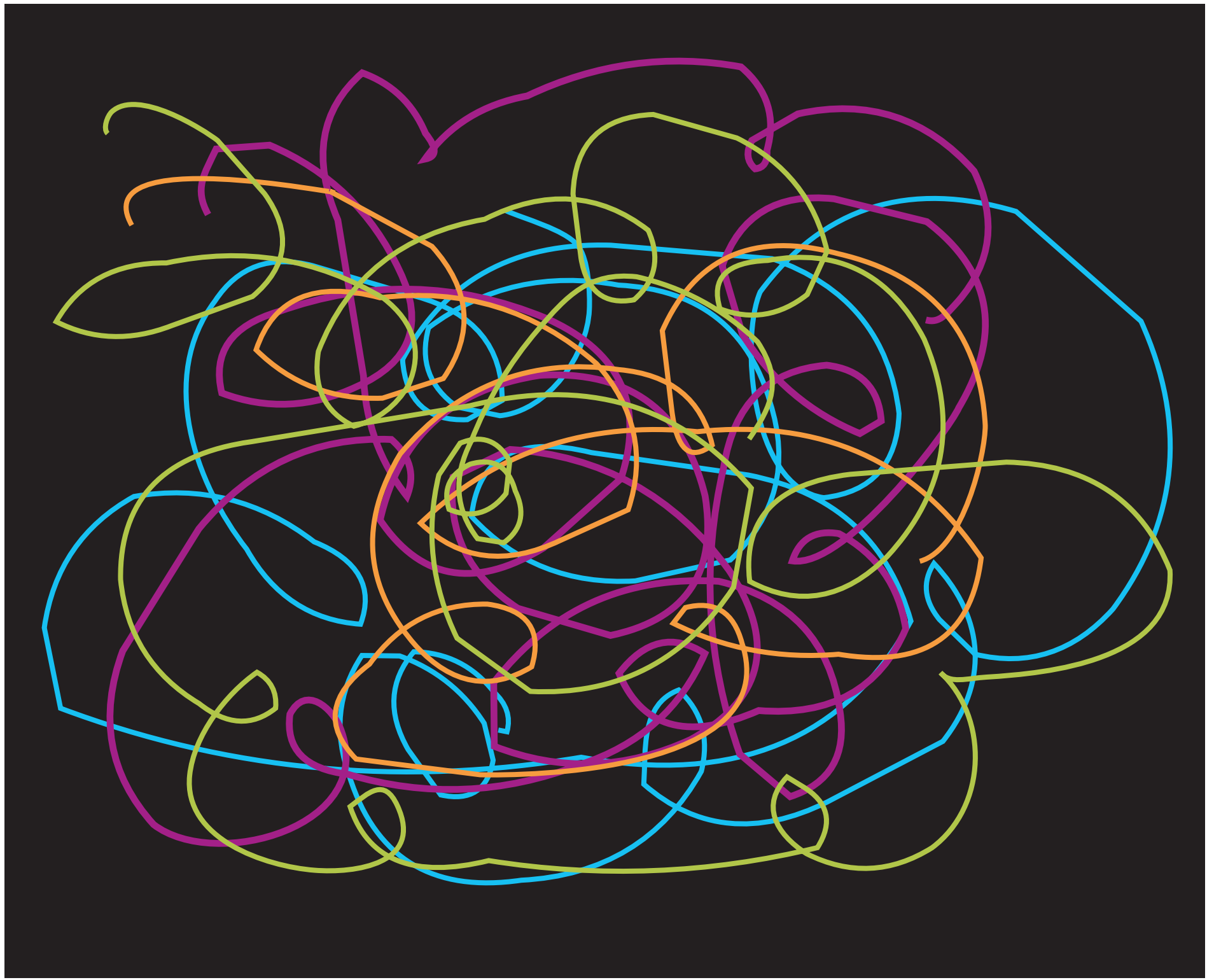
Rainbows
Exploding Brains
Lightbulbs
Splattered Paint



The Social Innovation Blog, University of
Cambridge Judge Business School, 2015

THERE
IS SOMETIMES
AN IMPLICIT
ASSUMPTION
THAT CREATIVITY
IS **DESIRABLE**
AND/OR
MORALLY
NEUTRAL

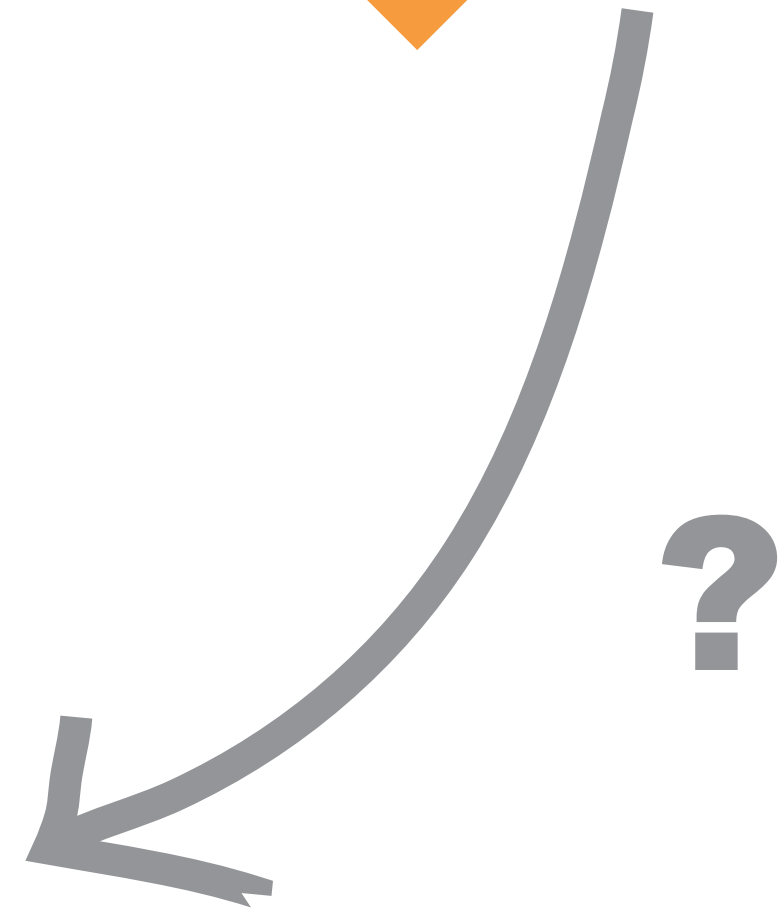
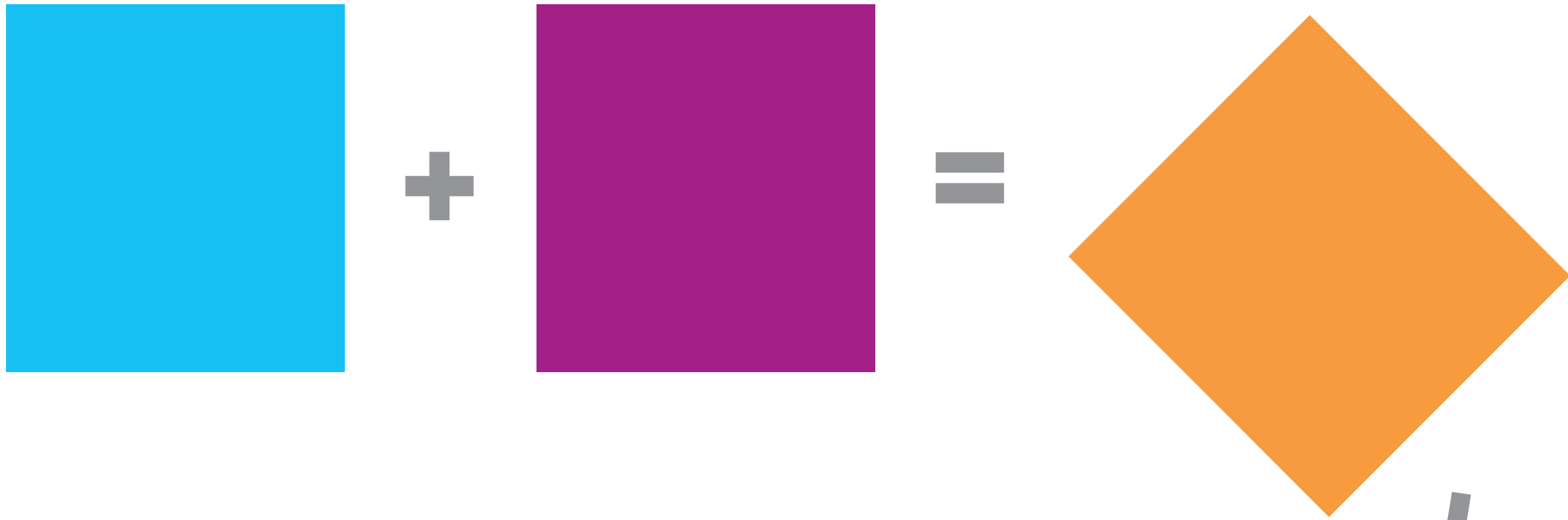
**WITH THE
PROMISE OF
CREATIVITY,
WE ARE OFTEN
GRANTED
OPEN
EXPRESSIVE
LICENSE**



‘SOUL OF SOCIETY’

**WHERE
DO WE
SITUATE
CREATIVE
WORK
WITHIN
SOCIETIES?**

**IN DESIGN,
WE MAY
ENLIST
CREATIVITY
FOR THE
DELIVERY OF
PRE-DETERMINED
ENDS**



SEDUCTION BY DESIGN

WHAT IS THE PARADIGM?

BRANDED LIFE EXPERIENCES

(see Klein, 2009[2000])

1990s
GTA
BRANDING
BRIGADE

Gas Stations
Banks
Convenience Stores
Grocery Stores
Clothing Stores

**WHAT
ARE THE
IMPLICATIONS?**

DILUTED SOCIAL COMPLEXITY

**(or homogenization of
cultural significance)**

EXPECTED REGULARITY

(trust)

WHEN OUR
CONSTRUCTED
WORLD PRESENTS
AN ILLUSION OF
CERTAINTY,
DOES THIS
LEAVE US
UNPREPARED TO
COPE WITH
DIVERSITY &
EMERGENCE?

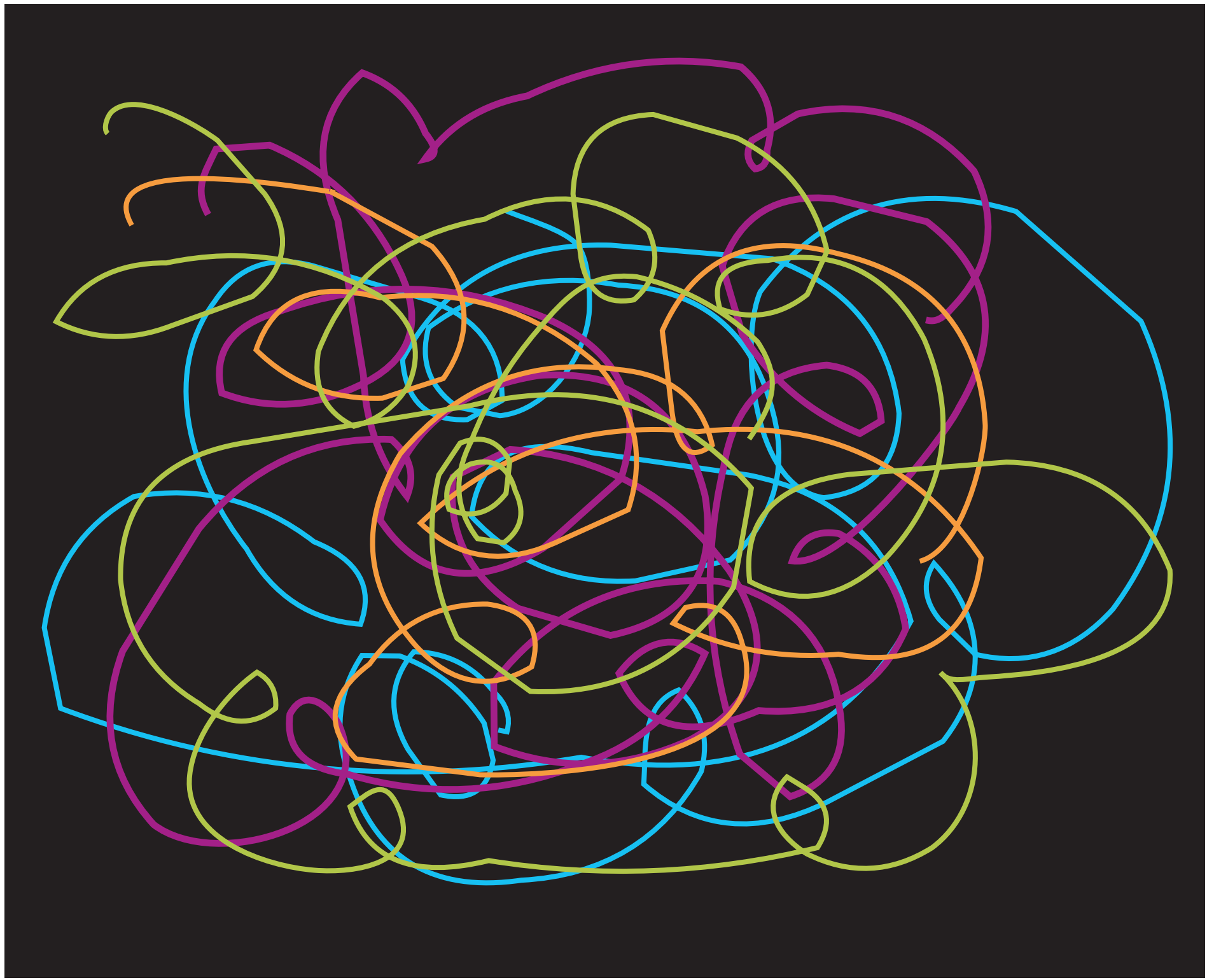
**COULD WE
CREATE A
DESIGN
LANGUAGE
THAT IS EQUALLY
COMPLEX AS
COMPLEX
ADAPTIVE
SYSTEMS?**

ANTI BRAND

DECLINING RELEVANCE OF MODERN PREFERENCES

(see Beck, Giddens & Lash, 1994)





**THANK YOU
FOR YOUR
TIME**

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