



Faculty of Design

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Scaling in: Towards a paradigm of abundance within limits

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SCALING IN:
TOWARD A PARADIGM OF
ABUNDANCE
WITHIN LIMITS
PART II, A MANIFESTO
FOR SYSTEMIC DESIGN

COMPLEXITY

OF LIFE
ON EARTH

INCREASED

POPULATION

INCREASED

CONSUMPTION

RESOURCE USE

OVERSHOOT

SYSTEMS

COLLAPSE

**LOSS OF
COMPLEXITY?**

growth

limits

DUALISM OF COMPLEMENTS

Benyus in Ternaux, 1988
Christian, 2004
De Vries & Goudsblom, 2002

complexity as adaptation

Benyus, 1997
Christian, 2004

adaptation
as innovation

Arthur, 2009
De Vries & Goudsblom, 2002
Whitesides, 2010

complexity as stacking

Limits to Growth
Degrowth
Planetary Boundaries
Ecological Ceiling : Social Floor
Quality of Life

innovation parameters

3.3 billion
in 2008

to 5 billion
in 2030

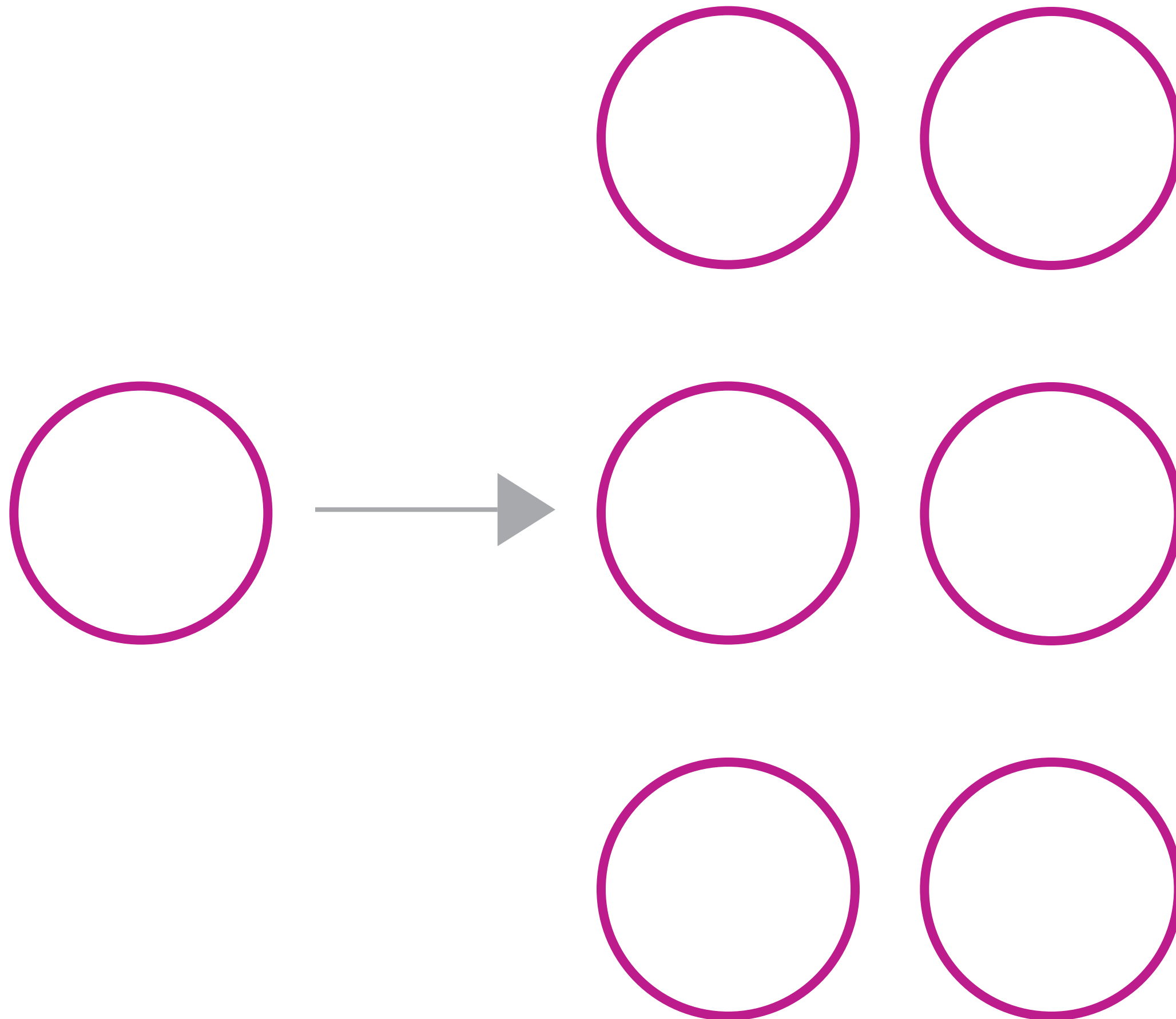
INNOVATION

SCALING

TRAJECTORIES

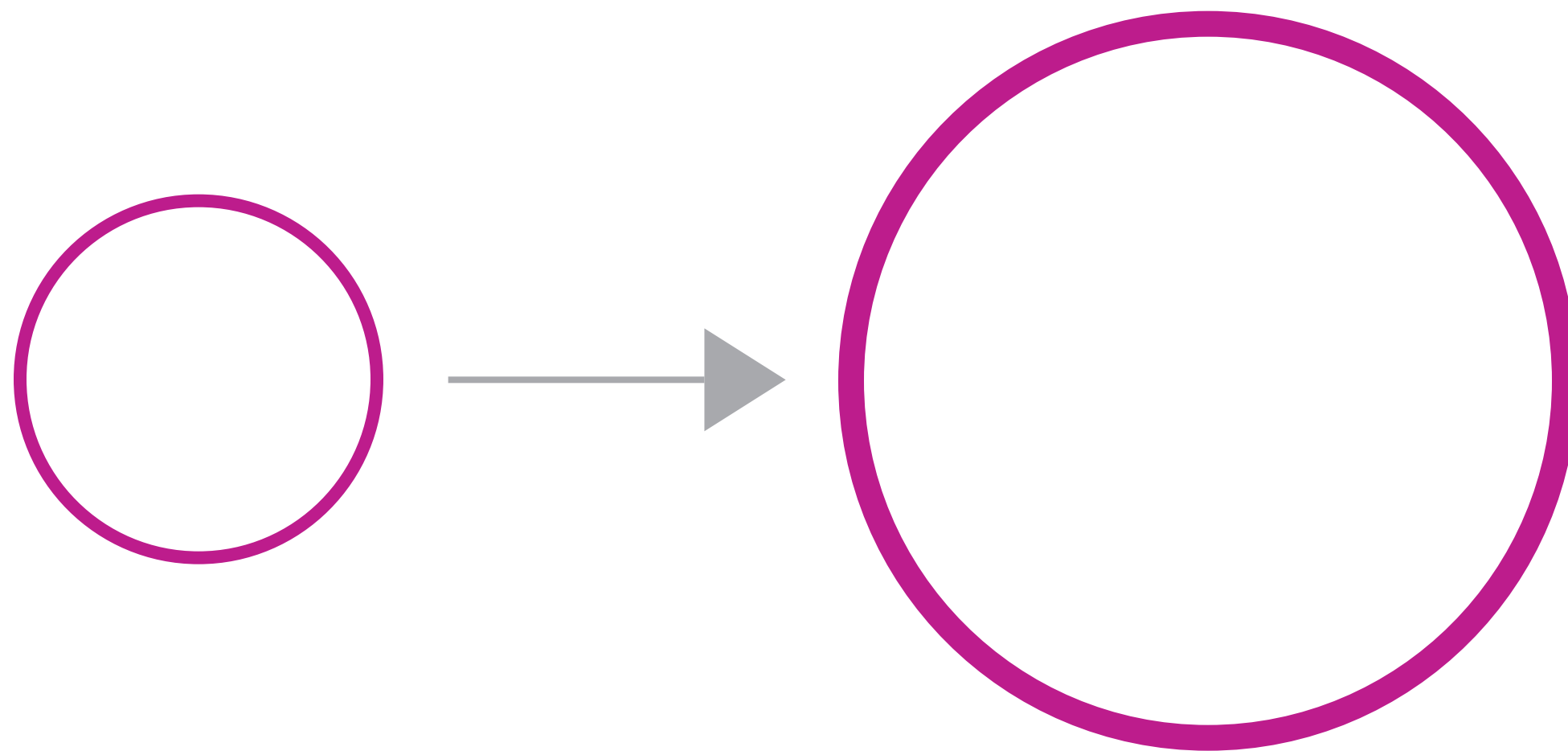
SCALING OUT

Westley & Antandze, 2009

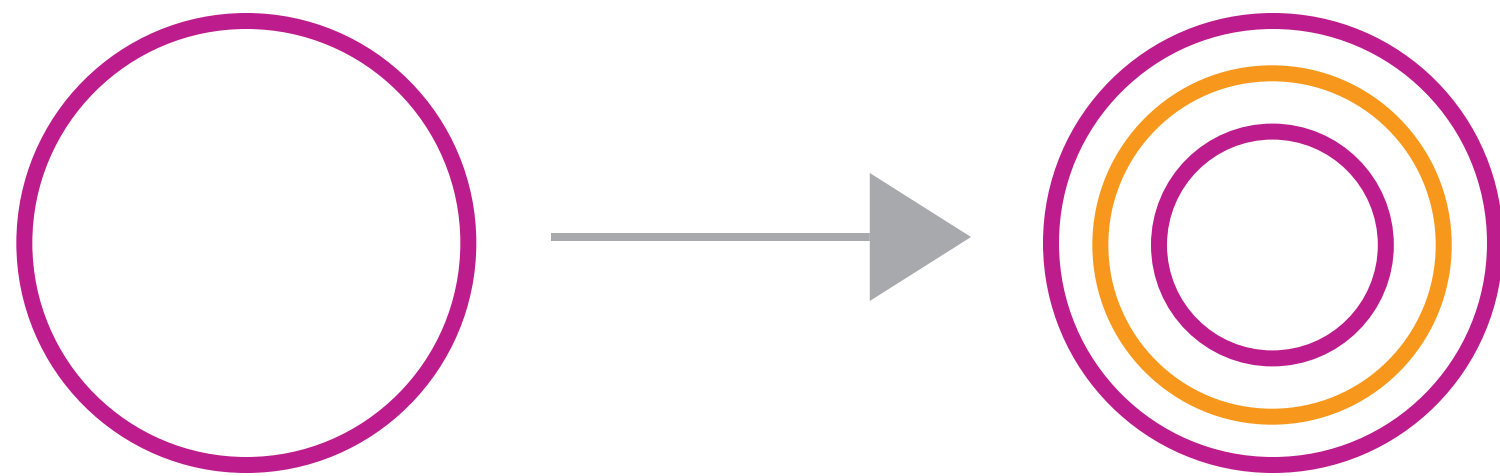


SCALING UP

Westley & Antandze, 2009



SCALING IN



SOCIAL

THEORY OF

TRANSITION

Loorbach, 2010

"...influencing perspective could influence practice that in turn could influence progress."

Westley, Patton, & Zimmerman, 2006, Forward

BASIN LAYER I

perspective

CONCEPTUAL COMPLEXITY

BASIN LAYER II

practice

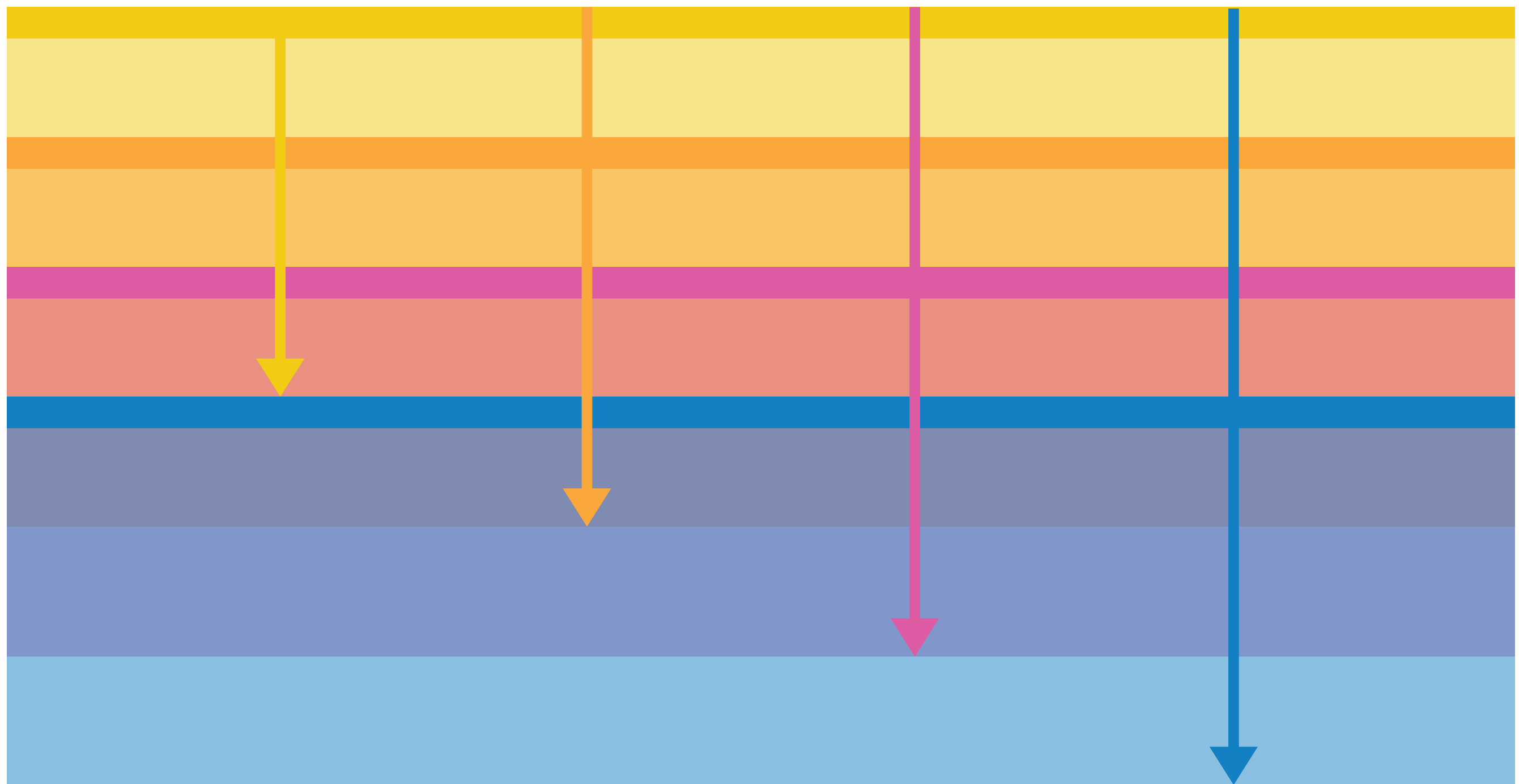
REIMAGINING MATERIALISM

BASIN LAYER III

progress

DISTRIBUTED CONSTRAINTS
DISTRIBUTED BENEFITS

CONCEPTUAL COMPLEXITY



dematerialize

ephemeralize



Multi-Use Planning
Multiple Benefits

The Moscardino spork, Giulio Iacchetti & Matteo Ragni for Pandora Design,
<http://www.made-in-italy.com/italian-design/news/the-moscardino-spork>

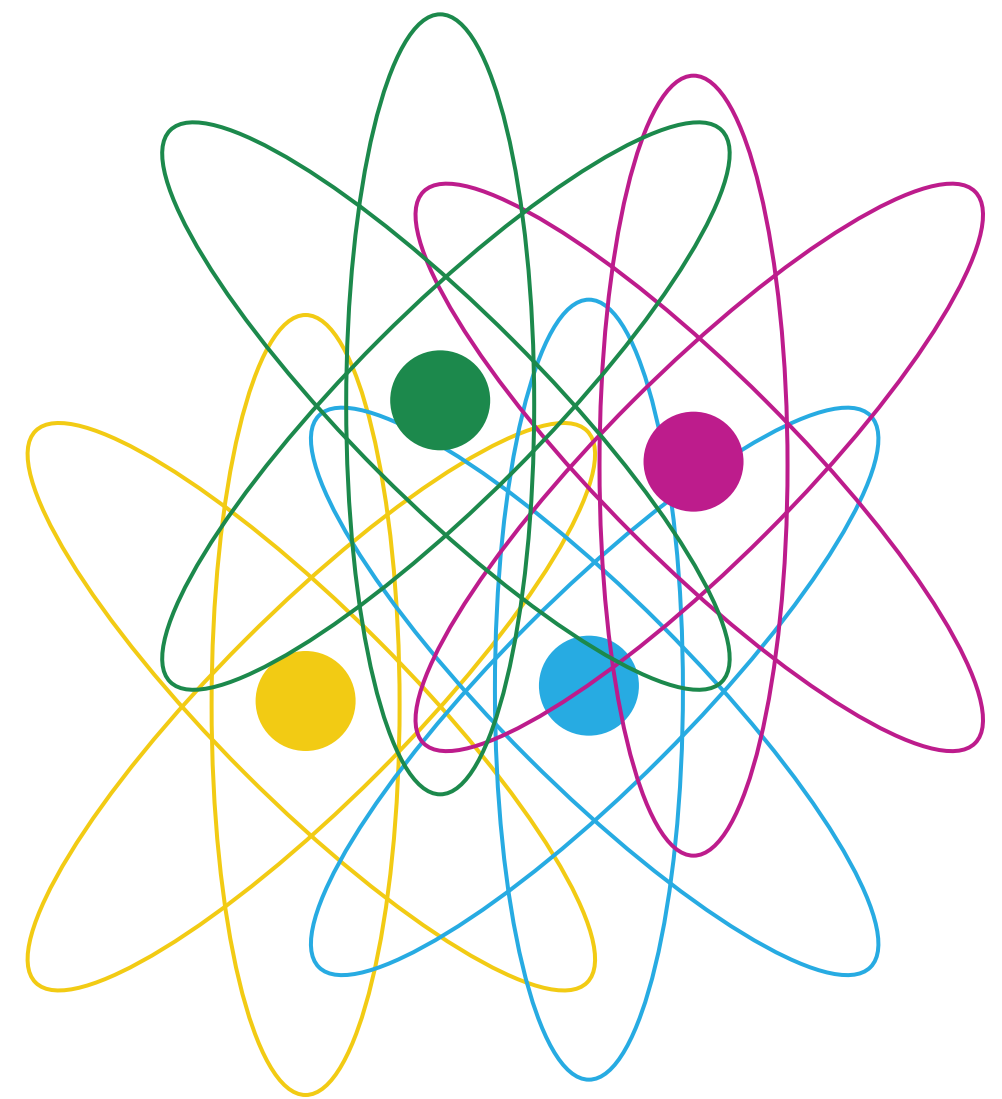
stacking
functions

100 WAYS TO USE A STICK

socio-eco

technological

integration



flows
places

FOCUS ON THE

NON-MATERIAL

ASPECTS OF

HUMAN LIFE

**CHANGE AS A
CULTURE**

**CHANGE OUR
DESIRES**

**distributed
constraints**

**distributed
benefits**

THANK

YOU

FOR YOUR TIME

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