The Many Faces of Design

creative agency

immersive engagement

adaptive response

adaptive response
creative agency
immersive engagement

"Fuller defines design as the deliberate ordering of components. Thus distinguished from randomness, design implies the presence of intellect…"

Edmonson, 1986, p.288

Elusive terminology.

"Social innovation is an initiative, product or process or program that profoundly changes the basic routines, resource and authority flows or beliefs of any social system. Successful social innovations have durability and broad impact. While social innovation has recognizable stages and phases, achieving durability and scale is a dynamic process that requires both emergence of opportunity and deliberate agency, and a connection between the two."

Westley, 2008, p.1

A social innovation.

A multi-faceted approach.

"Managers promote stability while leaders press for change, and only organizations that embrace both sides of that contradiction can thrive in turbulent times."

Kotter, J.P., 2001, p.85

MANAGING COMPLEXITY

MEDIATING CHANGE

planning
organizing
maintaining
problem solving
monitoring
controlling

envisioning
inspiring
aligning
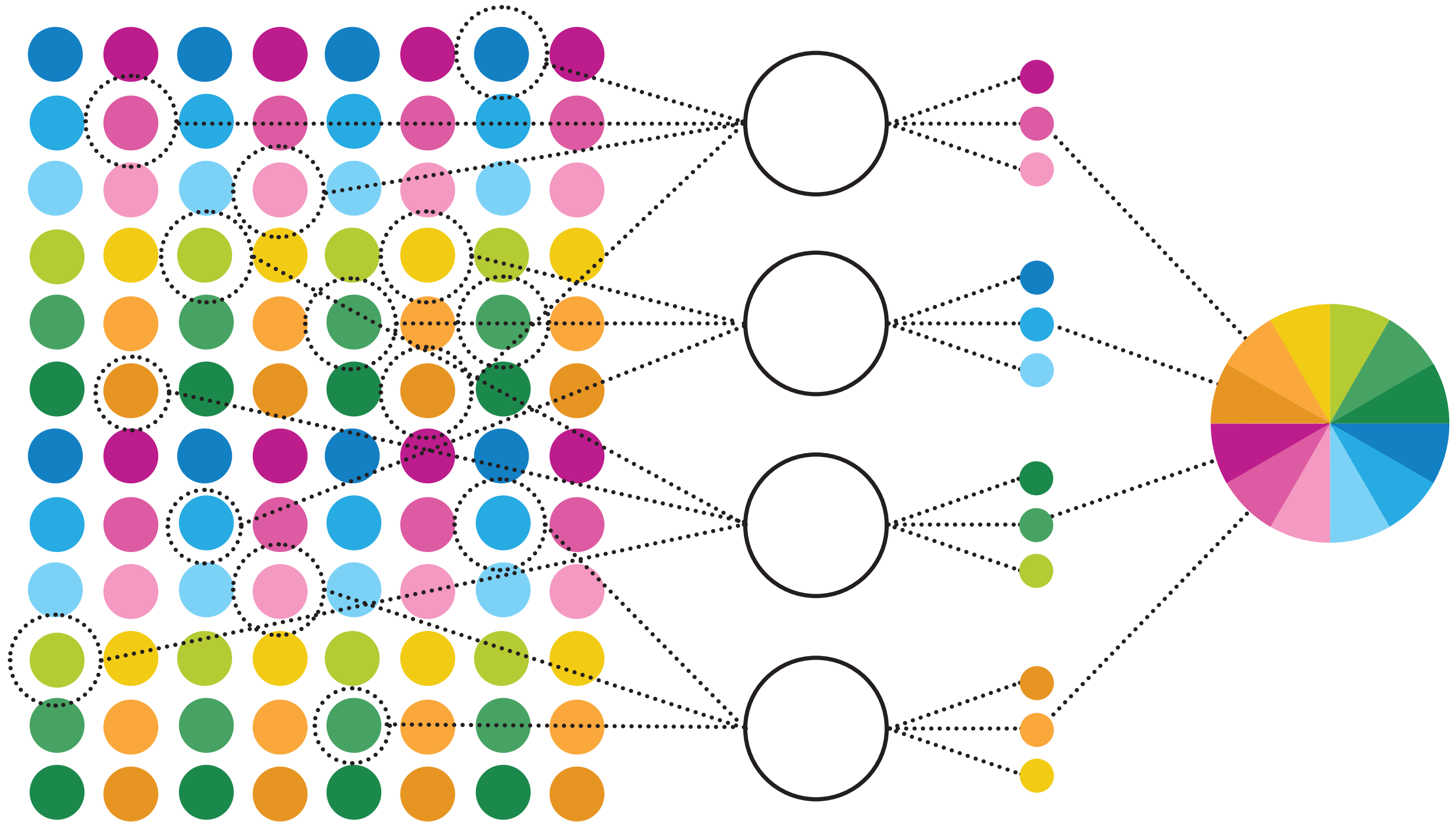**interpreting human drives and needs**

de-
construction

EXPLORE CLUSTER EXPAND INTEGRATE

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BASIN LAYER I

perspective

BASIN LAYER II

practice

BASIN LAYER III

progress

SOCIAL INNOVATION ROLE
poet

DESIGN ACT
adaptive response

SOCIAL INNOVATION DOMAIN
beliefs

DESIGN FUNCTION
sensemaking

**DESIGN PHASE**
exploration

DESIGN OUTCOME
concept

BASIN LAYER I

perspective

"Only human beings are able to discern such truths (science) and thereby participate in their own evolution (design)…humanity alone has access to the design laws of the Universe, and that has determined our unique evolutionary function…we are meant to solve problems…Our unique advantage is a faculty called 'mind', which can integrate disparate facts of experience."

Edmonson, 1986, p.288

reflect on experience
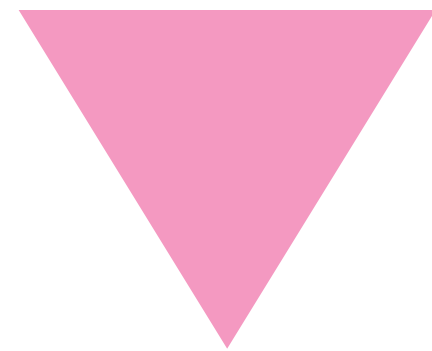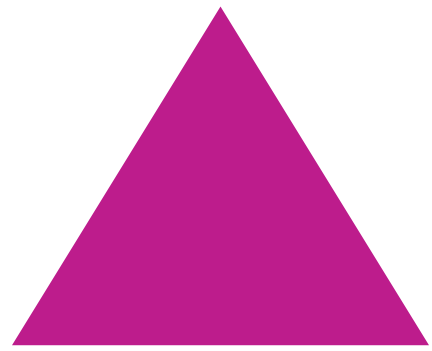
respond through action

We shall not cease from exploration
And the end of all our exploring
Will be to arrive where we started
And know the place for the first time.

T.S. Eliot, Excerpted from Four Quartets

SOCIAL INNOVATION ROLE
designer

DESIGN ACT
creative agency

SOCIAL INNOVATION DOMAIN
routines

DESIGN FUNCTION
mediation

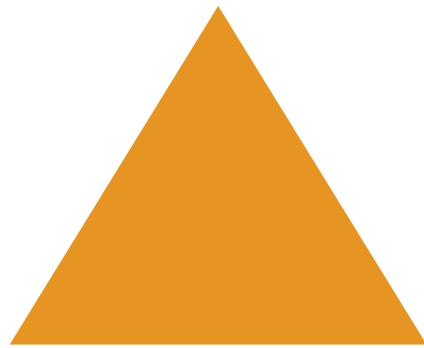**DESIGN PHASE**
synthesis & iteration

DESIGN OUTCOME
program

BASIN LAYER II
practice

process

structure

"Artifacts coshape the use that is made of them, and thereby the relationship that arise between humans and their world...artifacts invite particular actions while discouraging others or even rendering them impossible...Because mediated actions make humans encounter the world in a particular way, the mediating artifact helps to determine how both the world ('objectivity') and those who act in it ('subjectivity') are present."

Verbeek, 2005, p.171

SOCIAL INNOVATION ROLE
debater

DESIGN ACT
immersive engagement

SOCIAL INNOVATION DOMAIN
resource &
authority flows

DESIGN FUNCTION
systems integration
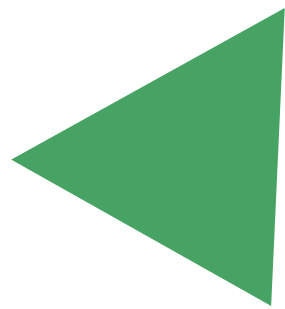
DESIGN PHASE
connection

DESIGN OUTCOME
implementation

BASIN LAYER III

progress
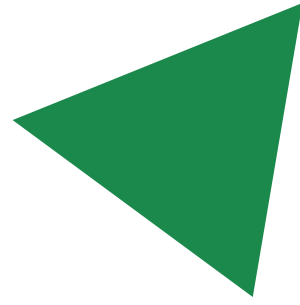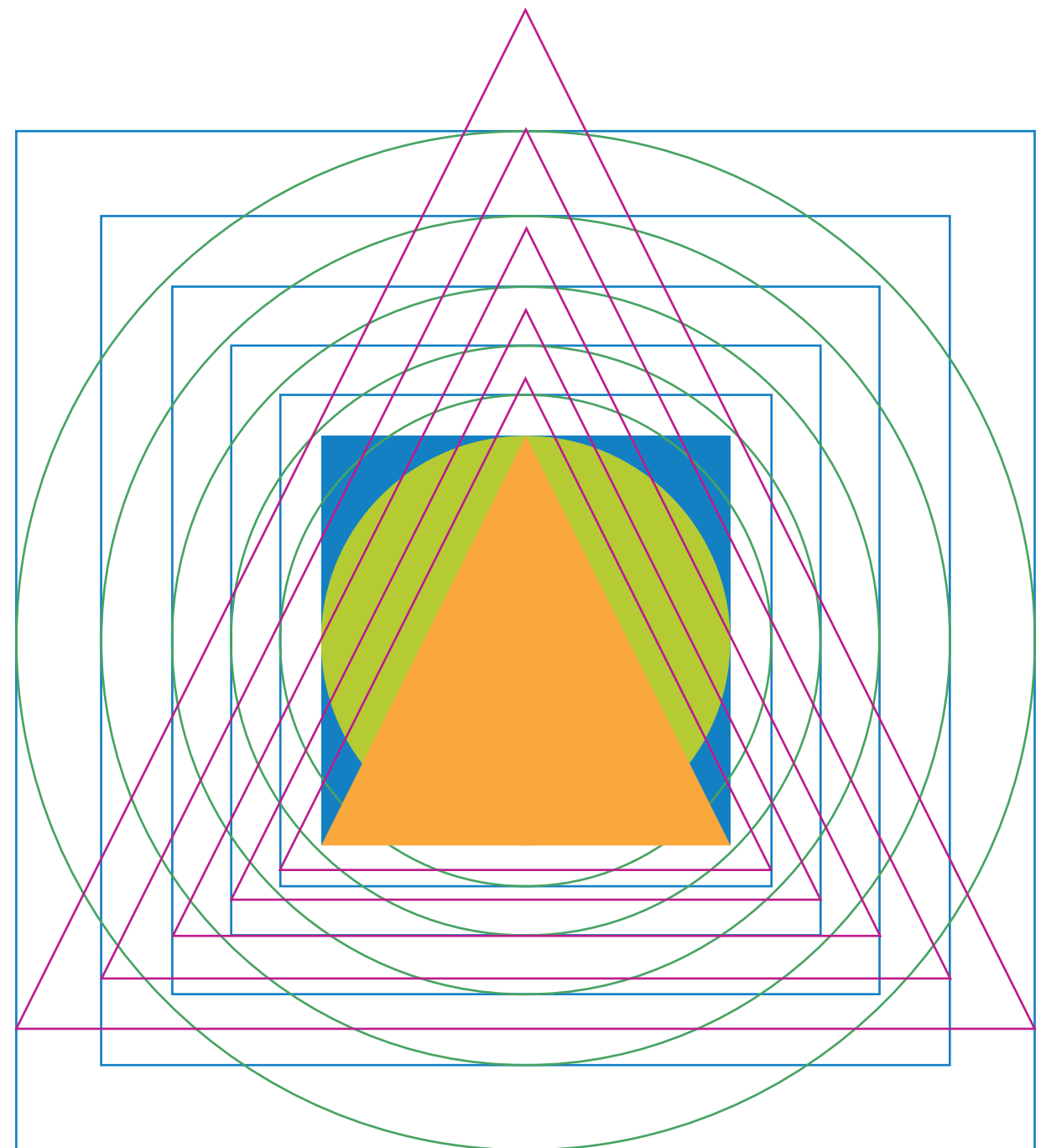
what is?

what could be?

what should be?

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NICHE

Operations

Mandates

REGIME

Structures

LANDSCAPE

Philosophies

2000 3000 40

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PLAYER

INVENTOR

MAKER

COORDINATOR

CONSUMER

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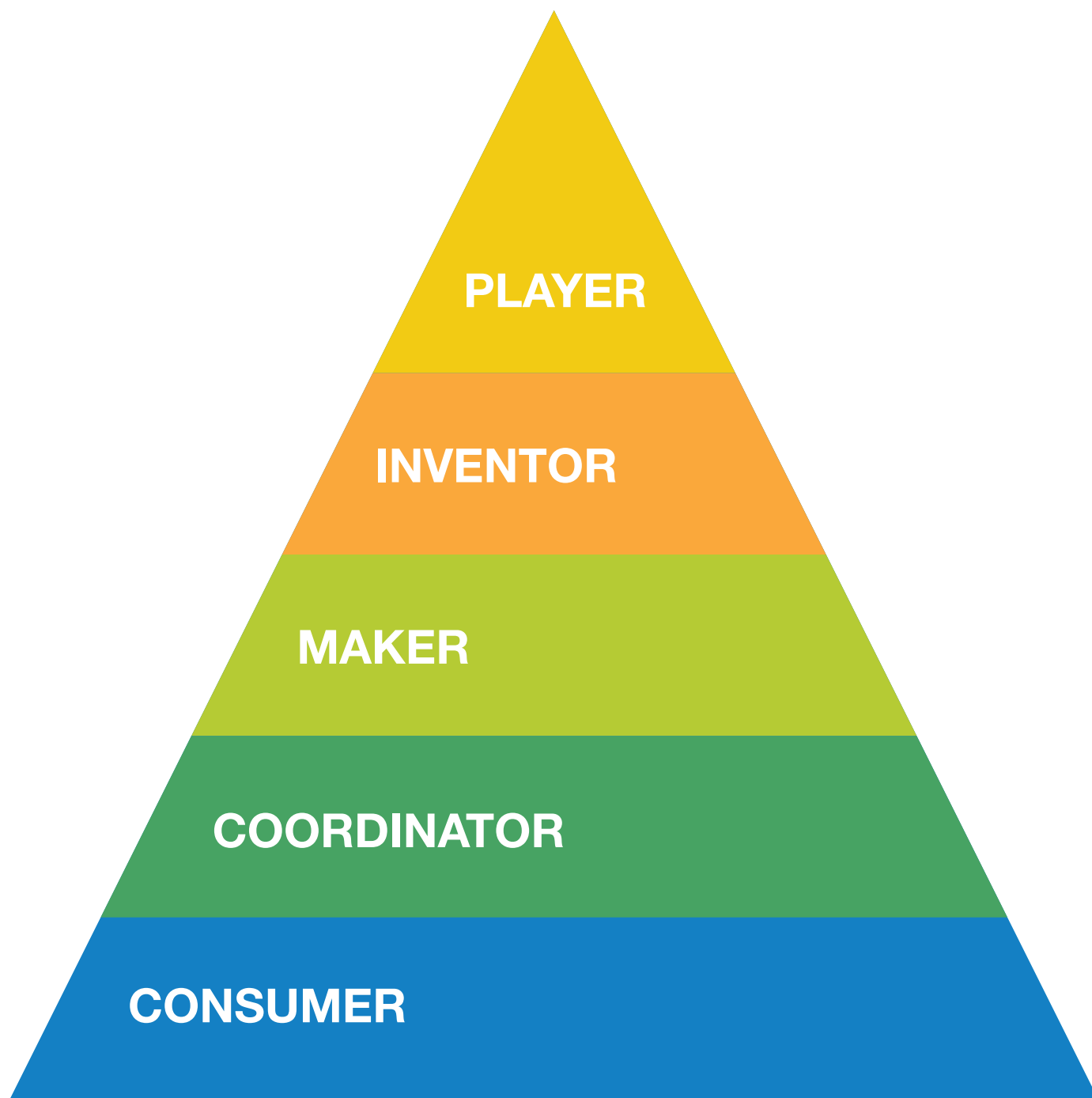
One becomes **accountable** for one's presence in a system **through active engagement** with it—one's acts of intervention the means through which one shapes and sustains one's position in the system. In other words, one takes responsibility for one's existence by clearly defining related parameters and characteristics. In this light, 'designer' becomes analogous with 'creative human agent', these agents embedded elements of systems, and their acts of agency critical to the functioning of the whole.

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