Holistic and dynamic concepts in design
Sevaldson, Birger

Suggested citation:

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
Holistic and dynamic concepts in design:
What design brings to systems thinking.
Birger Sevaldson
“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?

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

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

Wassily Kandinsky 1923 (Public Domain)
Kurt Schwitters, Das Undbild, 1919
A design process 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
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=lrr06TfrYxI
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”