SIGILLUM REGIÆ ACADEMIÆ PICTOR: SCULPTOR: ARCHITECTORUMQVE

Why DESIGN MATTERS….

Design for the New World

From Human Design to Planet Design

Ida Engholm

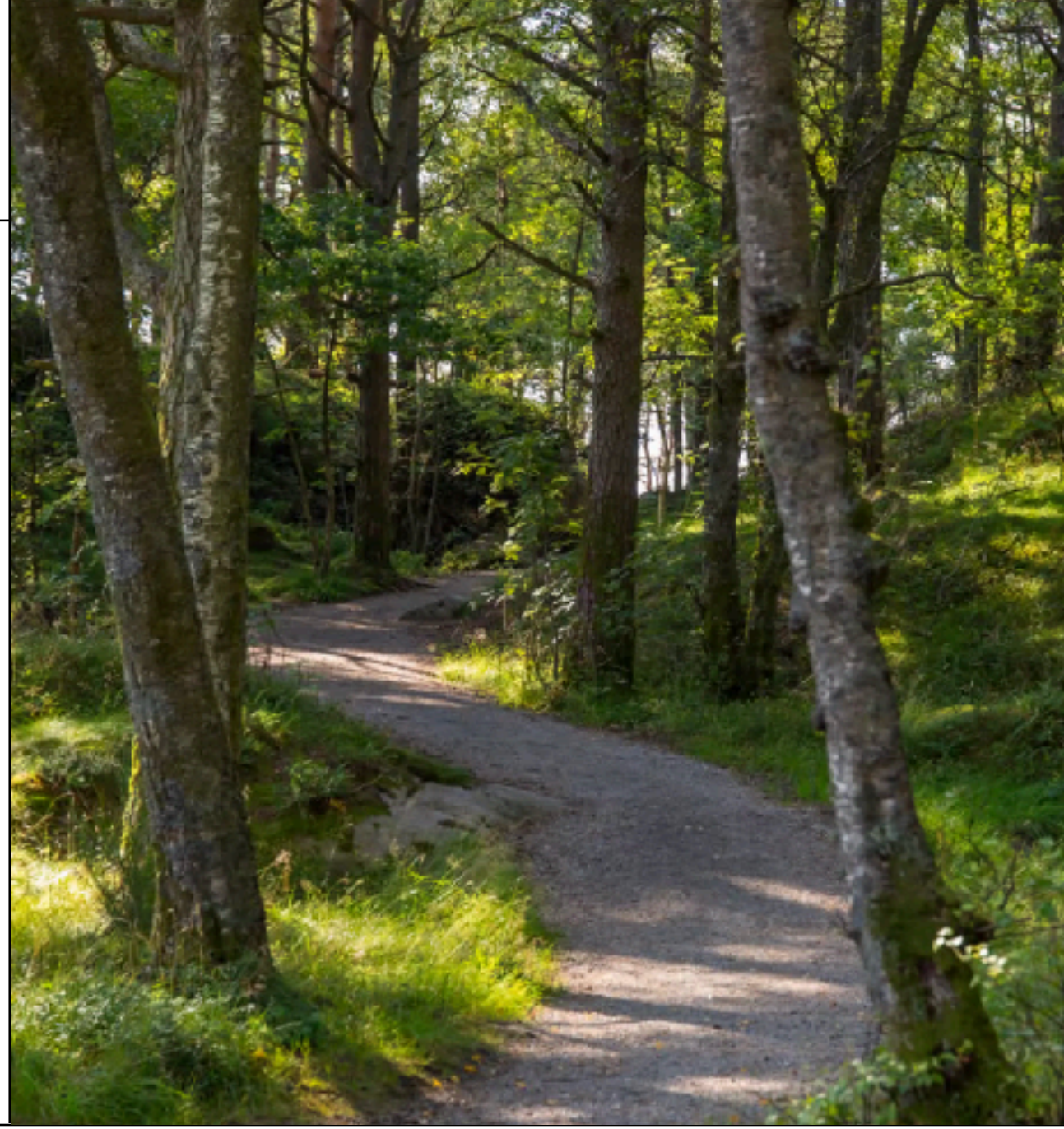
Design as problem and solution

Agenda

The Anthropocene as a room for discussion and imagination

From a human-centered to a planet-centered perspective on design

Systems acupuncture

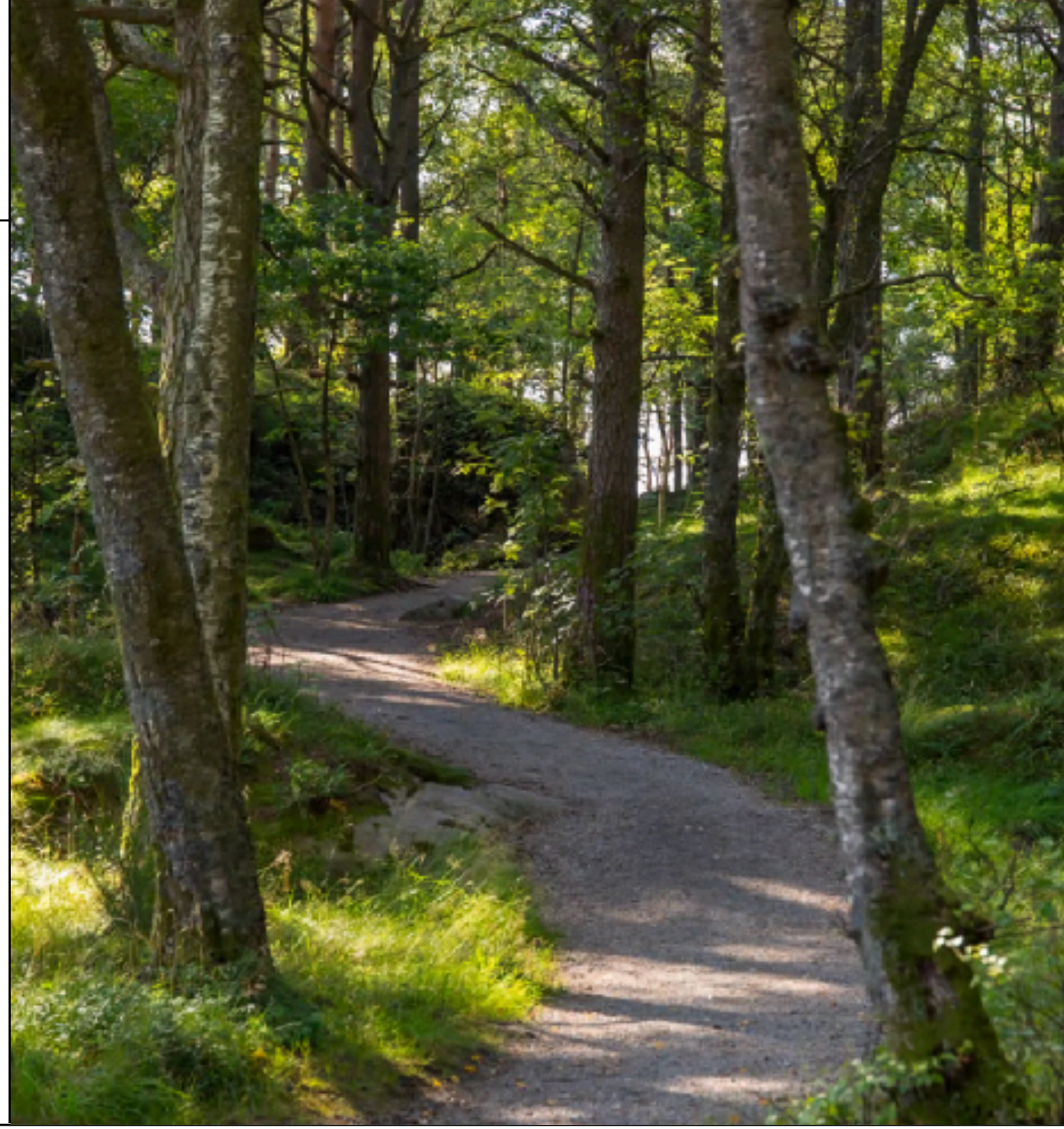


Agenda

The Anthropocene as a room for discussion and storytelling

From a human-centered to a planet-centered perspective on design

Systems acupuncture



The Anthropocene as a room for discussion and storytelling

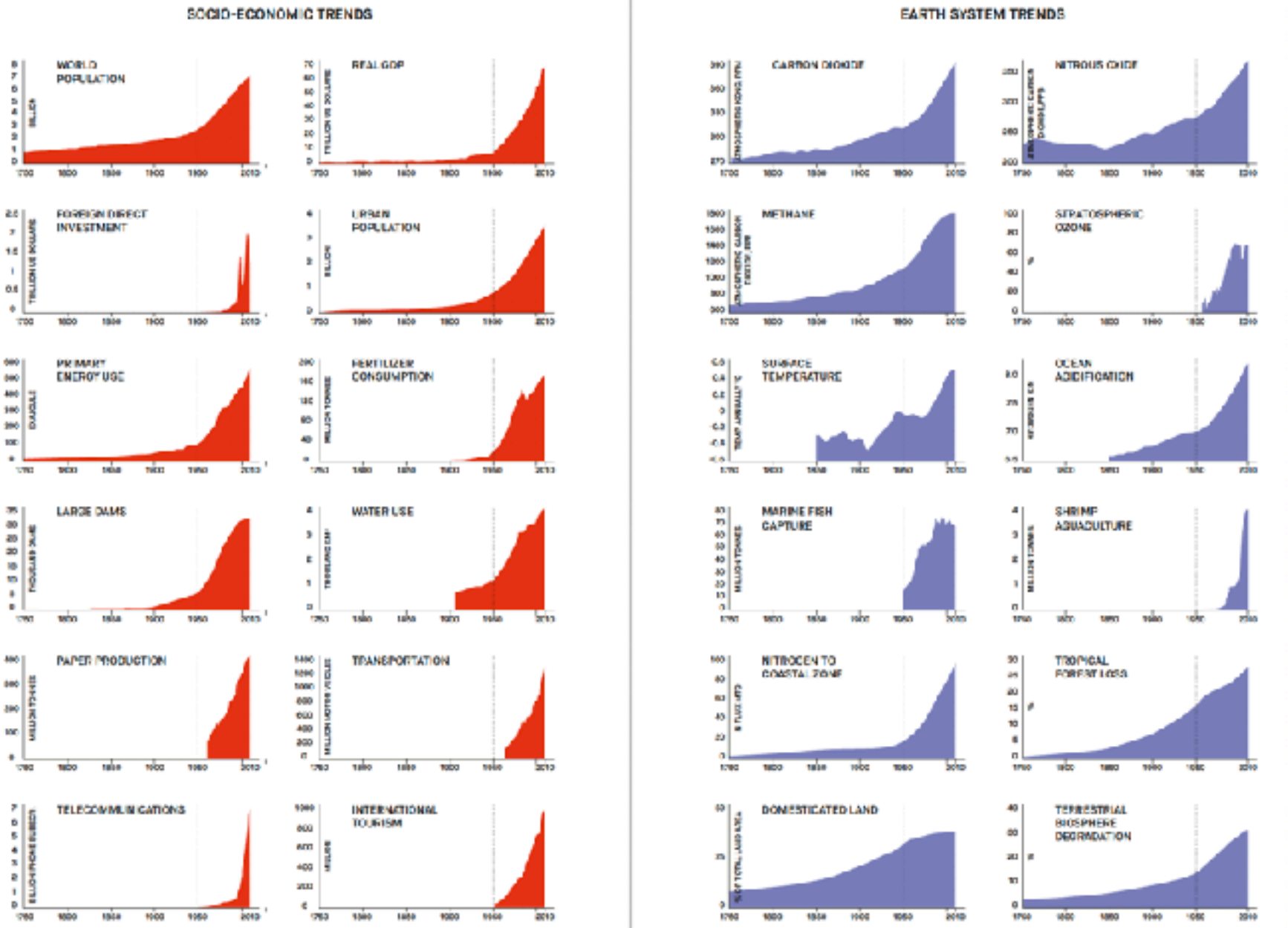
The Anthropocene

- Introduced in the 1980s.
- Gained prominence in the early 2000s.
- Proposed by Nobel laureate Paul Crutzen.
- Defines humanity as a planet-altering force, comparable to meteor impacts, volcanoes, and shifts in tectonic plates.

The Anthropocene

- When did the Anthropocene begin?
- Agricultural societies (cultivation of the land, domestication of animals and plants).
- Industrial societies (emission of fossil fuels).
- The atomic bomb (humans potentially capable of annihilating the Earth).
- The Capitalocene (capitalism – the growth paradigm - is the problem).

Engholm (2023: 26).



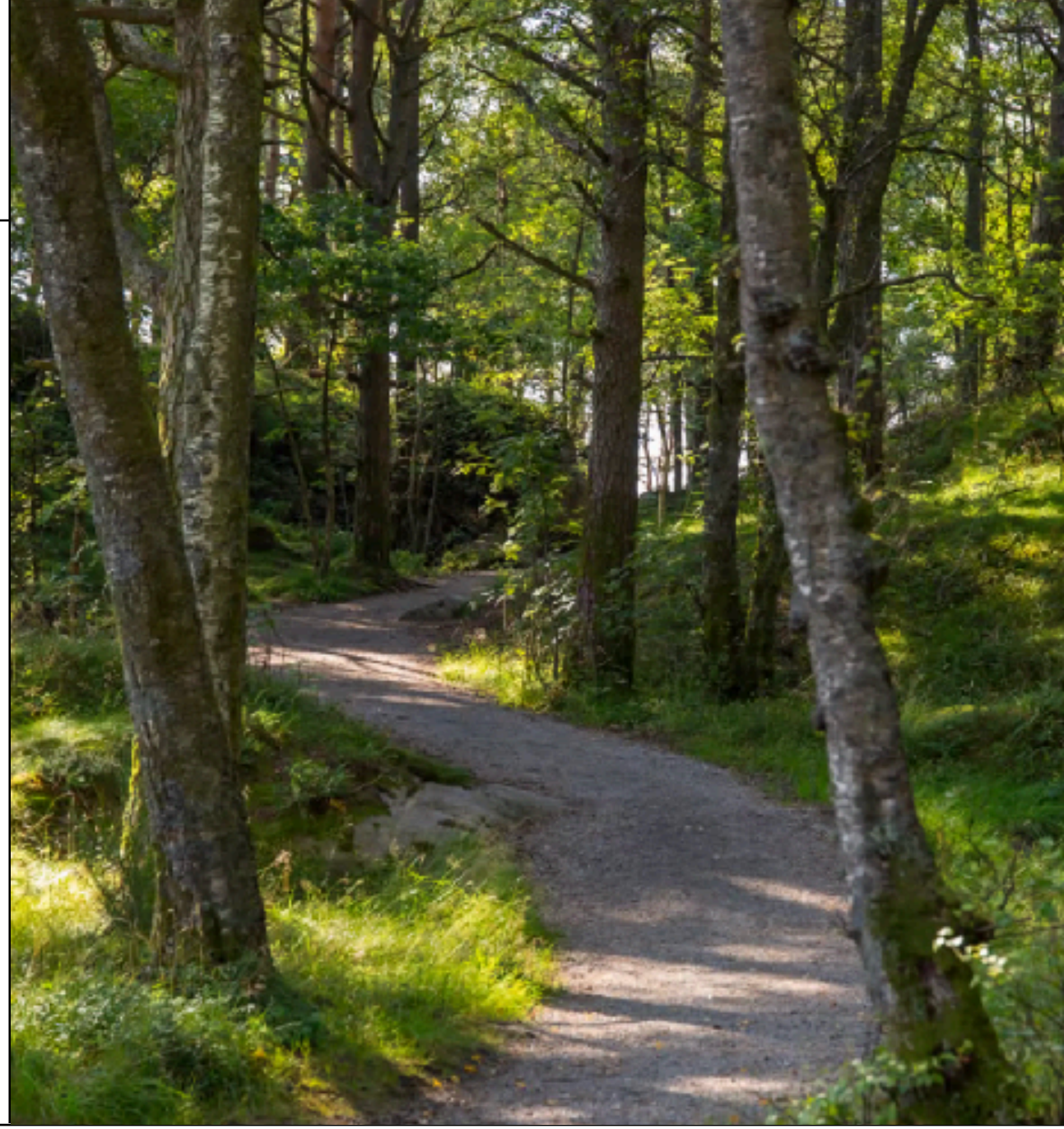
Steffens et. al. (2015). 'The Trajectory of the Antropocene: The Great Accelleration'. *The Antropocene Review*, 2:1, pp. 81-98.

Agenda

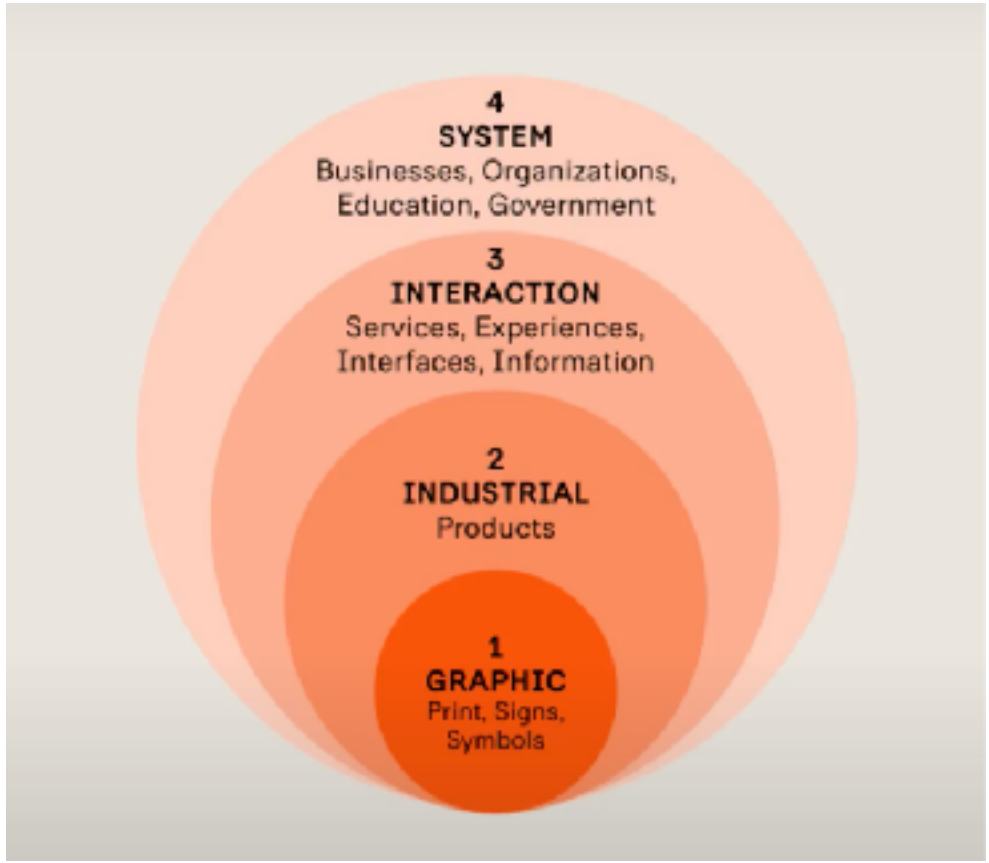
The Anthropocene as a room for discussion and storytelling

From a human-centered to a planet-centered perspective on design

Systems acupuncture

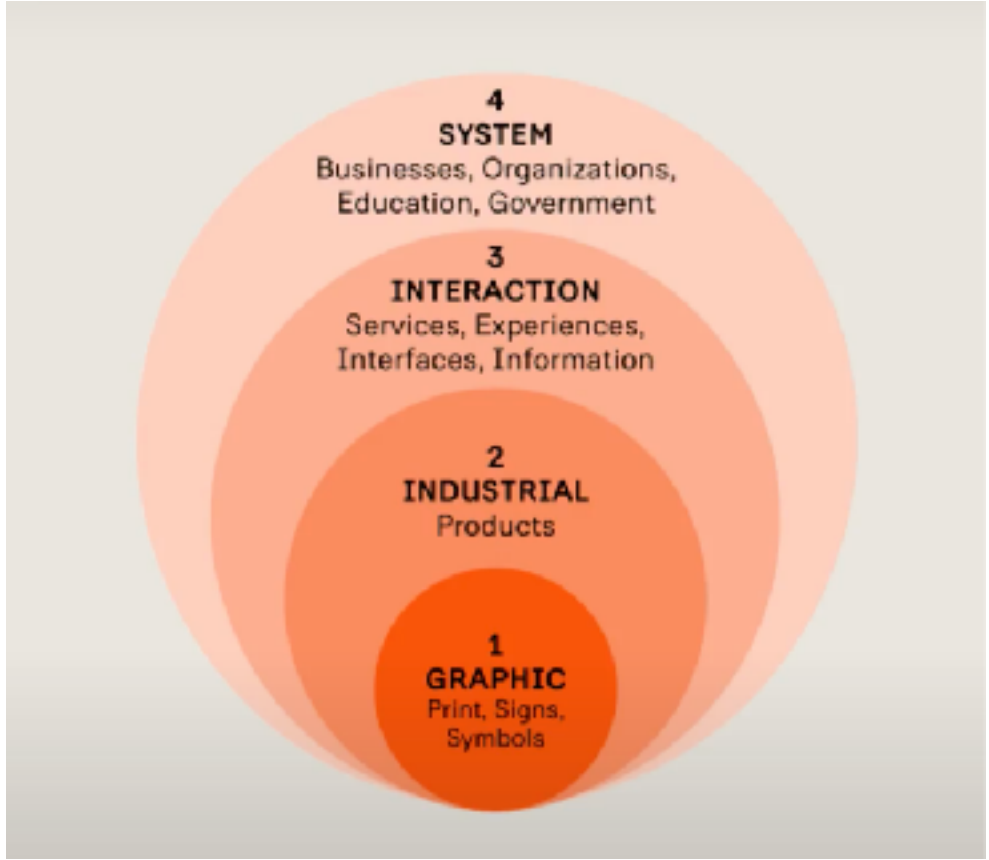


Four orders of design

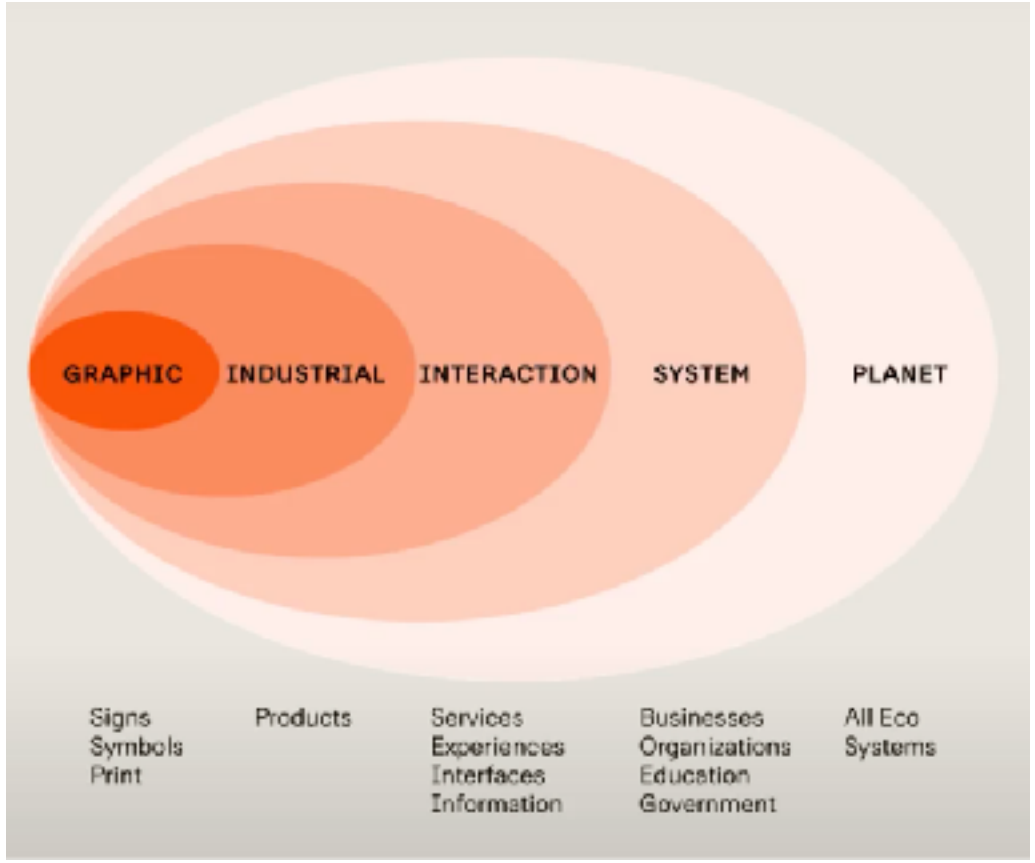


Richard Buchanan (1992). “Wicked Problems in Design Thinking”. Design Issues 8, no. 2 (pp. 9-10).

From four orders of design to five orders of design



Richard Buchanan (1992). “Wicked Problems in Design Thinking”. Design Issues 8, no. 2 (pp. 9-10).



The fifh dimension of design. Ida Engholm (2023). Design for the New World. From Human design to Planet Design. Intellect Press.

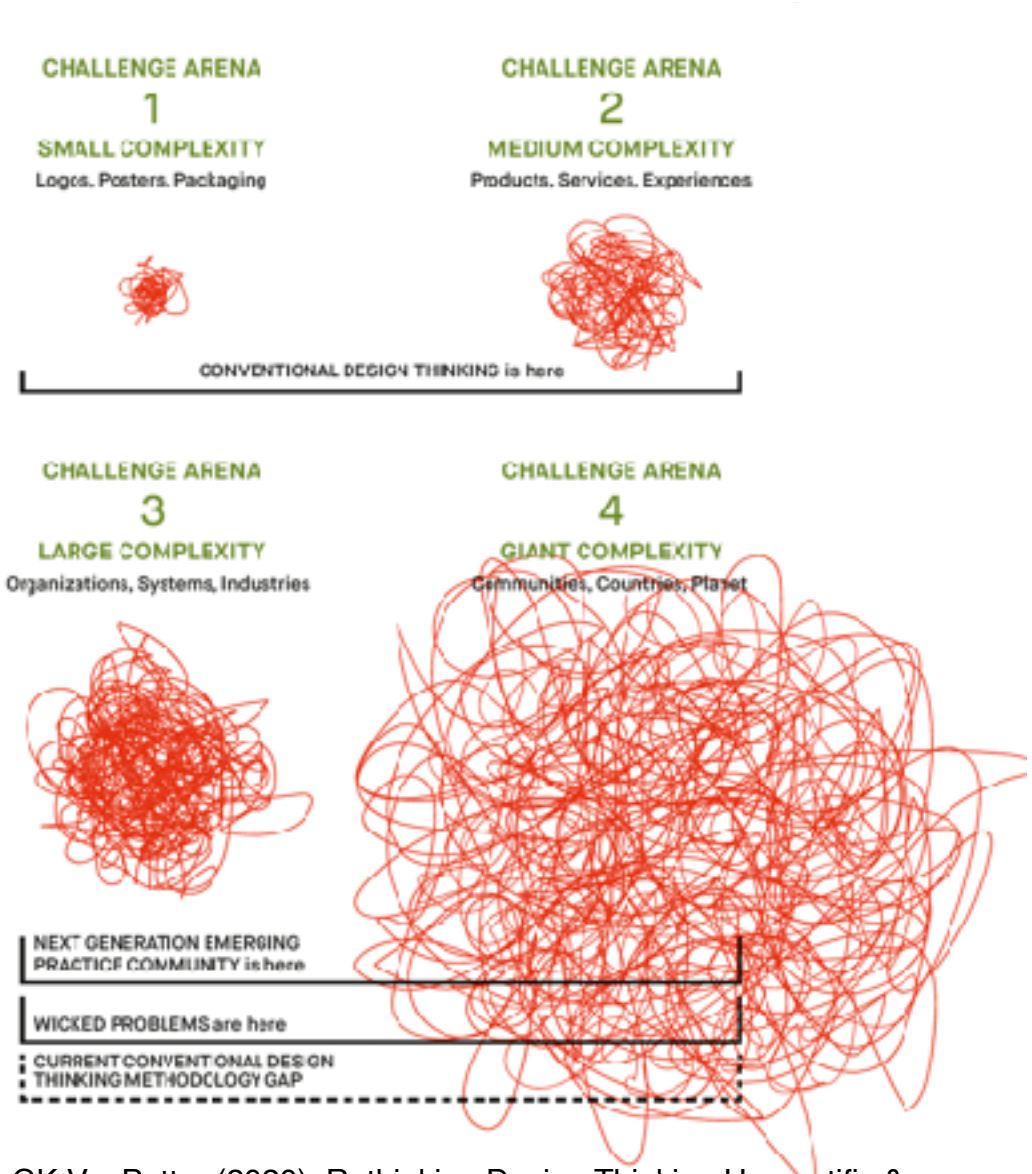
Four challenge areas of design

1. Simple challenges such as developing logos or packaging.

2. Medium challenges related to developing products, services, or experiences.

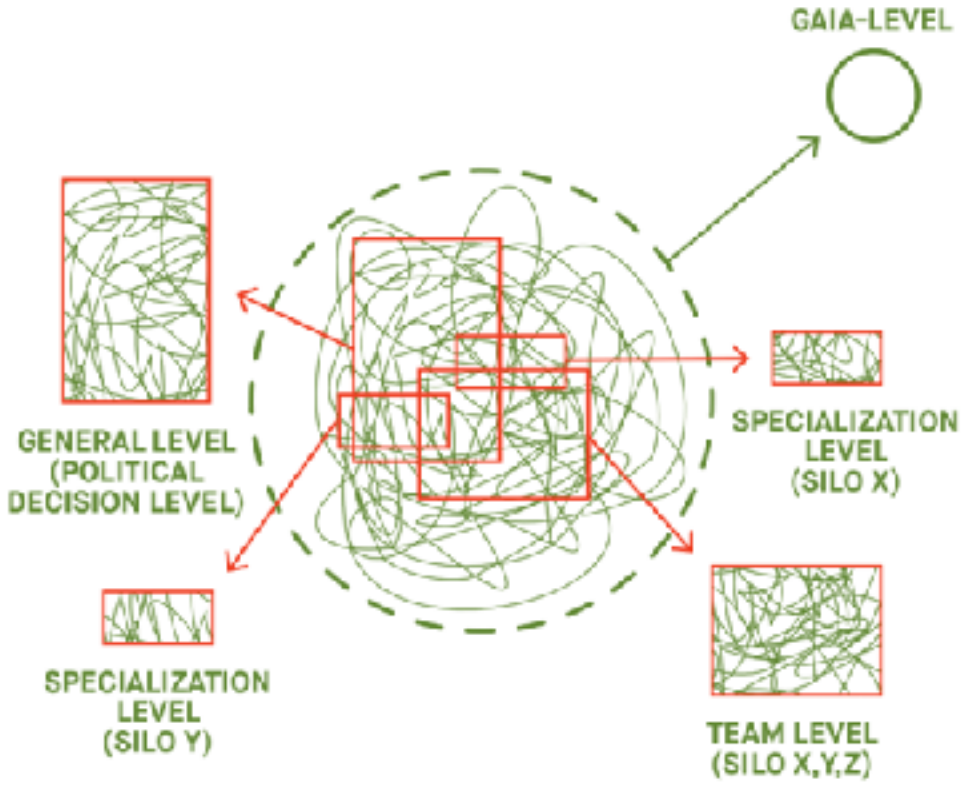
3. Large challenges concerning the development of organizations, systems, and industries.

4. Giant scale challenges at the community, national, or planetary level.



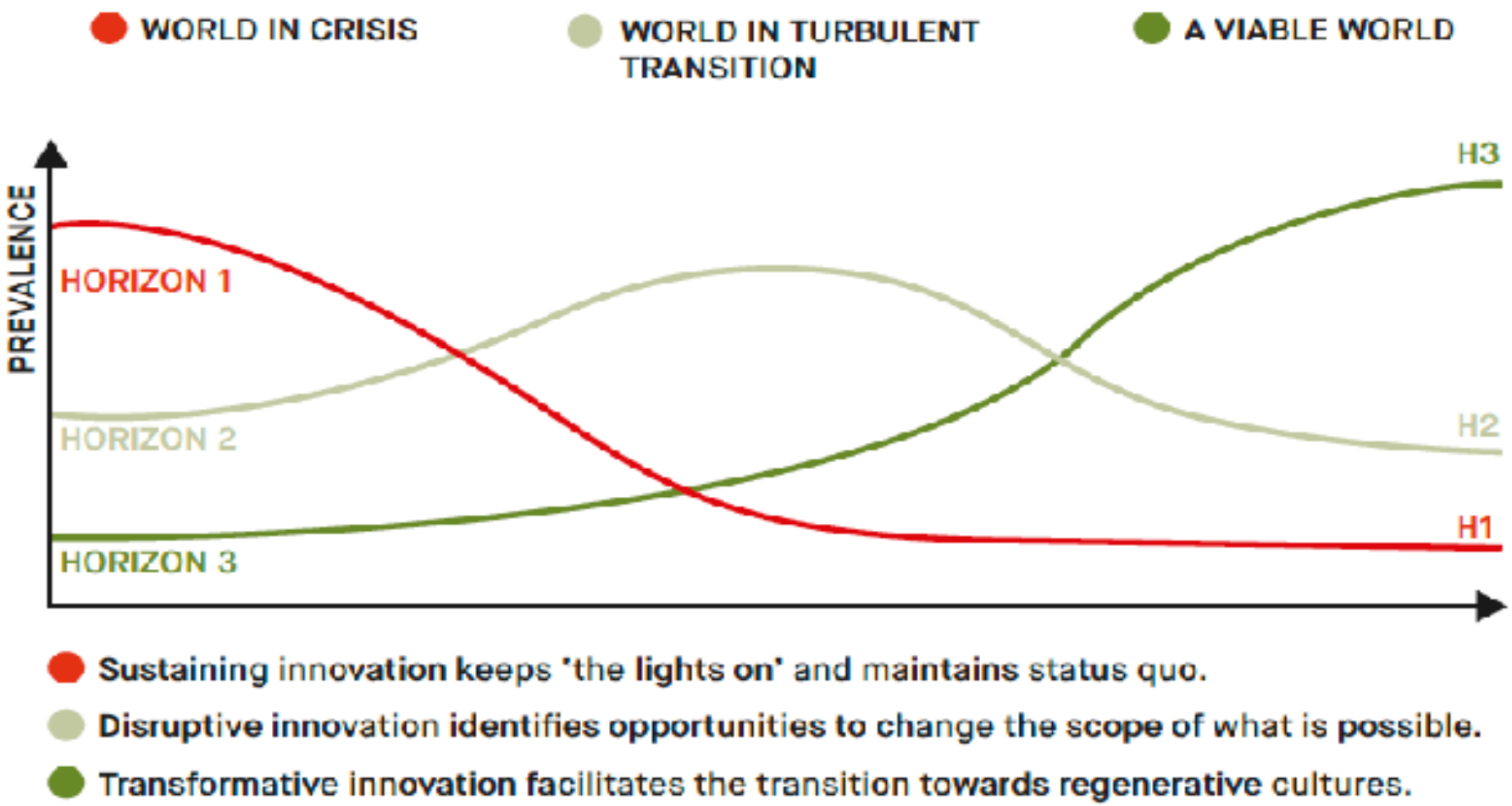
GK VanPatter (2020). Rethinking Design Thinking.Humantific & Next Leadership Network. Gengivet i Engholm (2023: 84).

Zoom in and out in time and space

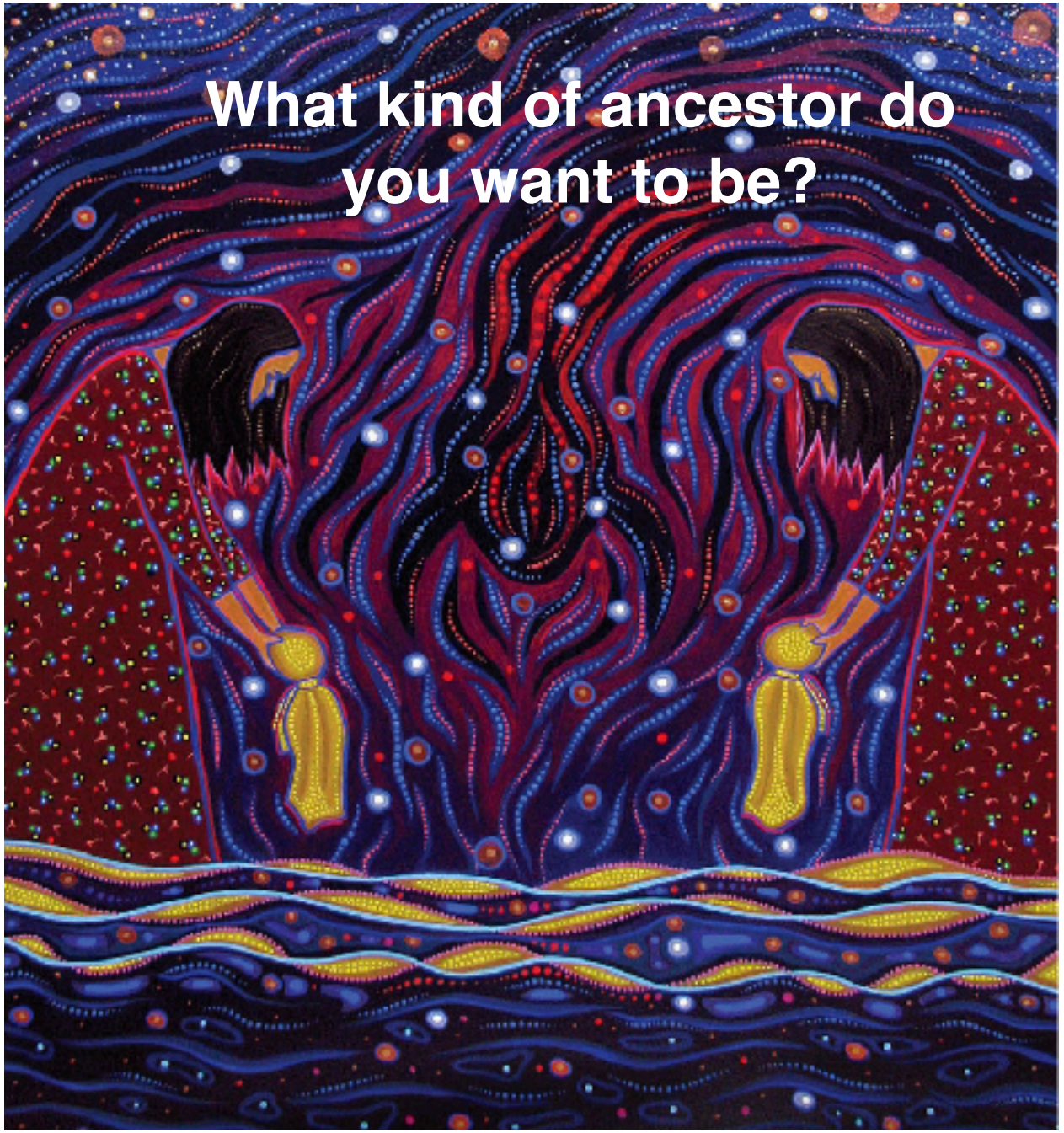


Engholm (2023: 122ff).

Three Horizon Thinking



Daniel Christian Wahl: Designing Regenerative Cultures (2016). Cited in Engholm (2023: 128).


What kind of ancestor do
you want to be?

Let's create a world
that runs entirely on
green energy
Ørsted

Fashion Dreaming - planetarydreaming.org

Your story from the future

1.

Watch these three stories from the future

2.

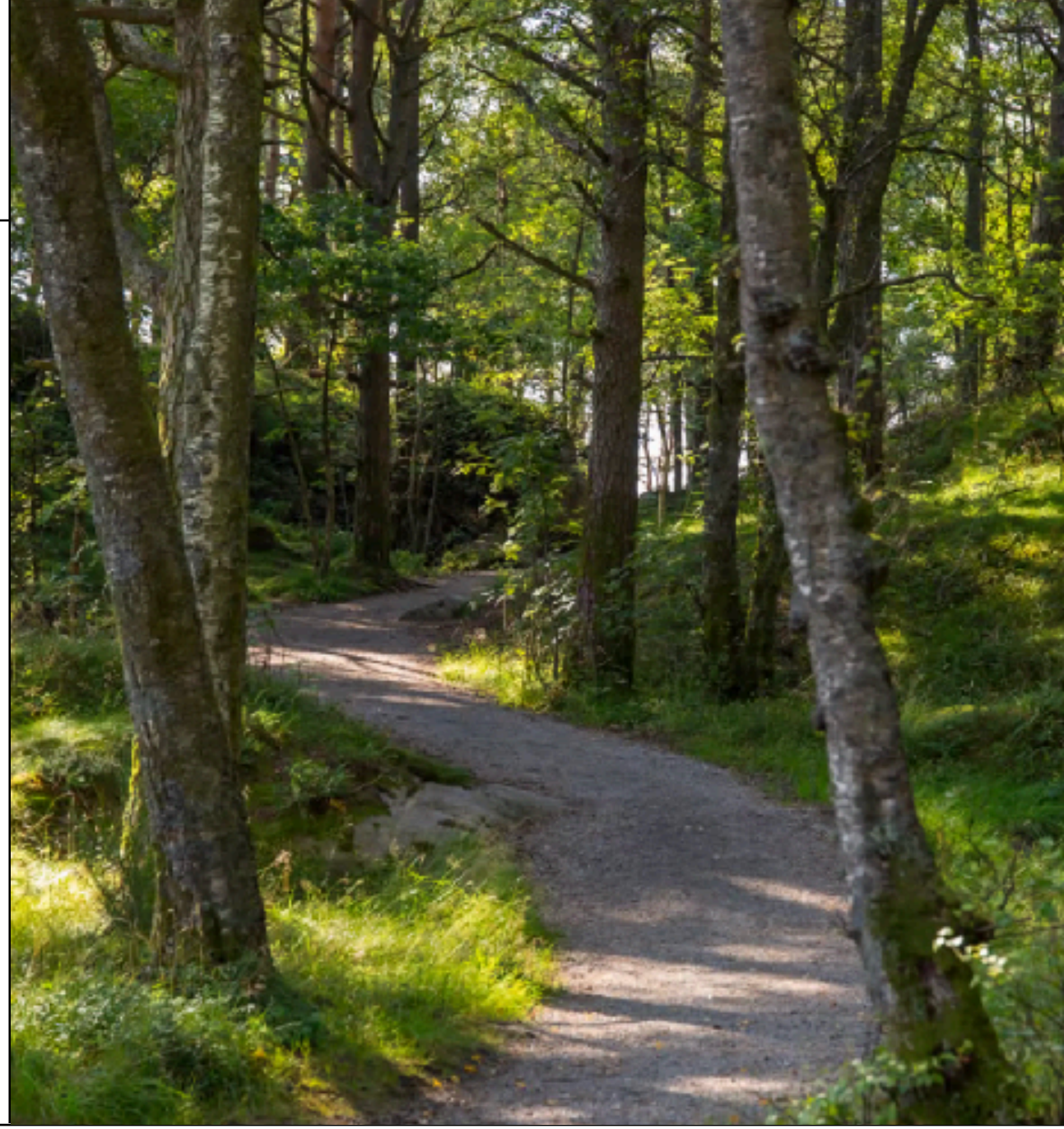
Imagine who you are in 2050, and fill in the form below, telling your story of how you imagine we reach our goal:

Agenda

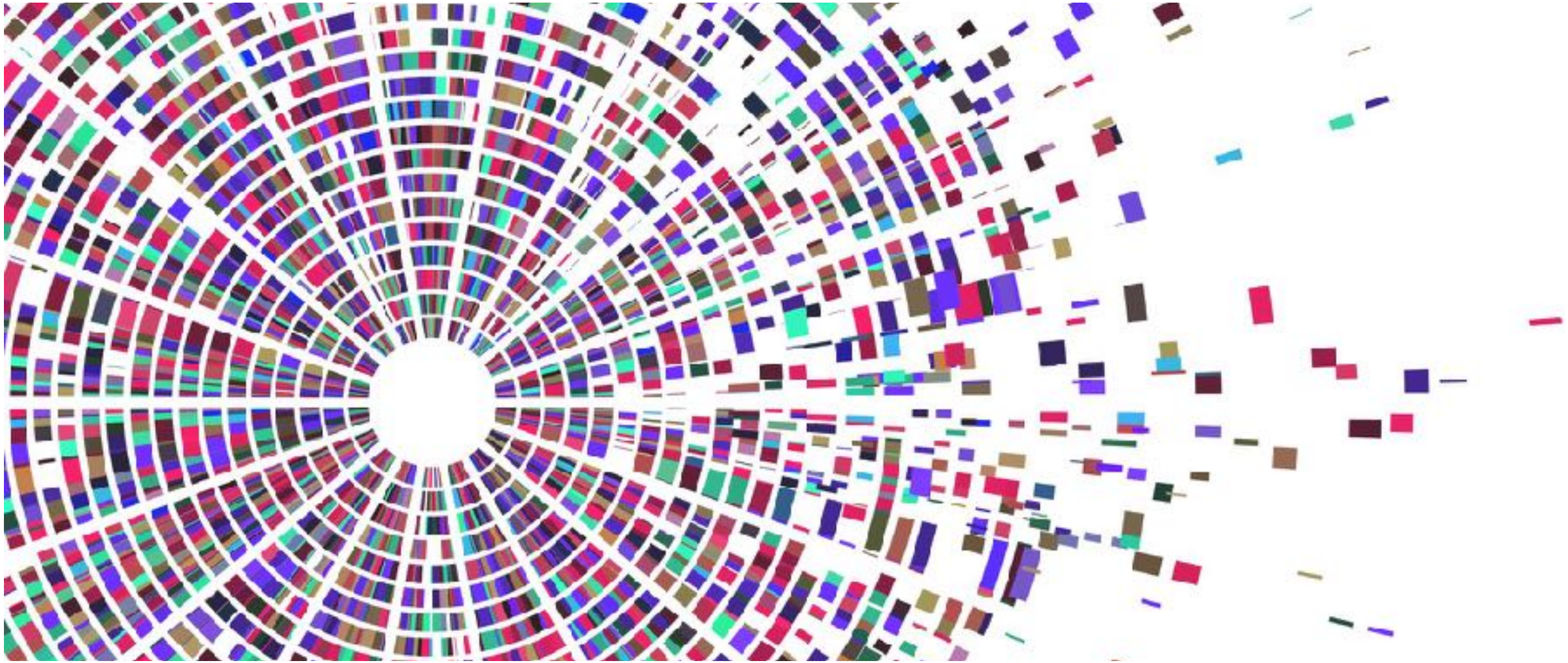
The Anthropocene as a room for discussion and storytelling

From a human-centered to a planet-centered perspective on design

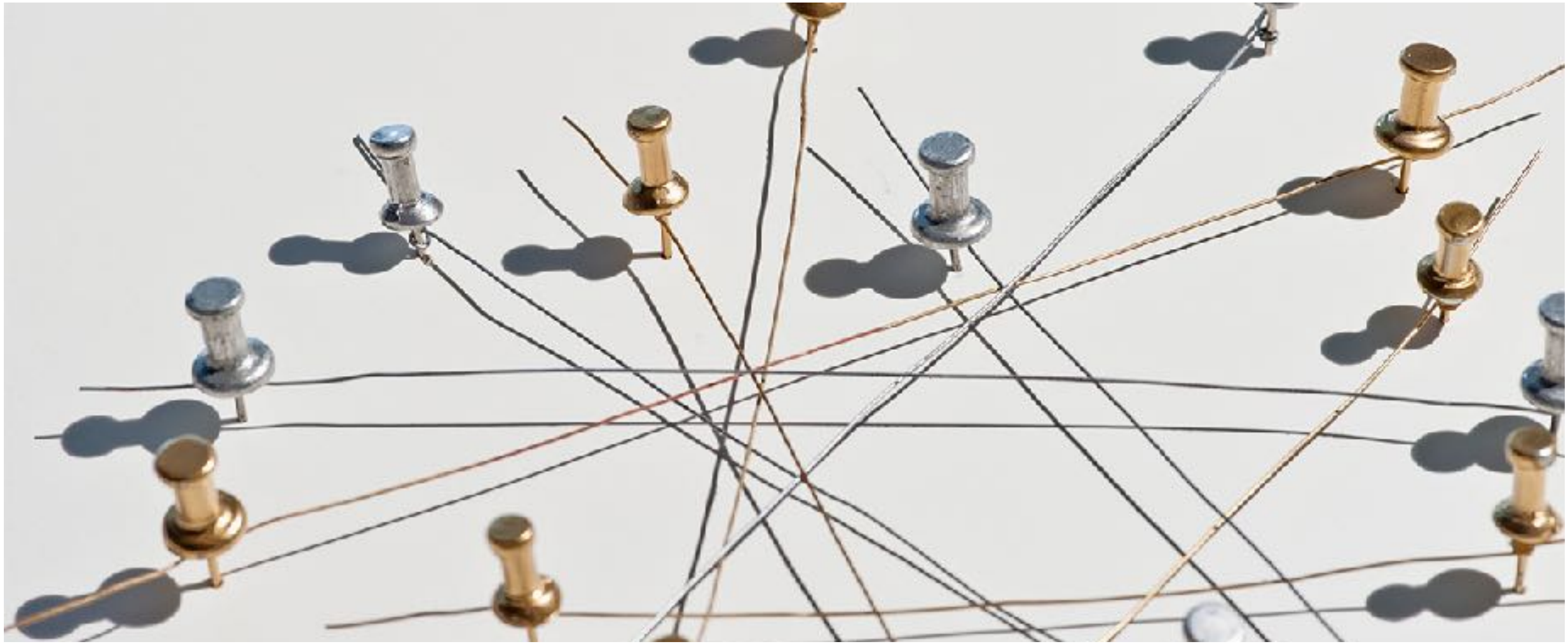
Systems acupuncture



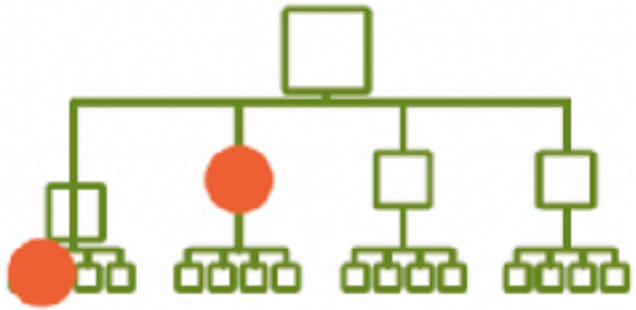
Immune systems of systems

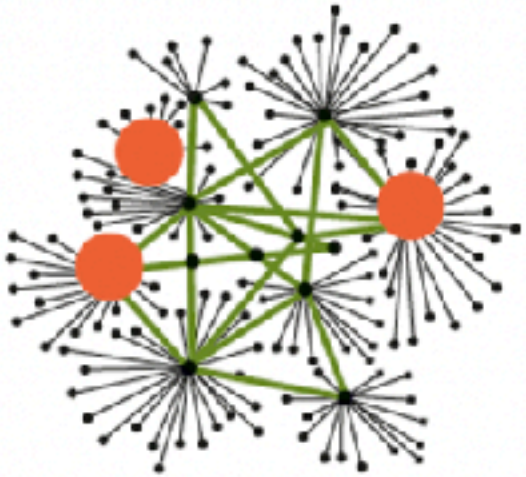


Systems acupuncture

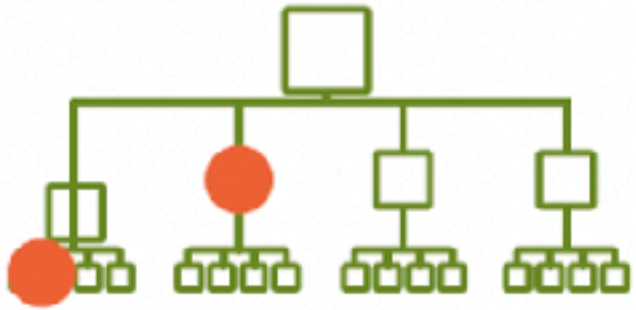


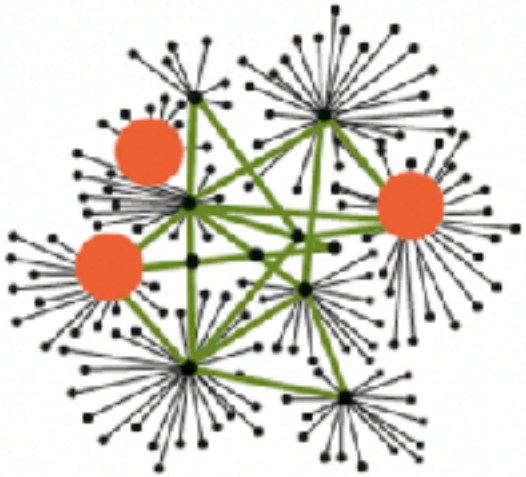
System-acupuncture - top-down, bottom up, trickle across…





The ripple effect of system acupuncture

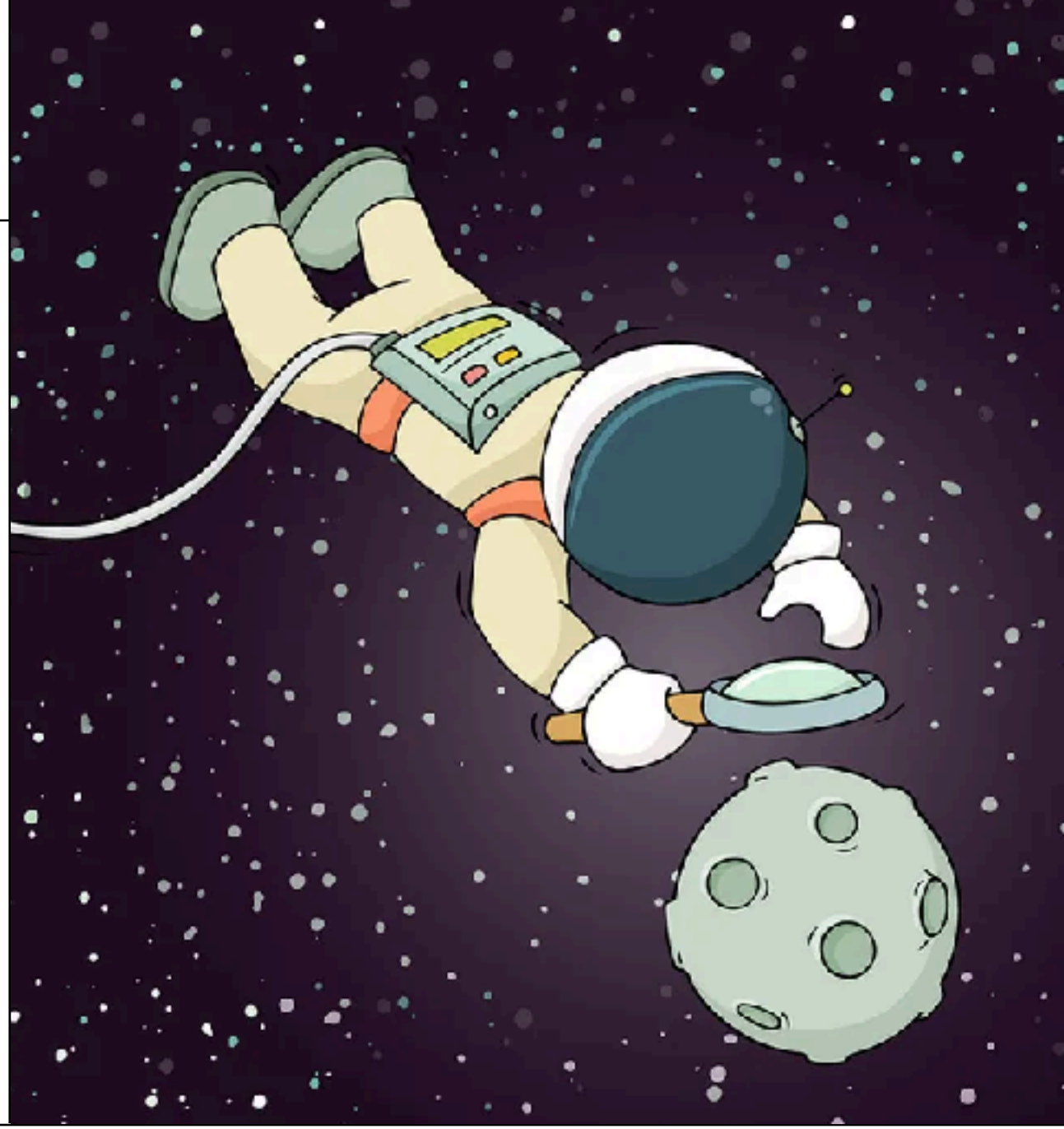




Zooming out – from micro to macro

Adopting an astronaut perspective on our actions

- How do we redefine the future of design?
- What broader discussions are necessary to change the course of the design practice?
- And most importantly, what role can designers play in setting a new direction for the future development of the field?



What kind of humanity does the planet need us to be?

What kind of designers does the planet deserve?