

# GOVERNMENTALITY

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## Traditional government

- 'governing at a distance'
- Mentalities: top-down and "command-and-control"
- Instruments: regulation, taxation, subsidies

# Design...

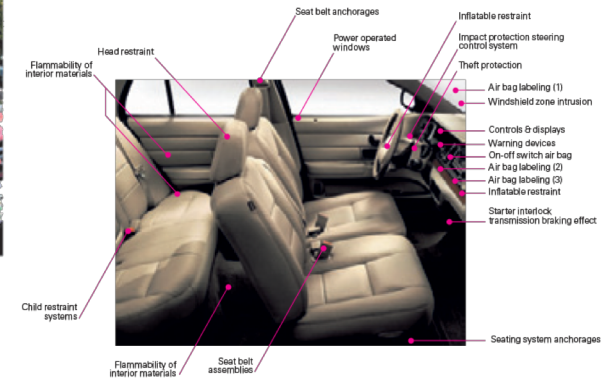
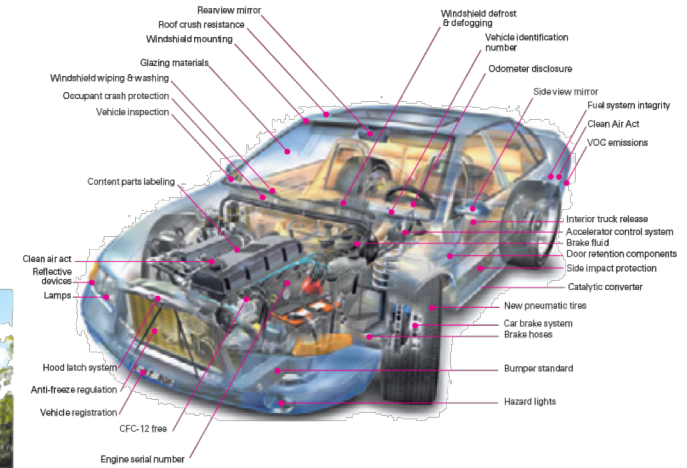




# Design...

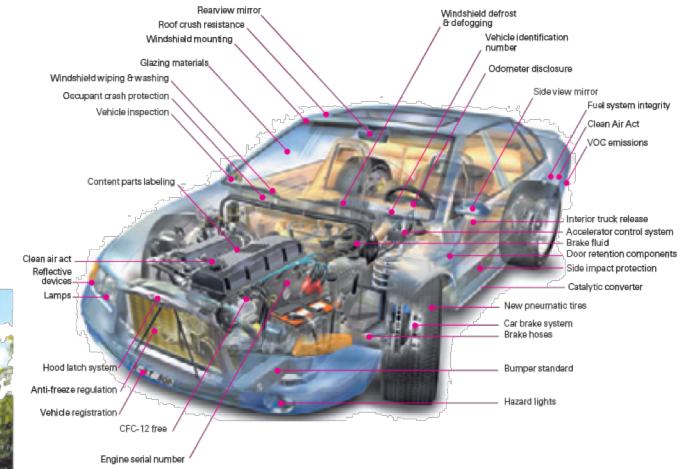


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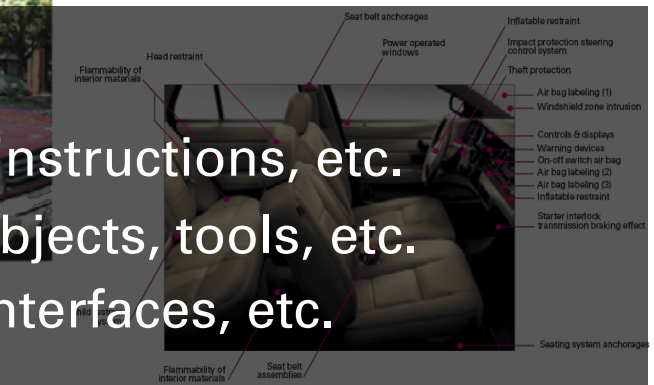


# Design...



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1. Symbolic: Signs, graphics, sounds, instructions, etc.
2. Spatial: Plans, routes, boundaries, objects, tools, etc.
3. Interaction: Services, transactions, interfaces, etc.





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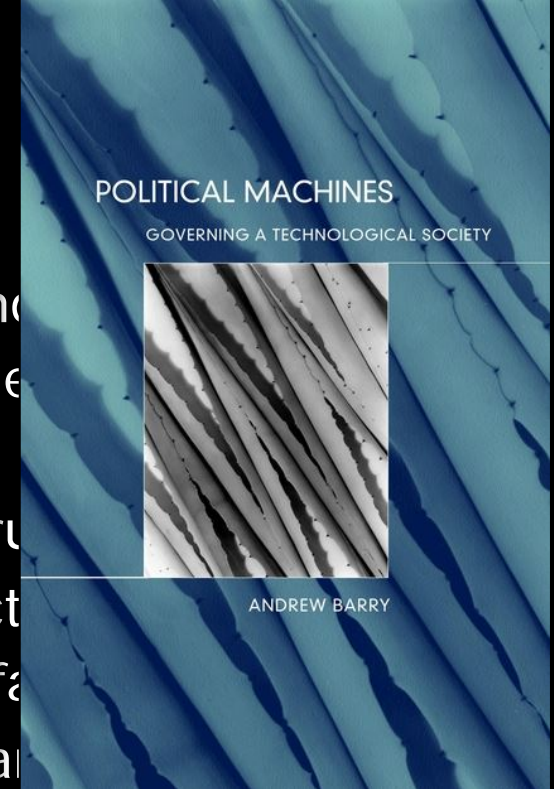
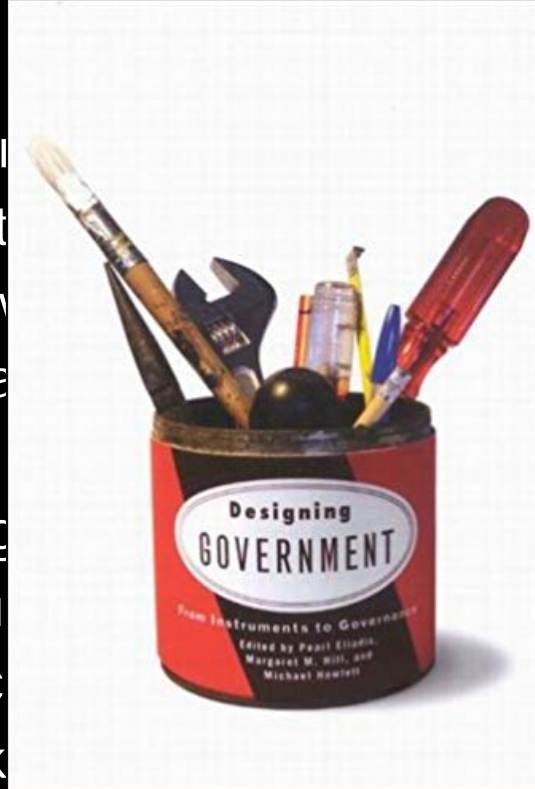


Traditional government

- 'governing at a distance'
- Mentalities: top-down
- Instruments: regular

Design...

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Traditional government

- 'governing at a distance'
- Mentalities: top-down
- Instruments: regulation

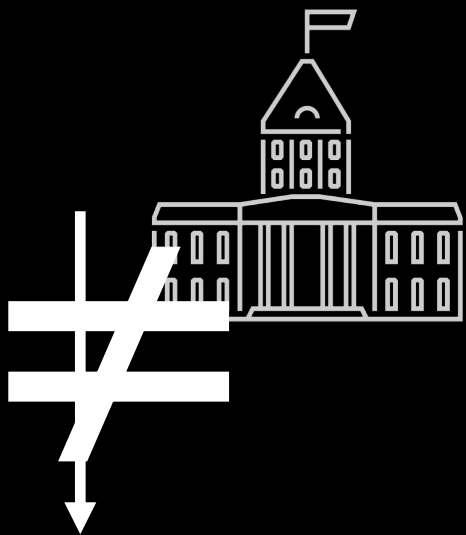
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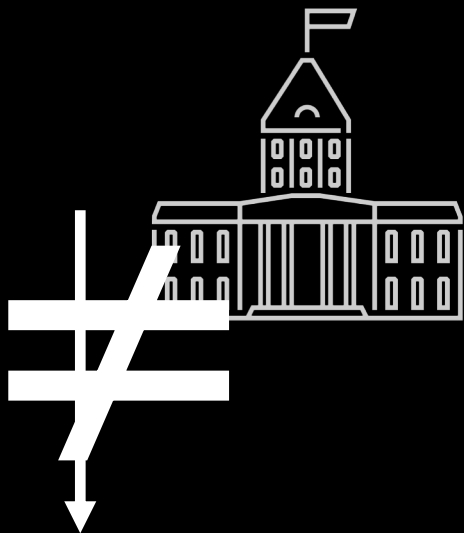


New area of  
research  
and practice  
in design!







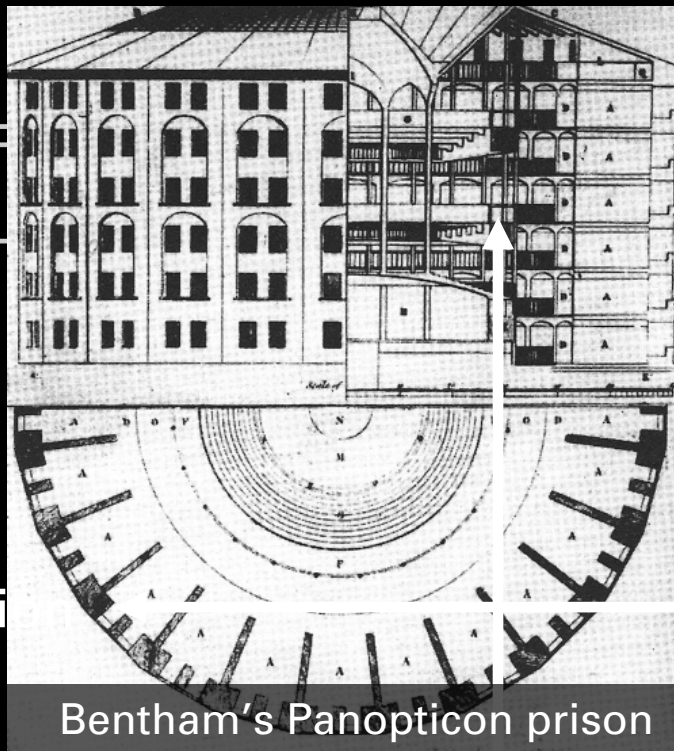
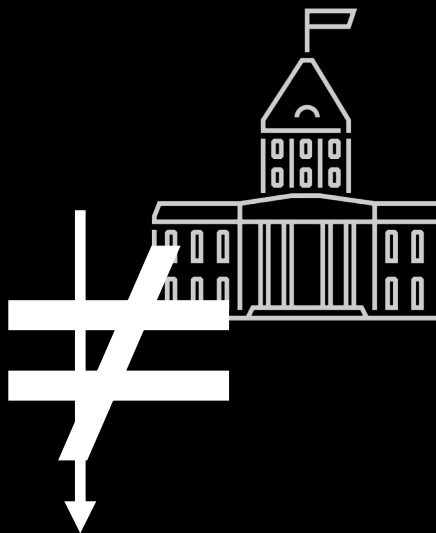


optimization

compulsory

transformation

voluntary



optimization

transformation

voluntary



Traditional government 'rows' and 'steers' with "instruments", and design is/has always been among the instruments of government.

#### Considerations

- Instrument mix and sequence
- Spectrum of 'design criteria'
- Embedded ideologies and values
- Legitimacy and 'sustainability'



Traditional government

Rapid change in concepts and practices of governance



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Rapid change\* in concepts and practices of governance

- \*in European and OECD countries
- Due to neo-liberalization, New Public Management, etc.
- From vertical/hierarchical instruments to 'network' governance
- 'Innovative' instruments, ie. indirect, horizontal, interactive, distributed, cross-sector, etc.



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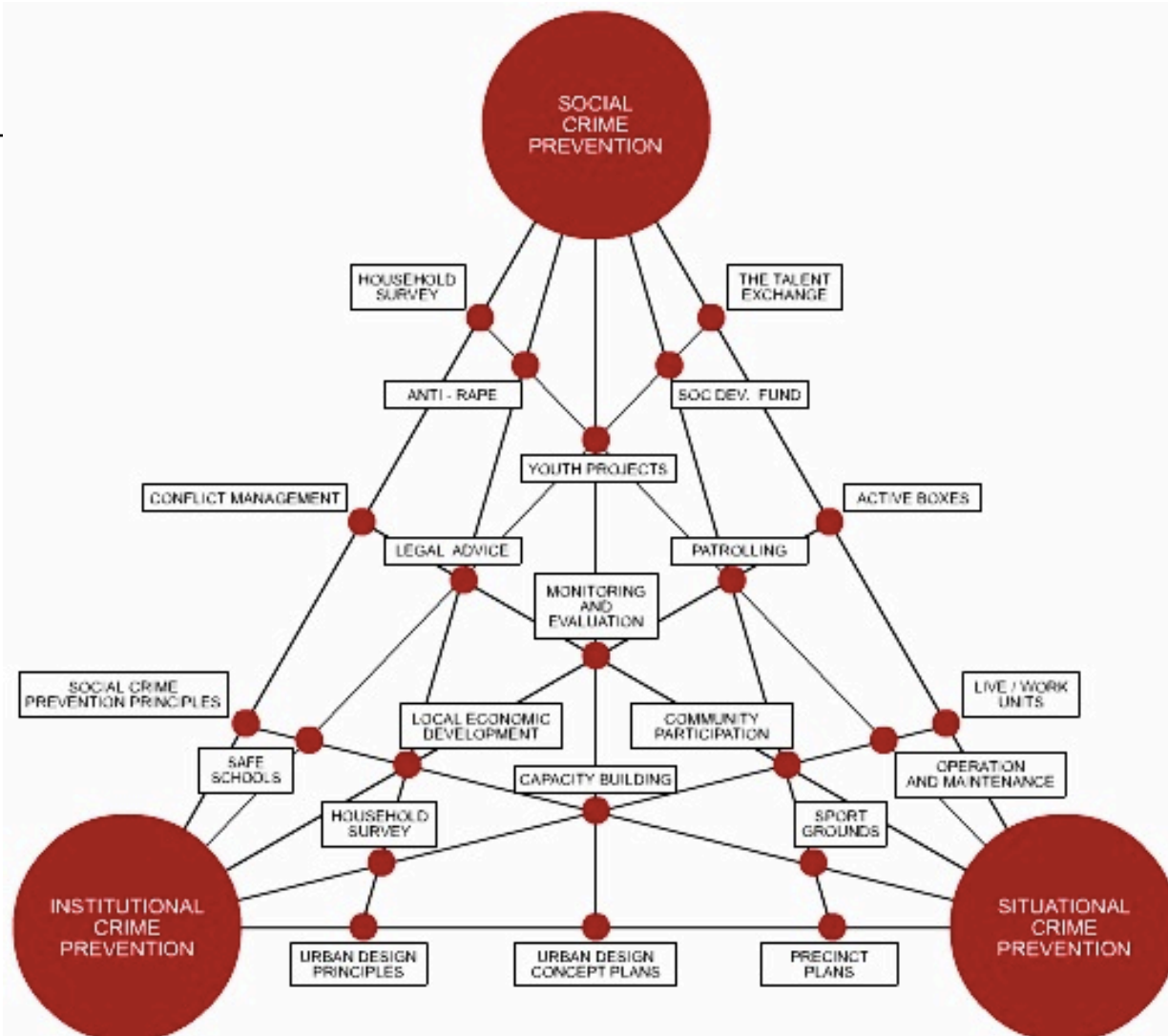
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  - Considerations
  - Distribution of costs and complexity
  - Transparency and accountability
  - Actors and human factors





VPUU project (Violence Prevention through Urban Upgrading), 2006+ Khayelitsha, Cape Town





**‘governance’ as “the sum of  
the many ways individuals and  
institutions, public and private,  
manage their common affairs”**