

IDBM CHALLENGE

Theme of this year's course – the theme of your groupwork

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TENSIONS.

**THE WORLD IS FULL OF
TENSIONS**

IN MANY AREAS OF LIFE WE ARE LIVING IN THIS:

ko.yaa.nis.qatsi (from the Hopi language), n.
1. crazy life. 2. life in turmoil. 3. life out
of balance. 4. life disintegrating. 5. a state
of life that calls for another way of living.

**TENSIONS ARE
FASCINATING.**

**TENSIONS ARE THE
ENGINE OF DESIGN.**

**ADDRESSING ONE TENSION
CREATES ANOTHER.**

**THAT'S WHY
SOLVING TENSIONS
IS ABOUT...**

...DESIGNING TRANSITIONS.

**IN THIS COURSE,
WE DISCUSS AND SOLVE
SOCIETAL AND BUSINESS
TENSIONS...**

...BY DESIGNING TRANSITIONS.

TRANSITION DESIGN: A DISTINCTIVE FORM OF DESIGN

A Continuum of Design Approaches

Mature discipline

Design for Service

Design within existing socio-economic & political paradigms

Solutions reach users through many 'touch points' over time through the **design of experiences**. Solutions are based upon the observation and interpretation of users' behavior and needs within particular contexts. Service design solutions aim to provide profit and benefits for the service provider and useful and desirable services for the user (consumer). Solutions are usually **based within the business arena and existing, dominant economic paradigm**.

Developing discipline

Design for Social Innovation

Design that challenges existing socio-economic & political paradigms

Design that **meets a social need more effectively than existing solutions**. Solutions often leverage or 'amplify' existing, under-utilized resources. Social innovation is a 'co-design' process in which **designers work as facilitators and catalysts** within transdisciplinary teams. Solutions benefit multiple stakeholders and empower communities to act in the public, private, commercial and non-profit sectors. **Design for social innovation represents design for emerging paradigms and alternative economic models, and leads to significant positive social change.**

Emergent discipline

Transition Design

Design within radically new socio-economic & political paradigms

Refers to design-led societal transition toward more sustainable futures and the reconception of entire lifestyles. It is based upon an understanding of the **interconnectedness and inter-dependency of social, economic, political and natural systems**. Transition Design focuses on the need for '**cosmopolitan localism**', a place-based lifestyle in which solutions to global problems are designed to be appropriate for local social and environmental conditions. **Transition Design challenges existing paradigms, envisions new ones, and leads to radical, positive social and environmental change.**

Scale of time, depth of engagement, and context expand to include social & environmental concerns

REMEMBER:

**DON'T JUST SOLVE.
BUILD A DIALECTICAL
SPACE.**

As creators of models, prototypes and propositions, designers occupy a dialectical space between the world that is and the world that could be...to plan effectively in the present requires a vision of what the future could and should be like.

—Victor Margolin
*The Future and
the Human Spirit,
DESIGN ISSUES*

WHAT IS EXPECTED FROM A TRANSITION DESIGNER?

ROLE OF THE TRANSITION DESIGNER

Transition Designers see themselves as **agents of change** and are ambitious in their desire to transform systems.

They understand how to work **iteratively, at multiple levels of scale, over long horizons of time.**

Transition Designers learn to see and solve for wicked problems and view **a single design or solution as a single step in a longer transition toward a future-based vision.**

POSTURE AND MINDSET OF THE TRANSITION DESIGNER

Living in and through transitional times calls for **self-reflection and new ways of 'being' in the world.**

Our individual and collective mindsets represent the beliefs, values, assumptions and expectations formed by our individual experiences, cultural norms, religious and spiritual beliefs and the socio-economic and political paradigms.

Designers' mindsets and postures often go unnoticed. Transition Design asks designers to examine their **own value system** and the role it plays in the design process.


SO.

THE TOPIC OF THIS YEAR'S IDBM CHALLENGE:

SOLVING TENSIONS BY DESIGNING TRANSITIONS.

**THE CONTEXT IN WHICH WE WILL
BE DESIGNING TRANSITIONS.**

MEGA TRENDS 2020



What are *megatrends*?

A megatrend is a general direction of development, consisting of several phenomena, or a wide-ranging process of change. They are often considered to occur at the global level and development is often believed to continue in the same direction. Megatrends offer a good overview of major future changes, but one should interpret them from the perspective of one's own field and identify more specific trends and the tensions that exist between different trends.

**...OUR FOCUS:
THE "MEGATENSIONS"!**

WELCOME MIKKO!

THE COURSE TASK FOR YOUR TEAM:

- 1. FRAME A DESIGN PROBLEM**
- 2. CONDUCT DESIGN RESEARCH**
- 3. DESIGN A TRANSITION WHICH
ADDRESSES THE PROBLEM**
- 4. PRESENT YOUR OUTCOMES**

**(IF THE TASK SEEMS TOO
OVERWHELMING, REMEMBER:**

**YOU CAN DESIGN A PRODUCT OR
SERVICE... JUST PLACE IT INTO A
TRANSITION – INTO A CONTEXT)**

NEXT ACTION FOR YOU

NEXT ACTION TO YOU

- For Wednesday morning, you should have a draft of a topic you want to explore more
- If you want, you can start right now using the methods described in the course materials, or methods you already know, to seek the themes, paradoxes, everything else...
- **But remember: all you really need for Wed just a theme, in a form of a sentence/argument/question**

**IF YOU STRUGGLE IN FRAMING THE
PROBLEM, HERE IS A PRE-DEFINED
METHOD FOR YOU**

MEGATRENDS

KNOW YOUR FUTURE

Sitra's trend cards contain various trends that we believe are already influencing our lives and, as a result, our future. Also included are descriptions of the tensions between the trends.

The trend cards cannot be used to predict the future. Instead, using the cards can stimulate and broaden your thinking and help you come up with new ideas and envision what the future could look like. All you need is the trend cards, a pen and paper. Enlisting the help of a couple of colleagues or friends is also a good idea.

HAVE A GREAT TOMORROW!

STUDY. Read through the deck of trend cards and see what thoughts you have about the trends and tensions. Are they familiar to you? Which ones are already apparent? Which ones are surprising?

PRIORITISE. Draw 3-6 cards from the deck at random and place them in the order of priority based on your view. If you are working together with others, discuss and compare the way each of you prioritise the trend cards. Does your discussion highlight any common themes? Do you agree on the priorities?

CREATE A STORY. Draw 3-6 cards and use them to create a story about the future. Incorporate topics that are related to your work or other aspects of your life. Share your story with others.

SOLVE. Choose a tension card from the deck. Think about how the tension could be resolved: is one of the two sides of the tension stronger, could a new direction be found, or will the state of tension continue – and what would that mean?

DREAM. Draw 3-6 trend cards. Based on the cards, create a picture of the best possible future by describing the future of something that is important to you in combination with the cards you drew.

INVENT. Draw 3-6 cards. Based on the ideas you get from the cards, create a future service, solution, product or procedure related to your subjects of interest that would make it better.

BE SURPRISED. Draw 3-6 cards and come up with completely opposite scenarios for them. What would had to have happened for the opposite scenario to become a reality? Can you find surprising perspectives? Share your most interesting and surprising ideas with others. Think about how conceivable the scenario is.

Sitra's trend cards are based on Sitra's trend work and megatrend lists. For more information, please visit www.sitra.fi/megatrends

Q&A

MORE INFORMATION

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