Spring Festival 2014
2014 年春季系列活动

Jiangnan University, Wuxi
May 22th-28th, 2014
江南大学，无锡
2014年5月22日-28日

in the framework of
Re-Design Design Education Conference, 2014
http://www.sodcn.com/redesign/En/Index.asp
Welcome to DESIS Spring Festival, an initiative of DESIS Chinese communities.
中国社会创新与可持续设计联盟
http://www.desis-network.org
http://desis-china.org

ORGANIZED BY / 承办单位

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江南大学 设计学院 DESIS 实验室

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同济大学 创意与设计学院 DESIS实验室
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**DESIS activities**

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*Parallel sessions (see conference program for details)*

*DESIS China Seminar/
Service Design Seminar*

*Resilience Workshop*

*Resilience Workshop*

*Resilience Workshop*

*All activities are open only to registered participants*
DESIS activities for Spring Festival 2014 have been organized in the framework of “Redesign Design Education” Conference.

This conference has been already held twice successfully. It reflected issues on both education and practice based on the changing landscape of design research and application. Responding to the newly published national design education policy, which raised design from a second tier discipline to the first tier discipline, 2012 conference “scope, methods and principles” raised questions on the scope of subject matters, relevance of methods and appropriateness of principles.

In 2013, the conference from professional perspective, explored how design thinking penetrates and supports the planning of new areas human lives such as health, services, public services management, and calling for the change in design methodology in different areas of study, as well as the call for the upgrading of design consultation service industry.

Standing on the reflections and problems discussed in the previous two conferences, the 2014 Redesign Design Education conference (III): Philosophic concepts.
Based on the reflection and questions from the last two events and from three subthemes “Placements, transformation and relevance”, we will explore on seeking out the general attributes, generic technology, and core principles lying behind the complex phenomena. Dozens of academic leaders, experts and industrial pioneers involved in design, management, and economics will join the conference in Wuxi, to share the forefront research results, and cuttingedge practical cases on design in a broad sense, contributing to the discussion on the philosophical basis of big design and design thinking.

It’s been the first time we called for papers in China, which will greatly promote the participation of the conference as well as the depth of discussion. We have received more than 100 abstracts, nearly 80 full papers. The conference committee, Journal of Machine Design, Journal of Creation & Design have evaluated and now accepted 40 high quality papers from universities in China and abroad, covering a wide range of topics, with profound and in-depth researches; in the one hand, the papers revealed the research focus of the design studies, and in the other, they are also of great support for the core discussions of the international conference.

With the idea of promoting academic exchanges, we will make all efforts to extend the range of papers in the paper review, hence the papers received might not be perfect, but we believe this will be a significant step for an open academic exchange in the design field.

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1. The traditional idea of design was constructed in the Europe of the early 20th century, with reference to the industrial production of the time. It gave rise to the idea of design as an expert activity, aimed at the design of products for serial production using the industrial technology of the period.

Since then much has changed and the initial model of design has gradually been redefined, with successive additions generated by the need to widen its field of application (from products to services and to organizations), to embrace new actors (from experts in other disciplines to end users) and to change its relationships with time (from closed-ended to open-ended processes).

This adaptation by successive additions has advanced the traditional model but also has made it more complicated, difficult to use, and, consequently, more open to misinterpretation. So, the time may have come to change it.

The following notes propose some thoughts to start a conversation on this issue and try to set down the basis for a new definition.

2. **In order to move towards an up-dated definition of design, two main observations can be done:**
* Design is a human capability and, in a fast changing world, it must be more and more frequently used. Therefore, in a fast changing world everybody designs.

* Design takes place in processes involving several different actors and, in a connected world, the number of these actors increase. Therefore, in a connected world all the design initiatives are to be seen as moves in larger co-design processes.

3. **With these observations on the background, we can outline a “Design modes map” built on two dimensions:**

* the “actors and competence” axis, which moves from diffuse design to expert design

* the “motivations and expectations” axis, which moves from problem solving to sense making

By crossing these tow axes, we obtain four quadrants, each of which proposes a characterizing design mode and its recent evolutions. This map indicates the various ways of putting designing capacity into action, the different ways of “designing” and “being designers”.

If in principle everybody is capable of designing, and everything can be designed, the map helps us discuss what all these people are doing, in what capacity and role they are doing it and for what motives.

4. **On the basis of this map, and considering the main on-going social and technological trends, we can observe that the traditional polarisation between problem solving and sense making often tends to blur and we can recognize a variety of emerging design cultures characterized by their innovative practices** (for instance: Design as social and political activist Design as community and place builder, Design as maker and distributed production promoter). At the same time, and driven by the same trends, we can observe that various individual and collective subjects developing new design skills are moving away from the area of diffuse design towards that of expert design, creating a new dynamic near the center of the map.
Here, as it has already been observed, the number of designing actors (i.e. the non-experts who are nevertheless skilled and experienced in design) is growing and, therefore, all design processes tend to become co-design processes.

5. In the light of all that, an up-dated description of design can be made:

* Design is a culture and a practice concerning how things ought to be in order to attain desired functions and meanings.
* It takes place within open-ended co-design processes in which all the involved actors participate in different ways.
* It is based on a human capability that everyone can cultivate and which, for some (those who are trained in design), becomes a specific expertise (and they become design experts).
In this framework, the role of these design experts is:

(IN GENERAL TERMS) to empower the non-expert actors’ capability to be active part of the co-design processes in which they are involved.

(IN MORE SPECIFIC TERMS) to trigger and support these open-ended co-design processes, using their design knowledge to conceive and enhance clear-cut, focused design initiatives.

(IN EVEN MORE SPECIFIC TERMS) to produce the new design knowledge (i.e. the design tools and culture) needed to do what said in the previous points.

Finally, in order to keep in account the very special character of the phase in which we are, an up-dated description of design asks us to add another important point. It can be summarized in this way:

In the transition toward a networked and sustainable society, all design is (or should be) a design research activity (and should promote socio-technical experiments).

6. The last point of the previous list is, in my view, particularly relevant and requires some explanations.

As a matter of fact, the transition toward a networked and sustainable society is a broad, complex social learning process. Therefore, the whole of society should be seen as a huge laboratory of socio-technical experimentation. In this framework a new design knowledge should be produced and spread: a design knowledge able to empower individuals, communities, institutions and companies in inventing and enhancing original ways of being and doing things.

This experimentation phase will last as long as the transition: a short period in the history of humanity but a very long time for us. In practice, this experimental approach will become the “normal” approach in our future. And, therefore, the future “normal design approach”.

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DESIS China 2.0 Seminar + Workshop
State of the art and visions of social innovation in Chinese context
Re-Design Design Education Conference Parallel Session
Sunday, May 25th, h.13.30-18.00 | by Miaosen Gong

Agenda:
13.45 kick-off
13.45 cases presentation from DESIS China partners
14.45 panel discussion
15.20 workshop session and modeling
17.15 re-wrap, conclusion, future steps

Starting from the presentation of currently active DESIS China projects, the participants will contribute to a conversation about the state of the art of social innovation in China. The workshop aims not only to share current knowledge and cases, but mostly to foresee challenges and perspective in the future visions of how the projects could evolve.

Goals and practical outcomes
* overall mapping and understanding of DESIS China initiatives and partners
* depict scenarios of future research focus for the Chinese community
* to visualize (through 3d conceptual models) the state of the art of DESIS China initiatives, and related research
The participants will be provided with a workshop toolkit including procedures and probes to be used.

**DESIS China Invited Participants**

*Jiangnan University* 江南大学设计学院
Professors: Xin Xiangyang 辛向阳, Gong Miaosen 巩淼森, Shen Jie 沈杰, Zhang Xian 张宪

*Tsinghua University* 清华大学艺术设计学院
Professors: Cai Jun 蔡军, Liu Xin 刘新

*Tongji University* 同济大学设计与创意学院
Professors: Lou Yongqi 倪永琪, Gao Bo 高博, Sun Xiaohua 孙效华

*South West University* 西南大学
Professor Zhong Fang 钟芳

*Hunan University* 湖南大学
Professors: He Renke 何人可, Zhang Jun 张军, Eunji Cho

*Guangzhou Academy of Art* 广州美术学院
Professors: Feng Shu 冯树, Zhao Bin 赵斌

Hong Kong Polythecnic University
Professor Sylvia Liu 刘曦卉

Hong Kong Design Institute
Professor Yankee Lee

**Workshop Mentors:** Davide Fassi, Francesca Valsecchi 魏佛兰
DESIS Resilience Workshop
with Ezio Manzini

I. Open conversation | May 27th AM
Resilience: general concept and local specificities

Ezio Manzini: The cultures of resilience. Introduction to the concept of resilience and to its cultural background and design implications.

Abstract

Until now, the discussion on resilience has mainly adopted technical, economic, functional points of view, and the main questions have been: how to solve problems in a resilient way? How to make these solutions more viable? What could their economic model be?

It is important and necessary to raise these questions, and to search for their answers, but it is not enough. If resilience must be a characterizing feature of every potential future society, its cultural dimension must be considered too. Therefore, new questions arise: what, in a resilient society, do we mean by “effectiveness” and “development”? What is the relationship between the “local” and the “global”? And, more in depth: what about work, skill and creativity? What about trust and democracy? What about the very general ideas of time and space?

Moving form these questions the paper proposes this hypothesis:
the on-going wave of bottom-up and peer-to-peer social innovation is already giving them some answers (on both the organizational and cultural sides): the variety of community-based and locality-oriented initiatives (which we are referring to with the expression bottom-up and peer-to-peer social innovation) are generating new ideas of “community” and “locality”: communities and localities that are a balance between being rooted in a given place and community, and being open to global flows of ideas, information and people. They show that, when this balance is successfully achieved, the resulting localities and communities become the building blocks of a resilient socio-technical system. And, at the same time, of a sustainable well-being.

The paper articulated this statement with some example and concludes saying that what social innovation is generating are the seeds of a new culture. Or better, of a meta-culture which could be the platform for a multiplicity of cultures. We can refer to it with the expression cosmopolitan localism: the meta-culture of a society in which a variety of cultures flourish. In which places and communities are not isolated entities, but the nodes in a multiplicity of networks. In this perspective, not only the notion of community must be up-dated but also, and most importantly, the one of place must be redefined and re-evaluated. “After all – Wolfgang Sachs writes - it is only from places that variety crops up, because it is in places that people weave the present into their particular thread of history”.


Followed by Experts Conversation
Discussion of the general topic and focus on local specificities: how is the Chinese society facing the issue of resilience? how can the topic of resilience be related to the Chinese traditional thinking?

Invited Experts: Sabine Junginger, Pius Leuba, Xin Xiangyang 辛向阳, Sun Jihong 孙继宏, Shen Jie 沈杰, Francesca Valsecchi, Davide Fassi
II. Reflexive Design Exercise
May 27th, PM + May 28th
Resilient communities: open, multiple, lasting, rooted, intelligent organizations

Program

Module 1:
Ezio Manzini, exercise introduction: Reflexive design exercise Introduction and background (30’)
Work in groups: Step 1

Module 2:
Work in groups: Step 2
Short presentations (10’ each - free format)

Module 3
Work in groups: Step 3 and 4
Presentations (15’ each - with ppt using the given format)

Aim
To discuss how collaborative organizations can become more resilient and improve the eco and socio-technical systems at the place-community scale.

In particular: To focus on an existing case of collaborative organization and on its resilience profile and to discuss its possible improvement proposing changes in the original organization (and, therefore, creating a new resilience profile).

Brief
1. Consider a collaborative organization (the one already studied in the Preliminary Activity) and describe it in terms of resilience improvement potentialities in terms of resilience (using the Place-Community Resilience
For the proposed organization, discuss its possible improvements of resilience, and write the brief for its up-grading redesign exercise.

Following your brief, define an up-graded organization and describe its new resilience profile (using the Place-Community Resilience Radar Chart).

Introduction to the Reflexive Design Exercise on Resilience

Abstract

Resilience can be considered at different scales: planet-humanity, region-society,
place-community, person-context. These different scales are interdependent, but it is possible to focus on one of them and consider the others moving from there. In this exercise we will chose the place-community scale.

Traditionally, the resilience of a community embedded in a place was given by history and traditions: the history and traditions of that community in that place.

**On-going main trend.** The mainstream trend is towards the individualization of people and their parallel de-localization. Moving in this direction the social fabric becomes the more and more fragile.

**Emerging trend.** Against the previous main trend there is a growing wave of social innovation that is creating new social forms, the collaborative organizations, characterized by collaboration among people (people-to-people interactions) and re-localization (people-to-places interactions).

These organizations are intentional communities (i.e. communities built by choice), which often generate, or regenerate, the place where they live. They are intentional places (i.e. places that are “made” by people who chose to recreate their link with them).

**Hypothesis**

The resilience of a system at the local/community scale can be improved by promoting resilient communities. That is, collaborative and localised organizations endowed with high degree of some special characters: the place/community resilience characters.

To facilitate the discussion on these topics, a dedicated design tool is introduced: it is the place/community resilience profile given by 5 characterizing values: openness, multiplicity, duration, roots and intelligence.

**Openness:** the participant’s variety in terms of interests, genders, ethnicity, census. It indicates the openness of the organization and the existence of a mix of strong and weak social ties.

**Multiplicity:** the existence of several goals and processes to get them. It indicates the possibility of realizing complementarity and synergy among them and, as a whole, to work on the basis of an economy of scope.
**Duration:** the capability of the organization, and the social ties on which it is based, to last in time. It indicates the possibility to create strong relationships among people and among people and places.

**Rooting:** the existence of links between an organization and the place where its core activities happen. It indicates the participants’ possibility to establish with this place a meaningful relationship.

**Intelligence:** the organization capability to learn from experience and enhance its autonomy. It indicates the existence of positive feedbacks between people and their social and natural environment.

On the basis of these values, a place-community resilience radar chart can be obtained. The chart gives an immediate view of the organization profile and makes comparisons among different organizations easier.
Design Research Networks

Ezio Manzini

http://www.desis-network.org/content/design-research-networks

The on-going transition asks for diffuse design capabilities. And therefore for an original knowledge: design knowledge capable to feed the broad co-design processes that will have to drive the needed socio-technical changes. Where and how is this design knowledge produced? Where and how will it be produced in future, given that the demand for it will inevitably grow in the transition towards sustainability? The traditional answer falls on the existence of (and need to develop) public and private research centers. However, in my view, this answer is incomplete, and more importantly it leads us to think that the design research we are talking about can be limited to a few research professionals. In a connected world this is no longer so. In a connected world designing networks also tend to become design research networks: research networks that produce “constructive enquiry” at their nodes.

These design research networks are the results of a social as well as technical transformation that is underway. To recognize it we must consider the emerging scenario where open source and peer-to-peer approaches make new organizational frameworks possible. In this scenario, as well as universities and research centers we can also find design agencies of all sizes that produce and publicize their results on the net: a flow of information and reflection that is laying the foundations of a new design culture and a new set of design tools.
On the other hand, this free flow of information could be made more effective through better use of the potential of the Internet (and the peer-to-peer and open source approaches that it has made so popular). In fact, in this peer-to-peer and open source spirit, different design teams may develop projects and research on the basis of their own resources and opportunities and, at the same time, act as a node within a larger network of similar teams. For instance, global challenges can be launched using digital platforms and adopting a peer-to-peer approach to spark off a design research activity: an open design research program thanks to which complex, socially relevant topics could be tackled, and explicit, discussable, transferrable and accumulable knowledge would be produced (such as: scenarios, solutions, tools and methods offered as contributions to larger co-design processes). Networks like these could operate in a very flexible way, as distributed systems, in which several interconnected design teams function as a large agency (while remaining sensitive to particular local cultural, social, and economic conditions). Given this particular system architecture, they could offer the unique possibility of integrating local and global points of view, and promoting open design programs where a variety of projects converge, tackling complex problems and generating scenarios and solutions.

Of course, what DESIS Network is doing, and is willing to do in the next future, goes exactly in this direction: to offer a platform to facilitate the free choice of different design teams (the DESIS Labs) to align on-going activities, create arenas for discussing their projects, compare tools and results, and provide a place where new joint initiatives can be started (see the Anna Meroni’s article on DESIS Open Issues and Thematic Clusters).
Dear DESISers,

it seems that the (im)possible mission of turning DESIS into an Association is almost accomplished: the “constitution paper” with the new statute of DESIS signed by the initial founding members is about to be back at home in Politecnico for the formal establishment of the association. This means that soon we can start with the formal applications by the existing Labs and with the requests for application of the new labs that are in the pipeline.

But, we do not want to make it just a formal act. We aim to make it an opportunity to update the network about what’s going on in the different labs and to open up new challenges.

As we anticipated time ago, we like to start this “new deal of DESIS” with a program of international coordination which, in a couple of years, might help us to develop systematic reflections out of the already existing initiatives (projects, clusters, philosophy talks...). To do so, the aim of this program is to start up a process for the DESIS Labs to analyse, through a common conceptual framework, their current and future projects and generate a ‘transversal knowledge’ that could reinforce the academic vision/mission of DESIS and make more explicit what design can do for social innovation.

As main final outcome of this activity we wish to produce a “DESIS publication” in 2016 that will collect into a structured framework the transversal knowledge produced in the network. This will be not the only outcome of program: it will go along with a series of other initiatives connected to the CUMULUS Milano conference in 2015 @Expo2015 and, in particular with an unconventional exhibition of the DESIS projects spread around the city in connection with the diverse cultural communities...
Let’s call by now ‘Milano Social Expo’. We will go back soon to you about this.

Well: now we like to focus on the above-mentioned conceptual framework. Think about it as a matrix that can be created crossing a number of issues related to social innovation with our initiatives and that can allow us to “extract” the common knowledge. We propose that the concepts that we use for this framework are the same that we might use, from now on, to describe our projects and maybe to create new initiatives. Therefore we suggest the following issues to focus on:

**governance and policymaking:** the interplay between top-down and bottom up actions and its implications on governance and planning; the way diverse stakeholders participate in decision making;

**activism and civic participation:** the capacity of individuals, groups and organisations to undertake initiatives and foster change at an higher level; the democratization and openness of the processes;

**social interactions and relations:** the potential of the initiatives to enhance, collaboration, social cohesion, conviviality, connections and sustainability;

**city and environmental planning:** the impact of social innovation projects on the city, the media, the private and public space;

**production, distribution and consumption:** the new production/distribution/consumption chains, the new technologies and the local assets/resources for more sustainable value creation systems;

**skill training and design education:** the new design education; the need and opportunity of building new competences with and the project stakeholders;

**job creation:** the potential of the initiatives to create new job
opportunities and social orientated business.

**Storytelling and visualisation:** the stories design tells and the tools/formats it uses, the aims and the target of the communication.

Almost every project or cluster of our DESIS Network can be discussed with reference to more than one of these issues and therefore compared, adopting some common concept. In other words, they can be used to orient the reflection toward the DESIS publication and to organise initiatives from now on. All together, these issues will help to define the specific contribution and the role of design in supporting and fostering social innovation. We think that some of us can progressively take care of coordinating this transversal issues and to finalise it into shared knowledge. We will operate to facilitate this process, which is partially already going on.

We have made a first attempt to use these issues to describe a project, and we have developed a template accordingly. We hope you like it and you can find it useful. We aim to adopt it now for a couple of purposes:

* to prepare the formal application for the DESIS Association: we will ask the Labs to kindly prepare the presentation of 1-3 projects with this template and, contextually, to update the presentation of the Labs.

* to organize an updated “DESIS showcase” for the CUMULUS Aveiro Conference, on May 8-10. For those of us going there, there will be the chance to experiment with this new projects presentation in a dedicated format “DESIS what’s on”, on Saturday 10, morning.

Well, this is all, so far. We hope it makes sense for you. We wish this to be an opportunity to strengthen the network and make it more incisive in the creation of knowledge about how design can contribute to social innovation. Please, tell us what you think about it.

ciao! Anna
notes / 笔记