

ConnectED 2010

Design Thinking

at

Language

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globalisation

digitisation

urbanisation

Asianisation

sustainability

liveability & health

The **death** of the architect

Whatever begins, ends...

master - masons



compass and square
classicism as the ideal



the powerful architect



the project manager



design and build
architect as 'the creative'



looking for new practices

a design discipline

roles

position

power base

core skills

evolution

The **demise** of the industrial designer

craft



formgiving



integrated product design



team-designer



participatory design



codesign

We are not alone

“Design Thinking”

!

designers think differently

Deduction:

what + how > (result)

Induction:

what + (how) > observation

Abduction 1:

(what) + how > value

Abduction 2:

(what) + (how) > value

solution focussed

co-evolution

of problem and solution

f r a m i n g

gradual definition of core concepts

coherence & integration

many 'designs'

Design Expertise

Naïve

Novice

Advanced beginner

Competent

Expert

Master

Visionary

choice based
convention based
situation based
strategy based

experience based
developing new schemata
redefining the field

Levels

different problem solving styles, different kinds of reflection, different skills, different media, different tools...

Layers

Profession

Practice

Process

Project

' Any architect with a mind of his own, whether by design or default will produce an architecture which is identifiable to that architect. Sometimes that's more apparent or evident in the work and sometimes it is more internalised....I had to study ecology, I had to study biology; that was the basis for most of my design work. I'm trying to develop a new form of architecture. We have this climatically responsive tropical skyscraper agenda and each project we try to see whether we can push an idea a little bit further...I give every new member of staff the practice manual to read when they join. They can see not just past designs but study the principles upon which they are based. We work these out over time, over many projects.... But in a project I have to be very dependent on my architects and each one of them has their own personal way of doing things, and I try to respect that so they are constantly improving and making things better, there is growth and they get motivated. I do competitions more as an academic exercise. I treat competitions as research projects....it motivates the office - gets them excited - lets the mind develop new thoughts and themes. I put all the drawings together and publish a book...look in this book, these were our competition drawings for Kuala Lumpur and people said 'how can you spend so much time doing drawings and so on' and I say 'it's research, it develops ideas.'

Ken Yeang

Activities

formulating

understanding – identifying - framing

representing

externalising - conversing – using multiple representations

moving

creating primary generators – kinds of moving – moving the problem

evaluating

objective and subjective reflecting-in-action – judging on the 3 qualities – suspending judgement

managing

reflecting-on-action – briefing – pursuing parallel lines

Strategies

... evaporate ...
... add discourses ...
... add functionalities...
... increase the problem arena...
... change scale...
... use metaphors...
... turn result focus into process focus...
... seek allies ...

a reframing dance
(in multiframe teams)

(So, what do you MEAN when you say 'design thinking'?)

What does design thinking bring?

framing

integration

future focus

forethought

positioning 'Design Thinking'

connect

designers think differently

Deduction:

what + how > (result)

Induction:

what + (how) > observation

Abduction 1:

(what) + how > value

Abduction 2:

(what) + (how) > value

what + how > value

what + *how* > *value*

-----*frame*-----

what + *how* > *value*

-----*frame*-----

-----*frame*-----

-----*frame*-----

what + *how* > *value*

-----*frame*-----

-----*frame*-----

-----*frame*-----

*...hire a consultant, a designer,
and adopt a new frame*

what + *how* > *value*

-----*frame*-----

-----*frame*-----

-----*frame*-----

create a new frame, and thus a

new practice

creating a new practice



innovation

...this will change business practices
creative leadership - lessons from design

... this will change design
the new design profession

DesignthinkingEd?

UTS: design labs

The *learning* city

The *caring* city

The *inspiring* city

The *reflective* city

The *narrating* city

The *safe* city

The *healthy* city

The *connected* city

Investigation

...

Initiation

...

Reframing

...

BRIEFING

...

Design Exploration

...

Handover

...

Evaluation

Probes

design outcomes

Design Briefs

Concepts

Research findings

Tools Methods

Guidelines

Discussion

Scenarios and Games

Urban media

The Next Generation

freeing up design thinking

- > new roles
- > new depth
- > new scales
- > new contexts
- > exploring futures

universities have an important role in exploring futures

DAB

CCDP

BEDM

DTI

DOC

CIIC

TU/e

there is wisdom in design

Whatever ends, begins
(zen saying)

thank you

