

Vortragsreihe  
“Research Practice  
Dialogue”

# »DESIGNING THE SOCIAL- MATERIAL: IDEA, PROCESSES & CHALLENGE«

Wintersemester 2015 /2016  
Kesselhaus der Muthesius  
Kunsthochschule

27. Okt. **Designing In and for Long-Term Collaboration:**

**From Co-design to Making Commons**

» ANNA SERAVALLI, MALMÖ UNIVERSITY, SWEDEN

24. Nov. **Designing with Social Innovators**

» ANNA MERONI, POLITECNICO DI MILANO, ITALY

01. Dez. **Design in Society**

» KARI-HANS KOMMONEN, AALTO UNIVERSITY, FINLAND

12. Jan. **Transformation Design – Perspectives on a New**

**Design Attitude**

» SARAH ZERWAS, VON A UND Z, BRAUNSCHWEIG

12. Januar 2016  
19.00 – 20.30 Uhr

## Transformation Design – Perspectives on a New Design Attitude

Transformation Design seeks new ways to change society and behaviours through new forms of innovation. It turns away from User-Centred Design that focuses on individual consumers of products or services. It is aimed at extending human-centred towards a society-centred attitude by focusing on the social dimensions and conditions of designing. Sarah Zerwas, co-editor of „Transformation Design - Perspectives on a New Design Attitude“, will talk about some of the questions and answers, theories and methods, ideas and projects discussed in the book, which are put forward to encourage international debates in favour of a responsible design attitude. (The lecture will be held in German.)

» SARAH ZERWAS,  
‘VON A UND Z’, BRAUNSCHWEIG

Sarah Zerwas has worked for nearly five years as a design researcher at Braunschweig University of Art. In her research, she has focused on Transformation Design and narrative structures. In 2014, she and Kristof von Anshelm founded ‘von A und Z’, an agency for inspirational management. [www.vonaundz.de](http://www.vonaundz.de)

**Student participation is credited by**

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Legienstraße 35, 24103 Kiel

01. Dezember 2015  
19.00 – 20.30 Uhr, (Hörsaal, Altbau)

## Design in Society

Design is most commonly perceived as an activity connected to products: designers design products. Now is a high time to expand that view. The world is in serious trouble, and design as a field and designers as people should do their best to contribute to resolutions. We also need to give up our perceived ownership of design, as a phenomenon, a capacity and a field of activity, and recognize its universality within universe and human culture. In my talk I will discuss design, society, utopia, design fiction, and our current Redesign of Society initiative. ([www.redesignofsociety.org](http://www.redesignofsociety.org))

» KARI-HANS KOMMONEN,  
AALTO UNIVERSITY, FINLAND

Kari-Hans Kommonen is the director of the Arki research group in the Aalto ARTS Media Lab in Helsinki, Finland.

24. November 2015

19.00 – 20.30 Uhr

## Designing with Social Innovators

Today debate about social innovation is very rich and multidisciplinary. Besides the social sciences, Design plays a prominent and recognized role for the creation of favourable contexts for social innovators. It is an acknowledged disciplinary approach that can prompt society at large to be active in “designing” its own ways of doing, and train the innovators to be more competent in their initiatives. The DESIS is an international network of design universities dealing with research and education in this field whose distinctive approach is practice-based research. The lecture will present and discuss a few projects from the Network.

» ANNA MERONI,  
POLITECNICO DI MILANO, ITALY

Architect and PhD in Design, Anna Meroni is Associate Professor of Design in the Department of Design at the Politecnico di Milano. Her research focus is on service and strategic design for sustainability to foster social innovation and local development. She serves as international coordinator of the DESIS-Design for Social Innovation and Sustainability Network.

## Designing the Social-Material: Idea, Process and Challenge

Design for Social Innovation, Transformation Design or Transition Design

are emerging design practice, research and study. In spite of the

differences in the name, philosophy and mode of operation, they share

the same ambition of applying design competence to co-create a more

sustainable way of living. Thereby they expand the subject matter of

design beyond the material to include the social. If traditional design

creates new artefacts for particular social context, be it at work, at home,

or in school; then these emerging practices are aimed to create

alternative ways or conditions of working, living and learning with the

support of new material and digital artefacts.

In Wintersemester 2015/16 we intend to look more closely at designing that

reconfigures the social as well as the material in transdisciplinary design

research and practice. We go after the following questions:

• What is the idea or philosophy underlying the practice?

• How is research integrated into the design process?

• What are the challenges and how are they overcome?

27. Oktober 2015  
19.00 – 20.30 Uhr

## Designing in and for Long-Term Collaboration: From Co-design to Making Commons

In design for social innovation, there are two central concerns. One is related to how to support collaborative processes: bringing together different stakeholders (from citizens, to civil servants; from entrepreneurs to representatives of the third sector). The other is the question of how to develop long-term collaborations among actors with diverse interests. Starting with some on-going projects at Malmö Living Labs, the lecture proposes a particular framing, i.e. making commons, to articulate what designing in and for such collaborations might entail. Specifically such a frame highlights issues of ownership, value production and power relations in such collaborations.

» ANNA SERAVALLI,  
MALMÖ UNIVERSITY, SWEDEN

Anna Seravalli is a senior lecturer at Malmö University. She has a background as industrial designer and a PhD in design for social innovation. She is exploring how to design in and for collaborative processes by engaging in long-term collective efforts with a number of different actors in Malmö, Sweden.