

1. Record Nr.	UNINA9910811795803321
Autore	Manzini Ezio
Titolo	Design, when everybody designs : an introduction to design for social innovation // Ezio Manzini ; translated by Rachel Coad
Pubbl/distr/stampa	Cambridge, Mass., : The MIT P., 2015
ISBN	9780262328630 (e-book) 9780262028608 (hbk.) 0-262-32864-X 0-262-32863-1
Descrizione fisica	1 online resource (xiv, 241 p.) : ill
Collana	Design thinking, design theory
Altri autori (Persone)	CoadRachel Anne
Disciplina	745.2
Soggetti	Industrial design - Social aspects Sustainable design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Part 1 Social Innovation and design -- 1. Innovation, toward a new civilization -- 2. Design in a connected world -- 3. Design for social innovation -- Part 2 Collaborative people -- 4. Collaborative organizations -- 5. Collaborative encounters -- Part 3 Making things happen -- 6. Making things visible and tangible -- Visual tools for social conversations (12 visual examples) -- 7. Making things possible and probable -- 8. Making things effective and meaningful -- 9. Making things replicable and connected -- 10. Making things local and open -- Design for a new culture -- Notes -- Index.
Sommario/riassunto	The role of design, both expert and nonexpert, in the ongoing wave of social innovation toward sustainability. In a changing world everyone designs: each individual person and each collective subject, from enterprises to institutions, from communities to cities and regions, must define and enhance a life project. Sometimes these projects generate unprecedented solutions; sometimes they converge on common goals and realize larger transformations. As Ezio Manzini describes in this book, we are witnessing a wave of social innovations as these changes unfold - an expansive open co-design process in which new solutions are suggested and new meanings are created.

Manzini distinguishes between diffuse design (performed by everybody) and expert design (performed by those who have been trained as designers) and describes how they interact. He maps what design experts can do to trigger and support meaningful social changes, focusing on emerging forms of collaboration. These range from community-supported agriculture in China to digital platforms for medical care in Canada; from interactive storytelling in India to collaborative housing in Milan. These cases illustrate how expert designers can support these collaborations - making their existence more probable, their practice easier, their diffusion and their convergence in larger projects more effective. Manzini draws the first comprehensive picture of design for social innovation: the most dynamic field of action for both expert and nonexpert designers in the coming decades.
