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Nota di contenuto	Front matter -- CONTENTS -- Foreword BIRD -- Introduction -- Transformation Design Starts with People Dreaming: Designers and Theatre Makers Design Utopias for Major Transformation. An Essay -- Transformation Design: A Piecemeal Situational Change -- Deep Involvement: On Transformation Processes Related to the RhyCycling Project -- Transformation Design: Creating Security and Well-Being -- Owls to Athens, or: The Discrete Charm of Transformation Design. An Essay -- Could Design Help to Promote and Build Empathic Processes in Prison? Understanding the Role of Empathy and Design in Catalysing Social Change and Transformation -- Approaching Our Dog: Transformation Design – An Attempt -- Social Transformation Design as a Form of Research Through Design (RTD): Some Historical, Theoretical, and Methodological Remarks -- Design and Social Change: The Changing Environment of a Discipline in Flux -- Human Systems Design: A New Direction for Practice -- Designing for Sustainable Development: Industrial Ecology, Sustainable Development, and Social Innovation -- Mobility Peak: Scenes from a Deceleration -- Transformation Design: A Social-Ecological Perspective -- Designing 'Matters of Concern' (Latour): A Future Design Challenge? -- Rapid Prototyping Politics: Design and the De-Material Turn -- Collective Metamorphosis: A Combinatorial Approach to Transformation Design -- Transformation Design as 'Hero's Journey' -- Authors -- Backmatter

Kann Design zur Lösung globaler Probleme wie Klimawandel, Ressourcenverknappung und Bevölkerungswachstum beitragen? „Transformation Design“ sucht nach neuen Wegen für die Veränderung unserer Verhaltensweisen und der Gesellschaft durch neue Formen der Innovation. Der bestehende nutzerorientierte Ansatz des Designs muss deshalb zu einem gesellschaftsorientierten Ansatz erweitert werden. Das Konzept der Transformation geht auf den Anthropologen Karl Paul Polanyi und sein Buch *The Great Transformation* (1944) zurück, in dem die Entstehung der mittlerweile nahezu unangefochtenen und global verbreiteten westlichen Marktlogik beschrieben wird: die Transformation von Gesellschaften mit Märkten in Marktgesellschaften bezeichnet er als „Entbettung der Märkte“. Inzwischen beziehen sich führende Think-Tanks auf Polanyi. Sie fordern einen neuen Gesellschaftsvertrag und die „Wiedereinbettung“ des Marktes in die Gesellschaft. Was sind die Potenziale, Instrumente und Beiträge des Designs für diese neue „Große Transformation“? Die Vielfalt der vorgestellten Fragen, Antworten, Theorien, Methoden, Ideen und Projekte lässt vermuten, dass „Transformation Design“ zwar keine eigene Disziplin sein, aber zu einem fruchtbaren Diskurs führen wird. Das Buch versucht eine erste Positionierung dieser ehrgeizigen ethischen Haltung im Design. Und es will die internationale Diskussion beflügeln, das Projekt eines verantwortlichen Designs voranzutreiben. “Transformation design” is looking for new ways to change our behavior and society through new forms of innovation. The existing user-oriented approach of design must therefore be extended to one that is society-oriented. The concept of transformation is based on the anthropologist Karl Paul Polanyi and his book *The Great Transformation* (1944), which described the emergence of the now almost undisputed and globally widespread western market logic: the transformation of societies with markets into market societies, which he calls “dislodgment of the markets”. Meanwhile, leading think tanks are referring to Polanyi. They are calling for a new social contract and the “re-embedding” of the market into society. What are the possible instruments and contributions of design for this new “Great Transformation”? The variety of the above questions, answers, theories, methods, ideas, and projects suggests that “transformation design” is not in fact a discipline in itself, but that it will lead to a fruitful discourse. The book attempts to form an initial position in terms of this ambitious and ethical design perspective. It also seeks to inspire the international debate to push for a project of responsible design.
