



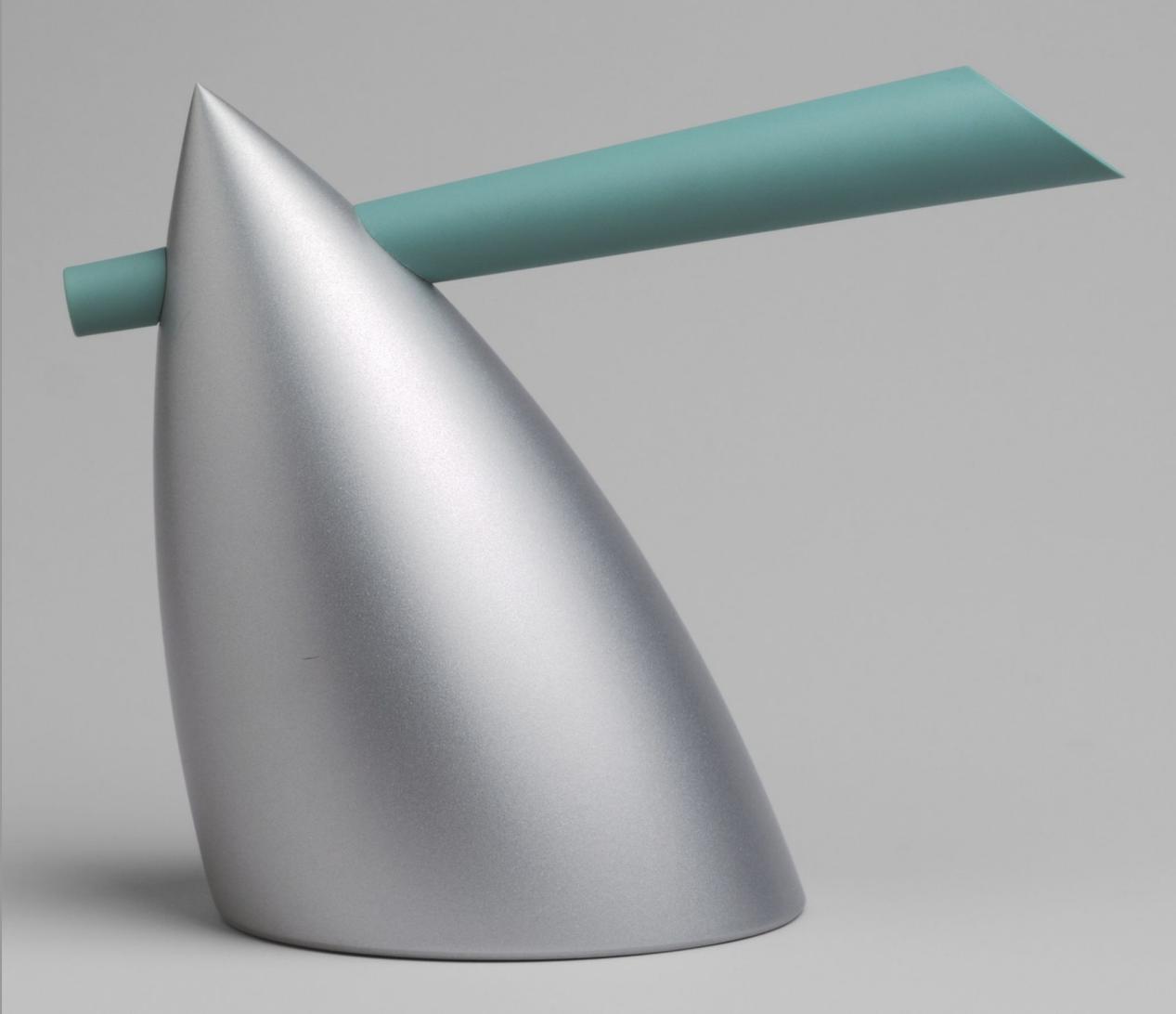
**"The challenges and potential of design as a re-directive and infrastructuring practice"**

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**Churchill's war government established the Council for Industrial Design in 1944 to support the economic renewal of the nation. The country turned to design to rebuild, innovate and instigate growth.**

**\*industrial design was also applied as a growth mechanism after the Great Depression of the '30s.**

# Designing for the common good

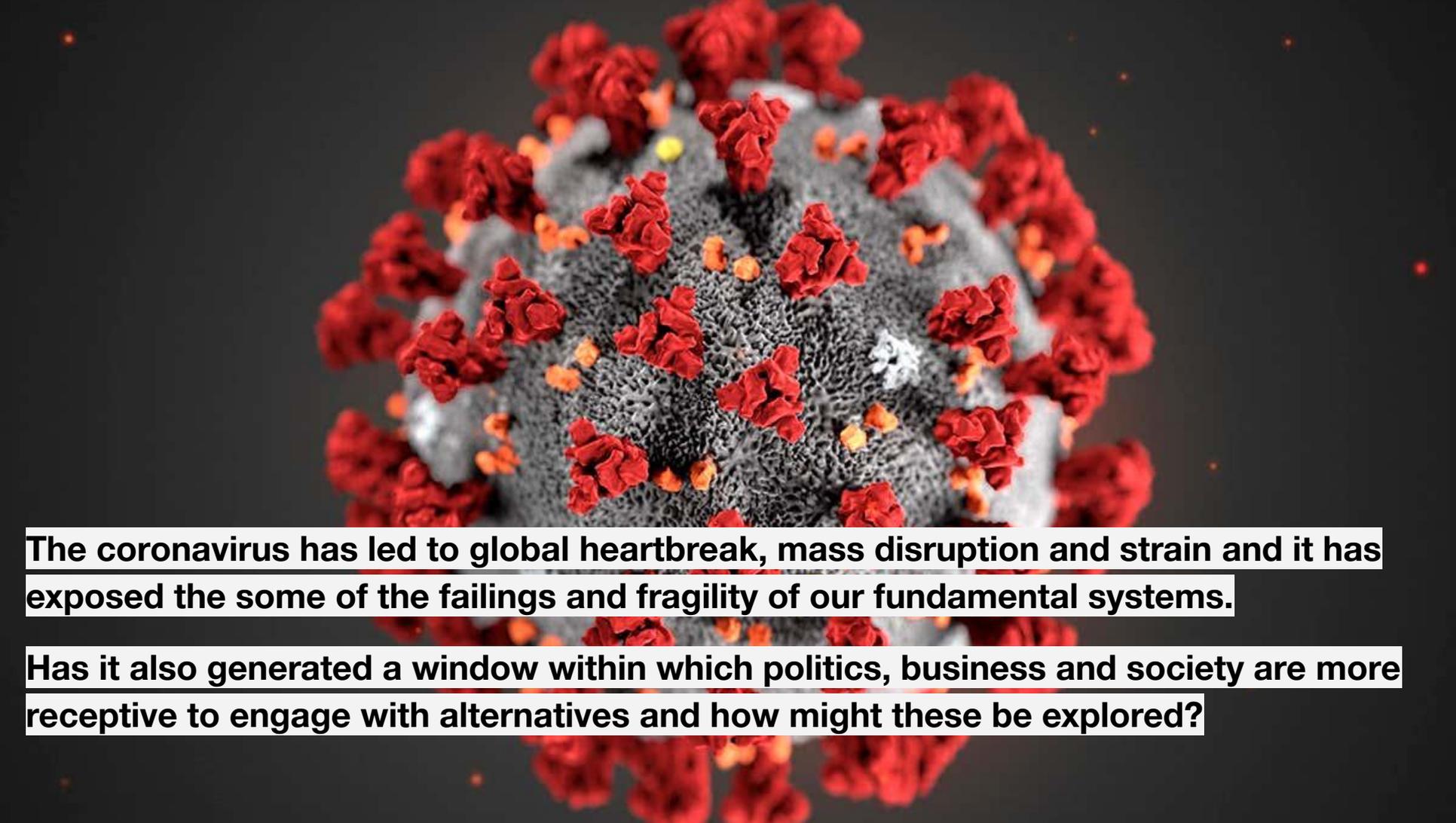
Kees Dorst  
Lucy Kaldor  
Lucy Klippan  
Rodger Watson

Design, When Everybody Designs  
An Introduction to Design for Social Innovation

Ezio Manzini

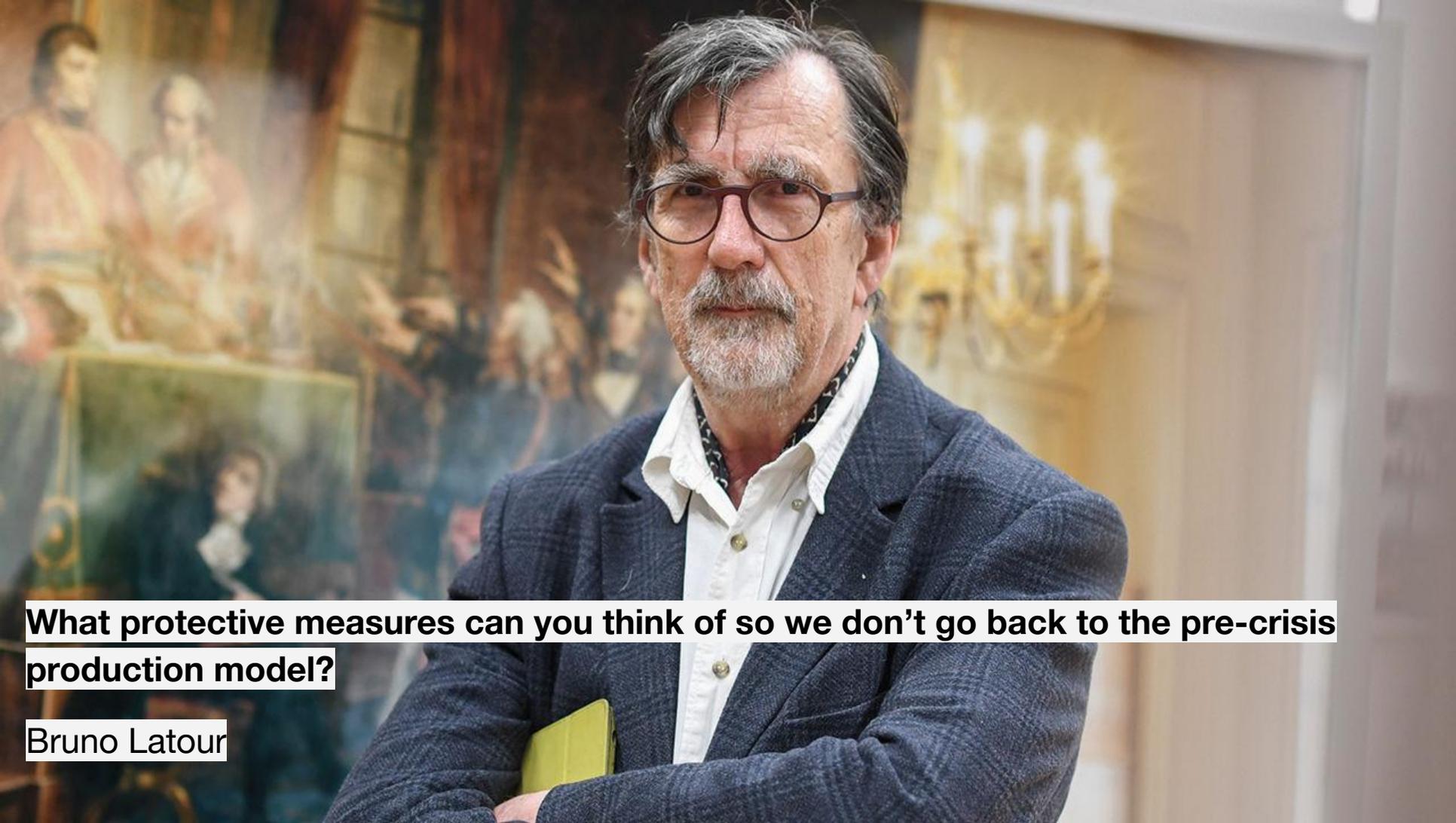


**'Design in the expanded field', recognises that 'design' increasingly transcends the creation of material objects to include more elusive creations such as interactions, strategies and systems.**



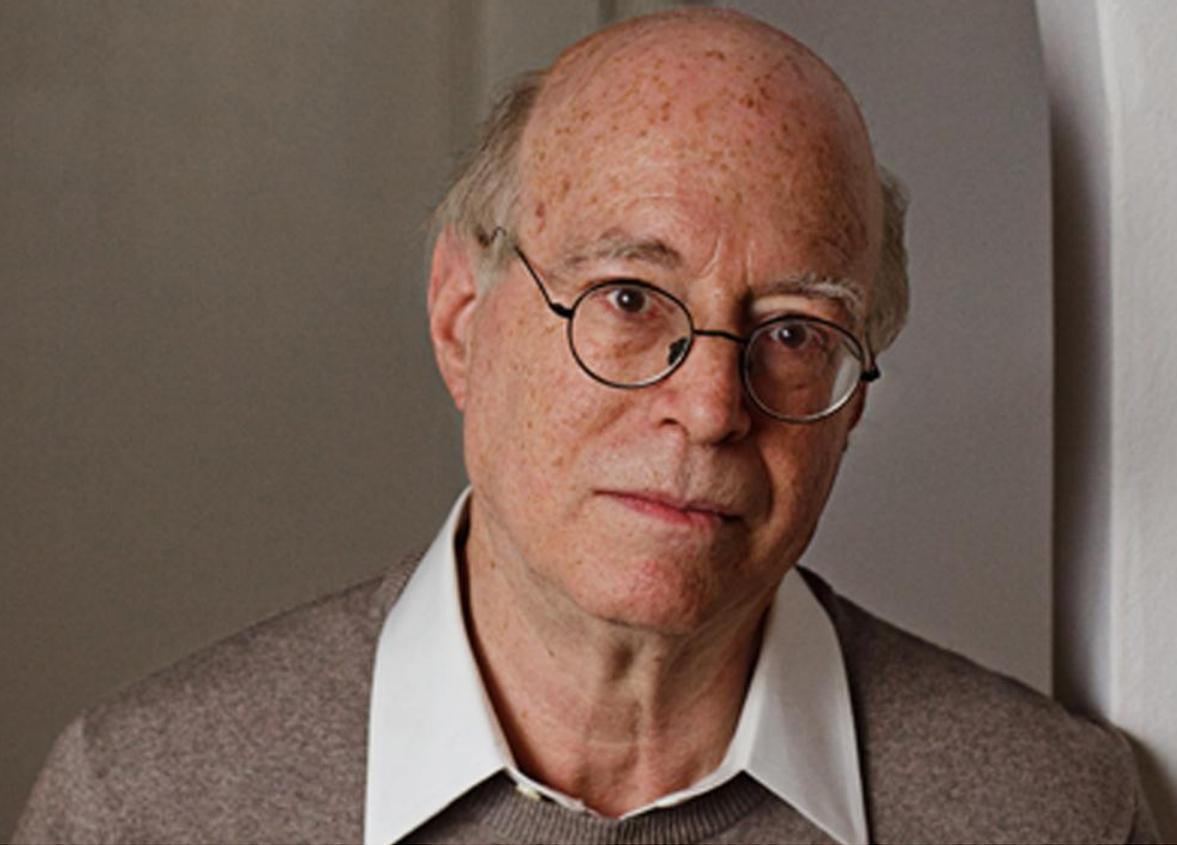
**The coronavirus has led to global heartbreak, mass disruption and strain and it has exposed the some of the failings and fragility of our fundamental systems.**

**Has it also generated a window within which politics, business and society are more receptive to engage with alternatives and how might these be explored?**



**What protective measures can you think of so we don't go back to the pre-crisis production model?**

**Bruno Latour**



**How do we resolve the tension between density of people supporting sustainability yet undermining health?**

Richard Sennett



**Are the manifestations of our most persuasive and effective economic models undermining our physical health? Are the measures to protect our physical health putting strain on our mental and social well-being?**



DESIGN AS POLITICS  
TONY FRY

**Re-Directive Practice** is the  
knowledge and actions that align to and support design  
futuring as effort in opposition to defuturing.

DESIGN  
FUTURING  
SUSTAINABILITY,  
ETHICS AND  
NEW PRACTICE  
TONY FRY

# DESIGN THINGS

## A. TELIER

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Thomas Binder

Giorgio De Michelis

Pelle Ehn

Giulio Jacucci

Per Linde

Ina Wagner

*Design Things* offers an innovative view of design thinking and design practice, envisioning ways to combine creative design with a participatory approach encompassing aesthetic and democratic practices and values. The authors of *Design Things* look at design practice as a mode of inquiry that involves people, space, artifacts, materials, and aesthetic experience, following the process of transformation from a design concept to a thing.

*Design Things*, which grew out of the *Atelier* (Architecture and Technology for Inspirational Living) research project, goes beyond the making of a single object to view design projects as sociomaterial assemblies of humans and artifacts—"design things." The book offers both theoretical and practical perspectives, providing empirical support for the authors' conceptual framework with field projects, case studies, and examples from professional practice. The authors examine the dynamics of the design process; the multiple transformations of the object of design; *metamorphing*, *performing*, and *taking place* as design strategies; the concept of the design space as "emerging landscapes"; the relation between design and use; and the design of controversial things.

**Infrastructuring** is a design practice that develops conditions (materialised and embodied as systems, services, artefacts) that enable and support others to continue a designing process. \*as an ongoing form of enquiry and political expression.

**In response to a national systems failure, between 2015-2017 The Gatsby Foundation funded a pilot in NE England to explore how schools could creatively develop a 'good' and 'sustainable' careers guidance programme.**



**Table 1. Contrasting logic structure between The Design Team and the Gatsby Benchmark.**

**Source: created by authors.**

<p><i>The Design Team</i> Matter of Concern</p>	<p><i>Gatsby Good Careers Guide Benchmark</i> Matter of Fact</p>
<p><i>Value Positions</i> Pupil Learning Outcomes - as positions</p>	<p><i>Political Agenda</i> Helps to meet labour market need and develop work readiness skills Promote social equality &amp; social mobility by raising careers ambition</p>
<p><i>Areas of Controversy</i> Experiences of Workplaces - as opportunities</p>	<p><i>Evaluation Metrics</i> First-hand experiences of workplaces for all pupils</p>
<p><i>Value Delivery</i> Teaching approaches to deliver learning outcomes - as challenges</p>	<p><i>Delivery Mechanisms</i> Work visits; Work shadowing; Work placements</p>
<p><i>Logistics of Delivery</i> Compromise based upon resource allowance</p>	<p><i>Delivered Value for Pupils</i> Help to explore careers opportunities and expand networks</p>



[Home](#) > [Research](#) > [UKRI Coronavirus Hub](#)

## UKRI Coronavirus Hub

The UKRI Coronavirus Hub gives you the latest information on the vital work of UKRI and our community in response to the crisis, what grants and awards we have made, and our continuing call to fund your ideas to limit the outbreak and protect life.



### Submit your research and innovation proposals

See current funding opportunities for COVID-19 related research.



### COVID-19 research and innovation supported by UKRI

See our regularly updated list of UKRI-supported research and innovation projects and other awards.

Unexpected applications of creative sector expertise: the dynamics of self-preservation, interpersonal well-being, and community good in times of crisis.

(a) Identify how NE Creative Sector micro-businesses and freelancers changed and applied their time, practices and expertise as a response to emerging priorities and new pressures.

(b) Collaboratively and creatively convert these compromises, actions and uses of resource into a set of fictional enterprise policies.

(c) Use the fictional enterprise policies to construct a series of speculative design futures exploring their consequences when applied into contexts of real regional public, private and third sector SMEs.

(d) Responses from regional development experts and business leaders to the design futures will be used as a basis for a critical analysis of emerging practice and their implications for organisational and national policy.

**Design as a Re-Directive Practice and Infrastructuring practice has the opportunity to construct three-way value: support for organisations in transition; political objects contributing new narratives to complex debates; and effort to integrate design futuring capabilities into existing ecosystems.**



**"Thank you!"**

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**CA 18236 WG1 Lead**

