

Smart UIB 'International Programme in Innovation, Sustainability and Design'

In collaboration with

The School of Design
Carnegie Mellon University

The University
of New South Wales

June 12 - 16, 2017



Learn how new design approaches can aid educators, activists and people from all walks of life in catalyzing the transition toward place-based and resilient societies

INSTRUCTORS

The course will be taught by the co-origina-tors of Transition Design:

Professor Terry Irwin

Dr. Gideon Kossoff

Professor Cameron Tonkinwise

What is Transition Design?

Transition Design is design for systems level change that proposes that people from all walks of life can leverage the tools and processes of design to seed, catalyze and direct societal transitions toward more sustainable futures. It aims for collaborative and symbiotic solutions to 'wicked problems' — complex, interconnected and seemingly intractable problems that adversely affect ecological, political, economic, social and cultural realms. It argues that solutions to such problems need to be carefully adapted to the unique local conditions of place and culture.



Where and When?

The course will be held in the picturesque Sanctuary of Lluc, high in the Tramuntana mountains in northwest Mallorca, Spain. The lovely but simple rooms overlook the mountains or courtyard and the facility provides the perfect setting for this short course.

The course will run for 5 full days; June 12-16. We recommend participants arrive on the evening of June 11th and plan to depart no earlier than the morning of June 17th.

COURSE FEE 650 Euros

MEALS/ACCOMMODATION 490 Euros

LANGUAGE English

[For more information or to register click here.](#)



School of Design, Carnegie Mellon University, Pittsburgh, USA

Origins of Transition Design

Transition Design is a new approach to design research, study and practice developed at **Carnegie Mellon University's internationally acclaimed School of Design**. It has rapidly gained the interest of design academics, practitioners and activists from around the world. This emerging field hopes to contribute to significant, positive societal transitions by designing for systems level change (eg. energy, food, water, transport, manufacturing, health-care and education systems) and by reconceiving infrastructures and entire lifestyles so that they are not only more sustainable but also more convivial.

Transition Design applies a deep understanding of the interconnectedness of social, economic and natural systems to conceive solutions that leverage the power of interdependence and symbiosis. It focuses on the need for cosmopolitan localism, a lifestyle that is place-based and regional, yet globally collaborative in its awareness and exchange of information and technology.

What will you learn in this course?

This pioneering course offers an overall introduction and opportunity to practice the application of the tools and concepts of Transition Design. It provides participants with a set of principles and practical approaches that can be applied to a range of circumstances, from everyday teamwork and problem solving to the reshaping of whole lifestyles. Participants will gain a familiarity with key Transition Design concepts and theories.

We will explore the following questions:

- How can we begin to address complex and interconnected 'wicked problems'?
- How can living systems theory inform Transition Design and symbiotic solutions?
- What is the influence of worldview on the way we frame design problems and create design solutions?
- How can we pay more attention to everyday life as the fundamental context for transition and meaningful solutions?
- What can we learn from the history and theories of socio-technical transitions?
- How can we use Manfred Max-Neef's theory of needs and satisfiers and Social Practice Theory to begin to reshape everyday life?
- What is the role of cosmopolitan localism in the transition towards sustainability?

CONTENT (subject to change)

MONDAY Intro to Transition Design; systems thinking, wicked problems

TUESDAY Theories of Change; Max-Neef's theory of needs, social practice theory, socio-technical regimes

WEDNESDAY Mindset & Posture; mechanistic vs. holistic worldview, design for long time horizons

THURSDAY Visions; Futuring, backcasting, cosmopolitan localism, domains of everyday life/lifestyles

FRIDAY New Ways of Designing; Indigenous ways of designing, the transition design process, characteristics of the Transition Designer

The course will also include a week-long, hands on group exercise that will introduce participants to the Transition Design process

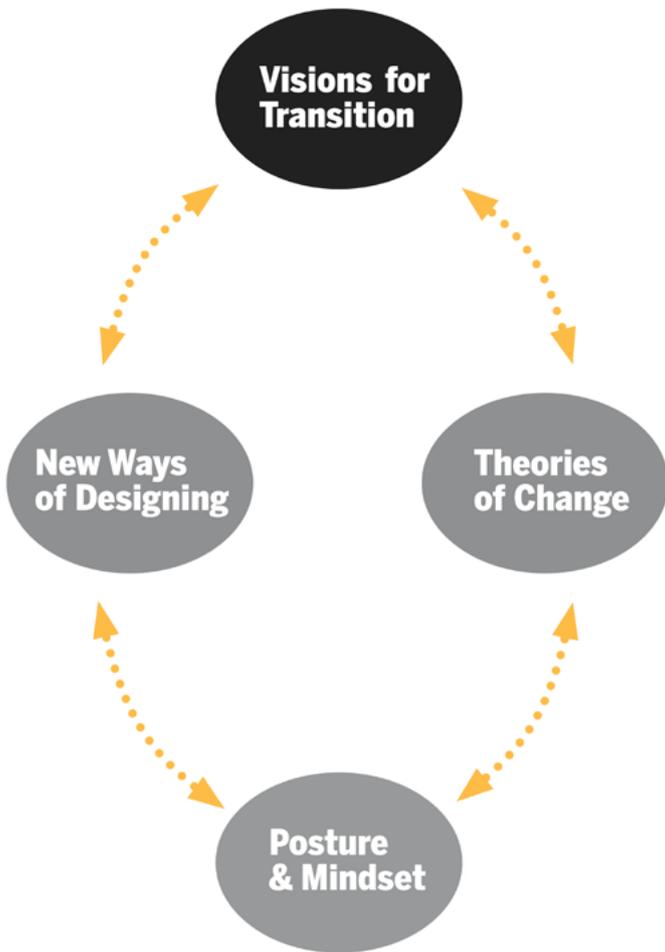
SCHEDULE Monday through Friday

9:30 - 1:30 Lectures & discussions (with a tea break)

1:30 - 3:00 Lunch & leisure time

3:00 - 6:30 Project and group work

7:00 - 8:00 Dinner



More information on the Transition Design Framework can be found on CMU's Transition Design Masters & Doctoral Seminar website page: <http://transitiondesignseminarcmu.net/>

The Transition Design Framework

The Transition Design Framework is comprised of four mutually reinforcing and co-evolving areas of knowledge, action and self-reflection: **1) Theories of Change**; **2) Mindset & Posture**; **3) Vision**; **4) New Ways of Designing**.

1. Theories of Change

Never in history has the need for change been more urgent. The transition to a sustainable society will involve ongoing systems-level, societal change. Within this area of the framework, ideas, theories and methodologies from many fields and disciplines explore: **a) How change happens and why it often fails to happen:** change manifests in healthy, vibrant social and natural systems through creative, spontaneous and emergent self-organisation. **b) What change needs to happen:** transition to a sustainable society will require new ways of living, alternative socio-economic and political structures, technological innovation and more. Together, these ideas about change form an evolving, transdisciplinary body of knowledge that is essential for the transition designer.

2. Posture and Mindset:

Living in and through transitional times requires new ways of 'being' in the world. It requires a mindset and posture that is 'relational' and is therefore consistent with the emerging ecological or holistic worldview. This entails openness, mindfulness, empathy and a willingness to collaborate. Transition designers share a sense of urgency in the need for change and an unwillingness to accept the status quo, combined with an optimism about the future. Transition designers understand and embrace transdisciplinarity, value cooperation over competition and have a deep respect and advocacy for 'other' (species, cultures, etc.). They have a flexibility and fluidity of mind and an understanding of and comfort with uncertainty, ambiguity, chaos and contradiction.

3. Vision

The transition to a sustainable society requires a vision of where we want to go. Transition Design proposes the reconception of whole lifestyles and addresses quality of life issues within the context of the everyday. Transition Design seeks to cultivate sustainable ways of living in which fundamental needs are satisfied in integrated, and place-based ways. Transition Design encourages a symbiotic relationship between communities and the ecosystems within which they are situated. It works to create a global network of sustainable, place-based communities who exchange knowledge, skills, technology resources and culture. This is a vision of a cosmopolitan localist society.

4. New Ways of Designing

Addressing wicked problems and developing place based solutions for systems level change requires new ways of designing. Such solutions need to evolve, connect and change over time. A Transition Design process is emerging which involves framing wicked problems and understanding their anatomy and dynamics; looking for

'leverage points' where interventions are most likely to succeed; co-designing visions of desirable future lifestyles; and backcasting to develop 'transition pathways' along which tangible/practical projects and initiatives can be situated in the present and near term. This is an iterative and error-friendly approach which requires the ability to think systemically at multiple levels of scale and over long horizons of time.

Transition Design can be situated along a continuum with other design approaches such as Design for Service and Design for Social Innovation. Transition Design approaches are meant to supplement/complement other areas of design focus.

A Continuum of Design Approaches

: Mature discipline

: Design for Service

Design within existing socio-economic and political paradigms

Expert-driven solutions reach users through many 'touch points' (relational ecologies) over time through the **design of experiences**. Solutions are based upon the observation and interpretation of users' behavior and needs within particular contexts. Service design solutions aim to **provide profit and benefits for the service provider and useful and desirable services for the user** (consumer). Solutions are usually **based within the business arena and existing, dominant economic paradigm**.

: Developing discipline

: Design for Social Innovation

Design that challenges existing socio-economic and political paradigms

Design that **meets a social need more effectively than existing solutions**. Solutions often leverage or 'amplify' existing, under-utilized resources. Social innovation is a 'co-design' process in which **designers work as facilitators and catalysts** within transdisciplinary teams. Solutions benefit multiple stakeholders and empower communities to act in the public, private, commercial and non-profit sectors. **Design for social innovation represents design for emerging paradigms and alternative economic models, and leads to significant positive social change.**

: Emergent discipline

: Transition Design

Design within radically new socio-economic and political paradigms

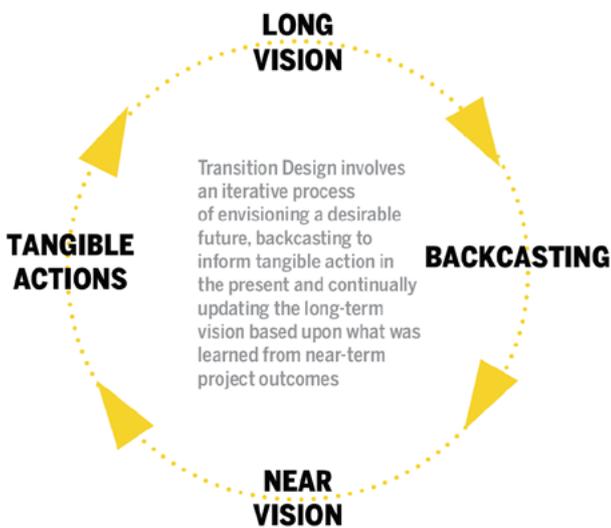
Transdisciplinary/cross-sector design aimed at systems-level change and societal transition toward more sustainable futures. Based upon the reconception of entire lifestyles that are place-based but cosmopolitan in their global awareness and exchange of information and technology. Requires an understanding of the **interconnectedness and interdependency of social, economic, political and natural systems**. **Transition Design challenges existing paradigms, envisions new ones, to catalyze radical, positive social and environmental change.**

Scale of time, depth of engagement, and context expand to include social & environmental concerns

Comparison to other areas of design focus

The course will also explore the relationship of Transition Design to other established and emerging areas of design practice, such as Service Design and design for Social Innovation, and emphasise the importance of design processes that involve collaboration, participation and co-creation.

It aims to provide an overview and roadmap for further study for course participants and enable them to take key ideas and concepts back into their careers and communities. Exercises, thought experiments and group discussions, to help visualize and ground Transition Design concepts, will supplement lectures and tutorials.



Who is this course for?

- Professional designers & design academics who would like to extend or reorientate their practice and research towards contributing to social and environmental issues.
- Sustainability/social/community activists and social entrepreneurs seeking to incorporate design thinking and practice into their work.
- Practitioners and researchers from other disciplines who would like to explore how transition design can support and positively contribute to their work, and explore how their field can contribute to transition design.
- Design educators in formal and non-formal education who would like to incorporate Transition Design into their programs and curricula.
- Engaged and responsible citizens who would like to learn how Transition Design offers a way of thinking about and arriving at solutions to complex social and environmental issues.

Key skills taught during the course

- How to frame, map and visualize wicked problems.
- How to develop compelling narratives of desirable, long-term future.
- Backcasting from the future to create 'transition pathways' to the present.
- How to identify key leverage points for change in complex socio-technical systems.
- How to use theories of change to seed and catalyze change within complex systems.
- How to use Max-Neef's theory of needs to assess the well being of communities and guide design solutions.

Course logistics and fees

Language: The course will be taught in English without translation. As we expect a diverse group of participants from a wide range of European destinations, we will not be able to offer simultaneous translation, and hence a medium to high level of English will be necessary to get the most out of this opportunity.

The Course fee is 650 euros.

Accommodation and all meals: 490 euros. The course will run from June 12th to the afternoon of the 16th. The price includes 6 nights in a double room (for individuals also) and all meals from dinner on the 11th to breakfast on the 17th.

Transport to/from airport: On June 11th, we will organize an afternoon bus from the airport, with one stop in Palma City, to take people to the Sanctuary of Lluc. On June 17th, after breakfast there will be a return bus to the airport, with a stop in Palma. This transfer option will cost an additional 30 Euros return.



Registration

Smart UIB is offering these courses through the Fundació Universidad Empresa de las Islas Balears (FUEIB). To register, [please follow this link](#) and for any questions, please contact us at: smartuib.edu@uib.cat

More about the location

The course will be held in Santuario de Lluc - an idyllic retreat in the heart of the Tramuntana mountains surrounded by stunning scenery and ancient stone oak forests. We will have the option of working outside for some of the sessions and there are many short and longer walks to enjoy right at the doorstep of the workshop facilities.



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Transition Design network partners: RMIT University, Australia; University of New South Wales, Australia; University of Palermo, Argentina, EINA University, Spain; Schumacher College/University of Plymouth, UK

This course offers you an opportunity to become an active participant in this exciting new field. After the successful

Transition Design course at Schumacher College in England in June 2016, Smart UIB is pleased to be able to host the second Transition Design course in Europe on Mallorca in June 2017. For more information on Transition Design follow these links:

[Transition Design website](#)

[Academia.edu](#)

[CMU's Transition Design Seminar website](#)

[About CMU's research strands](#)

**Terry Irwin, Professor and Head of the School of Design, Carnegie Mellon University**

Terry has been a professional designer for over 40 years and a university-level educator since 1986. She was one of the founding partners of MetaDesign, an international design firm with offices in Berlin, London, San Francisco and Zürich, where she served as Creative Director from 1992 to 2002. There she worked with Fortune 500 clients such as Nike, Apple Computer, Hewlett-Packard, Barclay's Bank, and Berlin's Transport company, BVG (to help reconnect the east and west subway systems after the fall of the Berlin wall in 1989). Terry holds an MFA in Design from the Allgemeine Kunstgewerbeschule, Basel Switzerland (1986) and an MSc in Holistic Science from Schumacher College/Plymouth University (2004), an international center for ecological studies in the UK. She has held faculty positions at Otis Parsons School of Design, Los Angeles, California College of Arts & Crafts, San Francisco and the University of Dundee, Scotland. Along with collaborators Gideon Kossoff and Cameron Tonkinwise, Terry launched Transition Design as an area of focus in the new curricula at CMU and has written and lectured extensively on the subject.

**Gideon Kossoff, Adjunct Professor, School of Design, Carnegie Mellon University**

Gideon is an Adjunct Professor in the School of Design at Carnegie Mellon University, where he teaches and conducts research in Transition Design. He is a social ecologist/social theorist whose research focuses on the convergence between scientific holism and the ecological world view, and a tradition of non-authoritarian social and political thinking that embraces such figures as Lewis Mumford, Jane Jacobs and social ecologist Murray Bookchin. Gideon studied and worked with Murray Bookchin over a period of several years, has worked with many grassroots green groups and networks in the UK, was program administrator and course tutor for the MSc in Holistic Science at Schumacher College (where he also built an extensive library of books on topics relating to the emerging ecological worldview) and holds a PhD in design from the University of Dundee, Scotland. His thesis, in which he introduced the concept of Transition Design, was entitled 'Holism and the Reconstitution of Everyday Life: a Framework for Transition to a Sustainable Society'. It is summarised in the book *Grow Small, Think Beautiful* edited by Stephan Harding and published by Floris.

**Cameron Tonkinwise, Professor of Art/Design, University of New South Wales, Australia**

Cameron has a background in philosophy and his doctoral dissertation concerned the educational philosophies of Martin Heidegger. His research focuses on what designers can learn from philosophies of making, material culture studies and sociologies of technology. His primary area of research is sustainable design, focusing in particular on the design of systems that lower societal materials intensity, primarily by decoupling use and ownership - in other words, systems of shared use. Cameron has published a range of articles on the role of design, and in particular, service design, in the promotion of the sharing economy and collaborative consumption. He has extensive experience with practice-based design research, having supervised and examined reflective practice and artifact-based research projects and written about the epistemologies particular to this kind of work. Cameron was previously the Director of Doctoral and Design Studies at the School of Design at Carnegie Mellon University and before that, the Associate Dean of Sustainability at Parsons The New School for Design in New York City. He was Director of Design Studies at the University of Technology, Sydney, and executive Director of Change Design, formerly known as the EcoDesign Foundation.