DesignX:
A Future Path for Design
The DesignX Collaborative

DesignX is a new, evidence-based approach for addressing many of the complex and serious problems facing the world today. It adds to and augments today’s design methods, reformulating the role that design can play. Modern design has grown from a focus on products and services to a robust set of methods that is applicable to a wide range of societal issues. When combined with the knowledge and expertise of specialized disciplines, these design methods provide powerful ways to develop practical approaches to large, complex issues.

The major problems facing humanity today involve complex systems of stakeholders and issues. These challenges often involve large numbers of people and institutions intermingled with technologies, especially those of communication, computation, and transportation. Health, education, urbanization, and environmental issues have these characteristics, as do the issues of sustainability, energy, economics, politics, and overall well-being.

To understand how design can assist with these issues it is useful to do a quick review of the history of the design profession. The modern practice of design had its roots in the industrial revolution. Design and its predecessor professions offered a systematic way to help industry create products and information for the emerging middle class in Europe and America. The primary focus of the designer was improving the intrinsic value and profitability for industry in the context of developments in mass manufacturing and assembly.
Design changed its focus after World War II to an emphasis upon appearance, often unrelated to how products performed or how they were used. As the development of electronic circuits and computer chips allowed devices to have increased functions, the emphasis on appearance resulted in complicated and confusing interactions. The next stage in design, which is where we are today, is correcting these problems by developing methods of designing for the needs and capabilities of people. The result is more understandable and pleasurable interactions between people and technology.

The emphasis on meeting human needs and abilities also led to the development of tools for discovering the deep, fundamental (root) issues underlying these needs. Today, there is growing recognition that these new methods can be applied to a wide variety of issues, including management, organizational structure, and, most importantly, the large, ambiguous, complex, and fast changing problems facing society. However, although the current tools of design begin to address these issues, more comprehensive methods are required.

DesignX aims to enhance the tools required to assist people, organizations, and societies in developing systems and procedures that address major human and societal needs. DesignX builds upon the design profession’s emphasis of thinking by doing, thinking by drawing, sketching, testing, and making coupled with intensive observational techniques, deep analyses of the entire system, and repeated, iterative testing, reflection and modification.

Within academic institutions, traditional disciplines analyze issues in depth. Design differs from these approaches. Instead of deep analysis, design leverages the knowledge of the many disciplines relevant to any issue in order to yield practical approaches that can help enhance current conditions. Design is a discipline of doing, applying its methods in areas that lack deep understanding but are in need of continual improvement. Design aims to be practical, always
attempting to improve upon current conditions, even where full solutions cannot be achieved.

In the past, design has focused upon products and services, but the design methods of continual, iterative cycles of exploration, reflection, implementation and validation can be applied to many societal problems.

DesignX is a compilation and expansion of work being done by numerous organizations, private and public, universities and companies. DesignX attacks the larger problems, those that involve complex systems, where people with different skills need to creatively and reliably work together. There exist numerous examples of this within the past decade by pioneering organizations that provide the foundations upon which to build.

DesignX concentrates on human needs, exploring issues in depth to find root causes, aiming to attack the fundamental problems. It integrates and builds upon the specialized knowledge of the domains, but always attempting to provide practical solutions that are of value today rather than relieving symptoms.

DesignX is particularly suited to and specifically aimed at problems involving a mix of human and societal needs where solutions involve technology. Most of these problems involve networked systems of people, groups, and artifacts, including intelligent systems, partially or fully automated, with different levels of communication among components. DesignX focuses on the resulting complex mix of networked natural and artificial systems.

Complex problems require complex solutions. To accomplish this requires a team composed of all the disciplines relevant to understanding the issues and potential solutions. Teams must be problem-based, with all the required members bringing their talents to bear on the problem in a cohesive and col-
laborative way. DesignX designers must work closely with people from many disciplines, building upon their knowledge and methods, applying whichever method is most effective for the problem at hand, negotiating the multiple constraints, interests, and differing perspectives of all the participants.

DesignX requires skills, knowledge, and a vocabulary that enable it to engage effectively with stakeholders and professionals of many kinds. Design, as a field, has a mixed set of techniques. Some are based on science and experiment, but much still relies on the skill, wisdom, and creativity of the designers. To be successful, DesignX requires a larger set of techniques that have been verified and tested, which means an emphasis upon evidence-based design. Some methods will be based upon and constructed through scientific investigation. Others will be frameworks and design patterns. Still others will be heuristics for continual refinement and evaluation to ensure that the strengths, weaknesses, and appropriate situations for application are known, understood, and verified.

Problems are more volatile than ever before, and information often changes faster than it can be validated. This is why we need a new research tradition to explore the issues involved in models of education as well as models of practice. We need a theoretical foundation to support new ways of research and education. We need an innovative and inclusive social eco-system to enable the application of new knowledge and methods for positive social and economic change. And we need to develop new methods of experimentation to allow rapid assessment, test, and deployment of prototypes, test trials, and even mock "solutions," the better to give rapid feedback and allow for repeated iterations toward superior results. The mantra should be "learn fast, learn continuously."

Education must also change. Today, universities are focused upon discipline-based education that no longer suffices to deal with large, complex problems that involve multiple
disciplines, technology, art, the social sciences, politics, and business. We need robust, new models for education, some based upon disciplinary skills, others based upon problems rather than disciplines, where experts and students from many backgrounds work together on a specific issue. This requires adding problem-based education to the existing emphasis upon disciplines.

It is important to strengthen dialogue between the multiple cultures of the world. It is time to emphasize world-wide conditions that will provide sustainability with alternative measures of quality and performance that move beyond systems requiring high energy and resource consumption.

We seek a radical reformation of design practice, education, and research. It is time for a new era of design activism.

1. Collaboratively authored by (in alphabetical order): Ken Friedman (Tongji University, College of Design and Innovation and Swinburne University Centre for Design Innovation), Yongqi Lou (Tongji), Don Norman (University of California, San Diego, Design Lab), Pieter Jan Stappers (Delft University of Technology, Faculty of Industrial Design Engineering), Ena Voûte (Delft), and Patrick Whitney (Illinois Institute of Technology, Institute of Design).

Also available at: http://www.jnd.org/dn.mss/designx_a_future_pa.html

Contact email: designxcollaborative@gmail.com
DesignX: 设计的未来之路
DesignX共同体

DesignX 是一种基于佐证的设计新途径，用以处理当今世界面临的众多复杂而严峻的问题。它是对现今设计方法的补充和增强，将重塑设计的角色。现代设计已经从对产品和服务的专注发展成为扎实和强大的方法体系，应用于广泛的各种社会议题。一旦与专业学科的知识和能力相结合，这些设计方法提供了各种有力的途径，来发展处理大型、复杂问题的有效方式。

今天，人类面临的重大问题都涉及由利益相关者和问题构成的复杂的系统。这些挑战经常牵涉到大量的人和机构，还参杂技术，特别是那些传播、计算和交通相关的技术。医疗、教育、城市化和环境问题拥有这样的特征；可持续、能源、经济、政治和整体福祉相关的问题同样如此。

为了理解设计如何能够协助处理这样的问题，有必要先对设计专业的历史做个简要回顾。现代的设计实践发轫于工业革命。设计及其前身提供了一种系统的方式，帮助企业创造欧美新兴中产阶级需要的产品和信息。在大批量生产和装配空前发展的时代，设计师的首要关注点是为企业提升内在价值和利润。

第二次世界大战之后，设计的关注点转而强调产品外观，而外观与产品本身的表现以及如何被人使用并无太大关联。随着电子电路和计算机芯片的发展让设备具备了更多功能，对外观的重视导致了复杂、又令人费解的交互方式。设计的下一个阶段——也就是我们现在所处的阶段——正在通过发展针对人的需求和能力而设计的方法来纠正这些问题。其结果是让
人和技术之间的互动变得更易于理解，更加愉悦。

强调满足人的需求和能力，也导致了工具的发展，去发现需求背后深层的基础（根本）问题。今天，人们越来越意识到这些新方法可以被用于极为广泛的各种议题，包括管理、组织结构，最重要的还有人类社会面对的那些快速改变中的、模糊的、复杂的大问题。然而，尽管目前的设计工具已经开始应对这些问题，我们仍然需要更多的综合性方法。

DesignX 的目标是增强工具，帮助人、组织和社会开发用于应对个人和社会重大需求的系统和程序。DesignX 建立在设计专业知行合一的重点之上，强调通过制图、草图、测试和制作来思考问题，同时结合高度的观察能力、深入分析整个系统、一再进行迭代测试，以及反思和修改。

在学术机构里，传统的学科深入地分析问题。而设计有别于此。为了获得能够改善现有情境的实用方式，设计会使用与要解决问题相关的多学科知识。设计是一门行动的学科，将方法用于缺乏深入理解却需要不断改进的领域。设计以实用性为目标，总是试图改善现有的条件，即便是在无法圆满地解决问题的条件下亦是如此。

在过去，设计关注产品和服务。但是以探索、反思、执行、确认形成的不间断的迭代循环为基础的设计工具，可以被运用到许多社会性的问题中去。

DesignX 汇总并且拓展了无数组织正在从事的工作，不论这些组织是私人的还是公共的，是大学还是公司。DesignX 向更大的问题发起进攻——那些涉及复杂系统的大问题，其中有着不同技能的人们需要以一种创造性的可靠方式共同工作。过去的几十年里，先驱型组织已经涌现了众多这样的实例，为此打下基础。
DesignX聚焦人的需求，为寻找根本原因深入探索问题，目标是应对重大问题。它基于不同领域的专门知识并加以整合，但永远试图提供对当下而言有价值的、切实可行的解决方案，而不是仅仅缓解症状。

DesignX特别适合、也专门针对那些人和社会的复杂需求混杂在一起，且解决方案高度依赖技术的问题。绝大多数这样的问题涉及由人、群体、人造物组成的网络化的系统，包括半自动或全自动的智能系统，组成部分之间存在各种不同层级的交流。DesignX关注自然和人工网络化系统的复杂混合。

复杂问题需要复杂的解决方案。为实现目标，需要由与理解问题和潜在解决方案高度依赖技术的团队。团队必须是基于问题的，所有成员都采用一致的协同方式把自己的才能投入到问题解决中去。DesignX设计师们必须与来自许多学科的人们紧密合作，在他们的知识和方法基础上继续努力，运用任何针对性问题最行之有效的方法，和多重制约条件、利益，以及所有参与者所持的不同观念进行协商。

DesignX需要技能、知识和一种表达方式，有效地让利益相关方和多种专业人士参与其中。设计，作为一个领域，有一系列整合性的技能。有一些基于科学和实验，但更多的仍然依赖设计师的技巧、智慧和创造力。为了获得成果，DesignX需要更多已经被验证和测试过的技能，这意味着强调基于佐证的设计。有些方法将会建立在科学研究的基础上，并且通过科学研究来完善；而另一些，将会是探索式的方法，用于不断完善和评估，以保证优缺点和适当的使用情形能够被知晓，被理解，被证实。

如今的问题，比以往任何时候都更不稳定，信息常常在可以被确认之前就已经改变。所以，我们需要一种新的研究传统来探索与设计教育模式和实践模式相关的议题。我们需要一个理论基础，来支持研究和教育的新方式。我们需要创新且包容的社会生态系统，运用新的知识和方法去实现
社会和经济的积极转变。我们需要发展新的实验方法，让快速评估和测试成为可能。有效利用原型、复核试验，甚至是模拟的“解决方案”来提供快速反馈，并且允许反复迭代直至获得出众的结果。奉行的准则应该是“学得更快，学无止境”。

教育也必须改变。今天，大学专注于基于学科的教育，而要处理大型的复杂问题（涉及多学科、技术、艺术、社会科学、政治和商业），这样的教育模式已经不再够用。关于教育，我们需要有力的新模式，有一些基于学科技能，而另一些基于问题而非学科，来自许多不同背景的专家和学生可以就某个特定问题一起工作。这就需要在基于学科的现有模式中加入基于问题的教育。

同时，增进全球不同文化之间的对话也十分重要。是时候强调世界大环境的作用，找出衡量品质和表现的替代标准来实现可持续，超越一味追求能源和资源高消耗的系统。

我们追求彻底改变设计实践、教育和研究。设计行动主义的新纪元已经开启。

1. 本文由多位作者协同完成，他们（按姓氏字母顺序）是：Ken Friedman（同济大学设计创意学院，恩威本科技大学设计创新中心），娄永琪（同济大学设计创意学院），Don Norman（加州大学圣地亚哥分校设计实验室），Pieter Jan Stappers（代尔夫特理工大学工业设计工程学院），Ena Voûte（代尔夫特理工大学工业设计工程学院），Patrick Whitney（伊利诺伊理工大学设计学院）。

通讯邮件：designxcollaborative@gmail.com

本文还发表在Don Norman的个人主页上：http://www.jnd.org/dn.mss/designx_a_future_pa.html
The social, economic, and technological contexts of design are radically changing. The knowledge, methods, and processes addressed by design research and education, however, lag behind and hence are inadequate to support design to face such changes. In Fall 2014, a small group of design scholars and educators, who gathered at Tongji University for the International Advisory Board meeting of College of Design and Innovation, showed great passion to change the situation. They called their agenda “DesignX,” describing it as “a new, evidence-based approach for addressing many of the complex and serious problems facing the world today. It adds to and augments today’s design methods, reformulating the role that design can play.” In October 2015, DesignX Conference will be an ideal place to host and to continue this conversation, identifying the nature of the issues and the framework for working on the problems.
Program

DAY 0: FRIDAY, OCTOBER 9, 2015

| Kingswell Tongji | 14:00 | Registration |
|                 | | |
|                 | 20:00 |
| Angel Academy-TheME | 19:30 | Welcome dinner. Introductions |

DAY 1: SATURDAY, OCTOBER 10, 2015

| Angel Academy-TheME | 9:00 | Good morning coffee |
| IS 105 Dark Room | 10:00 | Everyone together, short presentations and discussion |
|                   | Three cases, each followed by an assigned discussant. Then an open discussion. |
| Angel Academy-TheME | 12:15 | Lunch & discussion |
| IS 105 Dark Room | 14:00 | Everyone together, short presentations and discussion |
|                   | Three presentations, each with an assigned discussant on tools (theory and approaches). Followed by open discussion. |
|                   | 17:00 |
|                   | 19:00 | Gala dinner (Fenghuang@Bund)  |
|                   | More discussion and networking |

DAY 2: SUNDAY, OCTOBER 11, 2015

| IS 105 Dark Room | 9:00 | In groups |
|                 | Discussion of DesignX themes. Report of the groups to everyone together. |
| Angel Academy-TheME | 12:15 | Lunch |
| IS 105 Dark Room | 14:00 | Everyone together |
|                 | Development of a final, summarizing document. |
|                 | 17:00 |
Guide Map
日程

10月9日（周五）
同济君禧酒店 14:00 会议注册
   | 20:00
天使学堂 19:30 晚餐。会议介绍

10月10日（周六）
天使学堂 9:00 咖啡
   | IS105 暗房 10:00 全体集会，短演与讨论
       三个案例分享，每个案例由一名指定讨论人发起提问。
       随后开放讨论。

天使学堂 12:15 午餐
   | IS105 暗房 14:00 全体集会，短演与讨论
       三个演讲，每个演讲由一名指定讨论人发起关于工具（理论和路径）的提问。
       随后开放讨论
       17:00

19:00 大会晚餐（凤凰外滩店）
       更多讨论，建立网络

10月11日（周日）
IS105 暗房 9:00 分组讨论
   | 讨论DesignX主题
       向全体参加者做小组汇报
天使学堂 12:15 Lunch
   | IS105 暗房 14:00 小组讨论
       共同起草一份总结文件
       17:00
Ken Friedman

Ken Friedman is Chair Professor of Design Innovation Studies at College of Design and Innovation, Tongji University, China, and University Distinguished Professor at Swinburne University of Technology in Australia. He is the editor-in-chief of She Ji: The Journal of Design, Economics, and Innovation (published by Elsevier). He was formerly Professor of Leadership and Strategic Design at the Norwegian School of Management and at Denmark’s Design School. His research concentrates on organization, culture and design in the knowledge economy. Working with intermedia and concept art, he was involved in Fluxus in his early years. His work from the 1960s was recently exhibited at the Museum of Modern Art in New York and at the Hood Museum of Art at Dartmouth College.

Email  ken.friedman.sheji@icloud.com
Scholar  https://scholar.google.nl/citations?user=JKBKuycAAAAJ&hl=nl
Link  https://swinburne.academia.edu/KenFriedman

Ken Friedman  博士、设计创新研究首席教授
同济大学设计创意学院，中国／大学杰出教授，斯威本科技大学，澳大利亚

Chair Professor of Design Innovation Studies
College of Design Innovation, Tongji University, China/
Distinguished Professor
Swinburne University of Technology, Australia
Yongqi Lou is the Dean and full professor of the College of Design and Innovation at the Tongji University, the Vice President of CUMULUS (the International Association of Universities and Colleges of Art, Design and Media), and the visiting professor at the School of Art, Design and Architecture of Aalto University in Finland. His main research focuses on design for social innovation and sustainable design. He plays an active role in promoting interdisciplin ary sustainable design education, research and practice internationally. Lou is the executive editor of She Ji: The Journal of Design, Economics, and Innovation (published by Elsevier). He currently serves on the boards of Alta Scuola Politecnica, Danish Design School Kolding, DESIS, the Gothenburg art and research platform, and Design Issues, among others. His recent book is Design Harvests: An Acupunctural Design Approach toward Sustainability, published by Mistra Urban Futures in Sweden. His works have been exhibited in the Design Museum of Helsinki, the Triennale Design Museum in Milano, and other prestigious institutions.

Email  lou.yongqi@gmail.com
Scholar  https://scholar.google.nl/citations?user=SLfrKdwAAAAJ&hl=nl
Links  http://tjdi.tongji.edu.cn
       http://www.cumulusassociation.org/cumulus/representatives/representatives/view/25
Don Norman

Don Norman is a Professor Emeritus in Cognitive Science & Psychology, Director of Design Lab at the University of California, San Diego, USA, Honorary Professor at Tongji University, China. He is a co-founder and principal of the Nielsen Norman Group, which provides consulting and keynote talks. His books include "Emotional Design: Why We Love (or Hate) Everyday Things" and "The Design of Everyday Things: Revised and Expanded." He is an IDEO fellow and member of the Board of Trustees of IIT's Institute of Design in Chicago. His books include "Emotional Design: Why We Love (or Hate) Everyday Things," "Living with Complexity and The Design of Everyday Things: Revised and Expanded."
Pieter Jan Stappers is a professor at the Faculty of Industrial Design Engineering, Delft University of Technology, The Netherlands. After an education in experimental physics (MSc 1984), Pieter Jan Stappers made the switch to Industrial Design Engineering at TUDelft, and followed a research path that led from human perception, spatial imagery, Virtual Reality (Ph.D. in 1992), to design tools and participatory design techniques.

His current activities as full professor of design techniques (as of 2002) encompass coordinating the Faculty’s Graduate School, being informal director of ID-StudioLab, and heading the research sub-program on tools and techniques for the conceptual phase of design. Key elements in his work are “research through design,” “experiential prototypes,” and "context mapping."

Email  P.J.Stappers@tudelft.nl
Scholar  https://scholar.google.nl/citations?user=tGn28BIAAAAJ&hl=nl
       http://studiolab.ide.tudelft.nl/studiolab/stappers/
Ena Voûte returned to her alma mater as dean in September 2012, after studying Industrial Design at TUDelft and carrying out her graduation project on innovative packaging at Unilever in the UK. During the 90s, she worked for Unilever in a number of European countries, where she developed launching, branding and marketing strategies for products including Magnum, Becel and Lipton. At the start of this century, she was involved in the establishment of the financial services comparison site Independer as its marketing director and she worked as an innovation consultant at Altuïtion. She went on to work for nine years at Philips Consumer Lifestyle on personal care products and at Philips Lighting in a number of international roles.

Email  m.a.voute@tudelft.nl
Scholar  https://scholar.google.nl/scholar?q=Prof.+Ena+Voute&btnG=&hl=nl&as_sdt=0%2C5
Links  http://www.io.tudelft.nl/en/organisation/dean/
        https://nl.linkedin.com/in/enavoute1
Patrick Whitney is the dean of the Institute of Design, Illinois Institute of Technology, and is the Steelcase/Robert C. Pew Professor of Design. He has published and lectured throughout the world about ways of making technological innovations more human, the link between design and business strategy, and methods of designing interactive communications and products. His writing is generally about new frameworks of design that respond to three transformations: linking insights about user experience to business strategy, the shift from mass-production to flexible production, and the shift from national markets to markets that are both global and "markets of one." Business Week has profiled him as a "design visionary" for bringing together design and business, Forbes named him as one of six members of the “E-Gang” for his work in human-centered design, Fast Company has identified him as a "master of design" for linking the creation of user value and economic value, and Global Entrepreneur named him one of the 25 people worldwide doing the most to bring new ideas to business in China.

Link: https://www.id.iit.edu/people/patrick-whitney
Deirdre Barron
Associate Professor, Associate Dean
Faculty of Design, Swinburne University of Technology, Australia

Deirdre Barron is associate professor and associate dean (Research) in the Faculty of Design at Swinburne University of Technology. She has considerable experience in postgraduate supervision in Australia and abroad, including holding executive positions in university postgraduate student associations.

Email DBarron@swin.edu.au
Cees de Bont

Professor, Dean
School of Design,
Hong Kong Polytechnic University, Hong Kong

Cees de Bont is professor and dean at School of Design, Hong Kong Polytechnic University. He has solid experience and track records in the management and leadership of sizable and leading design schools in the world. He took up the deanship of the School of Design of the Hong Kong Polytechnic University in February 2011, after having been the dean of the Faculty of Industrial Design Engineering of the Delft University of Technology in the Netherlands for seven years. He was subsequently Head of Marketing Research and Strategy at Philips Domestic Appliances and Personal Care from 1997 to 2005 when he was responsible for generating and utilizing market information for the formulation of the strategy, R&D and marketing plan of the company. His research interests are in the areas of design education, consumer behavior, innovation adoption, design methods and networked innovation.

Email debont@polyu.edu.hk
http://www.io.tudelft.nl/index.php?id=24170&L=0
Kaja Tooming Buchanan is Assistant Professor of Design Theory and Practice at the Cleveland Institute of Art, USA. She is currently investigating the positive social influence of design through perception, the construction of meaning, and the forms of experience in human interaction and services. She received her Ph.D. in Design from the Faculty of Fine, Applied, and Performance Arts at Göteborg University, Sweden in 2007. She received her Fil. Licentiate degree in Design from the same Faculty in 2005. She received an MFA in Art History from Göteborg University and a Diploma in Art and Craft from the Estonian Academy of Art. As a practicing artist and designer, she has had more than ten solo exhibitions, participated in a dozen international group exhibitions, and she has received more than twenty cultural and research grants and fellowships. She is most recently Full Professor of Design Theory, Practice and Strategy at the College of Design and Innovation, Tongji University.
Richard Buchanan is Professor of Design, Management and Innovation at the Weatherhead School of Management at Case Western Reserve University. He is the former Head of the School of Design at Carnegie Mellon University and a former president of the Design Research Society, an international association based in the United Kingdom. He received his Ph.D. from the University of Chicago and received an honorary doctorate from the University of Montreal. He is Co-Editor of the journal Design Issues: History, Theory, Criticism published by the MIT Press. He is most recently Chair Professor of Design Theory, Practice and Entrepreneurship at the College of Design and Innovation, Tongji University.

Link https://weatherhead.case.edu/faculty/richard-buchanan
Sam Bucolo
Professor
Design and Innovation,
University of
Technology Sydney,
Australia

Sam is a leading academic and practitioner in the emerging field of design led innovation, and has led projects which have transformed businesses by embedding design capability. As Professor of Design and Innovation at the University of Technology Sydney, he leads a team investigating the value of Design Led Innovation to the Australian Economy. Sam is most recently Professor of Design and Innovation at QUT, which spanned the Creative Industries, Business, Science and Engineering faculties. Sam has also consulted widely to industry, spanning the medical devices, consumer products, telecommunications, automotive and mining services sectors.

Email sam.bucolo@uts.edu.au
Scholar https://scholar.google.com.au/citations?hl=en&user=NchFs3QAAAAJ&view_op=list_works&sortby=pubdate
Links http://www.uts.edu.au/staff/sam.bucolo
http://designledinnovation.org

Sam is design引领创新这一新兴领域的理论与实践的引领者，他曾领导通过应用设计的能力引领企业转型的项目。作为悉尼理工大学设计艺术学院的教授，他带领团队调查了设计引领创新对澳大利亚经济的价值作用。Sam是昆士兰大学设计创新领域的教授，这一领域跨越了创意产业、商业、科学与工程专业。Sam还广泛面向产业界，范围涵盖了医疗器械，消费产品，电信，汽车以及采矿服务业。

Email sam.bucolo@uts.edu.au
Scholar https://scholar.google.com.au/citations?hl=en&user=NchFs3QAAAAJ&view_op=list_works&sortby=pubdate
Links http://www.uts.edu.au/staff/sam.bucolo
http://designledinnovation.org
Maria is a lecturer at the Swinburne Design Factory and is part of the team that is designing the Master in Design Strategy and Innovation to start 2016. She has been teaching Stanford University's ME310 Design Innovation course in collaboration with Javeriana University and Swinburne University for nine years. Previously, she founded and directed two undergraduate design programs in Colombia and run her own consultancy firm for eight years. She has been a visiting professor in Italy, Brazil, China and Uganda and has presented in conferences in many countries.
Harah Chon is lecturer at LASALLE College of the Arts, Singapore. She is a Korean-American fashion designer and lecturer. She graduated from Parsons the New School for Design in New York and the Hong Kong Polytechnic University. She began her professional design career in fashion industry at Ralph Lauren and later co-founded the Children’s wear brand, Callie-n-Cullen, in Hong Kong. Her research interests are concerned with the ‘everydayness’ of fashion to understand and define how fashion objects are cultivated as part of a society’s shared culture. Her most recent research activities focus on the revival of China’s traditional cultural industries through collaborative approaches in design practice.

Email harah.chon@lasalle.edu.sg
Scholar https://scholar.google.nl/citations?user=HeH2J14AAAAJ&hl=en
Links http://www.lasalle.edu.sg/academics/harah-chon/
Priscilla Cheung-Nainby is design activist, academic and poet based in Edinburgh, currently researches at the University of Edinburgh, while keeping her practice at Lemongrass Hut Creative Research Studio. Her work lies in practice-based research on methods to co-design with communities for social innovation. She is currently investigating the complex structure of collective imagery embodied between co-designers which allows envisioning and enacting during social innovation. Recent experimental workshops explored the use of community weave installation as embodied co-design tools to allow creative emergence cycle to unfold itself.

Link  www.priscilla.me.uk
Lily Díaz is Professor at School of Arts, Design and Architecture, Aalto University, Finland. She is a design researcher and educator working with digital media. Her formal training and experience are in the areas of anthropology, art, and design. She is also a graduate of the Independent Study Program of the Whitney Museum of American Art. Her research interests include visualization methods and tools, as well as systems of representation for the digital media. She created and taught in the Dynamic Visual Design program of studies at Media Lab Helsinki. Aside from leading several research projects, She is the Director of the Doctor of Arts program. In 2010, she was appointed Head of Research for the Department of Media.

Email  lily.diaz@aalto.fi
Links  http://sysrep.aalto.fi
       https://reseda.taik.fi/Taik/jsp/taik/Researcher.jsp?id=31035
范凌
Ling Fan
博士
特赞 | Tezign, 中国
Tezign, China

Ling Fan is a speculative designer, entrepreneur, and educator. Trained as an architect, he works at the boundaries of architecture, design, urban theory and media technology. He is the founder of Tezign, a startup bridging creative talents with real-world social and business problems. In addition, he founded FANStudio in 2010, a practice straddling art and architecture. Fan taught architecture, media art, human-environment interaction, urbanism and interdisciplinary design at the University of California at Berkeley and China Central Academy of Fine Arts. Fan is the inaugural Hong Kong M+/Design Trust Design Fellow. He was awarded 2014 Zhejiang Thousand Talent Plan. Fan has received numerous international awards, including the “Contemporary Young Art Criticism” prize from Art Observation journal; the “Focus on Talent Award” from the Martell Art Foundation and Today Art Museum; and the “National Art Special Project” grant from the China National Scholarship Council. Fan received a Doctor of Design from Harvard's Graduate School of Design, a Master of Architecture from Princeton University and a Bachelor of Architecture from Tongji University.

Link http://www.tezign.com
Xiaofeng Fang

Professor, Editor-in-Chief of Zhuangshi
Academy of Arts & Design, Tsinghua University, China

Xiaofeng Fang is professor at the Academy of Arts and Design, Tsinghua University, and the Editor-in-Chief of the journal Zhuangshi. His research practices focus on the theory of Chinese traditional garden architecture and its contemporary applications, and contemporary urban public space design in China. He attempts to interpret architectural phenomena through a historical-cultural viewpoint and emphasizes the importance of understanding the different contexts of West and East. In recent years, he has been active in promoting emerging practices of design activism. As the Chief Editor of Zhuangshi, he is devoted to more proactively developing the academic journal as a platform that fosters such practices.

Links
http://www.tsinghua.edu.cn/publish/ad/5554/20101216092827660217330/20101216092827660217330_.html
http://www.izhsh.com.cn/

方晓风
Xiaofeng Fang

博士、教授，《装饰》杂志主编
清华大学美术学院，中国

Professor, Editor-in-Chief of Zhuangshi
Academy of Arts & Design, Tsinghua University, China

方晓风，清华大学美术学院教授，自 2007 年起任《装饰》杂志主编。主要研究方向：中国传统造园理论及当代应用、中国当代城市公共空间设计研究。他一直在尝试以大历史的文化视野、融通中西地来理解建筑现象，无论是过去的还是当下的。近年来，作为《装饰》主编，他关心“主动设计”这一时代命题，在推广设计创新和设计行动主义实践和研究的同时，关注如何用一种更为主动的办刊态度去发展学术期刊平台。
Luke Feast is currently Postdoctoral Researcher in Design at the Department of Design at Aalto University in Finland. His research at Aalto University investigates Collaborative and Socially Responsible Design. He teaches into the Master’s Program in Collaborative and Industrial Design. He has published in books, journals, and conference proceedings in three main design topics: social innovation in organizations and interdisciplinary teams, design research methods and design pedagogy, and design thinking in product-service systems. His research is situated within the research program of design methodology. His work focuses on generating knowledge about the ways of thinking and acting that are special to the capabilities of designers. His most recent work refines the argumentative model of design by describing the influence of informal interactions in collaborative design work.

Email luke.feast@aalto.fi
Scholar https://scholar.google.nl/citations?user=glNRyGkAAAAJ&hl=nl
Thomas Fischer is Associate Professor at Department of Architecture, Xi'an Jiaotong-Liverpool University, China, where he works as an Associate Professor, teaching architecture as well as industrial design. Thomas is a fellow of the Design Research Society and received the American Society for Cybernetics’ “Warren McCulloch” Award in 2011. Thomas holds a PhD in Education from the University of Kassel in Germany and one in Architecture and Design from RMIT University in Australia. He previously taught at the School of Design at The Hong Kong Polytechnic University as an Assistant Professor and as the Discipline Leader of Industrial Design.

Email Thomas.Fischer@xjtlu.edu.cn/himself@TFISCHER.DE
Links http://academic.xjtlu.edu.cn/arch/Staff/thomas-fischer
https://xjtlu.academia.edu/ThomasFischer

Thomas Fischer 是中国西交利物浦大学建筑系副教授，同时教授建筑和工业设计两个专业。他是设计研究协会的资深会员，并于 2011 年获得了美国控制论学会“沃伦·麦卡洛克”奖。他同时拥有德国卡塞尔大学教育学博士学位和墨尔本皇家理工大学建筑设计学博士学位。此前，他曾在香港理工大学设计学院担任助理教授和工业设计学科负责人。
John Flach is professor at College of Science and Mathematics, Wright State University. He was the Chair of Psychology, Wright State University. John is experienced in Transportation, Medical, Military Command and Control, and Assistive Technologies. Currently, he works on Cognitive Systems Engineering—applying cognitive science to enhance human and organizational effectiveness.

Email  john.flach@wright.edu
Scholar  https://scholar.google.com/citations?user=DBg5ZRwAAAAJ&hl=en
Links  http://cecs.wright.edu/directory/john-flach
http://psych-scholar.wright.edu/flach
Paul Hekkert is full professor of form theory, and head of the Industrial Design department, where he also chairs the design aesthetics group. Paul conducts research on the ways products impact human experience and behavior. Paul has published articles dealing with product experience and aesthetics in major international journals, and is co-editor of Design and Emotion. Paul is co-founder and chairman of the Design and Emotion society.

Email P.P.M.Hekkert@tudelft.nl
Scholar https://scholar.google.nl/citations?user=LlxqjrQAAAAJ&hl=nl
http://studiolab.ide.tudelft.nl/studiolab/hekkert/
Peter Jones

Associate Professor
Faculty of Design, OCAD University, Canada

Peter Jones is an associate professor in the Faculty of Design, OCAD University. He wrote the Rosenfeld Media book Design for Care: Innovating Healthcare Experience and speaks regularly on systemic approaches to healthcare service design. Peter is also an experienced innovation consultant and design researcher, and the founder of Redesign, now located in Toronto. For over 20 years he has designed market-leading interactive information services for legal, medical, educational, business, and scientific applications.

Email peter@redesignresearch.com
Links http://slab.ocadu.ca/people/peter-jones
https://ocad.academia.edu/PeterJones
Kun-Pyo Lee is professor at Department of Industrial Design, KAIST, Korea and director of HCIDL (Human Centered Interaction Design Lab). He is also serving as president for IASDR. He was also in charge of designing entire lines of products of LG Electronics as head of Corporate Design Center, executive vice president, LG Electronics. His research interests include design methodology, design planning, user-centered design, user experience design and crowd source design. He has worked on various research projects with many of the world’s leading companies and organizations such as LG Electronics, Samsung Electronics, Johnson and Johnson, Volkswagen, and governmental organizations. He has served on advisory boards of several organizations and journals in Korea and abroad, and has worked for various professional design organizations such as Design Research Society (Fellow & council member), Korea Society of Design Science (president), Korea Society of Emotion and Sensitivity (president), and Korea Society of Ergonomics (vice president).

Email  kplee@kaist.ac.kr  
Links  http://id.kaist.ac.kr/faculty.html  
http://dpl.kaist.ac.kr
Wei Liu is assistant professor and director of the UXD Research Lab at the College of Design and Innovation at the Tongji University. His research interests are in developing methods, techniques and tools to optimize design process for user centered interaction design. He did his Ph.D. research on interaction design at the Faculty of Industrial Design Engineering at the Delft University of Technology. He has worked as an interaction designer at Motorola Mobility, where he supported user centered mobile device development from ideation to launch. He has worked as a user experience design lead at Autodesk, where he specialized in user research and user interface design in all stages of 3D application development.

Email   wei_liu@tongji.edu.cn
Link    https://cn.linkedin.com/in/liuwei
Michael Lissack is the director of the Institute for the Study of Coherence and Emergence (ISCE) as well as the founding editor emeritus of ISCE’s journal, Emergence now entitled E:CO. His academic work focuses on the social systems aspects of complexity science. He was Smith Barney’s senior banker with overall responsibility for new product development, municipal derivatives, and the technical work produced by the firm’s Public Finance Division. He is the author of a half dozen books, director of a research institute, and a frequent lecturer on business ethics.

Email michael.lissack@gmail.com
Link http://lissack.com
马谨是同济大学设计创意学院副研究员。设计现象出版平台负责人。同时还是《She Ji》学报（Elsevier 出版）的运营主编。在同济大学的工业设计学习和教学经历，激发了她对于一些设计的基本议题研究的浓厚兴趣，尤其是在关于个人设计体验与现象学的方面。她的研究领域包括：设计哲学、参与式设计、设计知识与方法和设计教育。目前，她的研究关注服务于设计的新型学术出版形式以及医疗卫生服务设计。

Jin Ma is associate research fellow and director of the publication platform at the College of Design and Innovation, Tongji University. She is also the managing editor of She Ji: The Journal of Design, Economics, and Innovation (published by Tongji University in cooperation with Elsevier). Being an industrial designer by education, she has developed a profound interest in fundamental issues in design, particularly in relation to design experience and phenomenology. Her research areas include philosophy of design, design knowledge and methods, design education, and design for healthcare. Her recent research focuses on exploring new forms of academic publication for design.

Email majin.poly@gmail.com
Link http://tjdi.tongji.edu.cn/TeacherDetail.do?id=3314&lang=
Michele Morris focuses on human-centered design, strategic planning and development and global leadership. She is associate director of The Design Lab at the University of California, San Diego. She is also director of Drug Enforcement Administration Educational Foundation.

Email  michelemorris@ucsd.edu
Link   http://designlab.ucsd.edu
Gjoko Muratovski

Gjoko Muratovski is associate professor at Auckland University of Technology (New Zealand), and guest associate professor at the College of Design and Innovation, Tongji University (China). He has over twenty years of international design and branding experience spanning from Europe and Asia, to the USA and Australia. Over the years, he has been working for and collaborating with a wide range of government, non-government and corporate organizations such as Deloitte, Toyota, NASA Johnson Space Centre, Yahoo, Greenpeace, UNESCO World Cultural Heritage, World Heath Organizations, United Nations, and many more. Currently he is retained as a Strategic Design Consultant by the cutting-edge German software consultancy Objective whose clients include BMW Group, Vodafone, Deutsche Börse and Swiss Telecom.

Email  gjoko.muratovski@aut.ac.nz

Links  https://nz.linkedin.com/in/gjokomuratovski
        http://www.designassembly.org.nz/articles/im-constant-evolutionary-mode
Jeremy Myerson is director of Helen Hamlyn Centre for Design at the Royal College of Art and the first-ever holder of the Helen Hamlyn Chair of Design. As an academic, author and activist in design for more than 30 years, he began his working life as a journalist and was founder-editor of Design Week in 1986. He co-founded the Helen Hamlyn Centre for Design at the RCA in 1999, and his research interests focus on the role of design in social, demographic and technological change. He is the author of many books, chapters, papers and articles on people-centered and inclusive design. He chairs the WorkTech series of international conferences on workplace design, and sits on the advisory boards of design institutes in Hong Kong and Korea.

Email jeremy.myerson@rca.ac.uk
Links http://www.rca.ac.uk/more/staff/jeremy_myerson
http://thecreativeexchange.org/people/jeremy-myerson
Elena Pacenti is director of the recently created Domus Academy School of Design at New School of Architecture & Design. She comes from Domus Academy in Milan, Italy, which is one of the top-ranked design schools in the world. She will lead the development of new global design education programs, such as New-School's Bachelor of Interior Design, that prepare students for careers in international design. She previously directed the Design School at Domus Academy in Italy, and she brings the Domus Academy emphasis on advanced design methodologies for anticipating needs and trends in a continuously evolving society.

Email epacenti@newschoolarch.edu
Link http://newschoolarch.edu/about/leadership-team/elena-pacenti/
Lisha Ren got her Ph.D degree at the College of Architecture and Urban Planning, Tongji University in “Footbridge Landscape in Cities” in 2010. Since then, she has been lecturer of Industrial design at the College of Design and Innovation at the Tongji University. Her research interests are mainly on Design History, Bridge Aesthetics and Bridge Landscape. She was a visiting scholar in several universities, such as IUAV, VIU in Italy and Lehigh University in U.S.A. She authored *Footbridge as Art* in 2015. She also published many papers in a variety of international and national design journals and conference, for example, *All Design* (China), IASDR 2011 (Delft), DRS 2013 (Oslo), Cumulus 2014 (Averio).

Email renlisha@tongji.edu.cn
Link http://tjdi.tongji.edu.cn/TeacherDetail.do?id=132&lang=
Jo Rhoden

设计合伙人，
战略能力团队，德勤，澳大利亚

Design Partner
Strategic Capability team, Deloitte, Australia

Jo Rhoden has over 18 years’ experience of working in accounting, business and finance across auditing, consulting, banking and advisory disciplines and is a Fellow of the Institute of Chartered Accountants (England and Wales). Most recently, She has spent the last 4.5 years as the program director of the Audit Differentiation team at Deloitte Australia.

Email jrhoden@deloitte.com.au

Links
http://www2.deloitte.com/au/en/pages/audit/articles/design-award-audit-services.html
Göran Roos is Professor of Strategic Design at Swinburne University of Technology in Australia, honorary professor at Warwick Business School in the UK and the founder of Intellectual Capital Services Ltd., a leading think tank on technology and business futures. He is one of the founders of the modern field of intellectual capital science and a recognized world expert in innovation management and strategy. In addition to his roles with Warwick Business School in the UK, he is also visiting professor of Innovation Management and Business Model Innovation at VTT Technical Research Center in Finland, and visiting Professor of Intangible Asset Management and Performance Measurement at the Centre for Business Performance at Cranfield University UK.

Email goran@roos.org.uk
https://theconversation.com/profiles/goran-roos-116975
Jarmo Suominen is Professor of Aalto University, Finland, and Vice Director of Sino-Finnish Centre at Tongji University, China. He specializes in personalization strategies, user innovation concepts and customer experience management processes and tools. Professor Suominen is director of the Future Home Institute at Aalto University in the School of Art & Design. He is also visiting scientist at the MIT Design Lab, and a principal of Suominen Architects. He has won numerous prizes in architectural competitions in Finland and in Europe.

Link http://scg.mit.edu/people/affiliate-researchers/jarmo-suominen

Jarmo Suominen 是芬兰阿尔托大学的教授，中国同济大学中芬中心副主任。他的专业领域包括：个人化战略，用户创新概念与消费者体验管理过程与工具。Suominen 教授是阿尔托大学艺术设计学院未来家居研究所的负责人。同时，他还是麻省理工大学设计研究室的访问科学家，Suominen 建筑事务所负责人。他曾在芬兰和欧洲众多设计竞赛中获奖。

Jarmo Suominen
博士、教授
麻省理工大学，美国 / 阿尔托大学，芬兰
Professor
Aalto University, Finland/
Massachusetts Institute of Technology, USA
Nadir Weibel is a Research Scientist (Research Assistant Professor) and Lecturer in the Department of Computer Science and Engineering at UC San Diego, and a Research Health Science Specialist at the VA San Diego Health System. His work on Human-Centered Computing is situated at the intersection of computer science, cognitive science and the health sciences. His main interests range from software engineering to human computer interaction, particularly focusing mobile health, computer supported cooperative work, medical informatics, mobile and ubiquitous computing.

Email weibel@ucsd.edu
Link http://weibel.ucsd.edu
Heico Wesselius

博士、研究员
澳大利亚斯威本科技大学设计学院
Research Fellow
School of Design, Swinburne University of Technology, Australia

Heico Wesselius 于阿姆斯特丹商学院取得了他的工商管理学士学位。在去纽约继续硕士学习之前的几年中，他在众多产业团体中担任战略顾问一职。目前他正在美国新学院社会研究院攻读博士学位。他于2005年接受了BBA设计+管理项目助理教授一职，联合开发了设计管理与战略方面的硕士学位课程。前往澳大利亚之后，他作为研究员任职于澳大利亚斯威本科技大学设计学院设计创新中心。他的研究方向有：用于创造弹性商业模式的创新战略发展，适应于变化中的市场环境的产品和服务，创新战略与执行策略，综合分析与管理，可持续发展实践。

Heico Wesselius received his Bachelor's degree in Business Administration degree from The Amsterdam Business School (HES). He then worked for several years as a strategic advisor in various functional industry groups before returning to NY to pursue his Master's degree. He enrolled in the Ph.D. program at the New School for Social Research (NSSR). He accepted an Assistant Professorship in the BBA Program in Design + Management in 2005. He co-developed the Masters and Certificate program in Strategic Design Management. Following his move to Australia, he works as a CSIRO & University Research Fellow in the Centre for Design Innovation at the School of Design, Swinburne University of Technology. His expertise lies in the development of innovation strategies that create resilient business models, product and service offerings that adapt to changing market conditions, innovation strategy and execution, complexity analysis and management, sustainable practice.

Email hwesselius@swin.edu.au
Link https://www.linkedin.com/in/heicowesselius
Maria C. Yang

副教授
麻省理工大学机械工程与系统工程部门，美国

Associate Professor
Mechanical Engineering
and Engineering Systems, Massachusetts Institute of Technology, USA

Maria's research interest is in the product design process, particularly in the early phases of the design cycle. She earned her S.B. in Mechanical Engineering from MIT, and her M.S. and Ph.D. from Stanford University's Mechanical Engineering Department, Design Division at the Center for Design Research under an NSF Graduate Fellowship.

Email mcyang@mit.edu
Link http://ideation.mit.edu/
Mike Zender is Professor of the School of Design, University of Cincinnati, USA. He received his MFA in 1977 from Yale University where he was the Carl Purrington Rollins Fellow. In 2004 he was a Medical Informatics Course Fellow at the Marine Biology Laboratory. He is the editor-in-chief of Visible Language. His research interests include: collaboration with medicine to create health interventions, visualizations, and informatics; development of complex interactive visual systems; design and evaluation of international programs for social change; research of the interaction of symbols and creation of iconic language systems.

Email  zenderpm@ucmail.uc.edu
Links  http://daap.uc.edu/academics/design/m_of_design/faculty.html?id=zenderpm&thecomp=uceprof
    https://uc.academia.edu/MikeZender