

„Design: Thinking, Making, Doing.

Thinking about design and thinking with design to solve big questions“

YOU ARE:

PostDocs from various disciplines Humanities, Natural Scientists, Social Science.

YOU WANT:

Merge your Points of View to define trans-disciplinary problems and develop joint solutions.

HOW DO YOU DO IT:

Through Design Thinking tools, methods, and mindset for innovation.

IN THIS PROCESS YOU WILL:

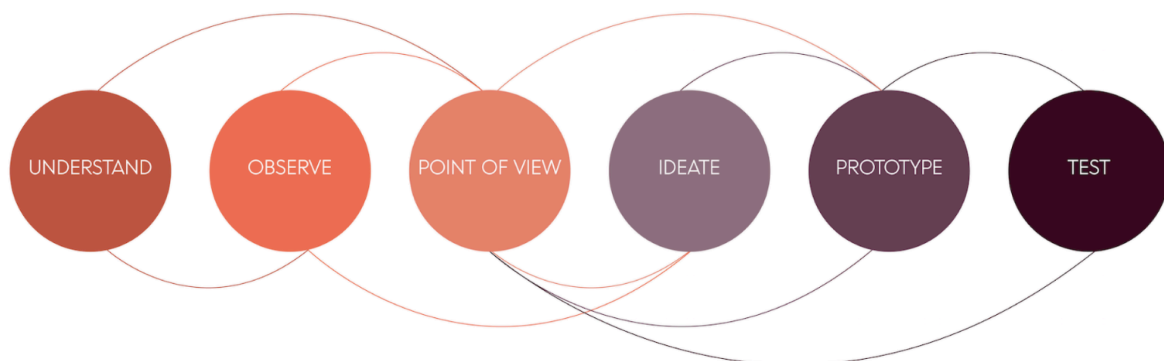
Understand how to design things, come up with questions so that your research is compelling and understandable also in contexts that are not familiar to us.

You wonder how to engage with corporations, museums, alternative academic spaces?

How do you propose a problem, how do you pose it, how do you engage with it?

POSSIBLE OUTCOMES:

Up to six trans-disciplinary solutions to a complex, wicked problems developed in 4-5 working groups of up to 5 participants;
A series of published learning journals and deeper expertise in the application of Design Thinking methods, tools and mindset.



| | NOV 23rd 2022 | APR 18th, 19th & 20th 2023 | JUL 24th & 25th 2023 | AUG 14th 2023 |
|---------------|--------------------------|--|---------------------------------------|------------------------------|
| DURATION | 2 HOURS KICK OFF MEETING | 3 DAYS IN-PERSON WORKSHOP | 2 DAYS IN-PERSON WORKSHOP | 1 DAY ONLINE WORKSHOP |
| LOCATION | ONLINE SESSION | LAB JERUSALEM | LAB KONSTANZ | ONLINE SESSION |
| MAIN TOPIC(S) | REDEFINE THE BRIEF | BRAINSTORMING CLUSTERS SHAPING IDENTIFYING | BUILD PROTOTYPE PITCH & TEST FEEDBACK | REPORTING OUT AND NEXT STEPS |

„Everyone designs who devises **courses of action aimed at changing existing situations into preferred ones.**” (Herbert Simon, Nobel Prize for Economy, in: The Sciences of the Artificial, 1977)

DRIVING QUESTIONS:

How can we describe existing challenges from a trans-disciplinary perspective in complex areas such as StartUps, Kryptocurrencies, Climate Crisis, Democracy, Diversity or Digitalization?

And what how can we formulate the desired situation?

More importantly, how do we design change and transformation from the present to the future?

BACKGROUND

The ‘new normal’ will require greater attention to rapid and most importantly adaptive responses to emergent and fluid global challenges. These scenarios involve the deployment of Design Thinking (DT) amongst other more traditional practices such as risk management, scenario planning and forecasting (Cankurtaran & Beverland 2020).

Innovation, is portrayed as a process (Van de Ven et al., 2008) characterized by temporal and relational complexity as well as extreme uncertainty.

When a global pandemic affects all industries and all organizations as well as societies at large, managing uncertainty and the unexpected seems to be needed more than ever.

It seems like organizations capable of learning fast and from distributed expert sources and developing new capabilities through practicing and failing, as well as organizations who adopt new ways of acting, collaborating and decision-making have better chances to survive in the light of crises and disruptive changes.

Design Thinking is described as a **human-centered approach to innovation** that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success (Tim Brown, 2009). This approach to innovation puts numbers-

centered innovation in search for profit and technology-driven innovation, as a way of safeguarding its own competitive advantage, in equal balance to what is desirable from a human perspective.

To balance the desirable with the viable and feasible, radical collaboration and interdisciplinarity are key. The process begins with EMPATHY practiced within the team (ideally made of 5-6 people with different cultural and educational backgrounds) and practiced towards the people we are designing solutions for and with. The process required also CREATIVITY applied to developing novel solutions but also RATIONALITY necessary to make the solutions implementable and tangible.

CALL TO ACTION

If you enroll to this series of online and in-person workshops, you will learn first-hand how Design Thinking is defined and reflected in academia and will apply the most common methods and tools, from industry experts who have infused DT into corporations and governments for the past decade. Through a learning by doing approach and a reflective learning journal we will ensure a deep learning experience combined with problem solving and team cohesion.



CHANGE DARER

Daniela Marzavan: Change Darer, Innovation Consultancy, IADE
Universidade Europeia Lisbon, former Bauhaus University Weimar.

With

Prof. Dr. Katja Tschimmel: MindShake House PT, University of
Porto.

Federico Avraham Granda: DTG MX, MA candidate at HUJI, University of
Manizales.

+49 176 402 172 45
hello@marzavan.com