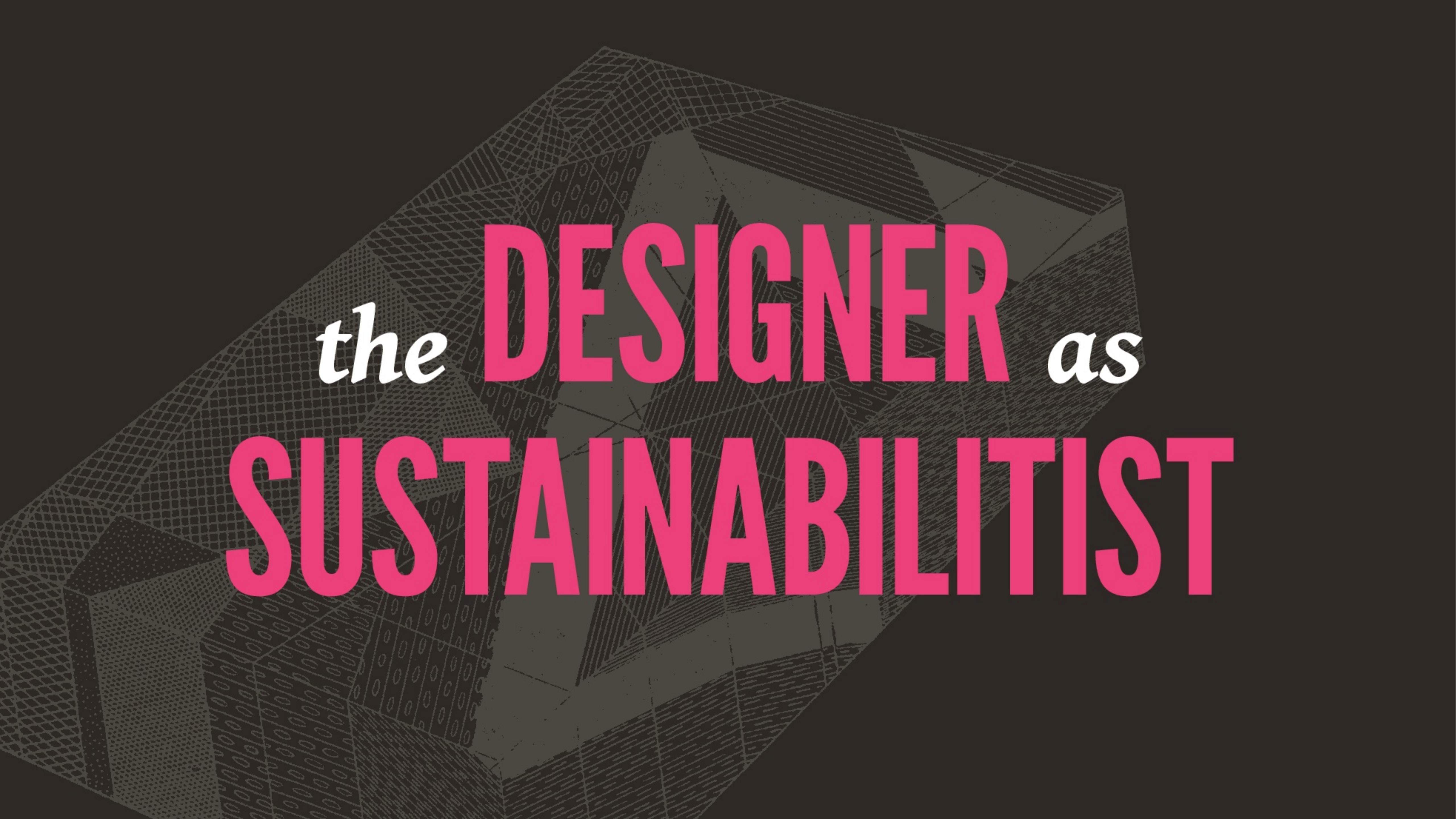
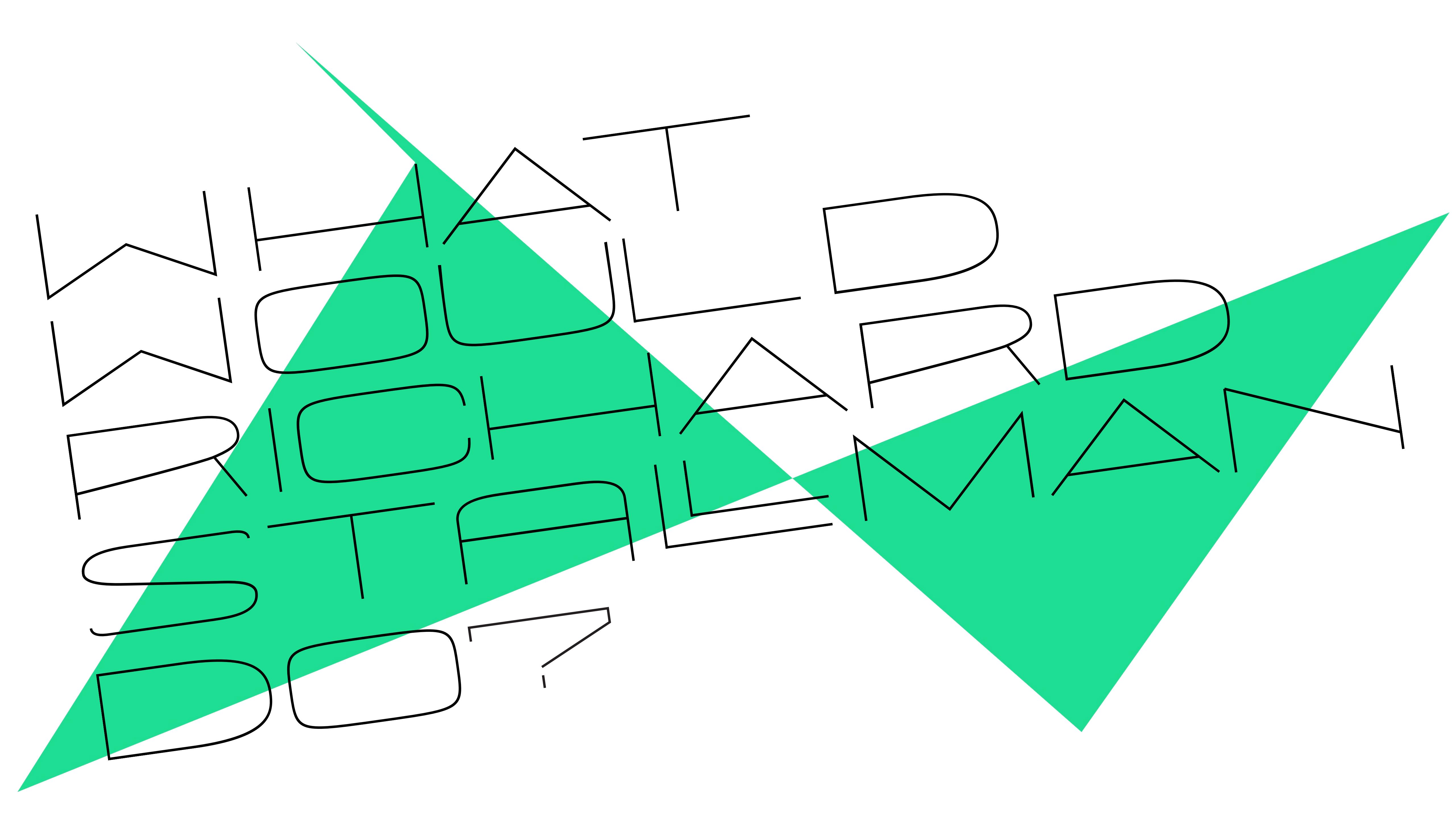


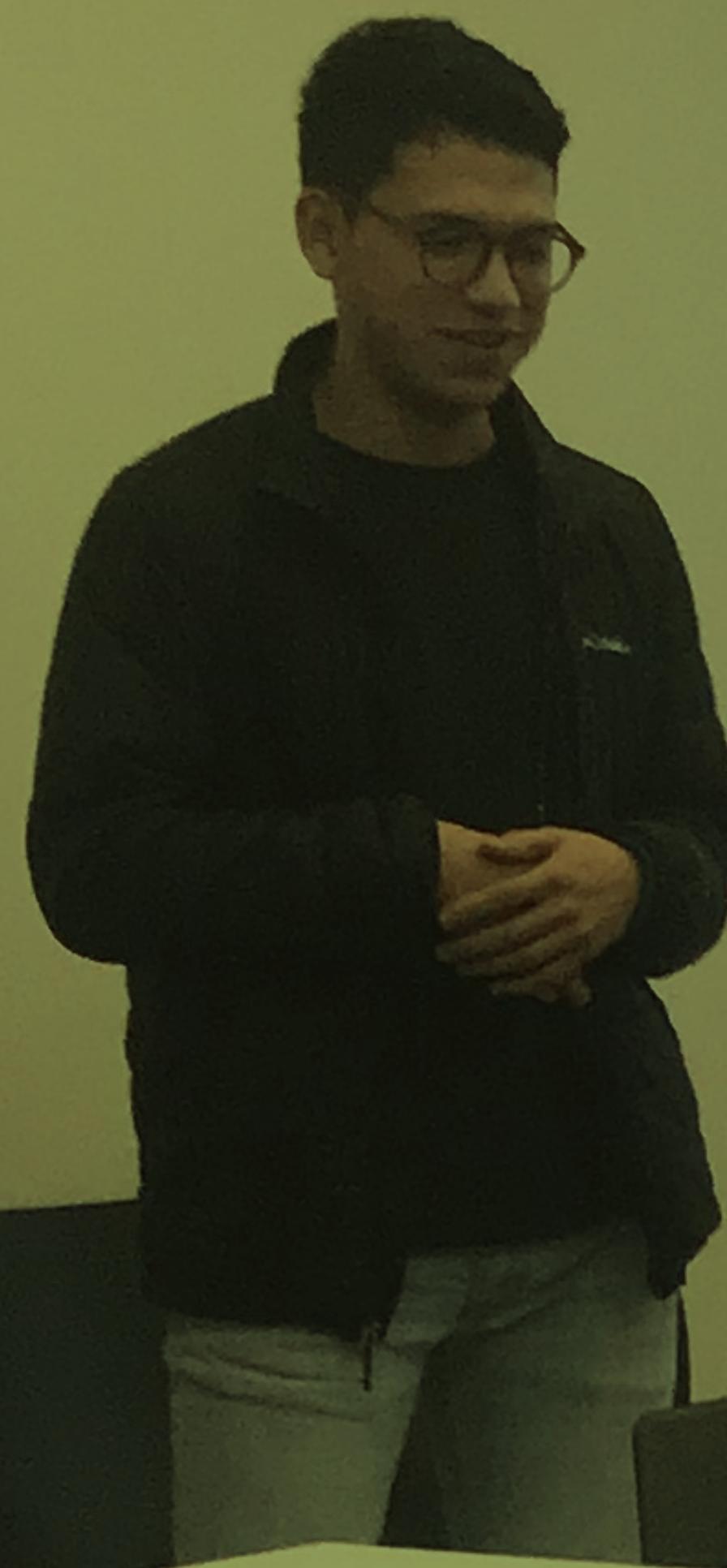


economy which  
it has required to code the re-  
sulting design problem; it has interactions between this  
and there are requirements to pass  
the requirements to the object.

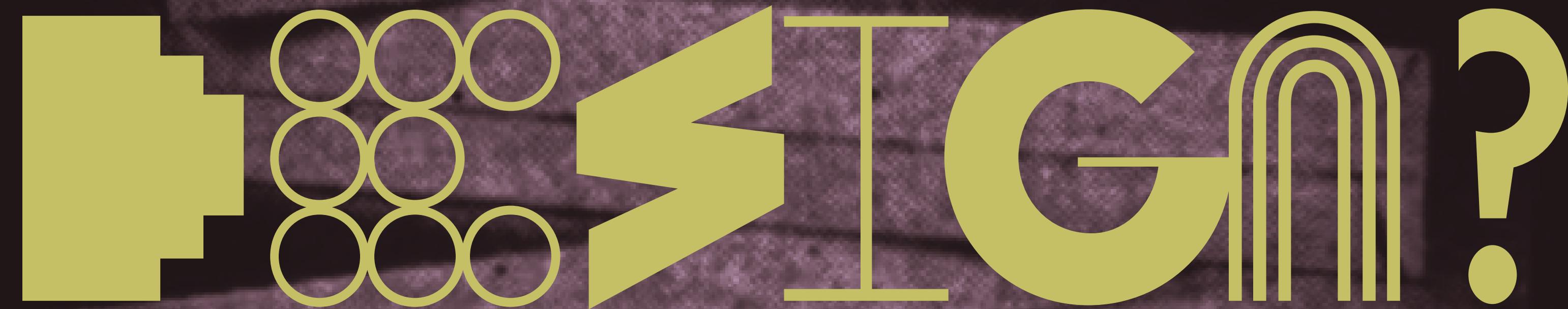


# the DESIGNER as SUSTAINABILITIST





**What are we  
talking about when  
we talk about**





# SUBSTITUTES SUBSTANTIATES SUSIGNING APPYING



DESIGN:  
MESSING WITH  
STUFF IN A  
GOAL - ORIENTED  
WAY...

ME

T

(9)

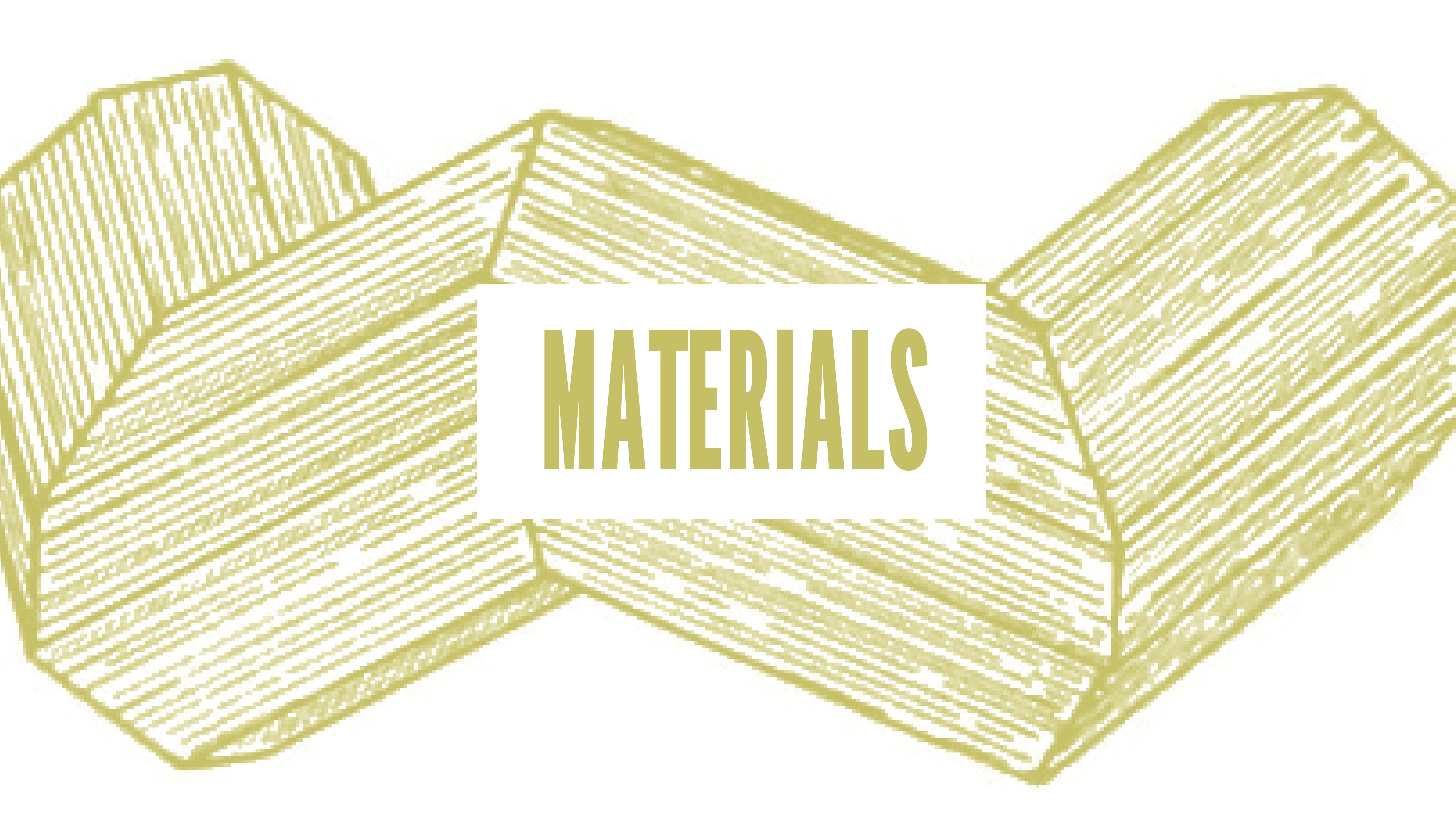
We are  
as gods

(& might as well get good at it)

— Stewart Brand

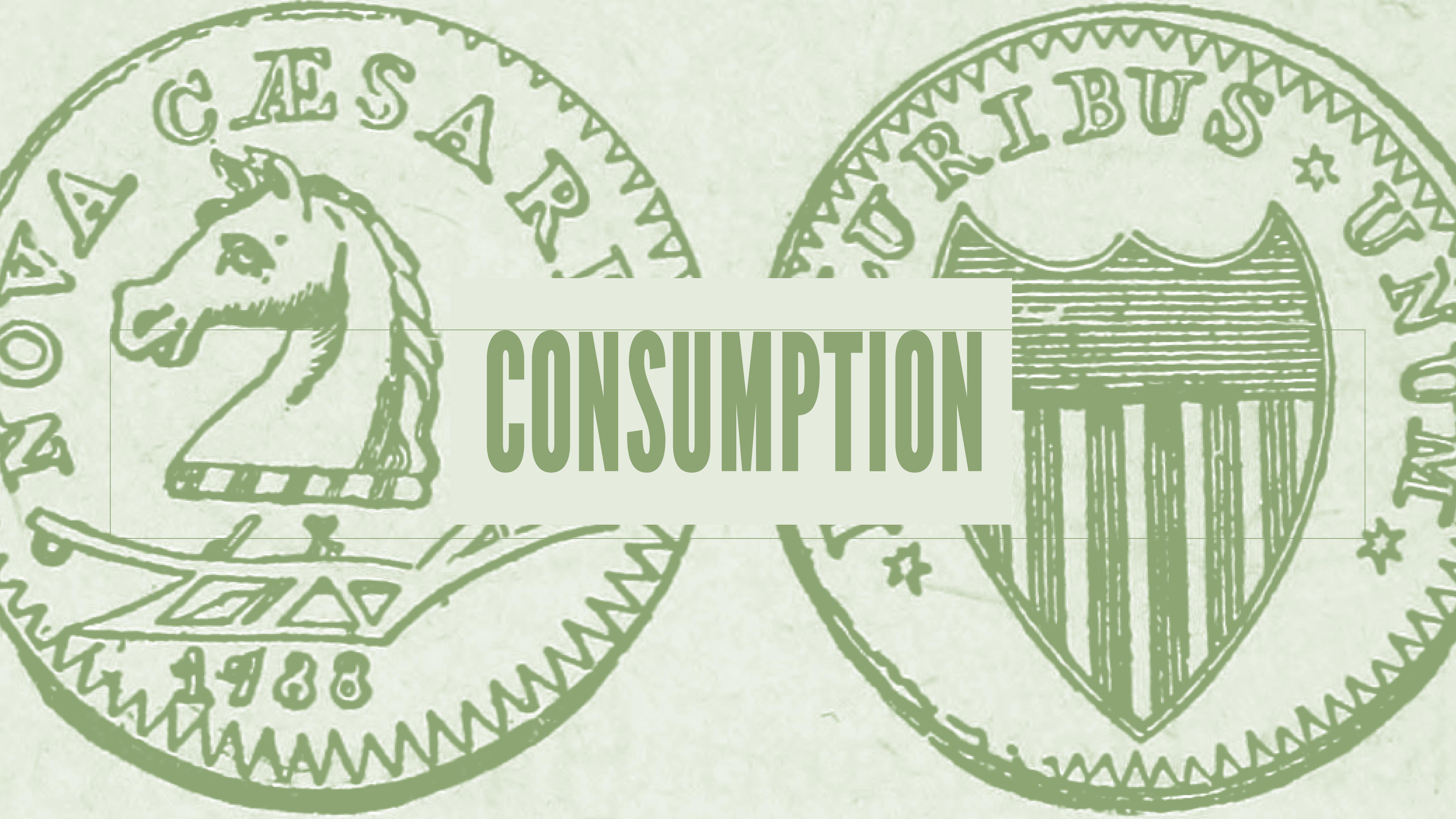
From the Whole Earth Catalog

# AESTHETICS

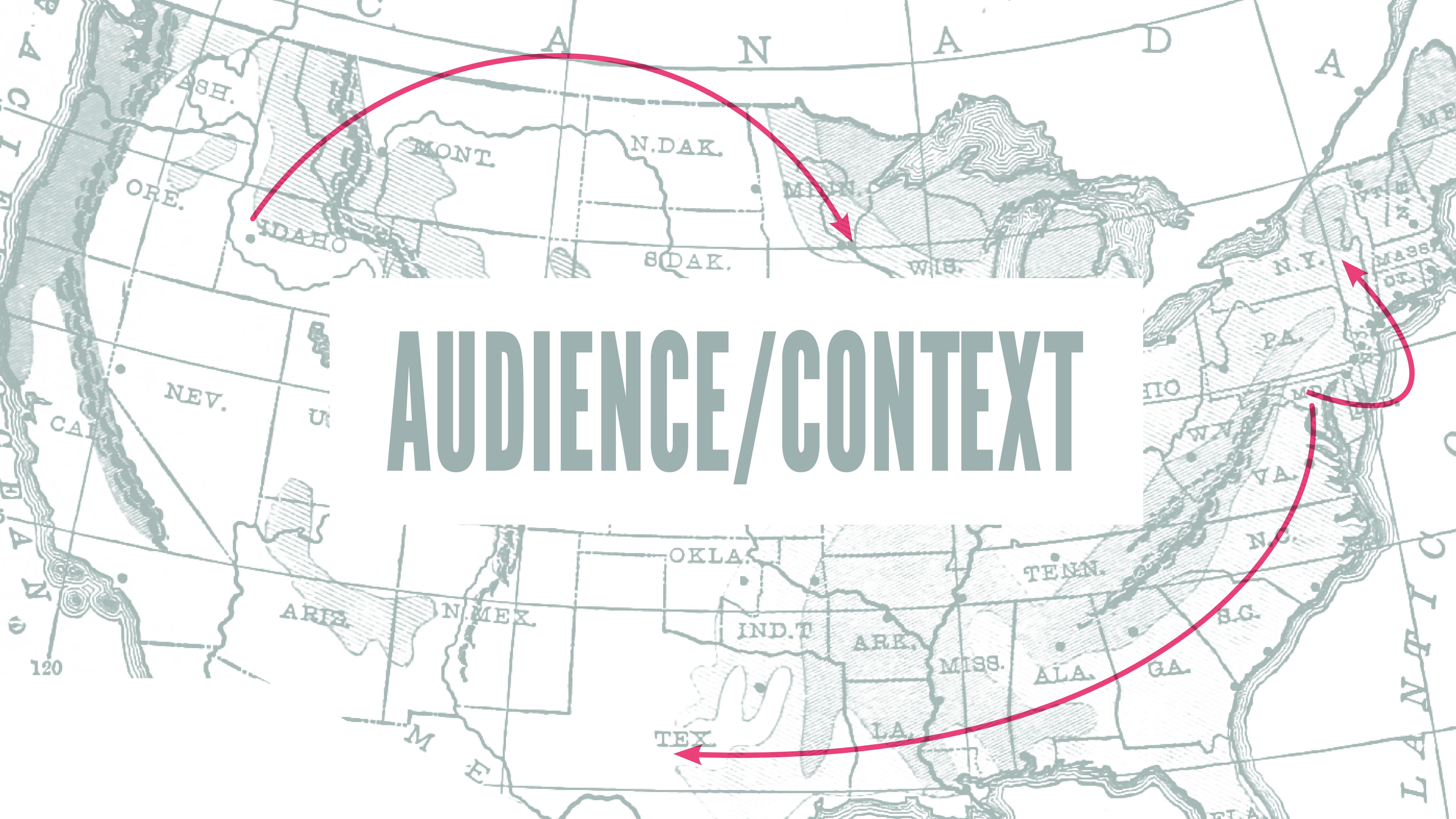


# MATERIALS

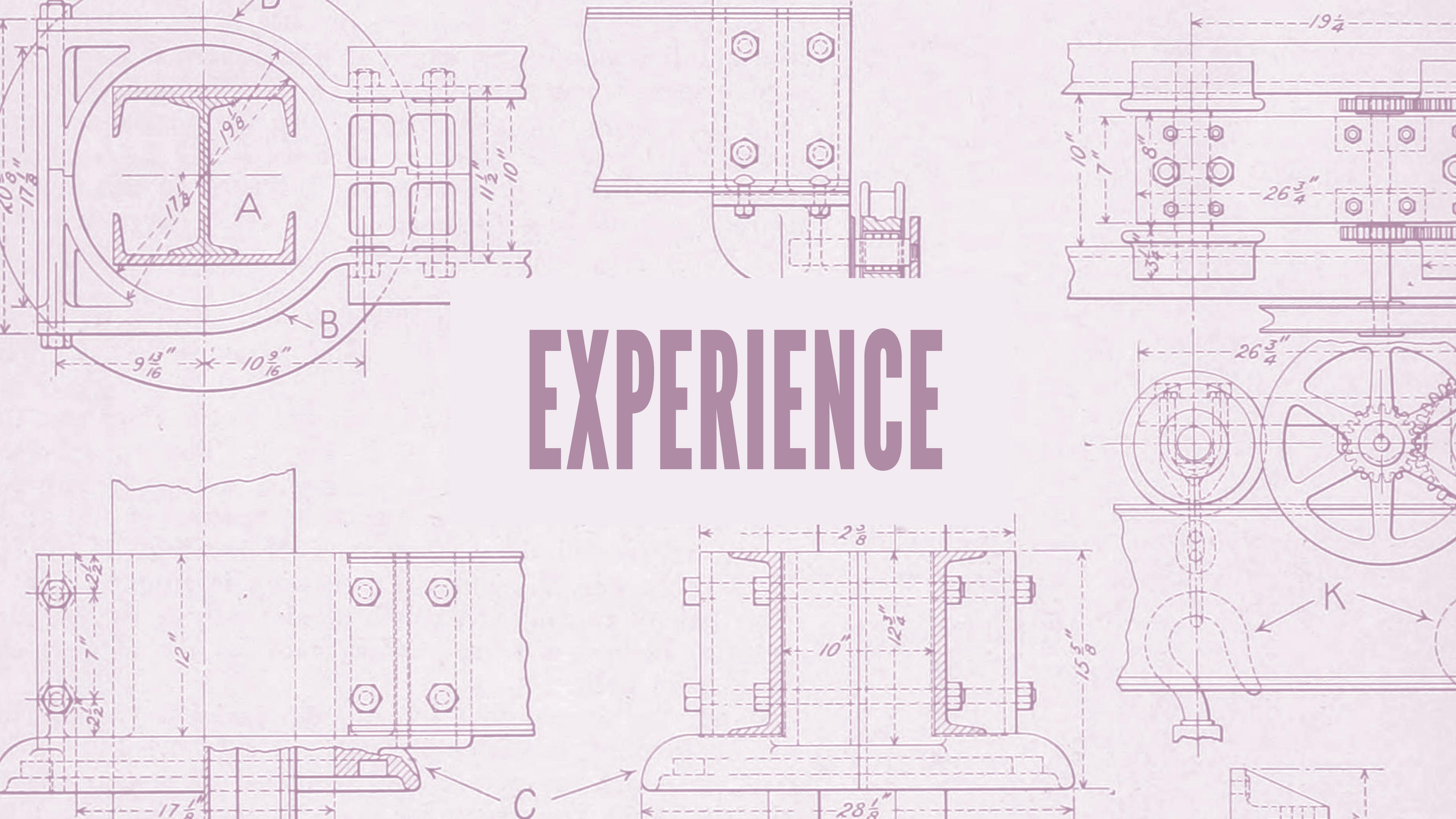
# CONSUMPTION



# AUDIENCE / CONTEXT



# EXPERIENCE





**SPECIALISTS  
IN  
GENERALIZATION**



# SYSTEMS!

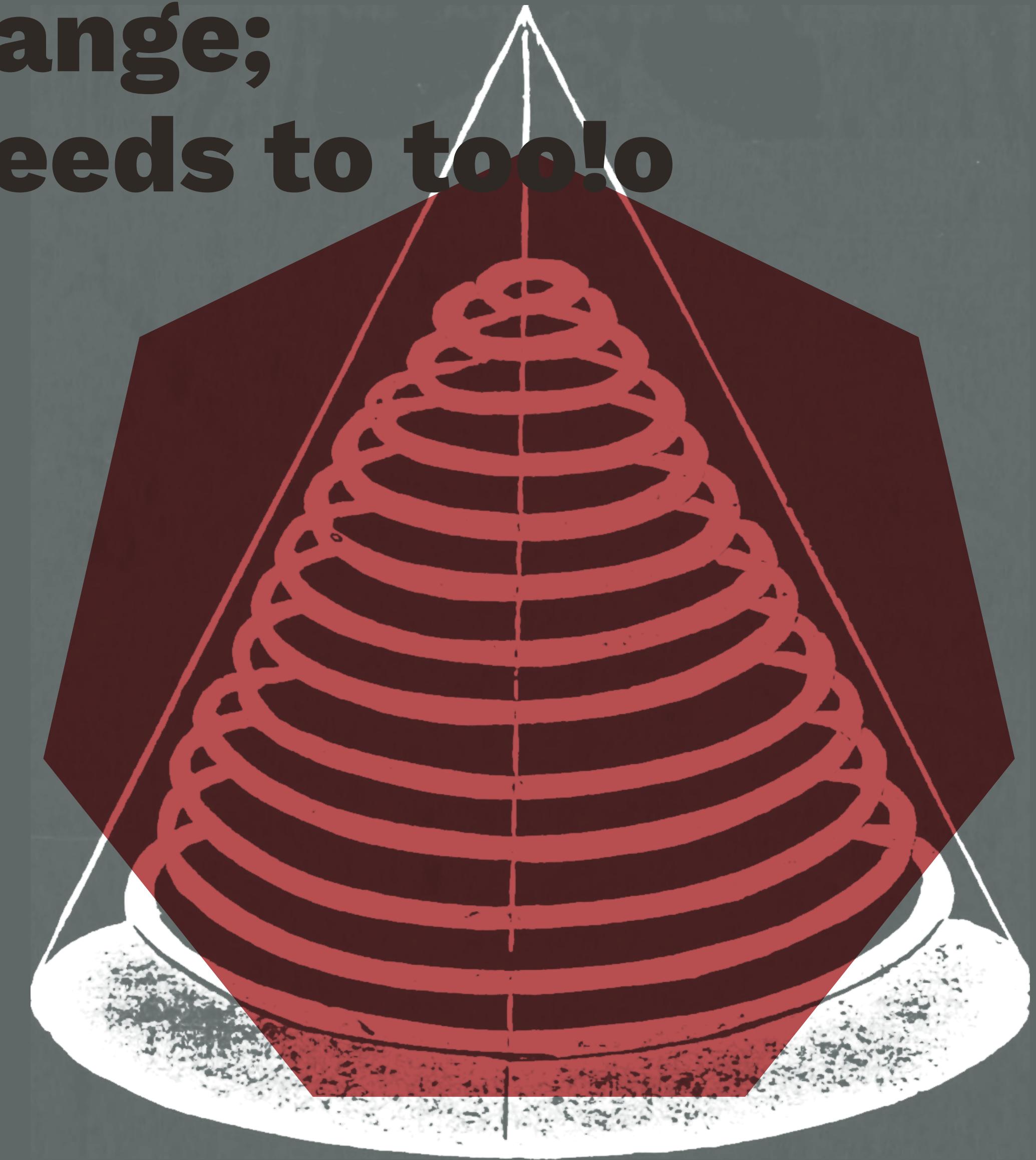
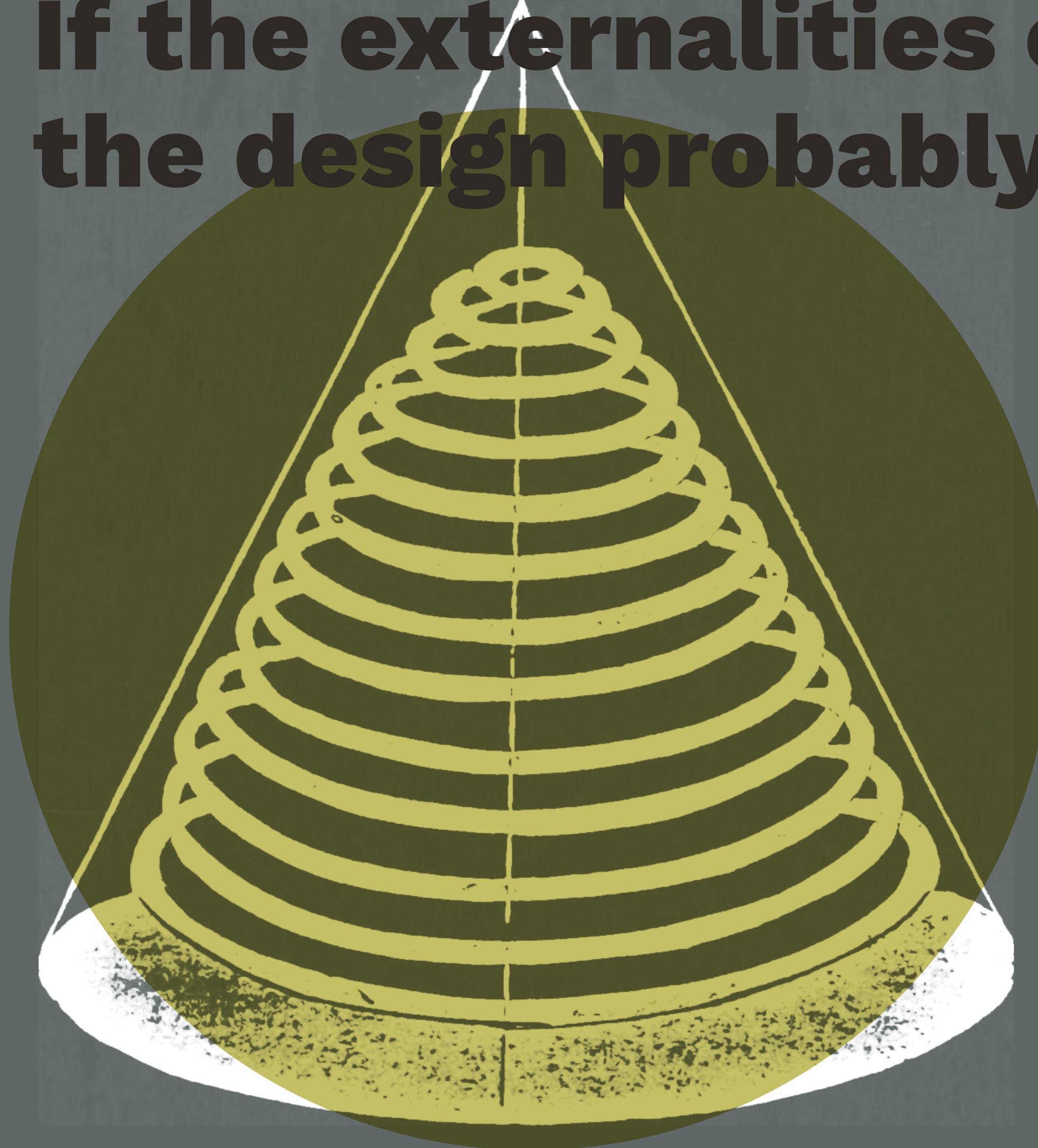


**EVERYTHING IS CONNECTED!**



[HTTPS://WWW.NEFAB.COM/GLOBALASSETS/NEFAB.COM--GROUP-SITE/INSIGHTS/EXPORTPACAKGING\\_WEBB.JPG](https://www.nefab.com/globalassets/nefab.com--group-site/insights/exportpacakging_webb.jpg)

**If the externalities change;  
the design probably needs to too!**



DO More  
With Less



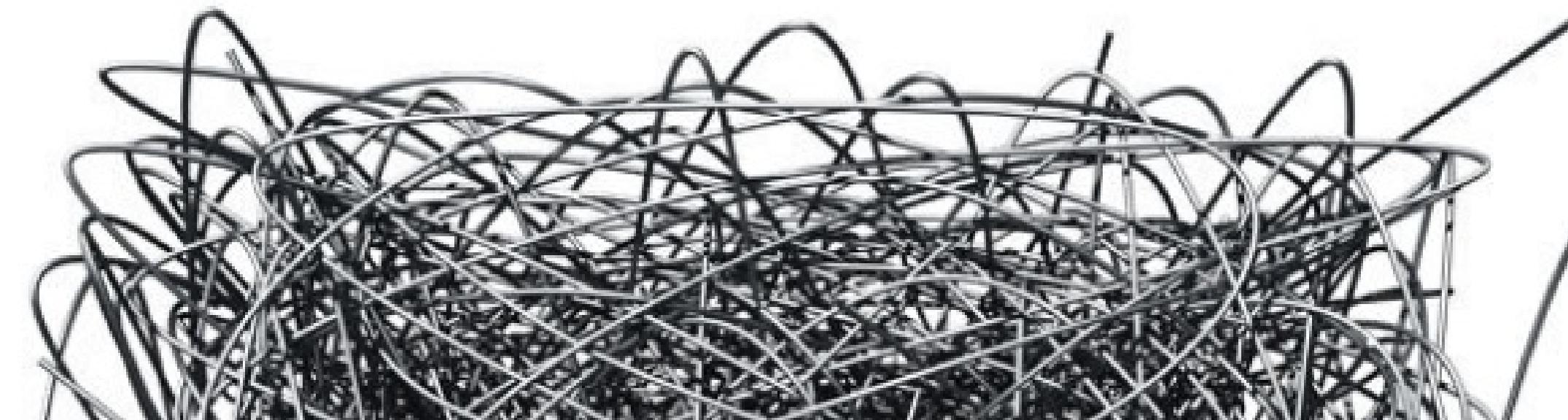
Our dominant social paradigm no longer fits the world.

ENTREPRENEURSHIP

# Design Thinking Is Fundamentally Conservative and Preserves the Status Quo

by [Natasha Iskander](#)

SEPTEMBER 05, 2018



**I**these Gestures  
are Undoubtedly  
**Utopian**