were many more frames and ideas built around other groups in the population—like restoring the natural flow of the streams and marshes (which are now ugly concrete storm drains) to make the area more attractive to outside visitors.

The strength of the frame creation approach in such a difficult area of interlocking problem patterns is that it undertakes a detailed exploration of the problem situation (by really listening to the problems of the people involved), and then takes a step back. The terms in which the issues are formulated are part of the problem situation, so the next step must be to explicitly create an alternative. In these serious cases, the solution doesn't lie in a single intervention but in the creation of a bigger process in which the themes work together. Transformation of complex situations requires this kind of subtle, concerted effort. In this way we can also assure that, as in all frame creation projects, the human side will lead to the development of the solutions—yes, in this case there are obvious things to improve in the built environment, but those improvements only make sense in the context of a deeper transformation process. All steps in the learning cycle of figure 5.5 are necessary for results to be achieved, and single projects that concentrate on only one or two of these steps are not going to have a lasting effect.

For the third of these cases to exemplify the variety of frame creation projects, we return to the Young Designers foundation, introducing a project that actually started from the investigation of a theme.

CASE 16
Loneliness:
On using frame creation for understanding societal issues

The YD/ project that was sparked by the crushing loneliness of the mentally handicapped people in an urban environment (case 6 in this book) has led to an interesting sequel, many years later. In this project, the theme of loneliness itself took center stage, as one of the contemporary problems that lead to unhappiness and suffering by many—and a problem that government bodies, health authorities, and NGOs are grappling with. The starting point for the YD/ project was that the use of the single word "loneliness" actually hides its many meanings. And the word is problematic, as it is tendentious, associated with