4 THE FRAME CREATION MODEL

FRAME CREATION

In this chapter, we will see how the five problem-focused design practices described in the previous chapter (coevolution, developing problem situations, creating frames, exploring themes, and fostering a discourse) can provide a new angle for approaching the open, complex, dynamic, and networked problems that were introduced in chapter 1. These design practices are well positioned to help us develop the problem situation, consider a broader context, build a deeper understanding of the underlying factors behind the problem, and most importantly to then create a new approach (or frame) to the problem situation. It is not hard to see how adopting these design practices could be useful in alleviating the syndromes that prevent organizations from moving forward. These lessons from design can, to some extent, be applied separately; for instance, some "design thinking" techniques that have been developed in companies and business schools utilize elements of "framing." But in chapter 2, we saw that the Young Designers foundation and the Designing Out Crime center have evolved a more comprehensive approach in which these design practices are combined to great effect. They have proven that the ability to create new frames leads to true novelty and innovation. My first encounter with this fascinating design practice through a project of the Young Designers foundation led to a twenty-year-long collaboration with them to explore its possibilities. In over 100 experimental projects, the frame creation process was honed in various problem contexts and on different scales of complexity, difficulty, and scope. These early insights sparked academic research into design thinking, including the study of problem-solving behavior in top industrial designers (appendix 1 and Dorst and Dijkhuis 1995) and multidisciplinary