

Changing the change

Design Visions, Proposals and Tools

An international conference on the role and potential of design research in the transition towards sustainability

Torino, 10th - 11th - 12th July 2008

Organised by Co-ordination of Italian Design Research Doctorates with
Conference of Italian Design Faculty Deans and Programme Heads.

In the framework of WORLD DESIGN CAPITAL TORINO 2008 | © ICSID
An ICSID initiative of the IDA.

Sukanta Biswas [sukantabiswas2006@yahoo.com]

M S Ramaiah School of Advanced Studies, Product Design Centre, Bangalore, India

SUSTAINABILITY: from URBAN PLANNING (SOCIAL SYSTEMS DESIGN + PRODUCT-SERVICE SYSTEMS DESIGN) to PRODUCT DESIGN

A design intervention

Abstract

The conventional design activity based on 200 years old unsustainable industrial economy can not deliver the sustainable solutions to present demand of increasing consumption and production pattern. The limited resource allocation at the planning level and the distribution of it in an egalitarian society calls for a repositioning of conventional design activity in a new framework, which needs a strategic change including an introduction of additional design fields like Social Systems Design and Product-Service Systems Design from the initial level of design activity itself.

In this paper the author will try to show how a sustainable urban pattern may help in developing long term sustainable strategy by both social systems design and product-service systems design for sustainable consumption and production of products.

Social systems and product-service systems are to be thought of as a man-mind-resource activity and treated as a part of the whole system in an urban area. The closed and open system relation among urban planning, social system, product-service system and product concepts create an integrated approach of creating strategy for the holistic achievement of overall sustainability in the society.

One case study based on post-graduate students' daily life activities from Bangalore, India will be produced to support the above systems thinking. The supporting urban pattern and various types of consumption and production activities through out the day till late evening help those students who don't get a hostel accommodation in the campus of the institute for their daily life purposes.

The various types of stakeholders, starting from house owners, private hostels, food shops and others support the students keeping the main institutional activities at the centre. The organization of the various kinds of setup and their work relations will be discussed in this paper.

Bibliography

Banathy, B. H. *Designing Social Systems in a Changing World*. New York and London. Plenum Press. 1996.

Zimmermann, E. W. *World Resources and Industries: A functional appraisal of the availability of agricultural and industrial materials. Revised Edition 1951*. New York. Harper and brothers. 1933.

Sen, A. K. *Commodities and Capabilities*. Amsterdam, North-Holland. 1985b.

Checkland, P. & Scholes, J. *Soft Systems Methodology in Action*. John Wiley & Sons. West Sussex. England. 1990.

Changing the change

Design Visions, Proposals and Tools

An international conference on the role and potential of design research in the transition towards sustainability

Mont, O. *Functional Thinking – The role of functional sales and product service systems for a function-based society. Rapport 5233*. Lund, Sweden. The International Institute of Industrial Environmental Economics (IIIEE), Lund University. July, 2002.

Mont, O. *Product-Service Systems: final report*. Lund. The international institute of industrial environmental economics, Lund University. 2000.

Leonardis, O. de. *Social Market, Social Quality, and the Quality of Social Institutions*. The European Journal of Social Quality. 2000.

Norlin, Julia. M. et. al. *Human Behavior and The Social Environment: Social Systems Theory*. Allyn and Bacon. Boston, MA. 2003.