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and design processes—in other words, all of us. Whether one is an elite designer, a grassroots activist, a design educator, or a bureaucratic or corporate decision maker, Ezio Manzini challenges us all to rethink the role of design and that of the 'designers' in contemporary society.



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## **An Introduction to Design ...**

SUNDAY JUNE 5TH 2016 10.30 am:  
presentation of the book "Design, When  
Everybody Designs" by Ezio Manzini with  
an open discussion as an opportunity for  
exchange for the topic proposed. Ezio  
Manzini is a leading thinker in design for  
sustainability, founded DESIS, an  
international network on design for

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social innovation and sustainability.

## **DESIGN WHEN EVERYBODY DESIGNS - Desis Network**

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what design experts can do to trigger and support meaningful social changes, focusing on emerging forms of collaboration.

### **Design, When Everybody Designs: An Introduction to Design ...**

His most recent book, "Design, When Everybody Designs: An Introduction to

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Design for Social Innovation,” (MIT Press, 2015), presents a comprehensive picture of design for social innovation, the most dynamic field of action for both expert and non-expert designers in the coming decades.

**Ezio Manzini: Design, When  
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to open this day, this can be your  
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We live in a world where everybody  
designs: individuals, communities and  
companies, even cities and entire

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regions. In his Medea Talk on September 10, Ezio M...

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individual person and each collective subject, from enterprises to institutions, from communities to cities and regions, must define and enhance a life project

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Design research is progressively focused on the role of design as an activator of

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change: assuming that ^all we do, almost all the time, is design (Papanek, 1972, p17) and that everybody designs (Manzini, 2015), design is an act of deliberately moving from an existing Op Amps for Everyone Design Guide (Rev. B)

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## **Ezio Manzini**

Design when everybody designs Sep 29  
When, a couple of years ago, I  
announced I was going to quit my job to  
attend the HPI School of Design  
Thinking, most of my family and friends  
thought I was about to neglect the  
business path I had been following to  
find my true self in sketching trees on a

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## **Design when everybody designs | Service Innovation & Design**

To illustrate the different types of designs, consider one of each in design notation. The first design is a posttest-only randomized experiment. You can tell it's a randomized experiment

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because it has an R at the beginning of each line, indicating random assignment. The second design is a pre-post nonequivalent groups quasi-experiment.

### **Types of Designs | Research Methods Knowledge Base**

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