EMERGENT AND LOCAL APPROACHES IN DESIGN
LOCAL PRODUCTION, TERRITORY AND COLLABORATIVE MODELS

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The 2nd and 3rd part of this book provides an account of three of the panel discussions that took place at the *6° Simpósio Brasileiro de Design Sustentável (SBDS) + International Symposium on Sustainable Design (ISSD),* held in in Belo Horizonte, Minas Gerais, in 2017: design and craftmanship; design, territory and culture; and, social innovation and collaborative models. They represented and still represent either areas of consolidated interest in the context of Brazilian design, or areas that have grown in relevance and gained space at national level for the last decade.

Specialists that are considered experts on the topic of the panels either in the academic or in the professional realm were chosen. They were invited to present reflections on these themes through sharing something of their own research and/ or work trajectory. The hope was to both give visibility to the work undertaken in Brazil and to bring for discussion crucial issues that animate the minds of those who research and practice in these areas.

The discussions between the researchers and the audience were rich and insightful. Considering the potential value of those contributions to the Brazilian design scientific community, later, the specialists were invited to write a chapter for this book. Several of them accepted. The chapter had to present reflections or

research results on the theme of the panel in which they took part. It could be the same contribution presented during the event, advancements of the same, or even a work inspired by the discussions held there. This decision was grounded in the understanding of the relevance of sharing and making accessible the results of academic and professional work done in Brazil to all researchers, students and professionals that are interested in the relationship between design and territory, design and craftsmanship, and design practices that promote social innovation and explore collaborative creative models.

The works presented in parts II and III of this book highlight the voices of Brazilian researchers and designers whose practices embraces the social dimension of design, looks at and explores how to interact with the variety of people and beings that make up the daily reality. Design practice and research in design that engage with social practices and take place in the different realms of life and life systems.

The works presented in part II are about: design, territory and culture; and social innovation and collaborative models. Chapter 10 by Laura de Souza Cota Carvalho Silva Pinto, Ph.D., opens this part of the book. *Design and sustainability in practice: valuing the territory as a possibility* introduces the discussion on the socio-economic and environmental unsustainable scenario being experienced, and asks questions about the possibilities brought forward by design. In doing so, it presents a review of the related main concepts and their evolution and discusses some of the key elements to achieve more sustainable scenarios. Those elements need to guide designers' practice: valuing the territory, a sensitive and humanized perspective, and the ability to establish a true dialogue. In this regard, Kátia Andréa Carvalhaes Pêgo, Ph.D., in chapter 11, *Systemic design for extended sustainability*, corroborates on the relevance of an in-depth understanding of the territory but she does that from the perspective of systemic design. The latter is an approach developed by Professor Bistagnino from Politecnico di Torino. Bistagnino, aware that to achieve sustainability designers he has to look beyond the product, designed a methodology that promotes the creation of economic systems *ad hoc* designed by specific contexts. The way in which this approach succeeds in valuing local know-how, resources, and identity, and the community of that specific territory is exemplified through the author's doctoral research. In this, this approach is applied in Brazil, in one of the multiple territories of Estrada Real. The exploration of how the relationship between design and territory can take shape in Brazil is at the core of the work by Marcos Eduardo Coutinho, Ph.D. The author in chapter 12, *Productive chains of Amazonian sociobiodiver-*

sity and ecodesign opportunities: Brazilian crocodilians as a working model, reflects on the use and protection of wildlife as a mechanism for conservation and sustainable development. Through a case study that took place in the Reserva Extrativista Lago do Cuniã, the author shows how the application of ecodesign concepts, techniques and methods are crucial for the socio-biodiversity.

Another chapter of this part of the book in which the practice of design in the Brazilian territory is at the core of the research is the 13th, *Design & Health: a field of sympoietic practices*, written by Barbara Szaniecki, Ph.D., Talita Tibola, Ph.D., and Camille Moraes, Ms. The authors' goal is to discuss collaborative models for practicing design in the territory with the aim of promoting social change. They present design possibilities to contribute to the health field and how this can be done through "sympoietic design". The latter, representative of their perspective on collaborative design practices, is inspired by scholars such as Donna Haraway. A design experience with patients from the Clínica da Família da Penha exemplifies this approach. The reflection on the need to rethink and innovate design practices is central in the work by Ione Maria Ghislene Bentz, Ph.D. In chapter 14, *Paradigms transition in design: what is its potential to sustainability and innovation resignification?*, the author points out how the propositions presented by systemic theories and the theories of complexity allow to redefine the concepts of social innovation, sustainability and collaboration and, therefore, design practice of design in this field. Finally, the discussion about the potential of design to contribute to changes in social dynamics and the relevance of this for collaborative design practices also receives the contribution of Chiara Del Gaudio, Ph.D. Del Gaudio in chapter 15, *Design and social utopias: the open-ended design of heterotopic movements*, reflects on the need to rethink the role of utopian visions in design and for design, and on the potential of the concept of heterotopia to promote more plural and democratic practices and outcomes.

Part III of this book presents a different kind of contributions: reports on both the symposium experience, and on some designers' activities in the fields discussed in Part II. In fact, experts from the field were invited to the panels due to having an innovative and inspiring practice on the topic of the panel itself. This part opens with a report in chapter 16 by Virginia Pereira Cavalcanti, Ph.D., from Universidade Federal de Pernambuco (UFPE). The author describes the experience of the "design and craftmanship" panel, how it was organized and the discussions held. Then there is the work of Christian Ullmann, Ms., from iT projects. In chapter 17, *Report: nomad workshop, look for what, find out what? Look for and find what the collective knows*, he presents its own trajectory and

learnings in the field of design and craftsmanship achieved in over 30 years of experience. As Chapter 18, *Rethinking design from other lenses: peer-to-peer open design,* by Samara Tanaka, Ms., contributes to the theme "social innovation and collaborative models". The author presents the experience of P2P open design, describes the activities done, and shows which concepts have inspired her design practice and how they were adapted for the local context.

Finally, a strong reflection on theoretical perspectives and methodological choices and how they had been contextualized in Brazil emerge from all these chapters, being them state-of-the-art, or theoretical proposition, or reports of experiences. In this regard, the works that report on local experiences distinguish themselves for the variety of practices and for constant and in-depth attempt to a true dialogue with the local reality. Dialogue, care and systemic perspective emerge as guidelines for future works.