CONTENTS

AC	CKNOWLEDGMENTS	x			
Lis	st of Illustrations	хi			
PR	Preface				
	SECTION 1 MAKING A STAND: A NEW SOCIAL AGENDA FOR DESIGN				
1	Introduction Elizabeth Resnick	3			
2	Is Social Design a Thing? Cameron Tonkinwise	9			
3	Social Design: From Utopia to the Good Society Victor Margolin	17			
4	Émigré Culture and the Origins of Social Design Alison J. Clarke	31			
	SECTION 2 CREATING THE FUTURE: DEFINING THE SOCIALLY RESPONSIBLE DESIGNER 1964–99				
5	Introduction Elizabeth Resnick	39			
6	First Things First Manifesto Ken Garland	47			
7	Here Are Some Things We Must Do Ken Garland	49			

8	Edugraphology—The Myths of Design and the Design of Myths Victor Papanek	57	
9	Design as a Socially Significant Activity Clive Dilnot	63	
10	Designerly Ways of Knowing Nigel Cross	73	
11	The Future Isn't What It Used to Be Victor Papanek	87	
12	Commerce or Culture: Industrialization and Design John Heskett	101	
13	Wicked Problems in Design Thinking Richard Buchanan	117	
14	Good Citizenship: Design as a Social and Political Force Katherine McCoy	137	
15	Feminist Perspectives (Design for Society) Nigel Whiteley	145	
16	There Is Such a Thing as Society Andrew Howard	167	
17	Design and Reflexivity Jan van Toorn	175	
18	Design Noir Anthony Dunne	179	
	SECTION 3 A SEA CHANGE: THE PARADIGM SHIFT FROM OBJECTS TO SYSTEMS 2000–20		
19	Introduction Elizabeth Resnick	185	
20	First Things First 2000 Manifesto	199	
21	A "Social Model" of Design: Issues of Practice and Research Victor Margolin and Sylvia Margolin	201	
	The Dematerialization of Design Jorge Frascara	209	
23	Why Being "Less Bad" Is No Good (Cradle to Cradle) William McDonough and Michael Braungart	217	
	Clothes That Connect Kate Fletcher	229	

25 Design's Role in Sustainable Consumption Ann Thorpe	241
26 Transformative Services and Transformation Design Daniela Sangiorgi	257
27 Rethinking Design Thinking: Part I Lucy Kimbell	277
28 Rethinking Design Thinking: Part II Lucy Kimbell	295
29 Design Things and Design Thinking: Contemporary Participatory Design Challenges Erling Bjögvinsson, Pelle Ehn, and Per-Anders Hillgren	311
30 From Design Culture to Design Activism Guy Julier	327
31 Decolonizing Design Innovation: Design Anthropology, Critical Anthropology, and Indigenous Knowledge Elizabeth (Dori) Tunstall	345
32 Social Design and Neocolonialism Cinnamon Janzer and Lauren Weinstein	361
33 Futuristic Gizmos, Conservative Ideals: On Speculative Anachronistic Design Pedro J. S. Vieira de Oliveira and Luiza Prado de O. Martins	375
34 Privilege and Oppression: Towards a Feminist Speculative Design Luiza Prado de O. Martins	381
35 Is Sustainable Innovation an Oxymoron? Elizabeth BN. Sanders	393
36 Social Innovation and Design: Enabling, Replicating and Synergizing Ezio Manzini	403
37 Global Methods, Local Designs Ahmed Ansari	417
38 The Emerging Transition Design Approach Terry Irwin	431
LIST OF CONTRIBUTORS	455
Further Readings	461
Index	465