RESEARCH THEME

XXXVIII cycle – a.y. 2022/2023

Title of the doctoral research	Blending Design Thinking and Design Futures: new design approaches for future sustainable scenarios

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Abstract

The Digital Transformation of the National and European economy is crucial for preserving and boosting international competitive advantages (Digital Europe Programme). Private companies and public organisations need to integrate digital technologies into their business processes, products, and services to fully benefit from innovation while remaining planet sustainable. However, these crucial challenges call for new methods and skills to bring new forms of collaboration to 1) provide knowledge and expertise on emerging technologies and their potentialities; 2) adopt a human-centred approach to meet human values and needs, to ethically design technological application increasing their acceptance in society; 3) face complexity and uncertainty of the future by transforming the acute world issues into design opportunities, exploring problems and co-creating solutions.

Along with digital advancement, creativity transforms as well, acquiring new forms and playing the role of a guiding value jointly with design. Both are required to face complex social and sustainability challenges specific for an uncertain future, it can also help move towards a just and inclusive digital transformation.

What new skills, methods, and approaches do we need today to design for a more-than-human world?

The overall objective of this research line is to redefine creativity in the Post-Anthropocene era and investigate the changing role of Design Thinking that needs to be implemented with Design Future to create a new process and methods able to manage non-linear future scenarios and face social challenges of the future in advance.

The PhD candidate to deeply explore the objective will have the possibility to be involved in action research through funded European projects such as DC4DM and MUSAE.

Keywords	Design and Future Thinking, Post-Anthropocene Creativity, Digital Technologies