

# RESEARCH THEME

**Title of the doctoral research** Design and the culture of organisations

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**Abstract**

The introduction and the evolution of design culture in organisations normally encounters many obstacles, primarily bound to the organisation's established culture and natural resistance to change and innovation. In a moment in which design is expanding into new fields that go beyond traditional manufacturing, understanding the relationship between design and the culture of an organization is a timely issue.

As a function mainly involved in the development of new products, processes, services and modes of interaction, design challenges the organisational attitudes of preservation, generating a constant tension between the search for innovation and the necessity of relying on established ideas and solutions. Developing significantly new products or services (or assuming a significantly different approach in designing them) triggers (and calls for) changes in the organisation's processes, core competences, knowledge, technologies, behaviours, values and dogmas (i.e. its culture).

This line of research relies on the hypothesis that the inclusion of design culture in the overall culture of organisations generates conflicts between old and new practices and builds a significant link between design and organisational change.

How do design practices and cultures relate to organisational change or even stimulate it?

The research line is meant to investigate a bottom-up perspective on organisational change, through the observation of real cases that take into account the situatedness of design.

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**Keywords** Design culture, organisational change, design management