

主动设计丛书
DESIGN ACTIVISM SERIES

开放
营造
为弹性城市
而设计

倪旻卿
朱明洁 编著

OPEN
YOUR SPACE
Design Intervention
for Urban Resilience

Edited by
Ni Minqing & Zhu Mingjie

清华大学出版社
Tsinghua University Press

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丛书序

姜永琪 方肇凤

2015年6月,由中国《装饰》杂志社和同济大学设计创意学院联合主办的“主动设计”上海论坛在同济大学设计创意学院举行。来自全国89所高校的两百余位教师、学者、设计师聚焦设计思维创新,就主动设计的案例、设计师的社会角色,以及设计教育相应的改革问题展开讨论。会议认为,“主动设计”已经成为突破设计既有界限的一个新的切入点和起点。

社会正在不断发生深刻的变化,而设计界响应社会的发展,设计的定义、设计的边界、设计的教育都处在一个再界定的过程之中。越来越多的设计师正在成为驱动社会发展的力量。“设计”的意义在两个层面显现:—是个人创作的层面,另一则是社会生产层面。从前者来讲,“主动”更多的是一种眼界和态度;而从后者来讲,则更多的是指一种社会角色,或者说设计师在整个社会生产体系中的位置。

在这个全球知识网络经济时代,在信息化社会中,设计正从原来传统的“造物”,迈向更为宽广的疆域。设计的角色也从简单的服务提供,到对具有更大商业潜在价值的“一体化策略”的提供,再到成为未来创新产业的“知识资本”的投资。设计与资本之间的雇佣关系开始向合作关系拓展,设计正在以一种全新的、更为主动的姿态,介入经济和社会的变革。这个时代赋予了设计前所未有的可能性,设计正从产业链的末端走向前端,并贯穿整个产业链,成为真正的发动机,其力量将越来越受瞩目。这也意味着设计将承担更大的责任。主动设计的时代,设计师有机会拥抱更多资源,那么我们应该如何回馈这个世界、这个时代?

面对越来越复杂的社会技术系统问题,设计师不仅需要作为其所在领域的问题解决者,同时也需要能够和更广泛的学科及功能领域内的专家进行对话与互动。随着设计角色的变革,设计师和设计实施者的界限也需要进一步模糊。设计师不能仅仅止步于提供解决策略,而是要成为解决策略的一部分。同时,设计的行动主体也正从职业的设计师拓展到各色人等,通过社会创新,人人设计的时代已经到来。

中国正处于“创新驱动发展,经济转型升级”的战略发展进程,其影响日益深刻地渗透到科技、社会、经济建设的方方面面。在此进程中,一批有代表性的扎根中国大地的“主动设计”案例不断涌现。因此,“主动设计”绝非生造的概念,或停留在纸面上的想法,而是实实在在的具体行动。这些实践案例,不仅有力地说明了其可能性和可行性,也充分展示了其积极的意义和实效。我们将这些案例编辑成册、推而广之,不仅希望能借此分享设计师们的经验,更希望能以此广泛地呈现“主动设计”的愿景,并据此定义主动创新的新范式。

是为序。

Preface of Design Activism Book Series

Lou Yongqi, Fang Xiaofeng

In June 2015, Design Activism Forum was held in the College of Design and Innovation (D&I) Tongji University in Shanghai, co-organized by *Zhuangshi* Journal and D&I. More than 200 teachers, scholars and designers from 89 universities, focusing on design thinking innovation, conducted discussions over cases of design activism, the social role of designers, as well as the reform of arts and design education. The conference drew the conclusion that design activism has turned a corner and is beginning to break the original boundary of design.

Society is constantly undergoing profound changes. In response to the social development, the concept, boundary and education of design are all in the course of redefinition. Nowadays, more and more designers are promoted to be powers facilitating the development of society as a whole. The implied meanings of design are manifested in two aspects: one is about individual creation; the other is about social production. In terms of the former, activism stresses a kind of vision and attitude; from the latter, it emphasizes the social role of the designer or its status in the whole social production system.

In the era of knowledge, Internet and economy as well as the information-based society, design is extended to a broader domain from its traditional creation. Besides, its role has also shifted from offering simple services to providing the integrated strategies with larger commercial value and then into the investment of knowledge capital in the future innovation industry. As the relationship between design and capital is expanded from employment to cooperation, design is getting involved in the economic and social changes in a new and active form. In addition, the era has endowed design with unprecedented possibilities, it is moving from the end of industry chain to the front, then throughout the whole chain, and at last becomes the true engine, whose power will get more and more attention. It also means that design must take on more responsibilities. In the era of design activism, designers are likely to master more resources, but how should we repay the world and the era?

Faced with increasing complex problems of sociotechnical system, designers are required not only to solve the problems in a certain field, but also to communicate and interact with the experts in the wider fields. Following the changing roles of design, the difference between designers and design executors also becomes vague. Designers cannot only work to offer solutions to problems, but to become part of the solution. Meanwhile, the executors of the designs are extended from the professionals

to all walks of life - that's to say, through social innovation, the era has arrived when everybody designs.

China is undergoing the strategic growth of innovation-driven development and economic transformation and upgrading, whose influence has deeply penetrated into every aspect of science, society and economy. During the process, masses of representative cases relevant to design activism have constantly emerged in China. Hence, design activism is by no means a coined concept, or an unpractical ideal, but genuine and specific actions. Those practical cases have not only effectively proved its possibility and feasibility, but also fully demonstrated its positive significance and effect. We collect those cases in this series and recommend them to readers, in hope of sharing the experience of designers as well as widely presenting the vision of design activism, and then defining the new paradigm of active innovation.

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