Two blind spots in Design Thinking

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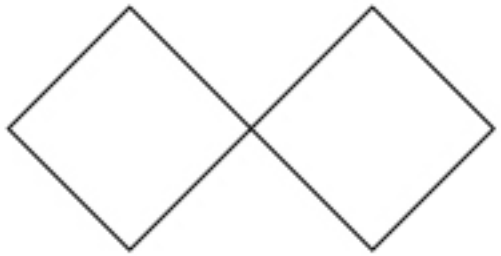
Design Thinking models



Double Diamond

British Design Council, 2005

d.School from IDEO

Hasso Plattner Institute & Stanford, 2001

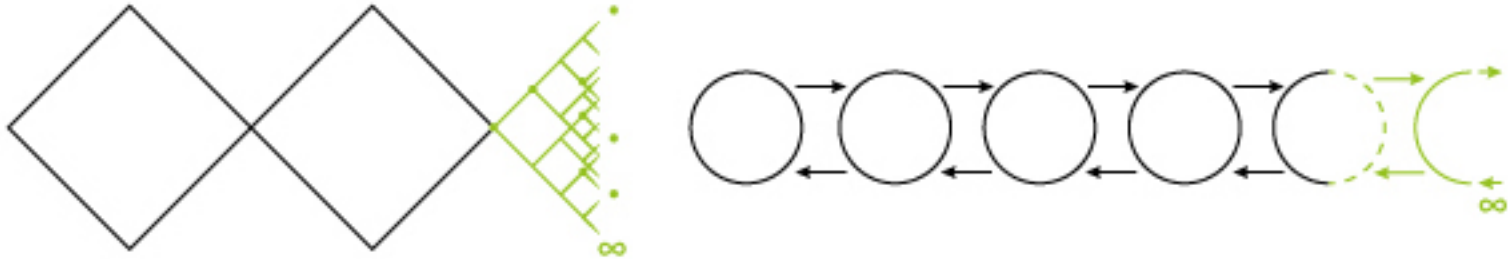
CPi

A few projects (2016)

Insights (Köhler, 1925)**, a singular way to see the world**

Georges Rousse, *Utopia* (2015)

Is it over when *delivered?*



“Representations of things that might work“ (Gero, 2013)
Open ‘objects’ (from Simondon, 1958)
Openings and choices (Huyghe, 2014)

The road to […] is paved with Design

Artefact: ‘freeze frame’ in a dynamical process (Latour, 2009)
Condition *for* and support *to* Human Experience

Phronesis: a Framework for Practical wisdom

Have you met *Kairos*?

Design Thinking

- Rational, clear & comprehensible
- Creativity & ideation
- Multidisciplinary teams

“Public relations term”
Norman, 2010

> Accompanying discourse
Jeanneret, 2010

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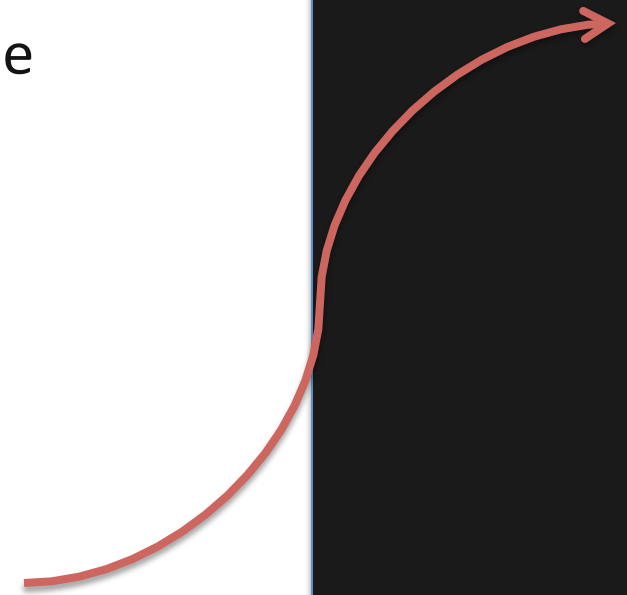


Design Culture

Design Thinking

- Rational, clear & comprehensible
- Creativity & ideation
- Multidisciplinary teams

“Public relations term”
Norman, 2010

> Accompanying discourse
Jeanneret, 2010

Design Culture

- Doubt, contingency & paradox
- Subjectivity & tacitness
- Extensive practical experience

(Cross, 2011 ; Lawson & Dorst, 2009)

Long-term, process-oriented accompaniement
Addressing companies’ outputs, frameworks & people themselves
Michlewshi, 2015

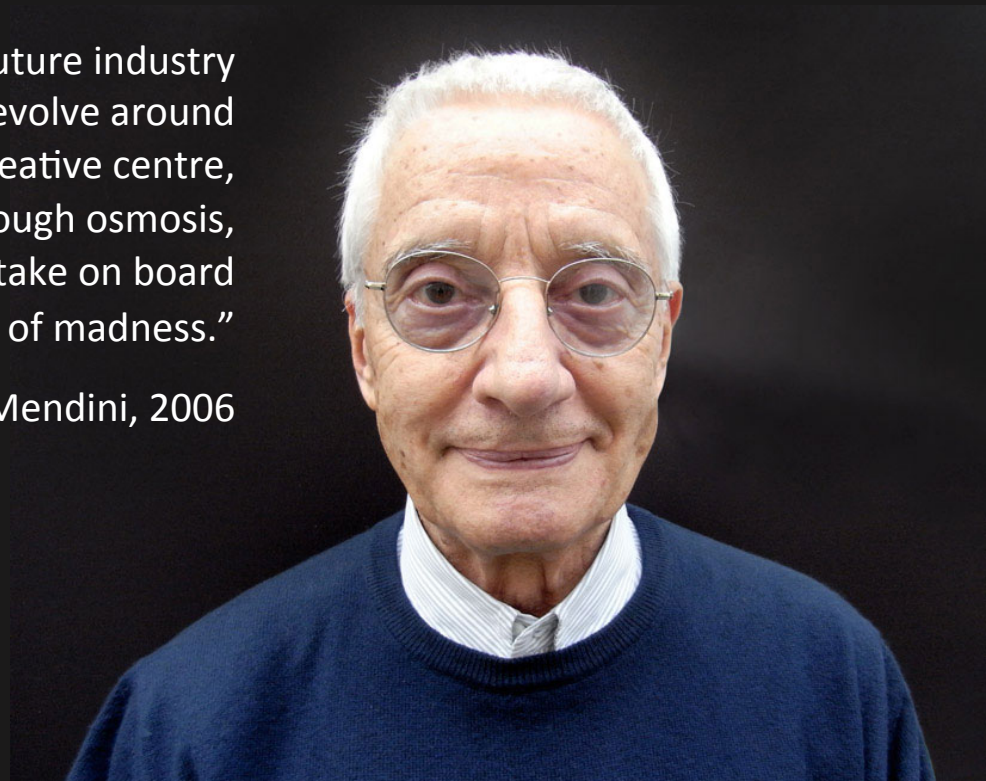
From the comfort of Design Thinking

to the *critical heteronomy* of Design

Caraes, 2008

"I think future industry needs to revolve around its creative centre, and, through osmosis, take on board vibrations of madness."

Mendini, 2006



Research perspectives

Design Thinking as *management innovation*,
Managers & Designers roles

Multi-case study in 5 French companies
with Valérie Mérindol, Paris School of Business

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