



**DESIGN THINKING
SERENDIPITY**



BAUHAUS
X
UNITED INTERNATIONAL COLLEGE

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Bauhaus-Universität Weimar

INTRODUCTION

"His ideal was to have small groups working productively on tasks, autonomously and without leadership, and to dispense with single authorships:

The collective as creator!"

Hannes Meyer-Bauhaus 1928

Design Thinking is a process for creating elegant human-centered solutions in multidisciplinary teams. This is not new in the context of Bauhaus. In 1928, Hannes Meyer already had a vision of emphasizing the collective to solve complex problem, instead of working individually. The Design Thinking process is a set of structured design phases, that aims exactly at Hannes Meyer's vision: The collective as creator! But it's much more than that: it is a mindset – another way of tackling challenges: empathetic, iterative and hands-on. Don't talk, do! Implemented in daily work, the problem-solving potential of Design Thinking finds its expression in the form of a living innovation culture. It can be a powerful tool when truly desirable solutions are sought. How this works in detail can be experienced in this workshop.

In these two weeks you will experience and learn core competencies regarding teamwork, problem solving skills and creativity techniques, which are crucial for work in the 21st century. On top you will document your learnings in creative, innovative and fun ways.

Takeaways from this program:

In this course you will get a glimpse of the Design Thinking methodology by implementing a step by step process in multidisciplinary teams while working on an actual design challenge. You will emphasize with your user, generate ideas, build a tangible prototype, test and validate your solution, and present it at the end of the program. You will not only gain hands-on experience and insights on a designer's mindset and thoughts, but also have the opportunity to document your learning process in **creative** ways!

FACILITATORS



Ariel William Orah

www.luftmenschen.de

- 1983, Bandung-Indonesia
- Since 2015, Co-founding Luftmenschen: Human Centered Design Agency and empathy driven art collective.
- Since 2016, Co-founding LKW: soundscape interface for regenerative analog digital experience.
- 2015 - 2016: Basic & Advanced Track, HPI School of Design Thinking, Potsdam, Germany
- 2014-2017: M.A. Responsible Management and Sustainability (CSR), Steinbeis University Berlin
- 2009-2011: Co-founding S.C.A.N.D.A.L Communication Design Studio
- 2008-2009: Managing Editor Still Loving Youth visual art and culture Magazine.
- 2004-2009: Bachelor of Economics, Padjadjaran University Bandung



Lisa Günther

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- 1985, Lörrach (Germany)
- Since 2017 freelance Design Thinking Coach, User Researcher, Yoga teacher
- 2016-2017 User Research Team Lead at digital-social start-up clarat.org
- 2014-2016 Researcher and Communicator at digital-social start-up clarat.org
- 2014 development of Circle + Crown, game for self-reflection
- 2013: Intercultural Management (Diplom), FSU Jena
- 2010-2011: Interior Architecture, HFT Stuttgart
- 2008-2010: International project work as Fellow of intercultural Melton Foundation
- Expertise: Intercultural Communication, Organisational Change, Social Impact, User Research, Design Thinking, Workshop Facilitation, Transformation Processes, Yoga, Combining Mindfulness, Yoga and Co-Creation Processes

IN-DEPTH

Human species demand on nature supply on the ultimate driving force called economy has exceeded what our planet can provide. As ecosystem, we will need the regenerative of 1.5 Earth to provide ecological service that we use to sustain economic growth (read: supply and demand). Human needs are infinite, while our planet's resources are finite. In the context of designers which by professionals are expected to delivers (or design) product and services, the phenomena formulation above have become super relevant. From this thought, we **suggest** these following design challenges :

Possible challenge areas or topics:

1. Design and sustainability (social and environmental)
2. Design for 21st century economy (circular design)
3. Design in the age of automation

Design challenge example:

1. Plastic design challenge: Redesign the experience of instant convenient food for budget constrained consumers to be more sustainable
2. Everyday things challenge: Redesign the experience of cleaning one's teeth to be more sustainable
3. Automation challenge: Redesign public infrastructure to foster a more sustainable city

Note: These are possible topic spectrum. The final design challenge will be defined after a thorough evaluation of the needs for this course

	06 MO	07 TUE	08 WED	09 THURS	10 FRI
Morning session	DT INTRO Method, principles, application	OBSERVATION	Persona+POV	HMW+IDEATION	FINAL PRESENTATION PREPARATION
Afternoon session	UNDERSTANDING	SYNTHESIS	FREE SESSION!	PROTOTYPING+TESTING	REHEARSAL+FINAL PRESENTATION
After hours session	Empathy Supper (Social Program)		Yoga Thinking		Farawell Night: Failure Frequency (Social Program)
Additional session	I like I wish	Meditation Exercise	Love bombing		