





All Design Is Re-design

(C. Meinel, L. Leifer, HPI-Stanford Design Thinking Program)

M. Kaunissaare 2018

Principles for the successful implementation of design thinking

(C. Meinel, L. Leifer, HPI-Stanford Design Thinking Program):

The human rule,

which states that all design activity is ultimately social in nature, and any social innovation will bring us back to the 'human-centric point of view'.

The ambiguity rule,

in which design thinkers must preserve ambiguity by experimenting at the limits of their knowledge and ability, enabling the freedom to **see things differently**.

The re-design rule,

where **all design is re-design**; this comes as a result of changing technology and social circumstances but previously solved, unchanged human needs.

The tangibility rule;

the concept that making ideas tangible always facilitates communication and allows designers to treat prototypes as 'communication media'.

Simple seat, cheap



Seat

Simplicity

Portability

Light-weight

Lightness

Cheapness

Easy to make

Homely

Possible to heap up

Simple materials

Rustical

Simple construction

Ecological

Comfort

Fancy

Massive

Expensive

Stylish

Vintage

Exclusive

Unexpected

Witty

Gonzo

Distinguished

materials

Unusual construction

Target groups different needs:

School

Kindergarten

Hospital

Office

Song festival

Factory

Simple home

Fancy home

Status symbol

Little rooms

Large rooms

Homely

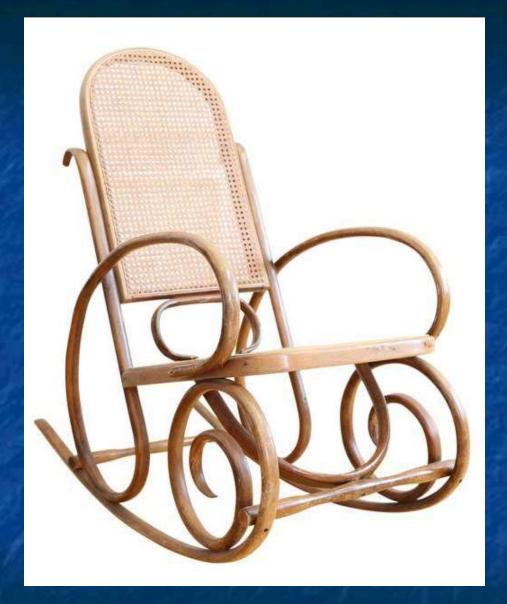
Simple

Possible to heap up

Simple materials

Simple construction





Michael Thonet 1859



Walter Gropius 1920



Fixman 3900, NIFO



Ludwig Mies Van Rohe 1927



Le Corbusier 1928



Hans Olsen 1960



Marcel Breuer 1927





Arne Jacobsen 1952





Arne Jacobsen



Charles and Ray Eames ca 1956, lounge and ottoman



Great Brittain Coronation Chair



Philippe Starck



Charles and Ray Eames ca 1951



Charles and Ray Eames





Alvar Aalto 1933

All Design Is Re-design

All design activity is ultimately social in nature and stands on 'human-centric point of view'.

All people as subjects see things **subjectively** and see them differently.

Communication is important.

All new design comes as a result of changing technology and social circumstances but previously solved, unchanged human needs.

(C. Meinel, L. Leifer, HPI-Stanford Design Thinking Program)