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Estonia-Latvia
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EUROPEAN UNION



All Design Is Re-design

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

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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



1 of 11 Images

Marcel Breuer 1927



Arne Jacobsen 1952





Arne Jacobsen



Charles and Ray Eames ca 1956, lounge and ottoman



Great Britain 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.

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