THERE'S SOMETHING ABOUT MODELS...

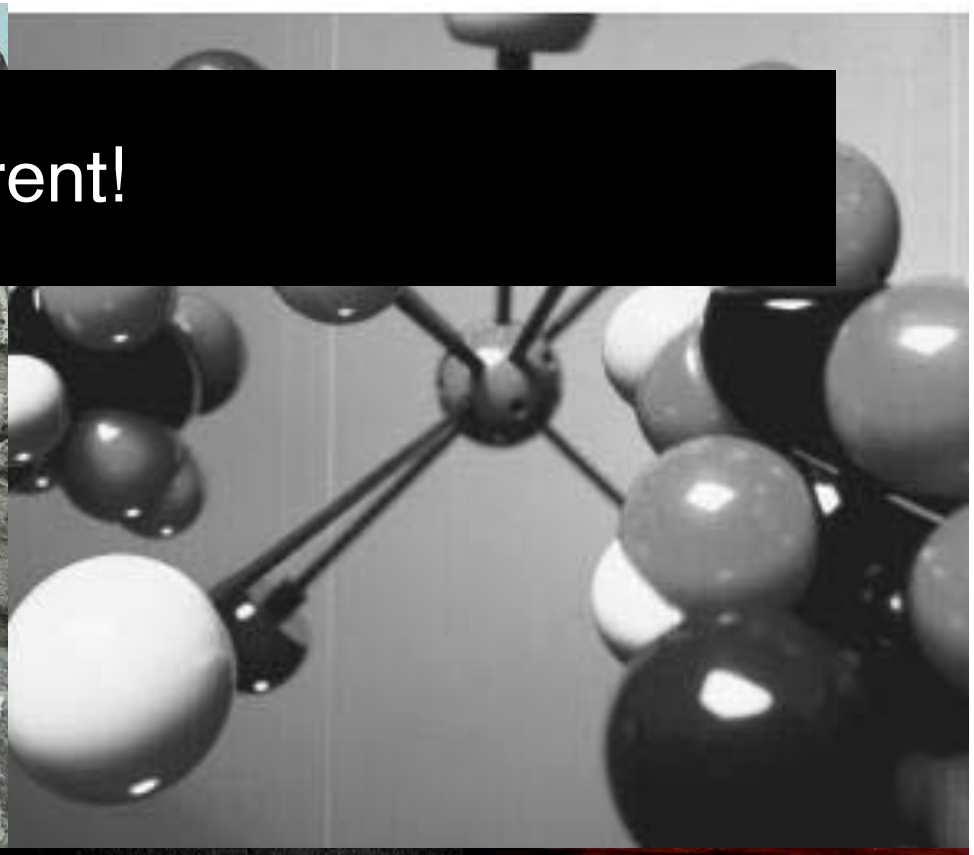
Models are VERY different!

The "Design Dialogue" model: Selling a new way of working

Contemporary innovation models

Features for our modelling?

Models are VERY different!



”Models: The third dimension of science”, 2004

Function: to bring the modelled (e.g. the tiny, the far away, the future, the evasive, the complex) within reach

Purposes: to demonstrate theory, to look good, to make fruitful analogies

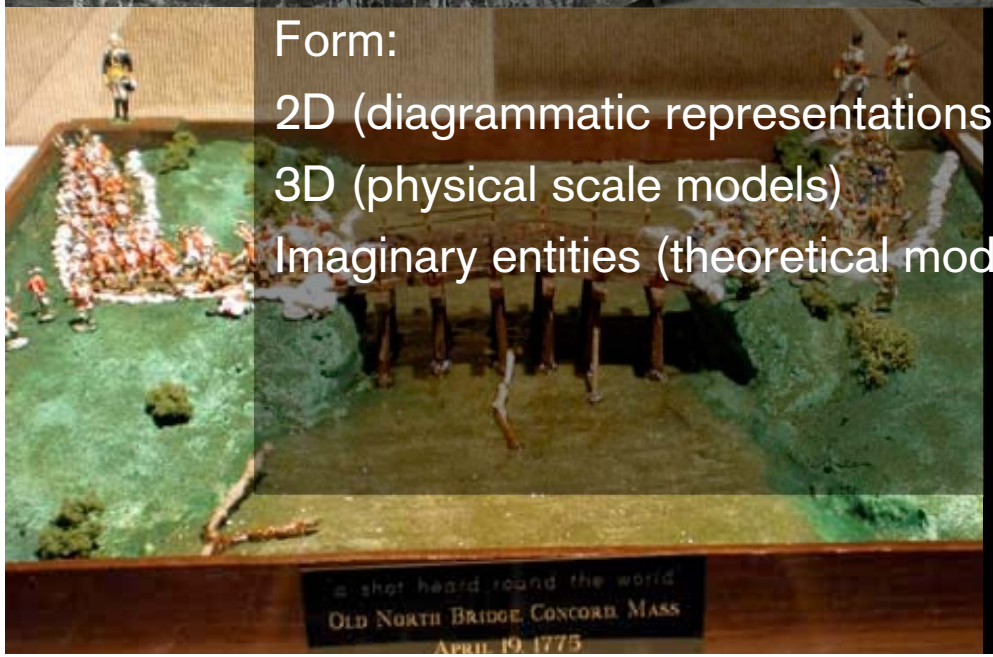
Descriptive of actual phenomena or prescriptive of ideal phenomena

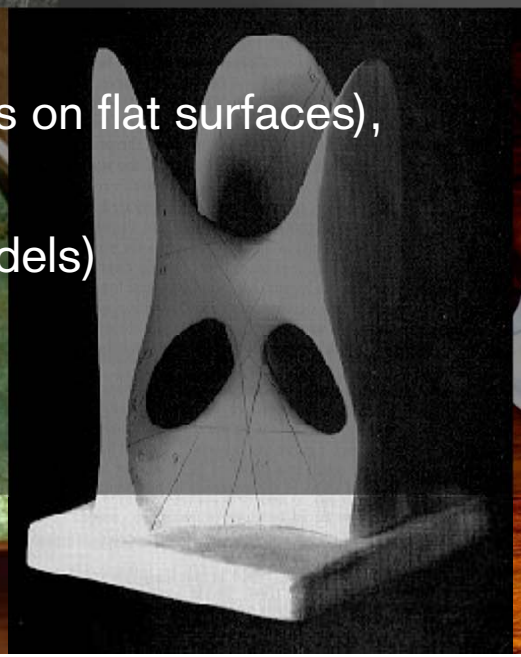
Form:

2D (diagrammatic representations on flat surfaces),

3D (physical scale models)

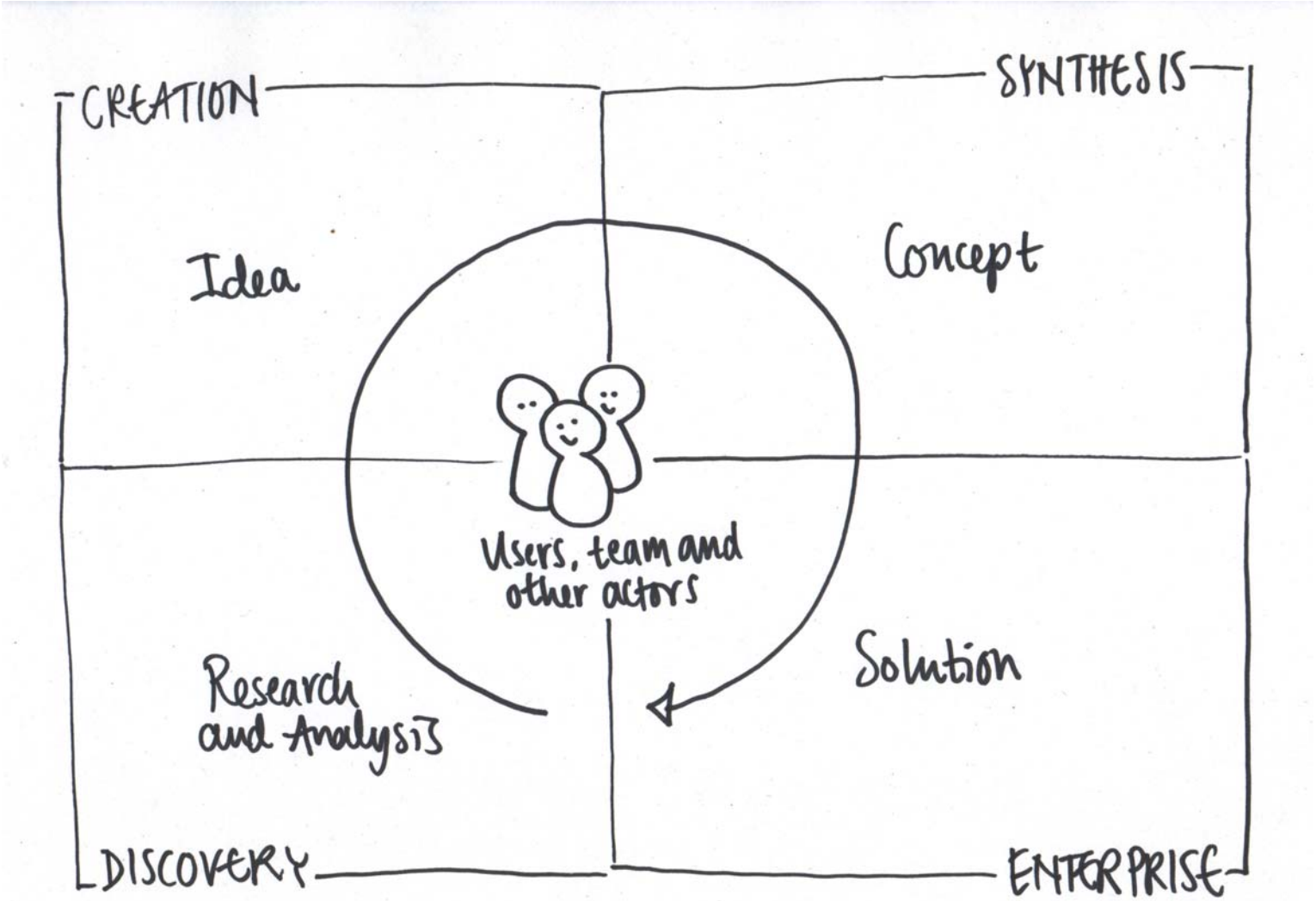
Imaginary entities (theoretical models)



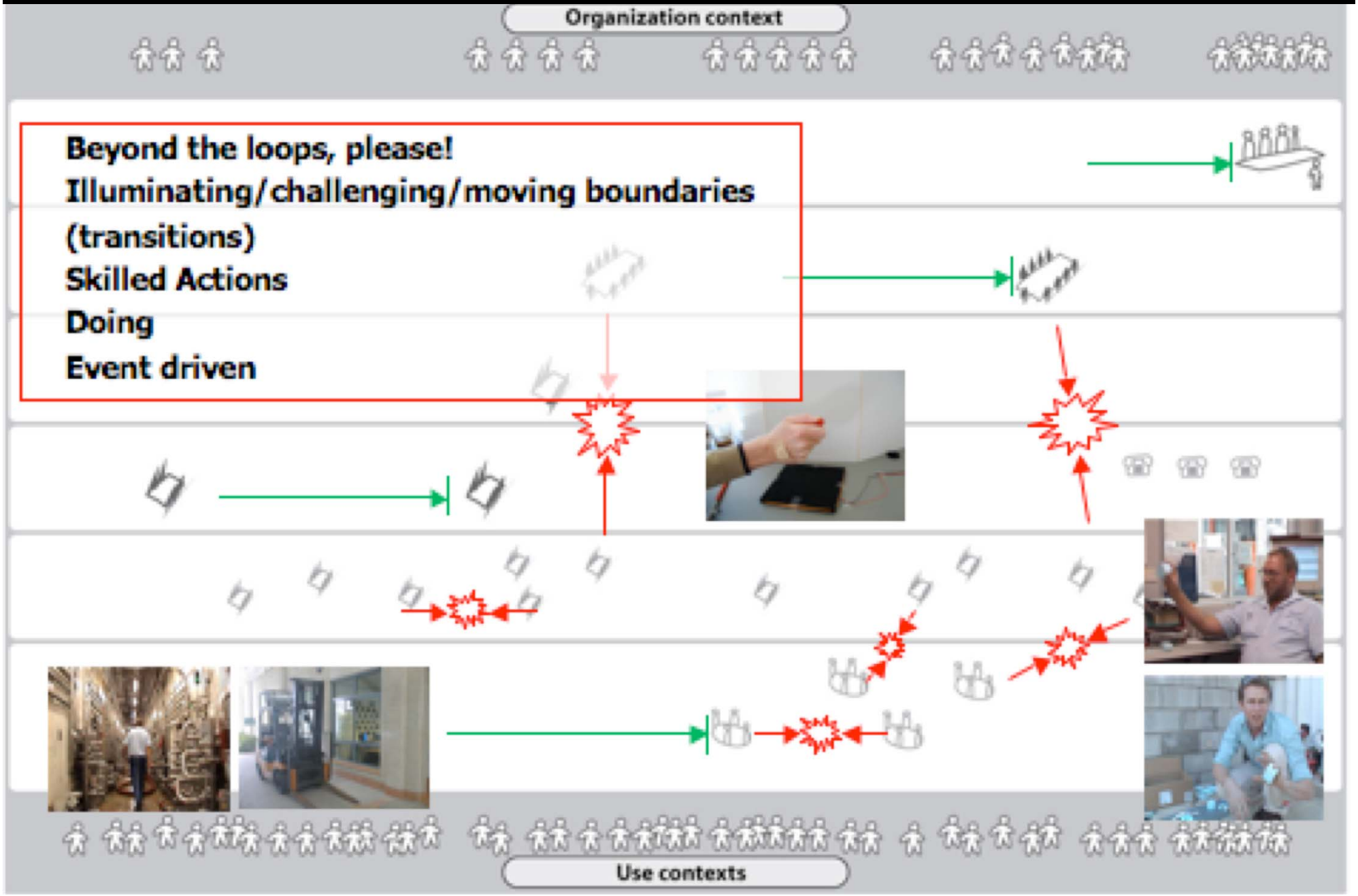


The ”Design Dialogue” model: Selling a new way of working

1508: coherent rendering of process



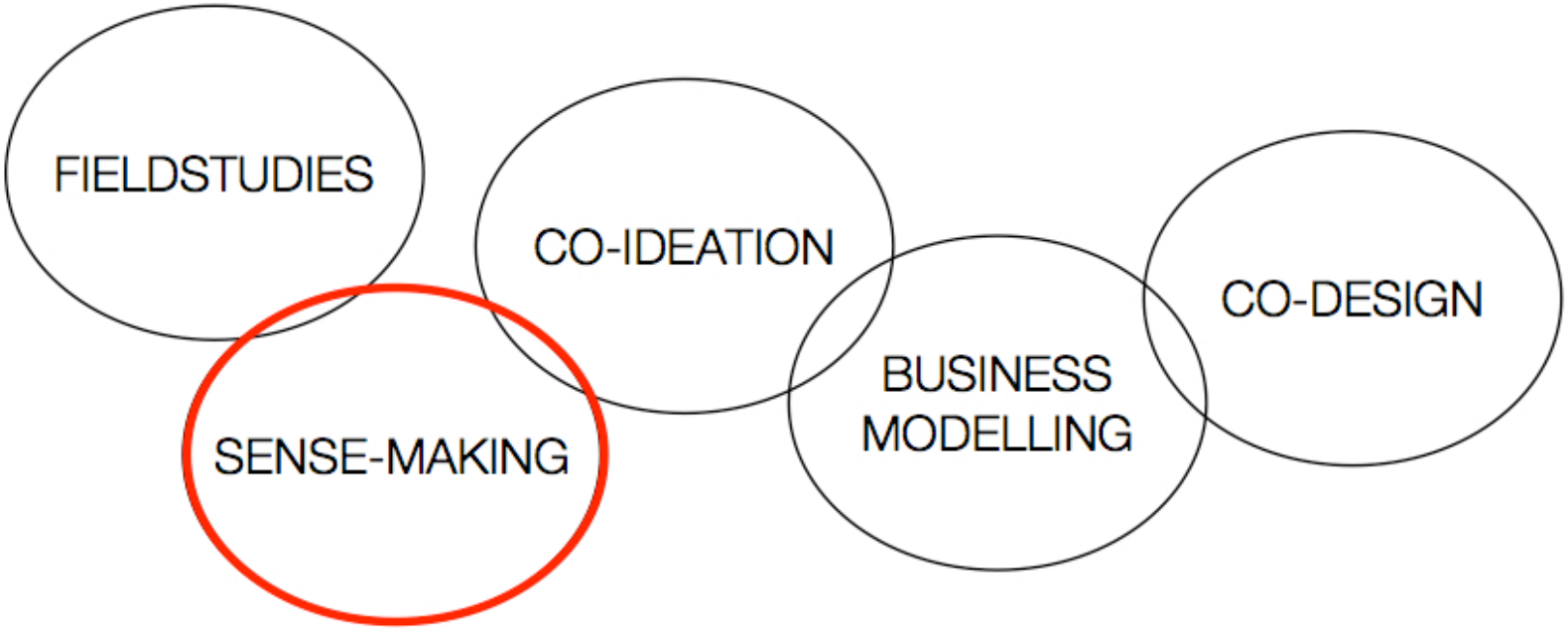
SPIRE: describing complex past experiences



SPIRE: promote core activities

Participatory Innovation

Et forløb af aktiviteter i samspil med brugere

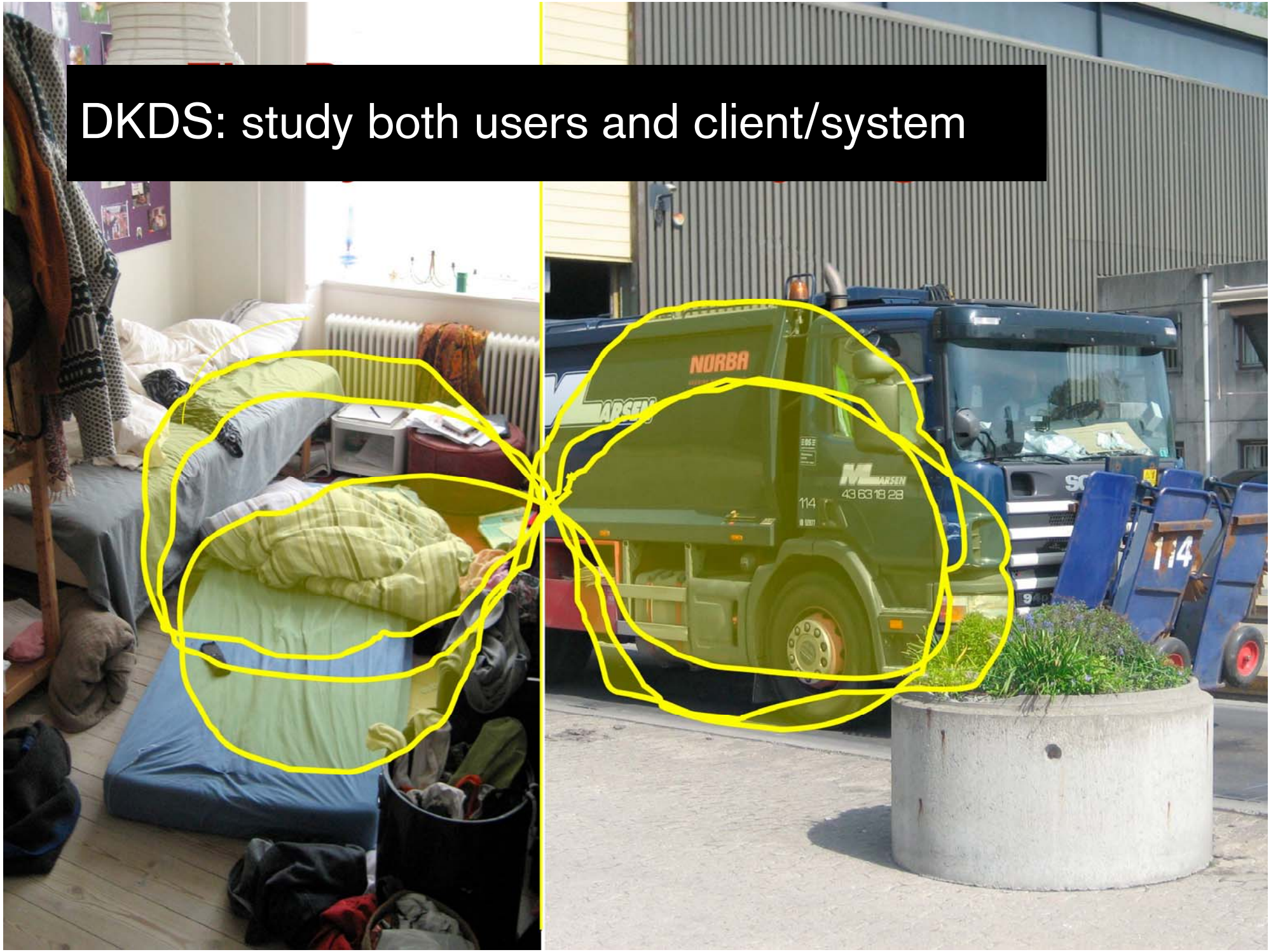


Dobbelt formål:

Viden om brugere, inspiration til at gen-tænke praksis

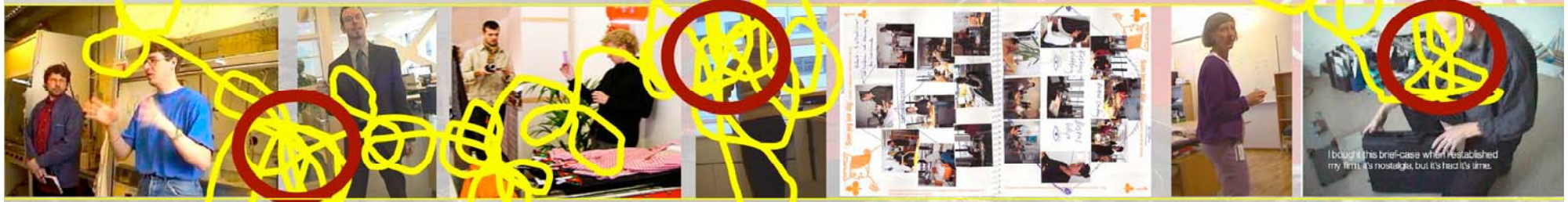
Forretningsmuligheder i form af produkter, services, organisering

DKDS: study both users and client/system



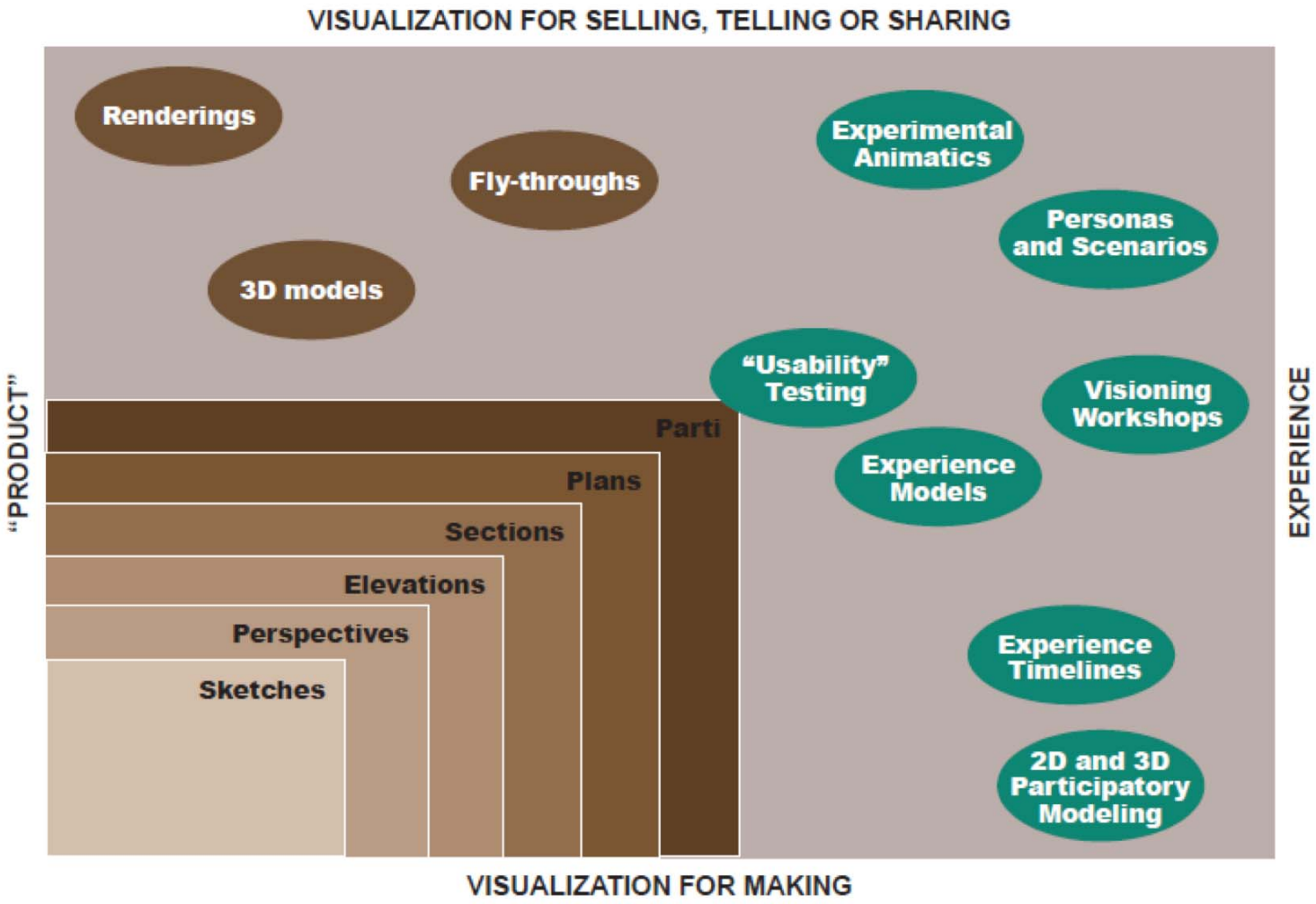
DKDS: exploring the complex

A DAIM
Dragon tail



to print

MAKETOOLS: New forms of visualization



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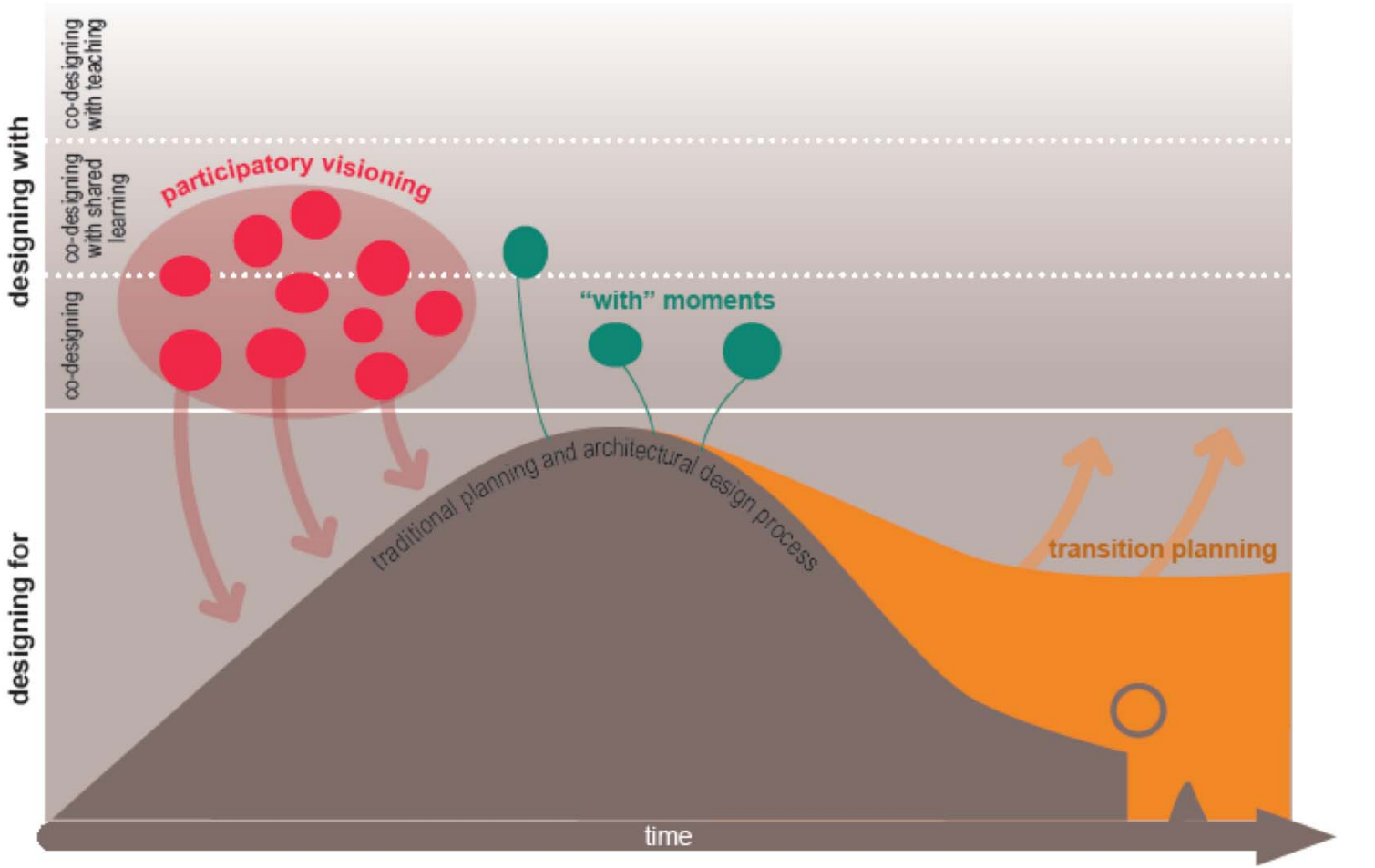
MAKETOOLS: designing *with* the client



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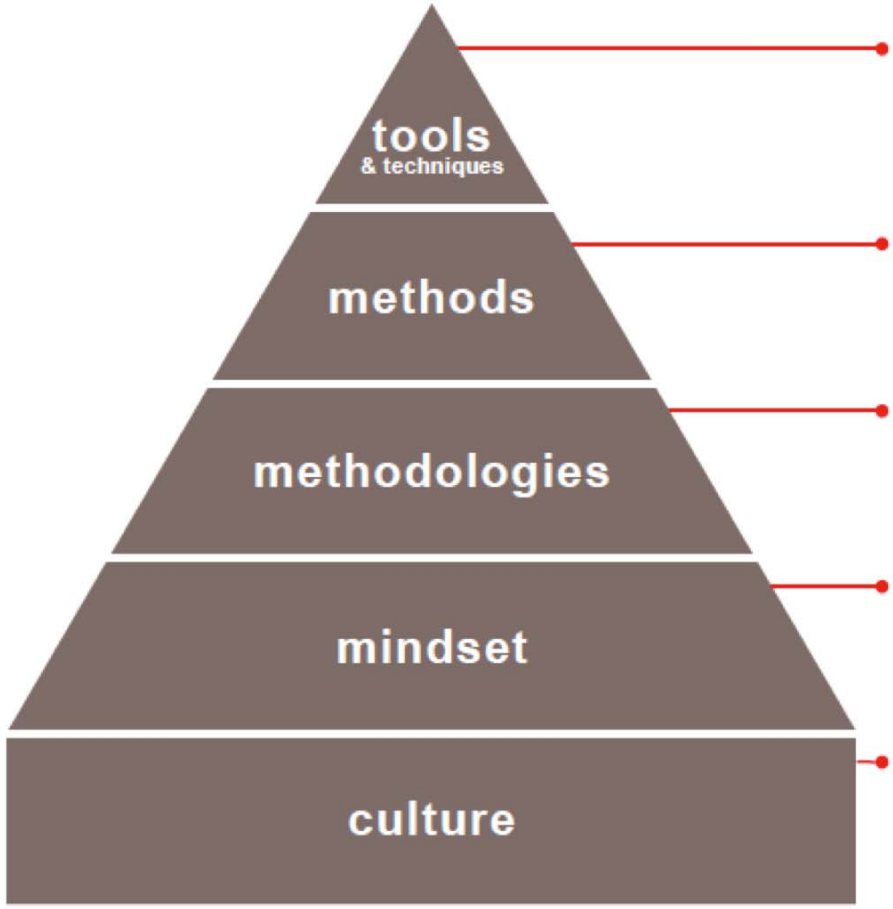
MAKETOOLS: defining and clarifying concepts



tool: a device or implement used to carry out a particular function.
technique: a way of carrying out a particular task.

method: a particular form of procedure for accomplishing or approaching something, expecially a systematic or established one.

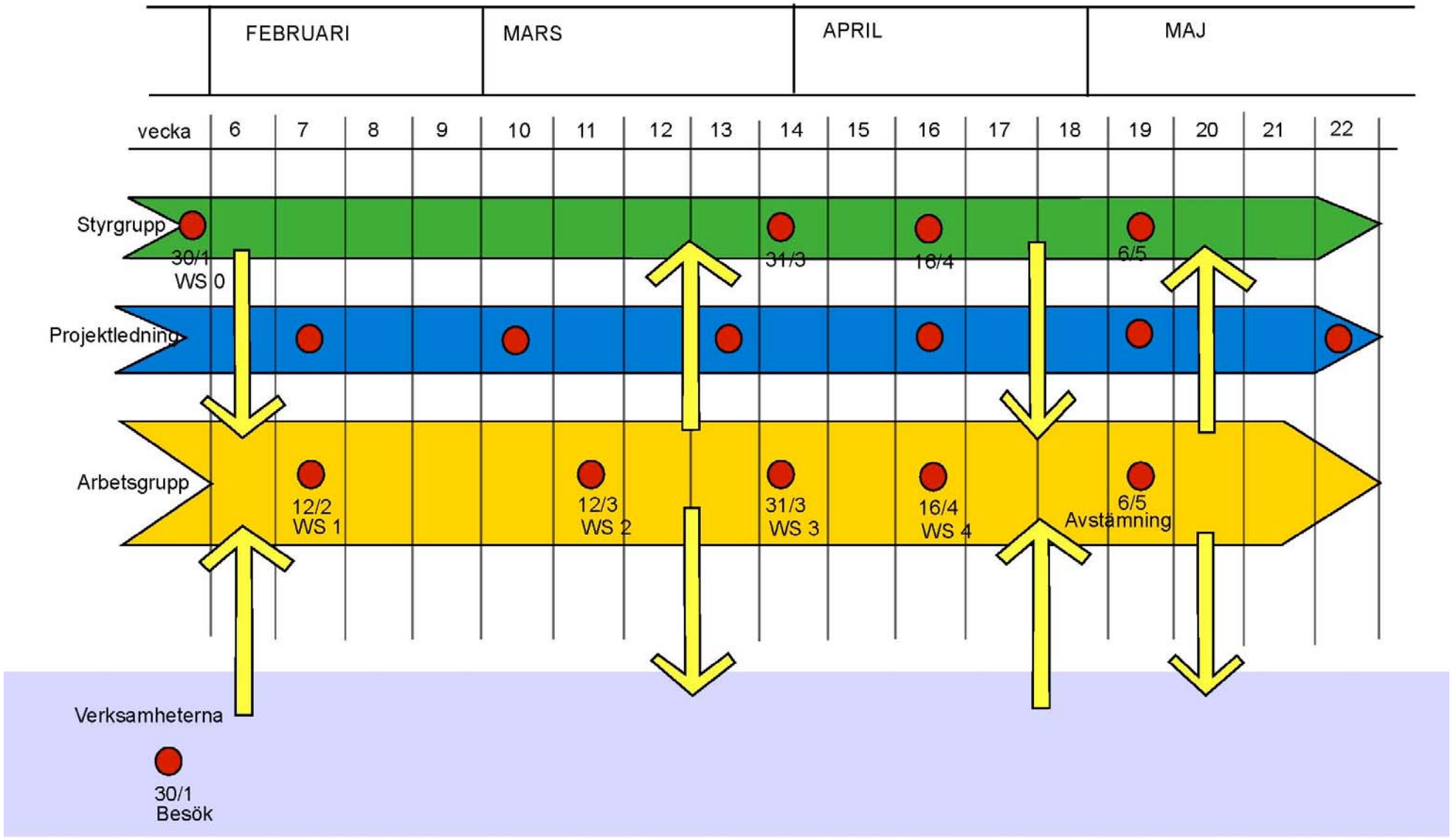
methodology: a system of methods used in a particular area of study or activity.

mindset: the established set of attitudes held by someone; one's frame of reference.

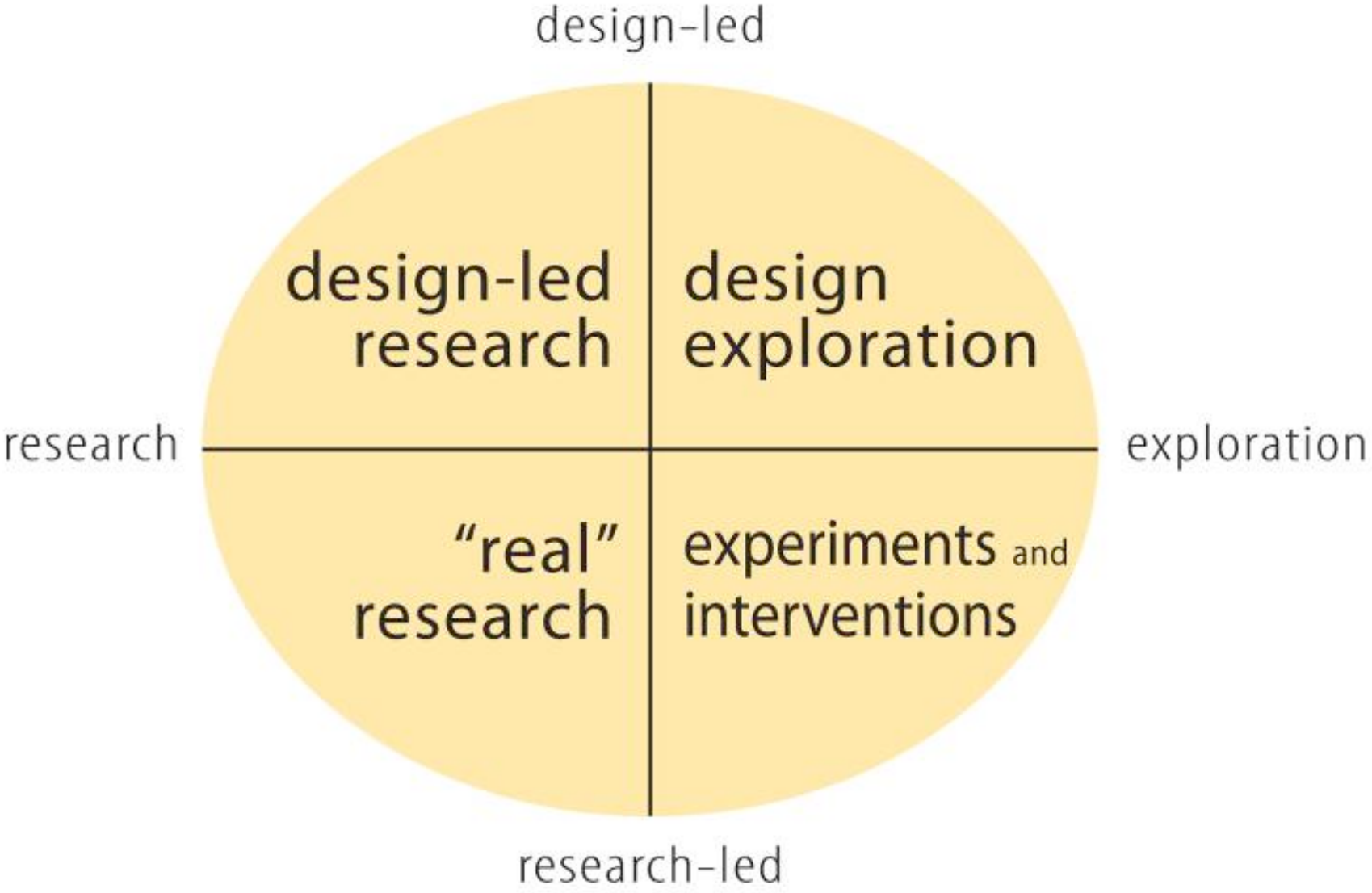
culture: the customs, arts, social institutions and achievements of a particular nation, people, or other social group; a set of learned beliefs, values and behaviours shared by a group of people.

SWECO: a model that sells

SWECO: plan for control



MAKETOOLS: discovery framework



MAKETOOLS: ideation

Information

Values reliability, validity and rigor

Builds upon investigation, analysis and planning

Relies on extrapolation from the past as a way to move into the future

Inspiration

Values relevance, generativity and evocativeness

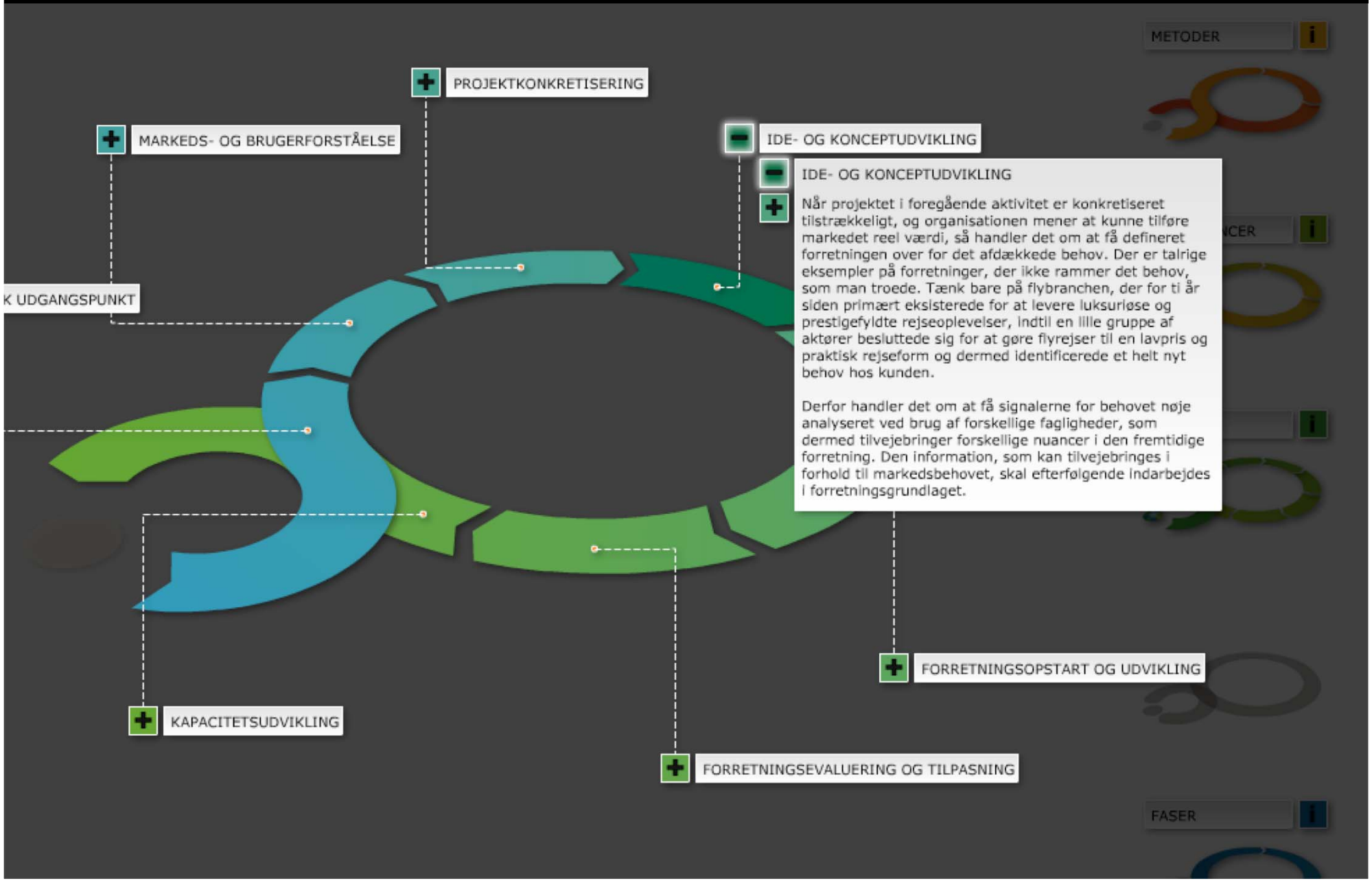
Built through anticipatory thinking, ambiguity and surprise

Draws primarily from the future, using imagination as the basis for expression

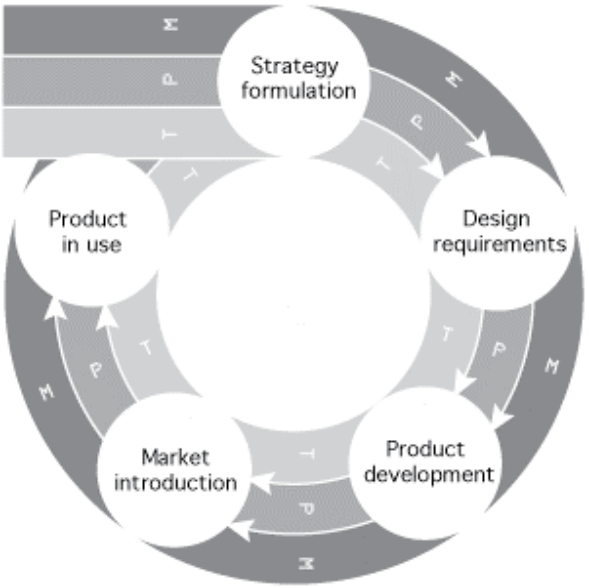
CONTEMPORARY INNOVATION MODELS

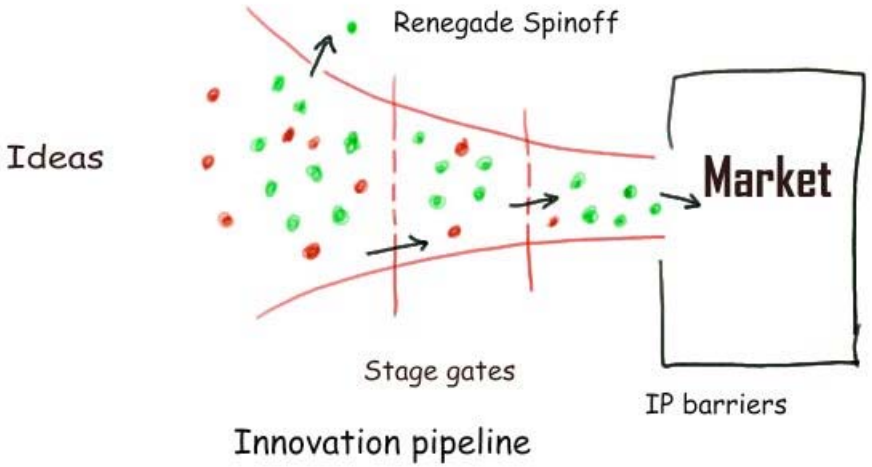
DISCOVER
CREATE
IMPLEMENT
SEQUENTIALITY
strength and weakness

DESINOVA STRATEGIC INNOVATION MODEL:
non-linearity *and* phases!?

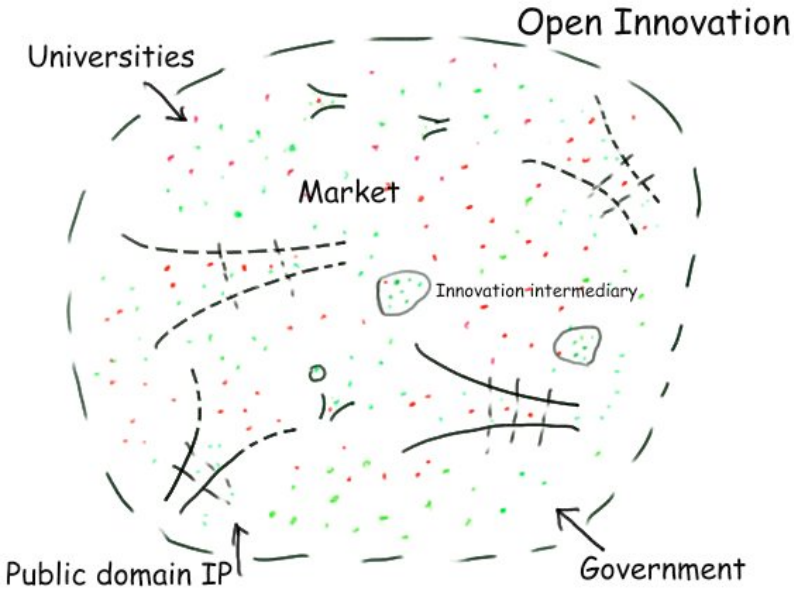


CIRCULAR, CLOSED & OPEN INNOVATION MODELS

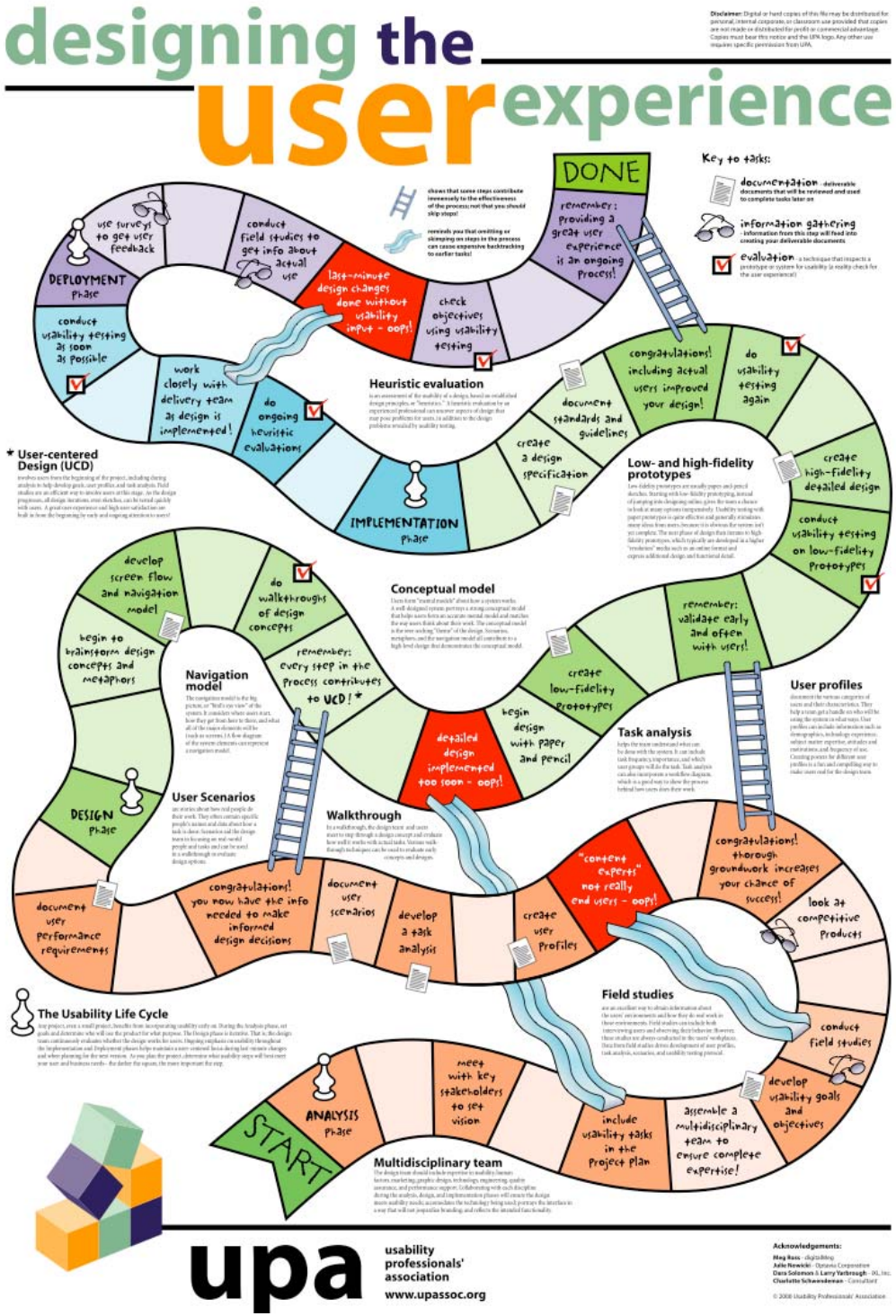




Closed innovation model



UPA:
explaining new practices to themselves



CORSA SENZA FRENI

Design avveniristico e materiali tecnologici: la sperimentazione sulle bici non conosce sosta. Ecco alcuni modelli

Senza catena

Trek District Bike: al posto della catena monta una cinghia in fibra di carbonio. 725 euro ◆ trekbikes.com

Pieghevole

Mu Uno: una bici pieghevole con ruote da 16" e freno posteriore a pedale. 450 euro ◆ dahon.com

Luci nel telaio

Da un progetto di Bortolani e Righi, la Plus Bike: il telaio incorpora i fanalini anteriori e posteriori. ◆ dovetusai.it

Artigianato italiano

Modello Fuga di Abici, prodotta artigianalmente in Italia, ricorda le bici da pista. 950 euro ◆ abici-italia.it

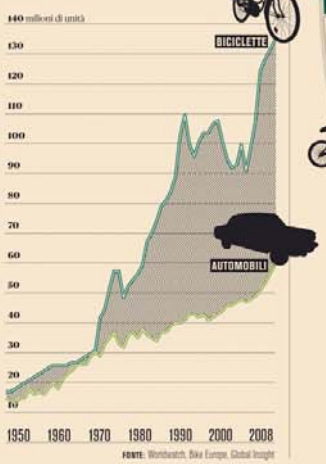
È la bicicletta che fa girare il mondo

"Bike sharing" e investimenti per le piste ciclabili, integrazioni con autobus e metropolitane e domeniche chiuse al traffico: si moltiplicano nel mondo le iniziative per promuovere l'uso della bicicletta. Un mezzo di trasporto ecologico, economico e "city friendly". Insomma, il mezzo del futuro

– *di* **Francesco Franchi**

DUE RUOTE RADDOPPIANO LE QUATTRO

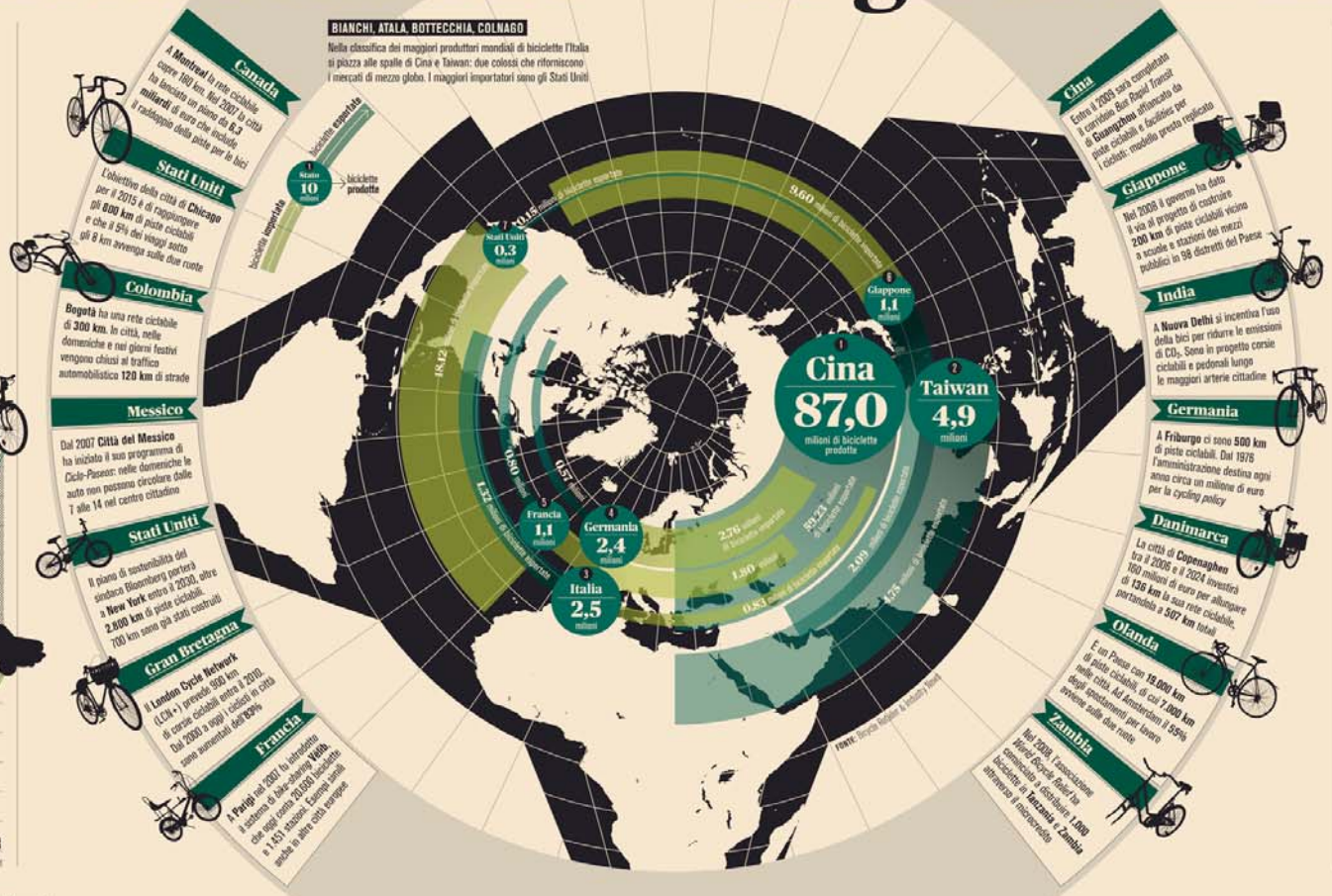
La produzione mondiale di biciclette ha toccato quota **130 milioni** nel 2007: più del doppio rispetto ai **52 milioni** di auto immesse sul mercato. Il boom registrato dopo il 2004 è in parte dovuto alla crescente domanda di **bici elettriche**



FONTE: Worldwatch, Bike Europe, Global Insight

BIANCHI, ATALA, BOTTECCHIA, COLNAGO

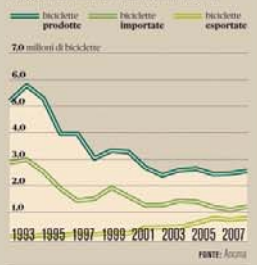
Nella classifica dei maggiori produttori mondiali di biciclette l'Italia si piazza alle spalle di Cina e Taiwan: due colossi che riforniscono i mercati di mezzo globo. I maggiori importatori sono gli Stati Uniti



FONTE: Bicycle Market & Industry Assn

MADE IN ITALY A MARCIA INDIETRO

Nonostante i trend mondiali di crescita generale, in Italia la produzione di biciclette è andata calando negli anni



FONTE: Ancma

PEDALA RAGAZZO, PEDALA

In Italia la metà delle bici prodotte è costituita da modelli da bambino. Le mountain bike rappresentano un quarto degli ordini

FONTE: Ancma

SUL SELLINO CHE NOI PORTIAMO

Oltre al prodotto finito, il nostro Paese produce anche molti componenti per biciclette. I pezzi più esportati (per valore commerciale) sono cambi, selle e cerchi

FONTE: Ancma

INFOGRAPHIC: one narrative, many models

FEATURES FOR OUR MODELLING

OVERALL PURPOSE: selling? — doing? — understanding?

PARAMETERS (raw material for new diagrams and mini models):

AUDIENCE: clients — consultants — students — design researchers

META:
descriptive — prescriptive
map — process — framework

APPROACH:
design-led — research-led
expert mindset — participatory mindset
rational analysis — analysis as social negotiation
for client — with client
change to understand — understand to change
by discipline (eg. graphical design) — by outcome (eg. a service)

TOOLS + TECHNIQUES:
visualization for making — visualization for selling, telling, sharing
brainstorm — bodystorm
familiarization — estrangement
information — inspiration

PROTOTYPING:
product functionality — interactive experience
generative prototypes — evaluative prototypes

IMPACT:
new products and services — organizational shift
solve problems — device new questions, reframing
current — future