

DESIGN AND TECHNOLOGY. PEOPLE, ENVIRONMENT, SYSTEMS

DAD - Systemic Design for the Ecological Transition through Creative and Cultural Production

Funded By	Dipartimento DAD
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Context of the research activity	<p>The research aims to develop a theoretical and operational framework for the application of Systemic Design to cultural and creative design in response to the challenges of our time, foremost among them environmental and climate-related issues. The objectives are to generate tools and methods to support the development of cultural and creative initiatives, and to explore how cultural productions can become vehicles for ecological transformation, fostering responsible behaviors.</p>
CONTEXT	<p>The cultural and creative sector has progressively assumed a key role in promoting new environmental and social sensibilities. Recent European and international initiatives and strategies, such as the New European Bauhaus and the Creative Europe programme, emphasize the importance of integrating sustainability, beauty, and inclusion into cultural design. The climate crisis, biodiversity loss, and increasingly evident inequalities call for approaches capable of generating profound transformations, including through culturally driven initiatives. In this context, creativity can become a lever for the adoption of new paradigms of relationship with the planet.</p> <p>The research is situated within this framework and aims to consolidate a reference model for the adoption of Systemic Design in cultural production, exploring how culture can become a supporting element for the ecological transition by providing tools to understand, design, and accompany change.</p>
RESEARCH PROGRAMME	<p>The discipline of Systemic Design, through a holistic approach, enables in-depth analysis of the system under study, identifying opportunities to optimize relationships within complex systems, including social systems. This process aims to generate tangible impacts across the different dimensions of sustainability.</p> <p>The research, grounded in the Systemic Design approach and methodology,</p>

Objectives

will be structured into three main phases.

The first phase will focus on analysis and mapping. This will include a review of the scientific literature on Systemic Design applied to culture and sustainability, followed by a comparative study of European and non-European case studies.

The second phase will be dedicated to the development of a methodological framework. Through co-design processes involving stakeholders active in the artistic and cultural sectors, tools supporting the application of Systemic Design to cultural production contexts will be developed and prototyped. These tools will subsequently be validated through experimentation in real-world contexts, identified within initiatives promoted by the Starter call. Preliminary research results will also be integrated into a new edition of the call, enabling the operational translation of the outcomes of the first design phase.

Finally, the third phase will focus on dissemination and system integration. The developed framework will be consolidated and embedded within training and capacity-building activities. Feedback and exchange workshops will be organized with cultural organizations, foundations, and public institutions, with the aim of disseminating the research results and fostering the adoption of the developed model in other thematic contexts.

METHODOLOGY

The methodology will be based on a systemic and transdisciplinary approach. Qualitative, quantitative, and design-based methods will be combined, including:

- Holistic mapping of flows and relationships within the cultural system in relation to sustainability issues;
- Analysis of challenges and identification of opportunities;
- Mapping and visualization of complex systems;
- Co-design with cultural and artistic sector operators, policymakers, and other stakeholders;
- Multicriteria selection of opportunities;
- Definition of a new system model;
- Participatory prototyping of frameworks and project support tools;
- Evaluation of results and impacts across different time horizons and scales.

EXPECTED RESULTS

The research will lead to the definition of a theoretical and operational model for sustainability-oriented cultural design. A practical tool consisting of a framework and a toolkit will be developed to support cultural and creative organizations in implementing initiatives with positive environmental impact. In addition, systemic mappings of the Starter projects will be produced, constituting a shared body of data and knowledge. Finally, training activities and workshops targeting professionals and stakeholders in the cultural and creative sectors will be designed and delivered, with the aim of transferring skills and activating learning processes.

The project seeks to generate a systemic and long-lasting impact on the design culture of the involved organizations, contributing to the construction of a new model of action and, in the long term, to the generation of a paradigm shift.

- In-depth knowledge of the Systemic Design approach and methodology;

Skills and competencies for the development of the activity

- Ability to develop a Holistic Diagnosis of a given production process and its territorial context, analyzing complex flows of energy, materials, and information;
- Previous experience in the study and definition of strategies, including from a technical perspective, for the valorization of outputs;
- Excellent command of the English language.