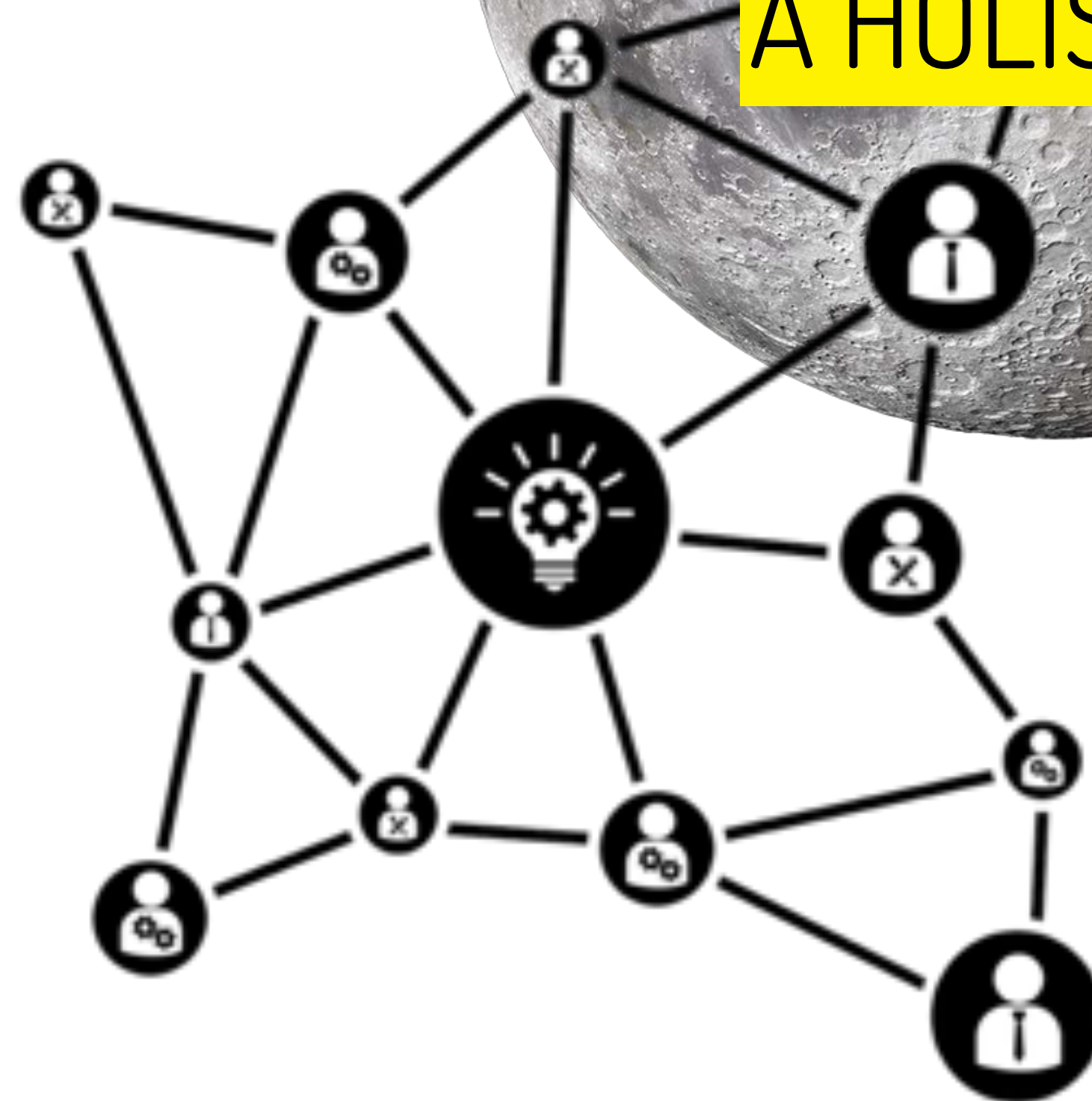




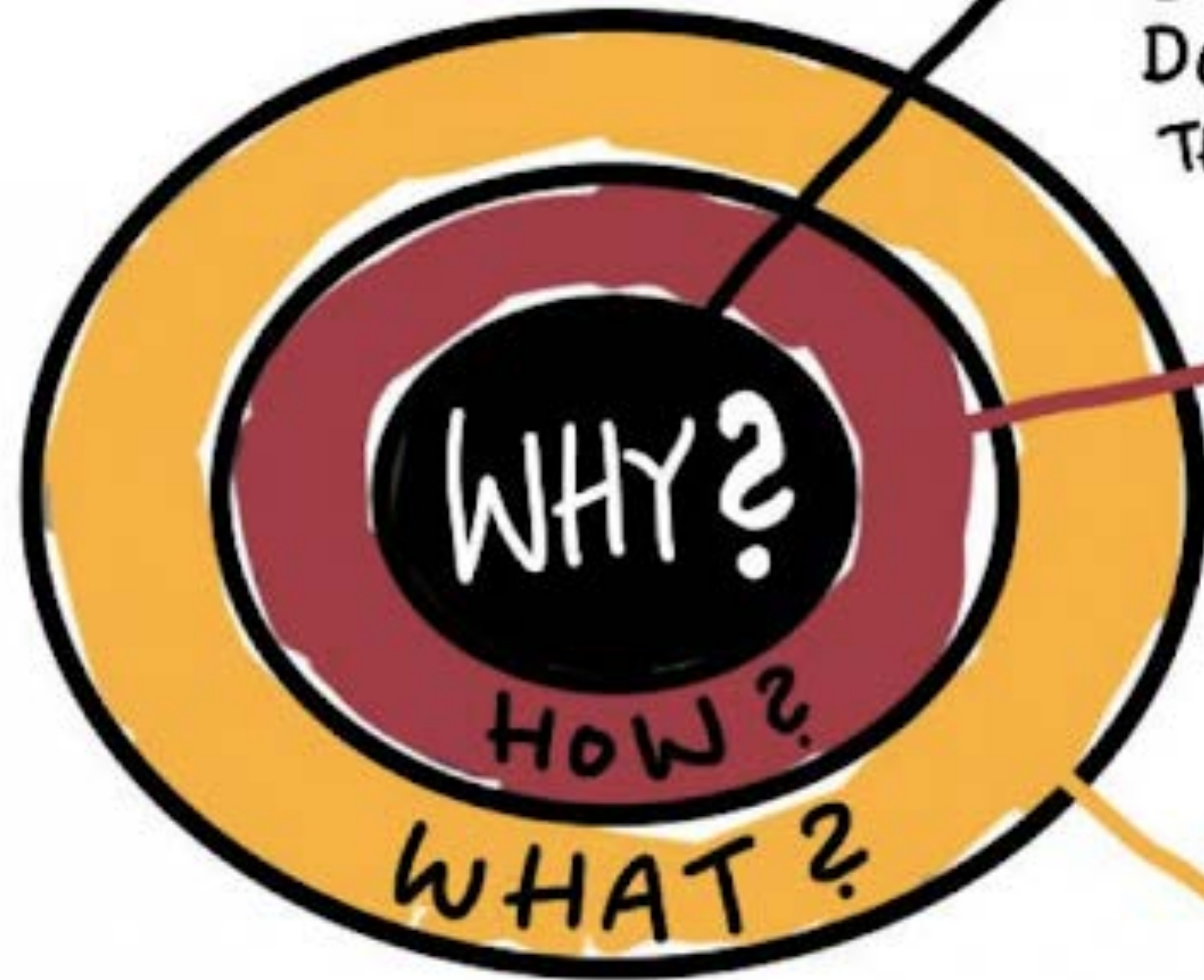
**“HOW DO I CURATE MY ARTISTIC CAREER
IN A SYSTEMIC DESIGN THINKING MINDSET?”**

SYSTEMIC DESIGN THINKING

A HOLISTIC APPROACH



GOLDEN CIRCLE



WHY DO YOU DO WHAT YOU DO? WHAT IS THE PURPOSE?

HOW DO YOU DO WHAT YOU DO?

WHAT THE HELL DO YOU DO?

IDEA: SIMON SINEK



WHY DO WE DO WHAT WE DO?

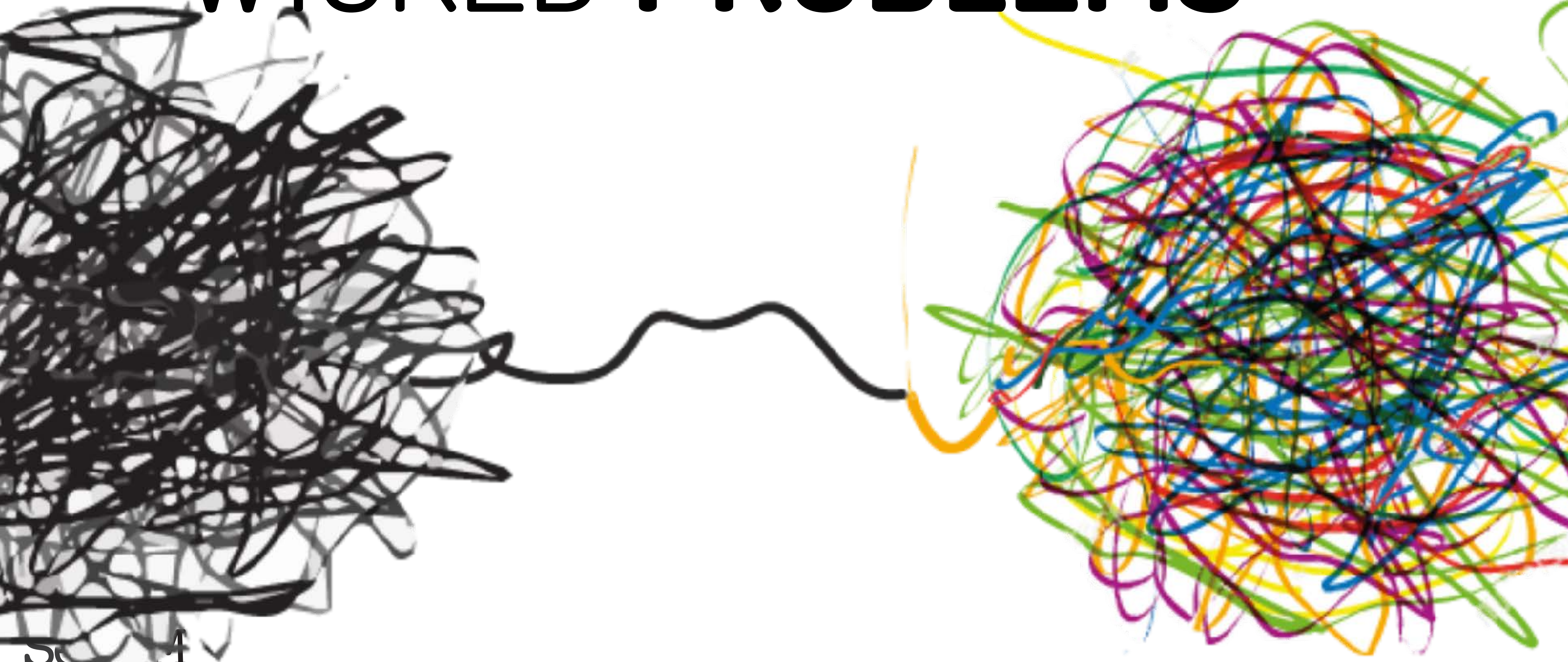


*"What a
strange world
we live in..."
Said Alice
to the
Queen
of
Hearts*

Lewis Carroll

What drives us?

WICKED PROBLEMS

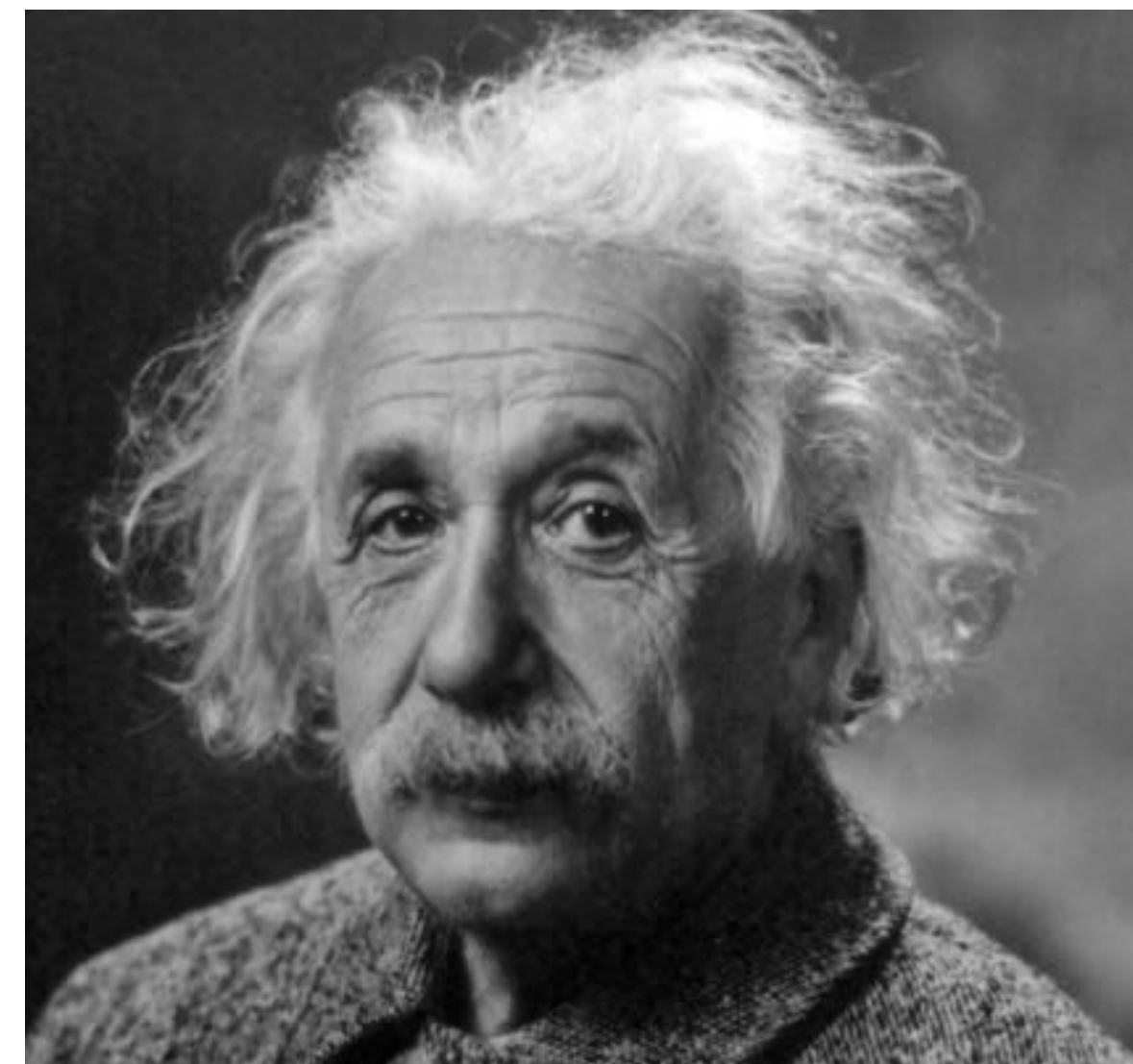


NEW PROBLEMS

NEED NEW SOLUTIONS

"PROBLEMS CANNOT BE
SOLVED BY THE SAME
LEVEL OF THINKING
THAT CREATED THEM.

~ ALBERT EINSTEIN

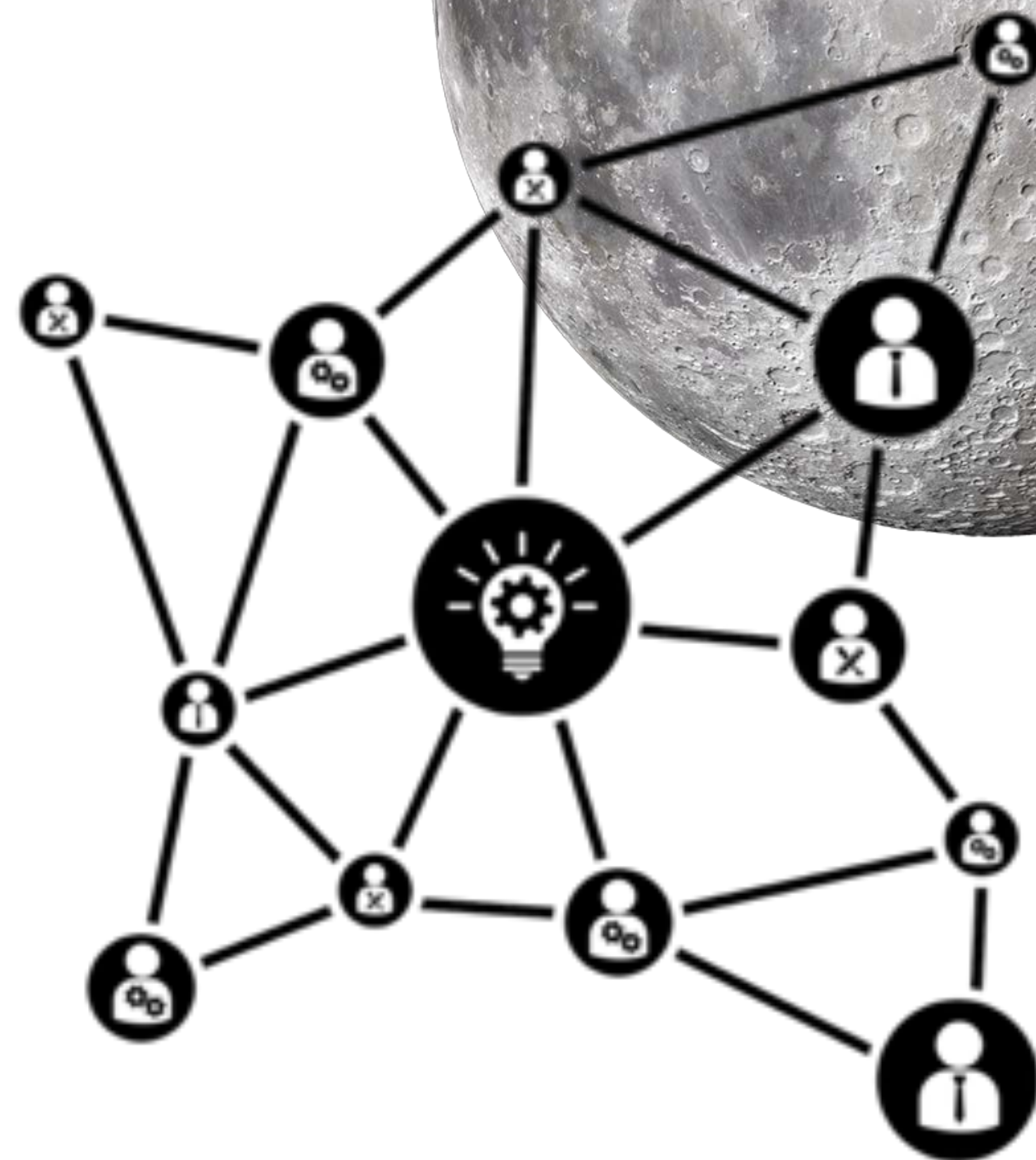




Dame Ellen MacArthur

**“Rethinking the future:
it is a profound challenge.
At the end of an era
of cheap oil and materials
we have to rethink and redesign
how we produce and consume;
to reshape how we live and work,
or even to imagine the jobs
that will be needed for transition.”**

SYSTEMIC DESIGN THINKING



WHAT?



SYSTEMIC DESIGN **THINKING**

SYSTEMIC THINKING

maps out complex systems, looks for mutual relationships, identifies the levers and barriers and designs creative solutions to optimize the system.

Always future-oriented, sustainable, innovative and value-driven.



SYSTEMIC **DESIGN THINKING**

DESIGN THINKING

uses a creative, people-oriented and strategic approach to design innovative solutions and translates them into meaningful new products and services

DESIGN?



DESIGNERS!

“You must be the change you

wish to see in the world.”

Design
is not just what it looks like and feels like.

It is how it works

-Steve Jobs

noun; general
concept of the field

verb; action
or process

noun; one idea
or proposal

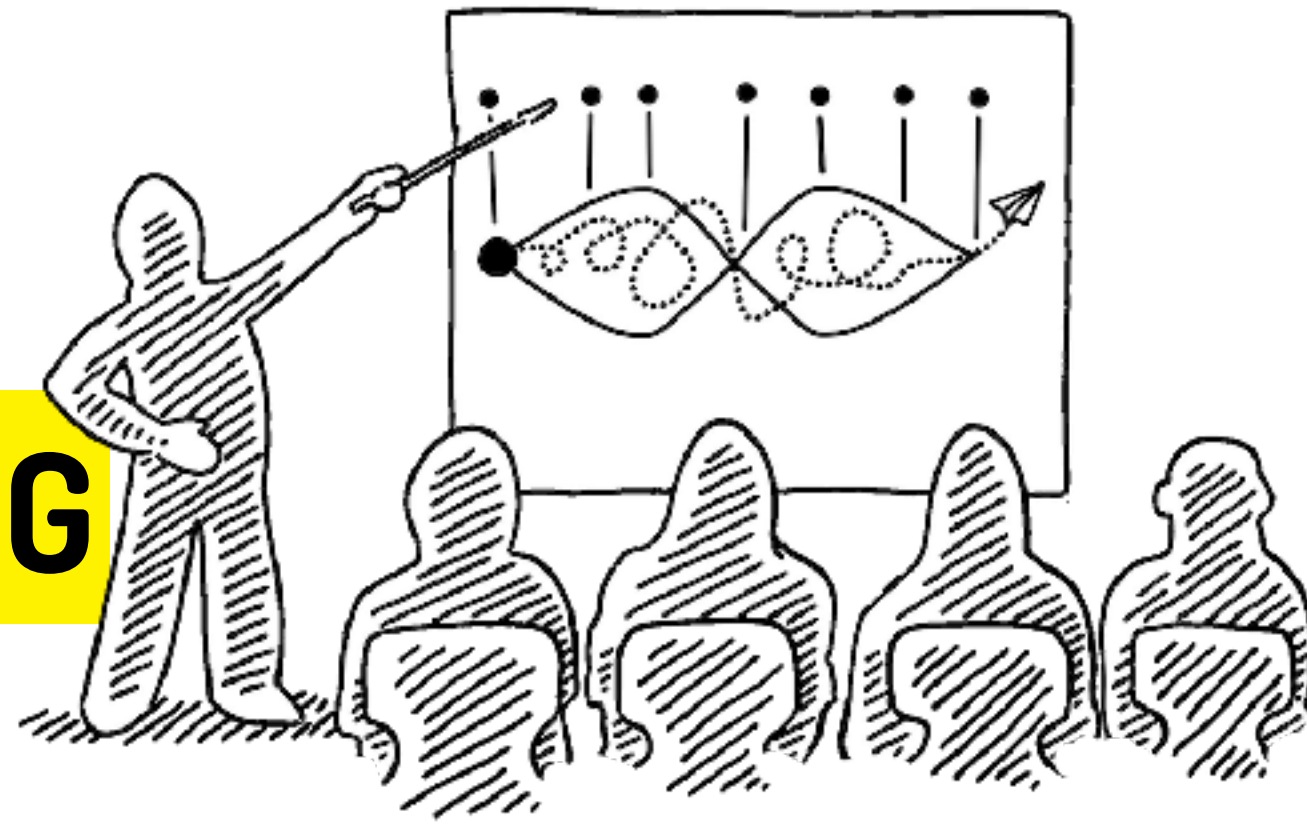
"Design is to design a design
to produce a design."

noun; some finished
product, actual result

JOHN HESKETT (ECONOMIST)



SYSTEMIC DESIGN THINKING



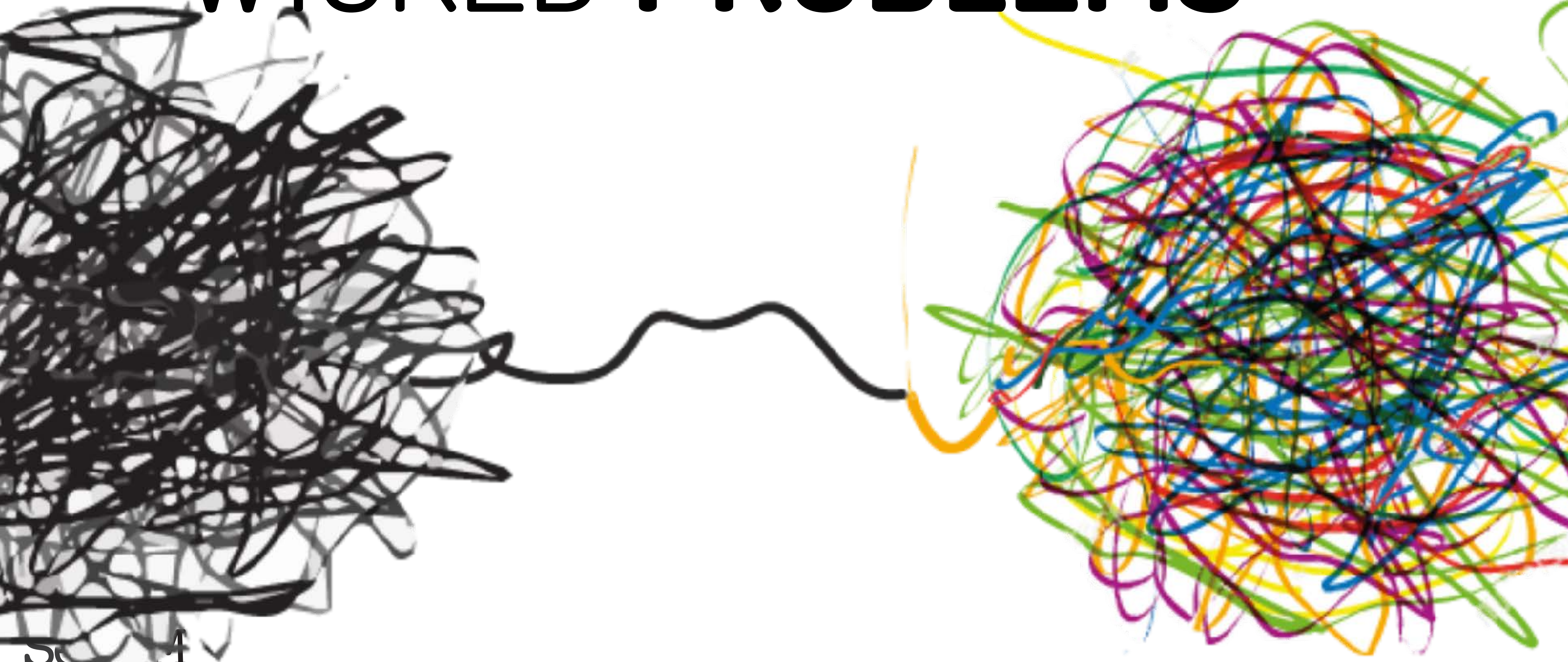
ECO SYSTEM!



**PLANETARY THINKING,
= THE NEW PARADIGM**



WICKED PROBLEMS



LOCAL PROBLEMS





BECOME
GLOBAL PROBLEMS



BECOME
SOCIAL PROBLEMS

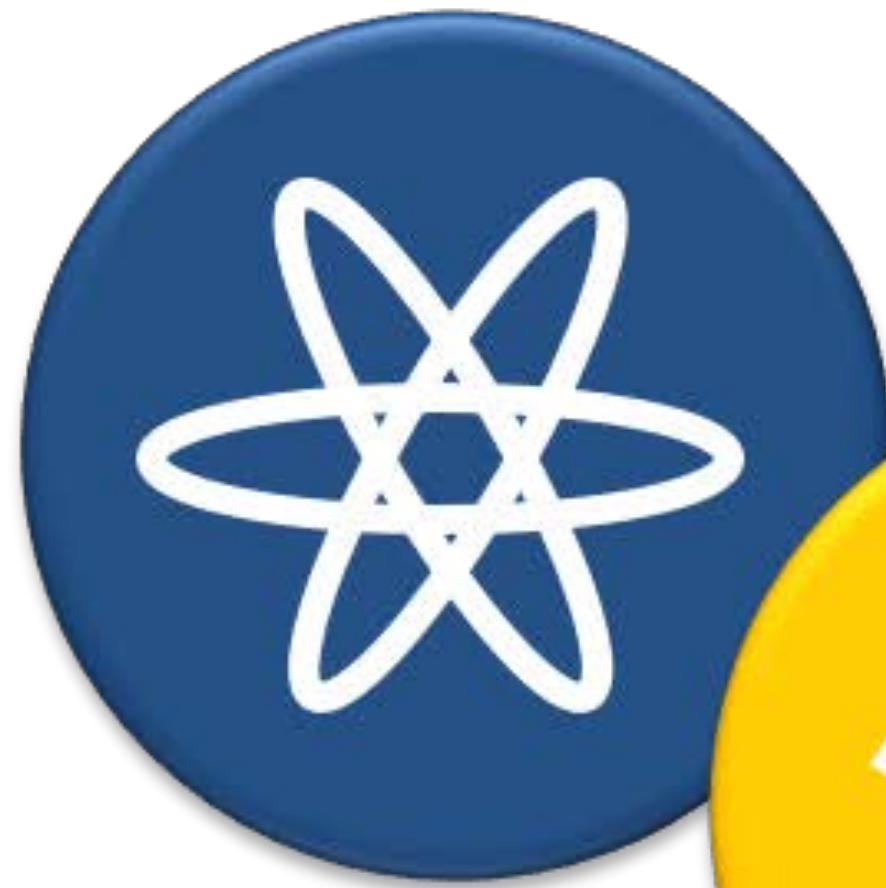
21ST CENTURY SKILLS!



4 C'S

- CRITICAL THINKING
- CREATIVITY
- COMMUNICATION
- COLLABORATION

STE(A)M



Science



Technology



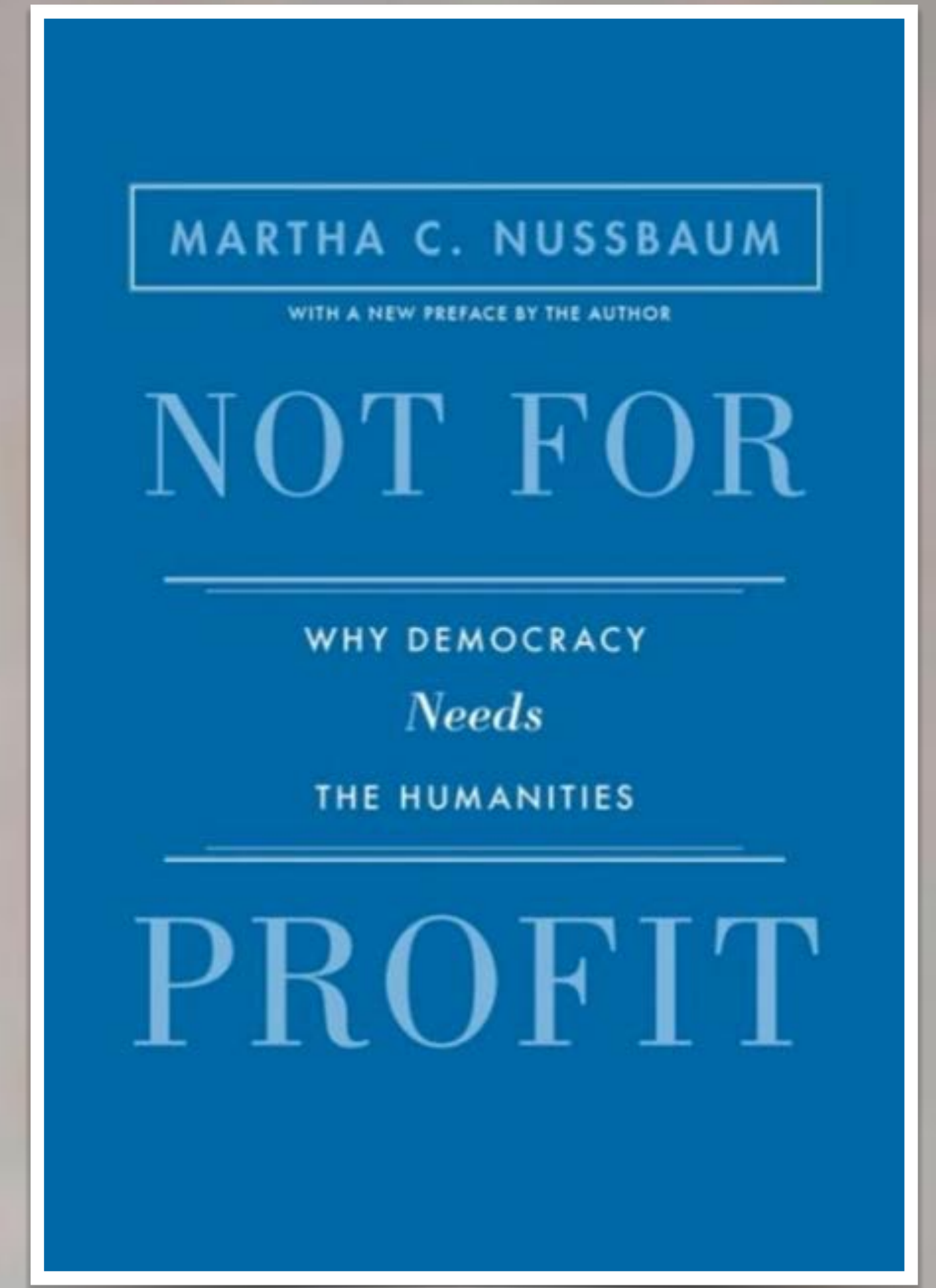
Arts



Engineering



Math



WHERE IS OUR PROFIT?

A DIFFERENT WAY OF THINKING AND ACTING

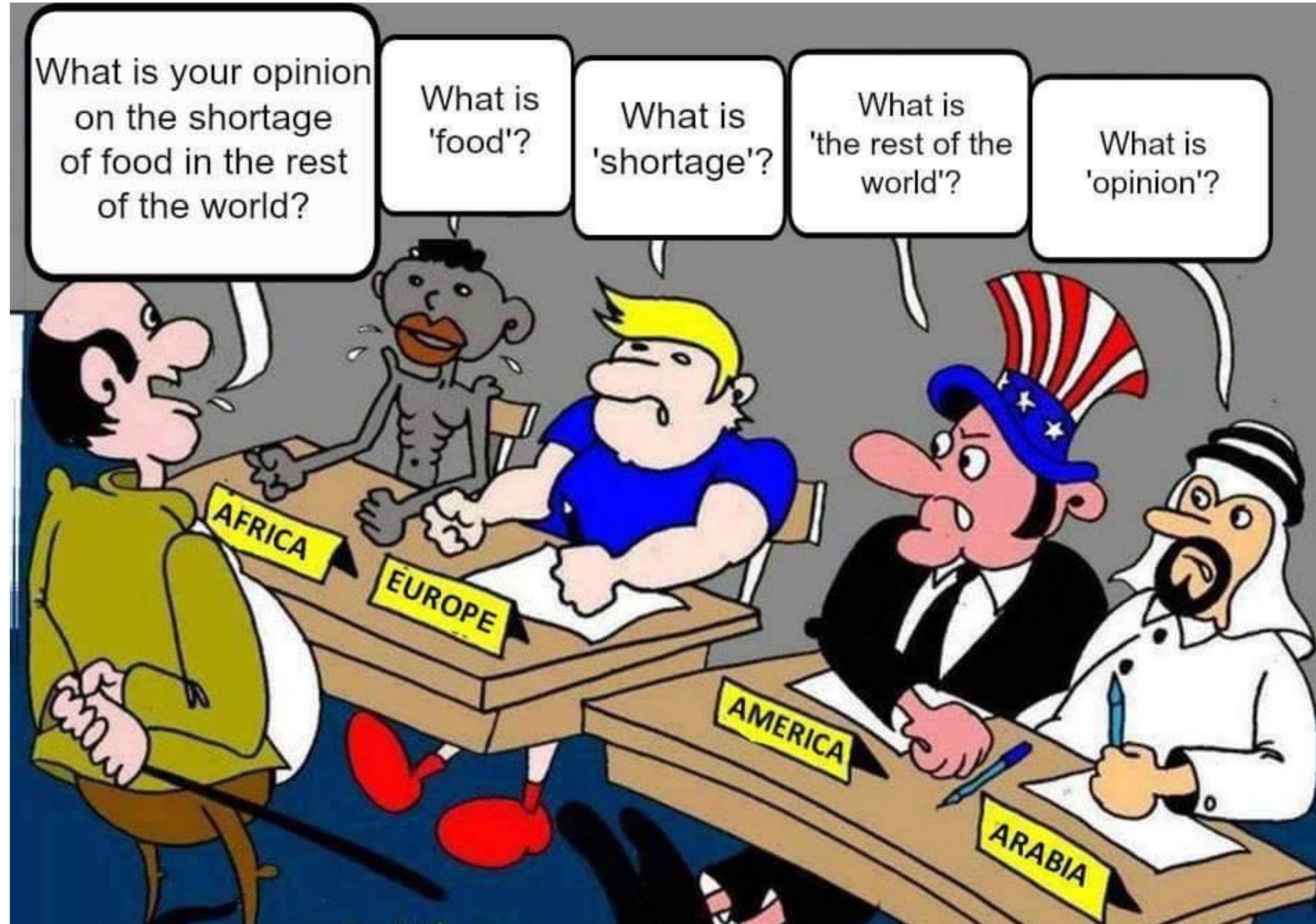


VALUE DRIVEN

SUSTAINABLE DEVELOPMENT GOALS



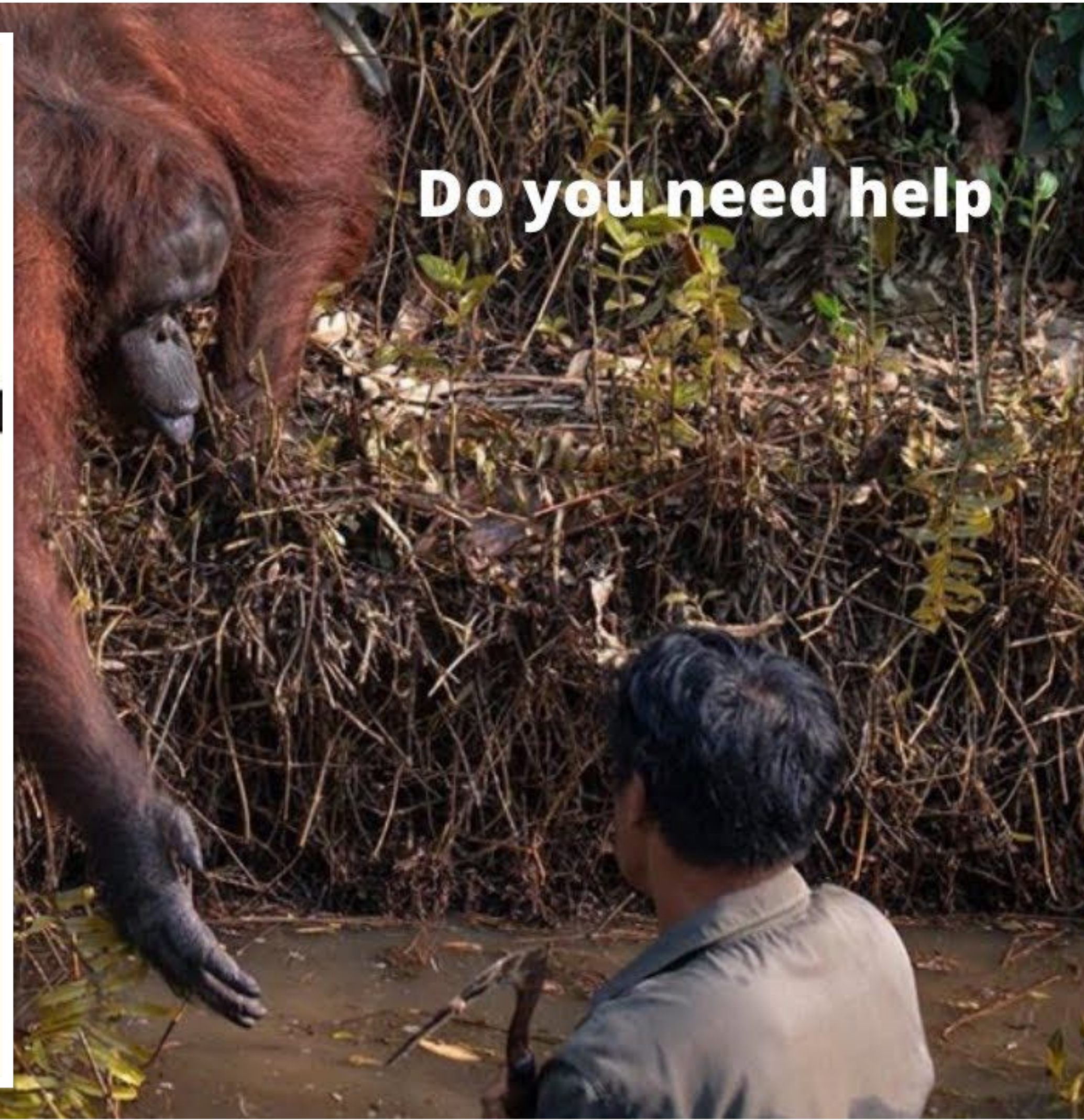
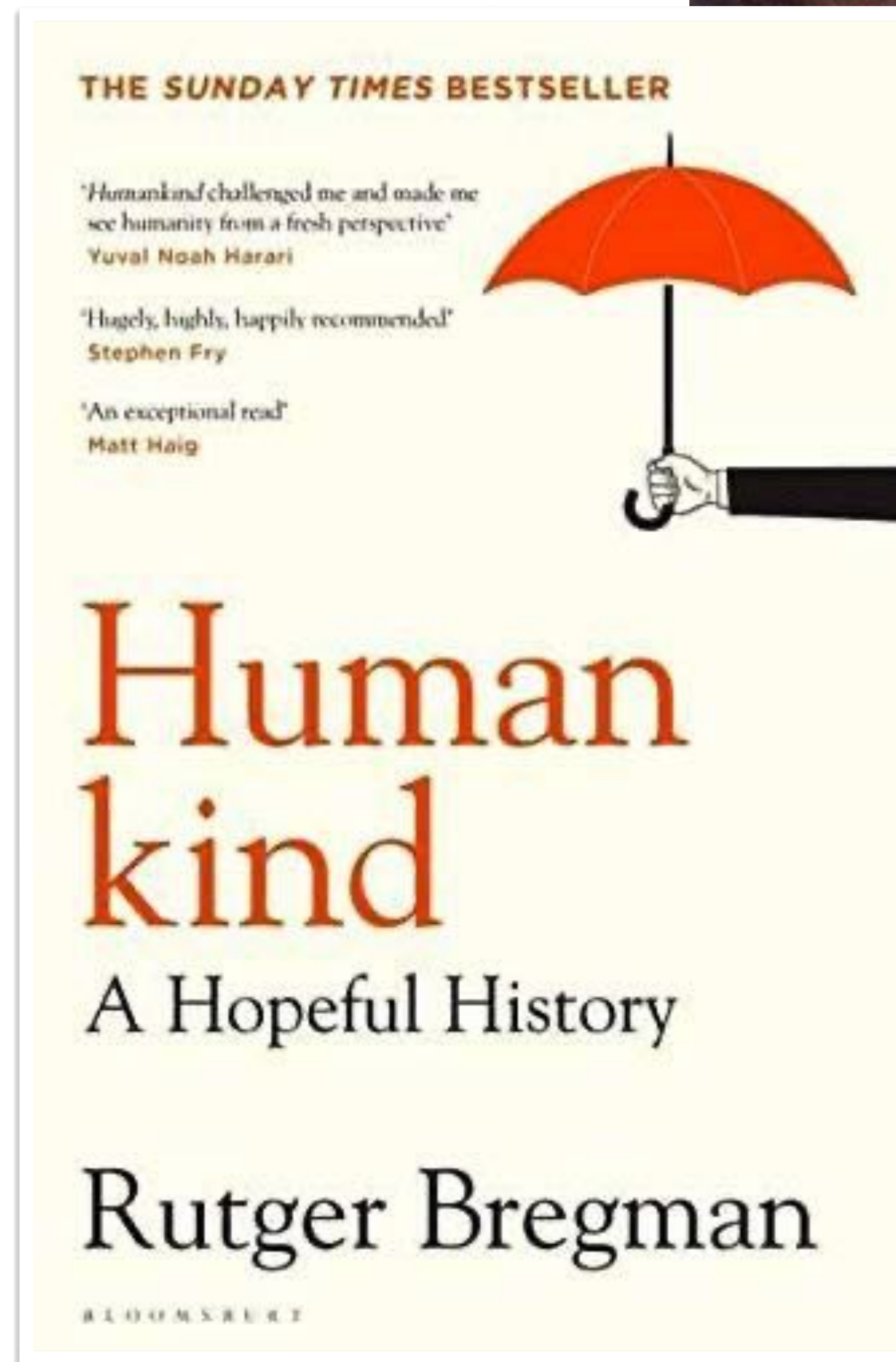
EMPHATICAL





PURSUING INCLUSION

SOCIAL BEHAVIOR





SOLUTION- AND IMPACT-ORIENTED THINKING

A photograph of a park. In the foreground, a paved path curves from the bottom left towards the right. To the left of the path, there is a dirt path that branches off. The middle ground is a large, well-maintained green lawn. In the background, there is a fenced-in area, possibly a sports field, with a brick building and trees behind it. A tall light pole stands on the left side of the lawn.

**EVERYONE
IS A CREATIVE**



BE INVENTIVE & POSITIVE

ACT STRATEGICALLY AND FUTURE-ORIENTED

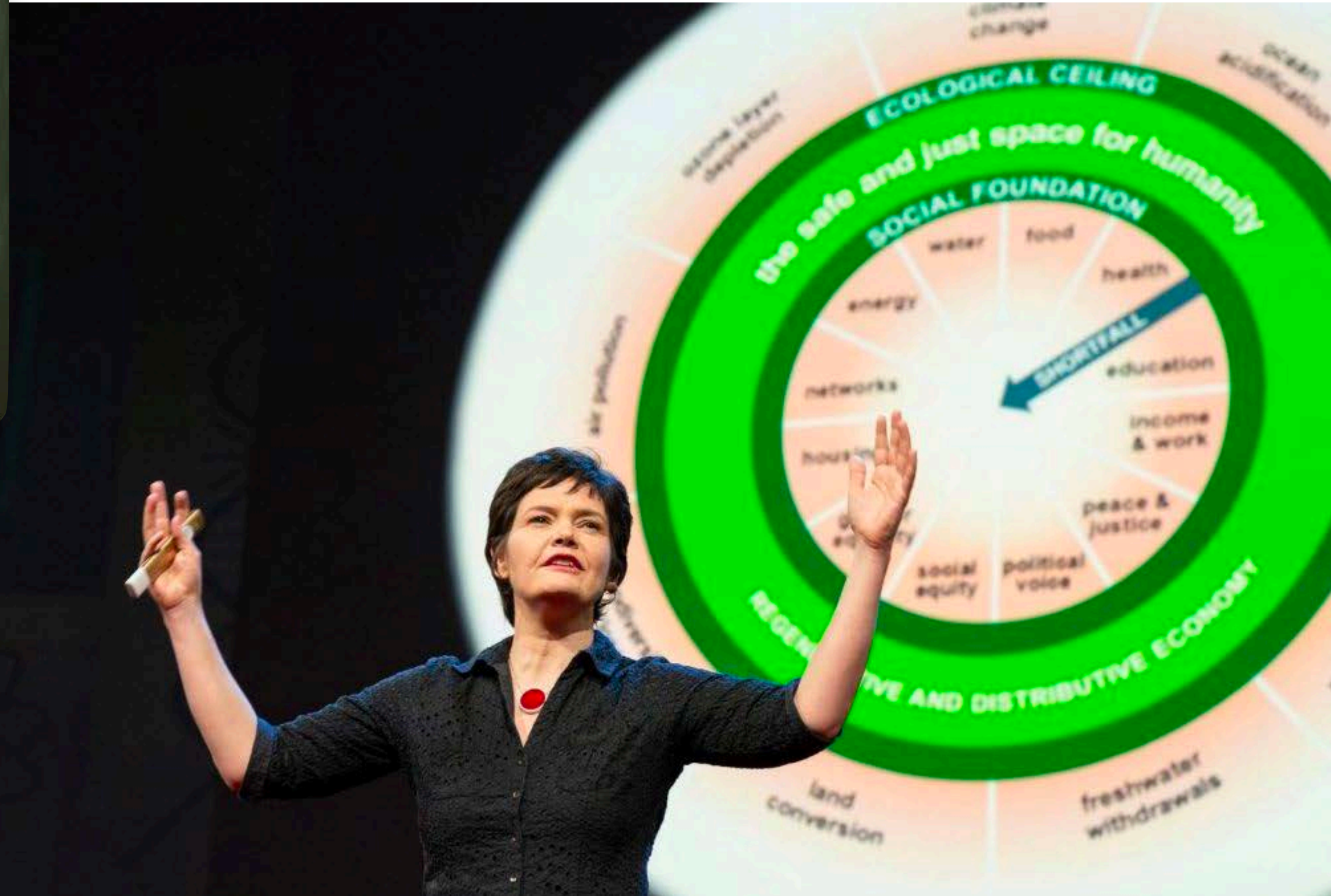
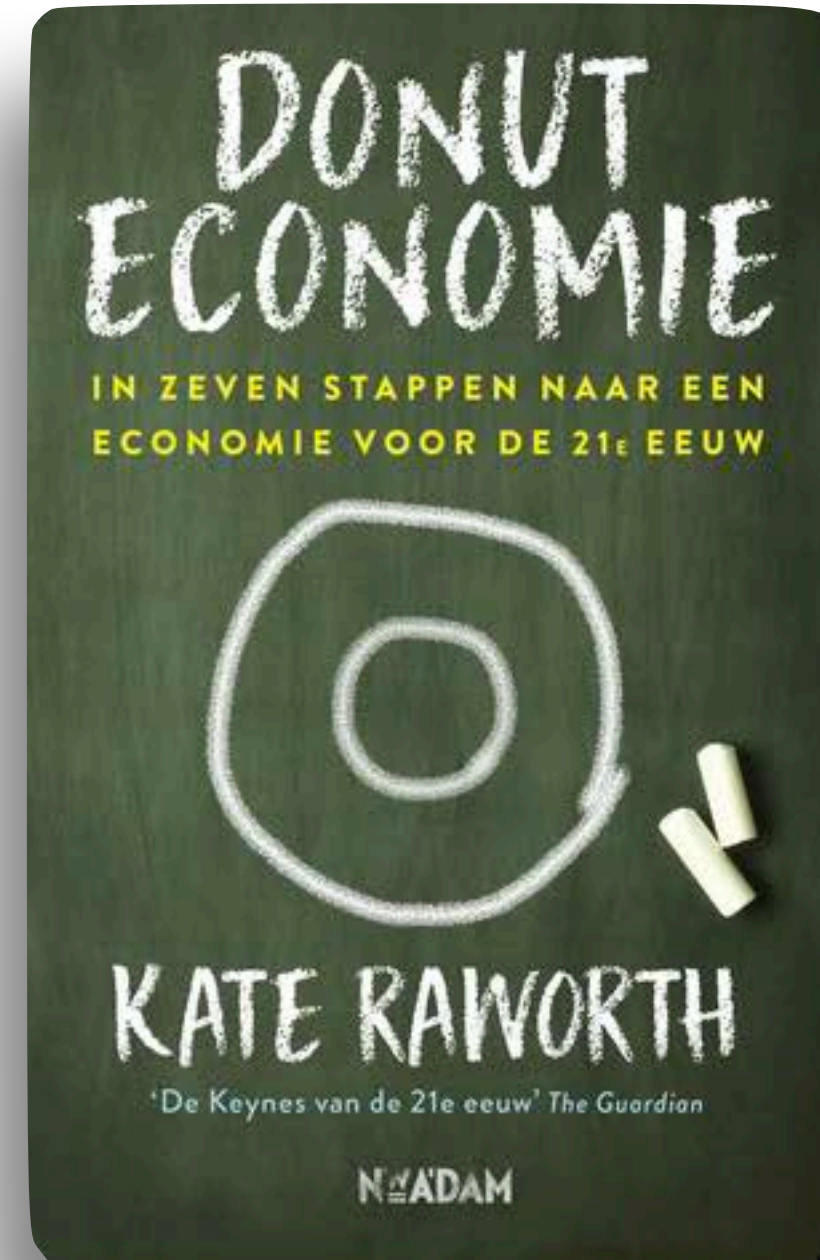


STRIVE FOR AGILITY AND RESILIENCE



THINK PLANETARY

BE INSPIRED BY GREAT THINKERS



ACT CIRCULAR

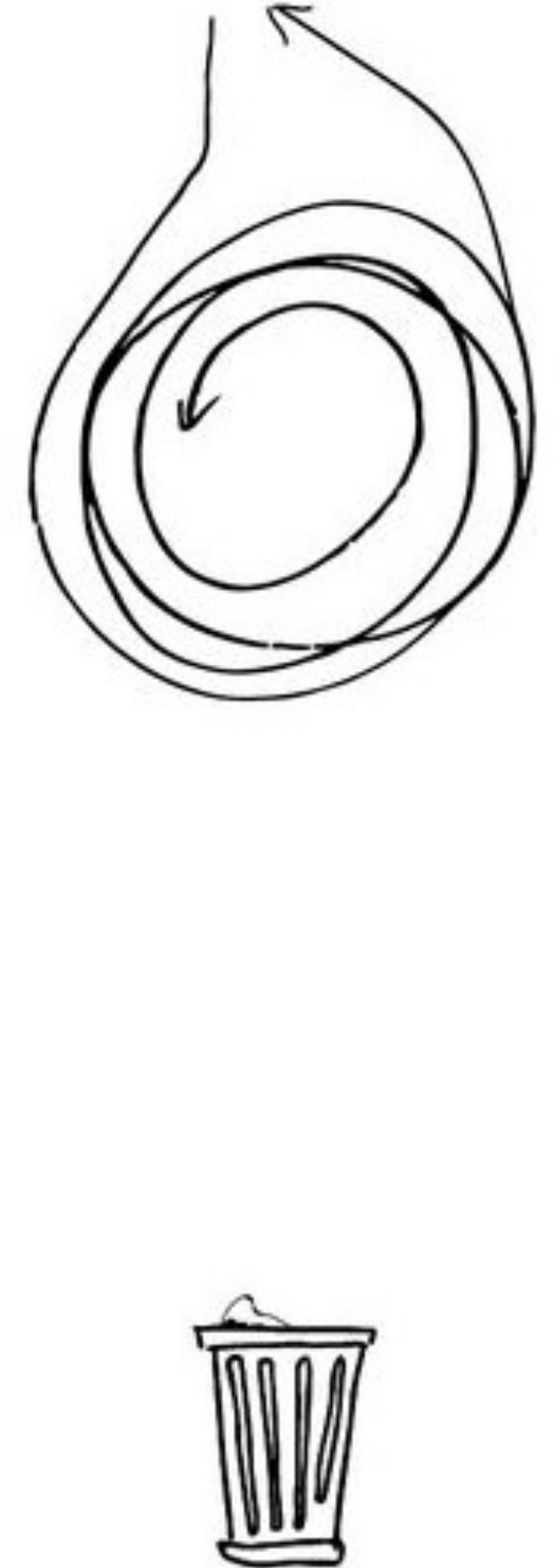
LINEAR ECONOMY



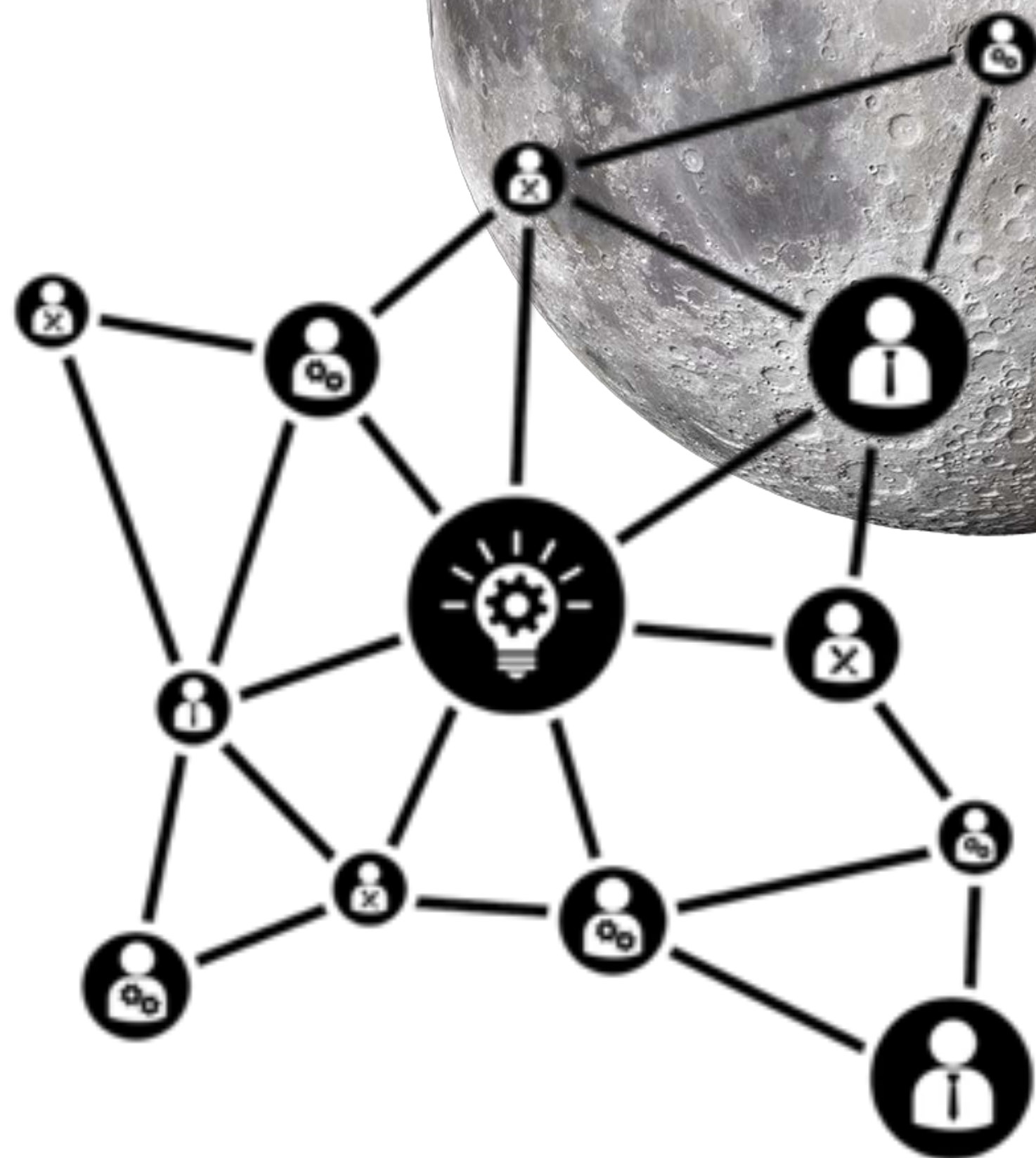
RECYCLING
ECONOMY



CIRCULAR
ECONOMY



SYSTEMIC DESIGN THINKING



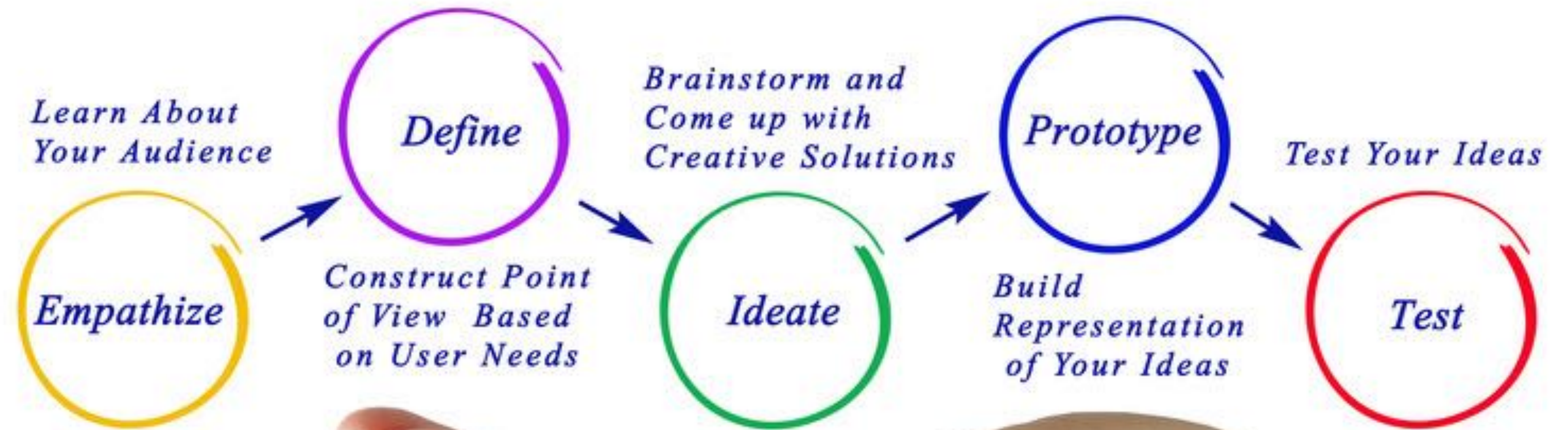
HOW?





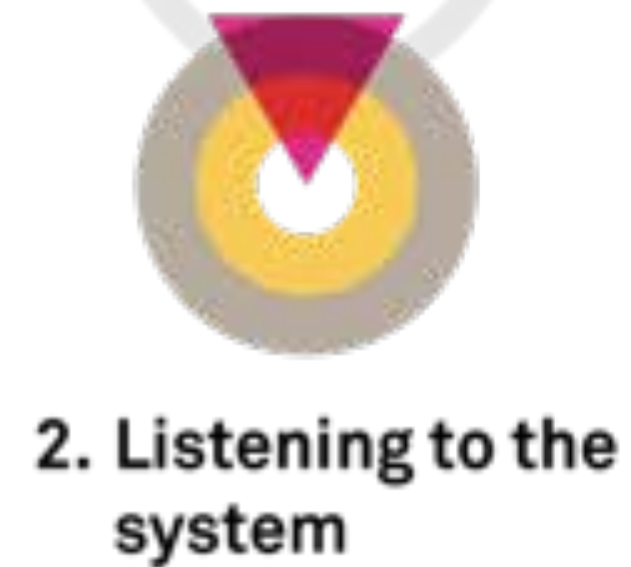
**The next big thing
will be a lot of small things.**

DESIGN THINKING PROCESS



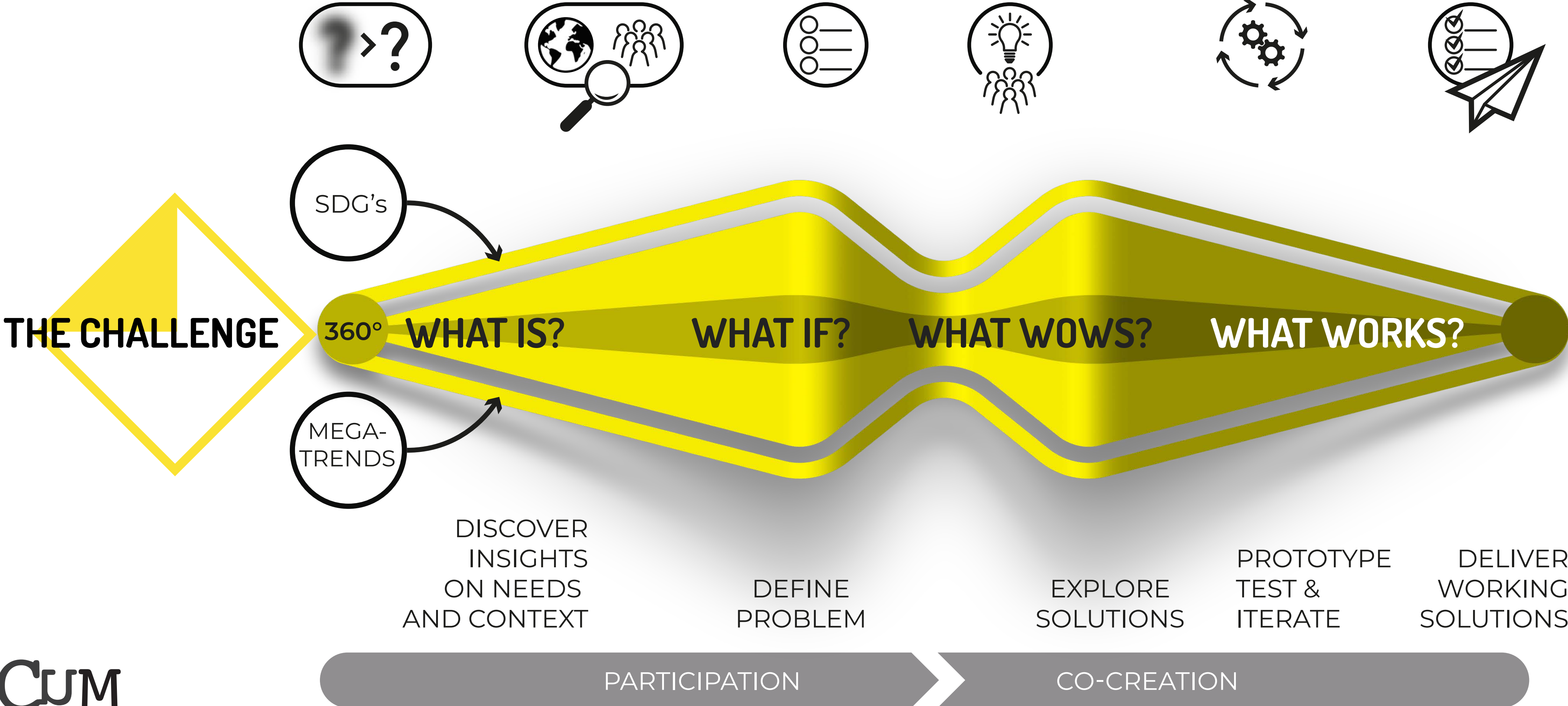
SYSTEMIC DESIGN THINKING PROCESS

Systems thinking
infused with design
thinking

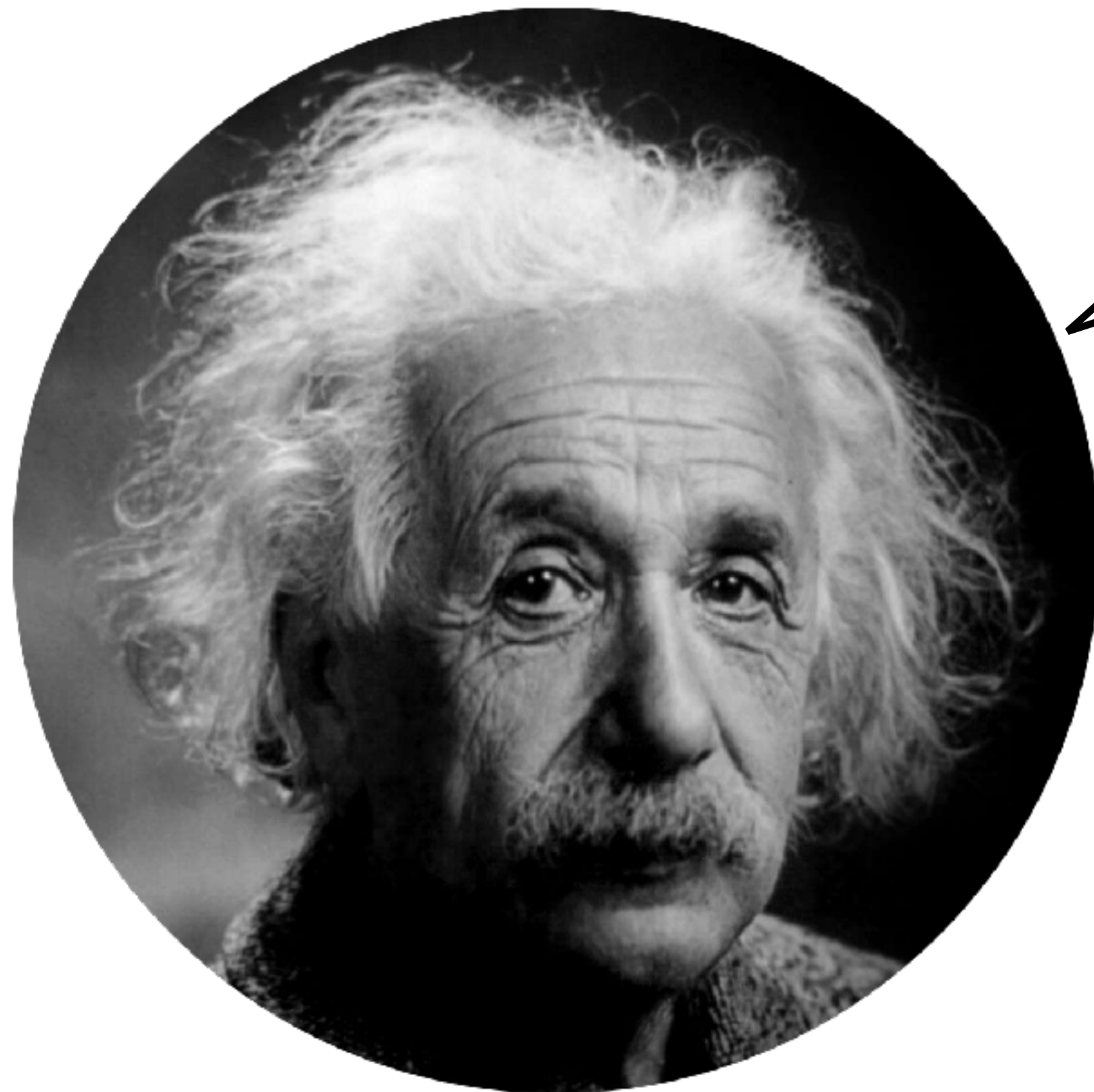


Design thinking
infused with systems
thinking

THE TRAJECTORY



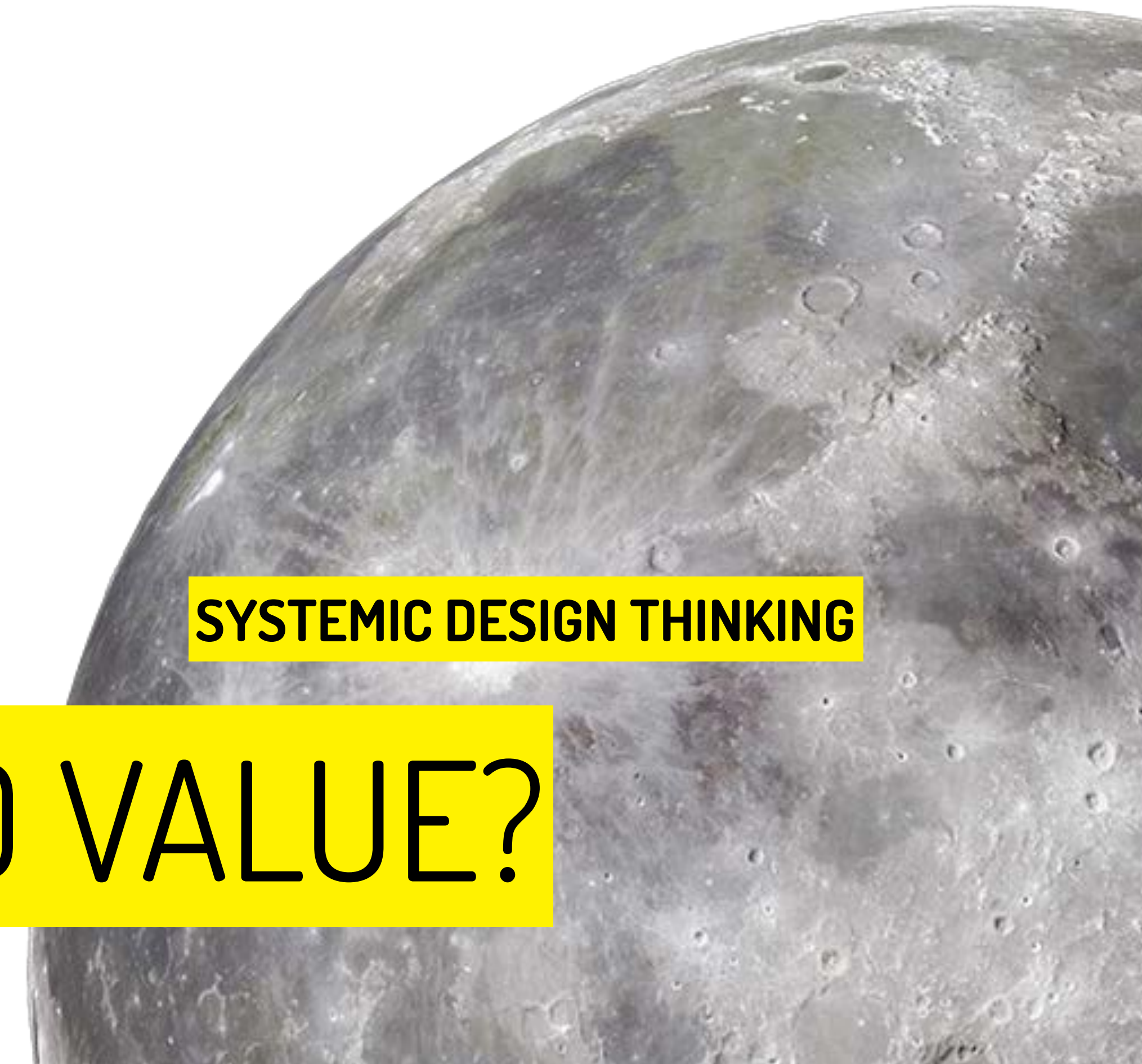
**“If I had an hour to solve a problem.
I’d spend 55 minutes thinking about the
problem and 5 minutes thinking about
solutions.”**



- DEEP & FOCUSED CONTEXT & INSIGHTS
- PIONEERING OPPORTUNITIES
- TESTED, VALIDATED AND SUPPORTED CONCEPTS
- A FUTURE PROOF AND AGILE STRATEGY
- CRYSTAL-CLEAR CHALLENGES
AND A SUBSTANTIATED ACTION PLAN

SYSTEMIC DESIGN THINKING

ADDED VALUE?

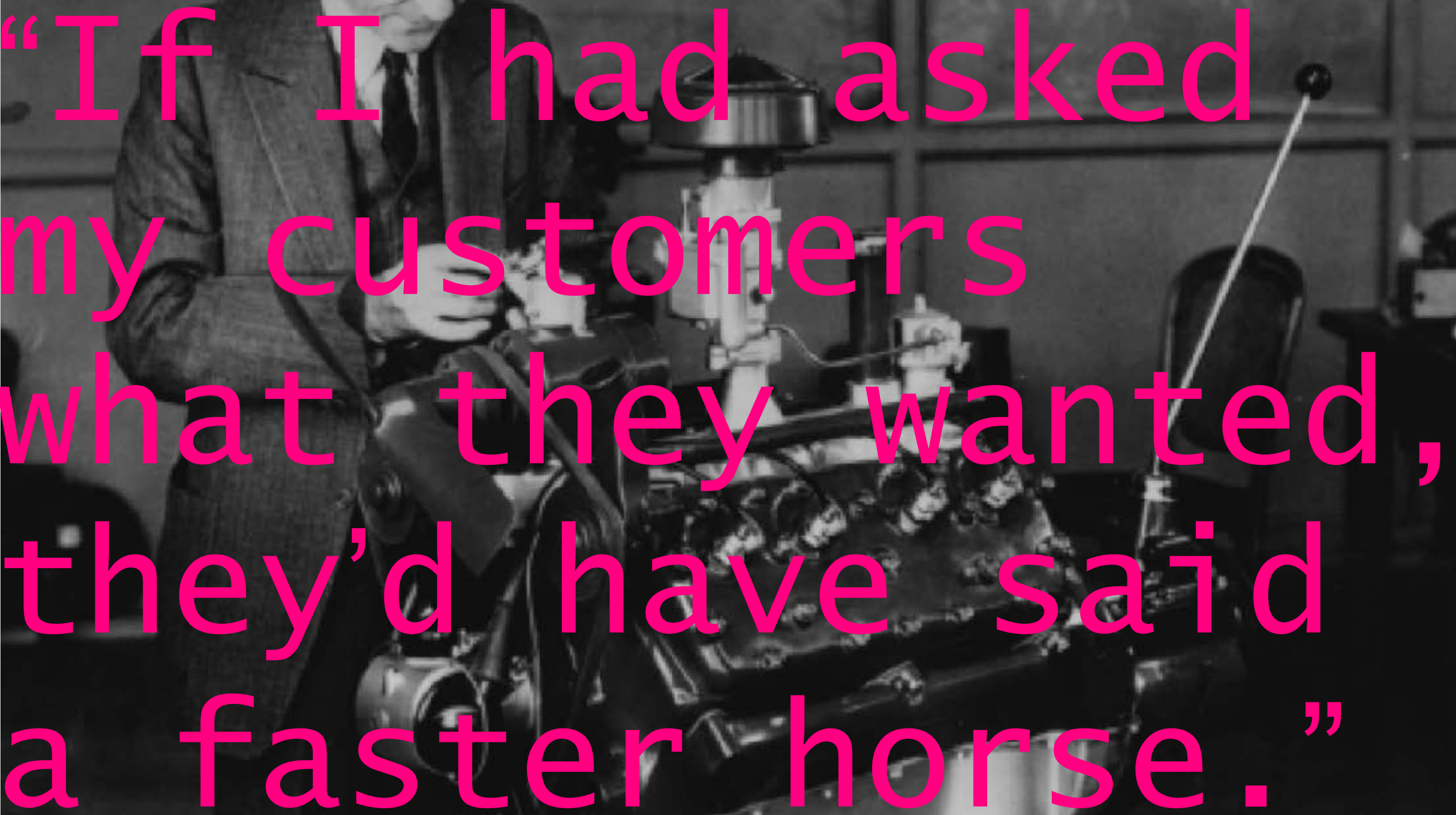


SYSTEMIC DESIGN THINKING PROCESS



PEOPLE & SOCIETY CENTRED

WHAT DO PEOPLE
NEED?
NOW AND IN THE
FUTURE?

A black and white photograph of Henry Ford in a workshop, looking down at a large mechanical engine. The image is semi-transparent, allowing the text to be overlaid.

“If I had asked
my customers
what they wanted,
they’d have said
a faster horse.”

Henry Ford

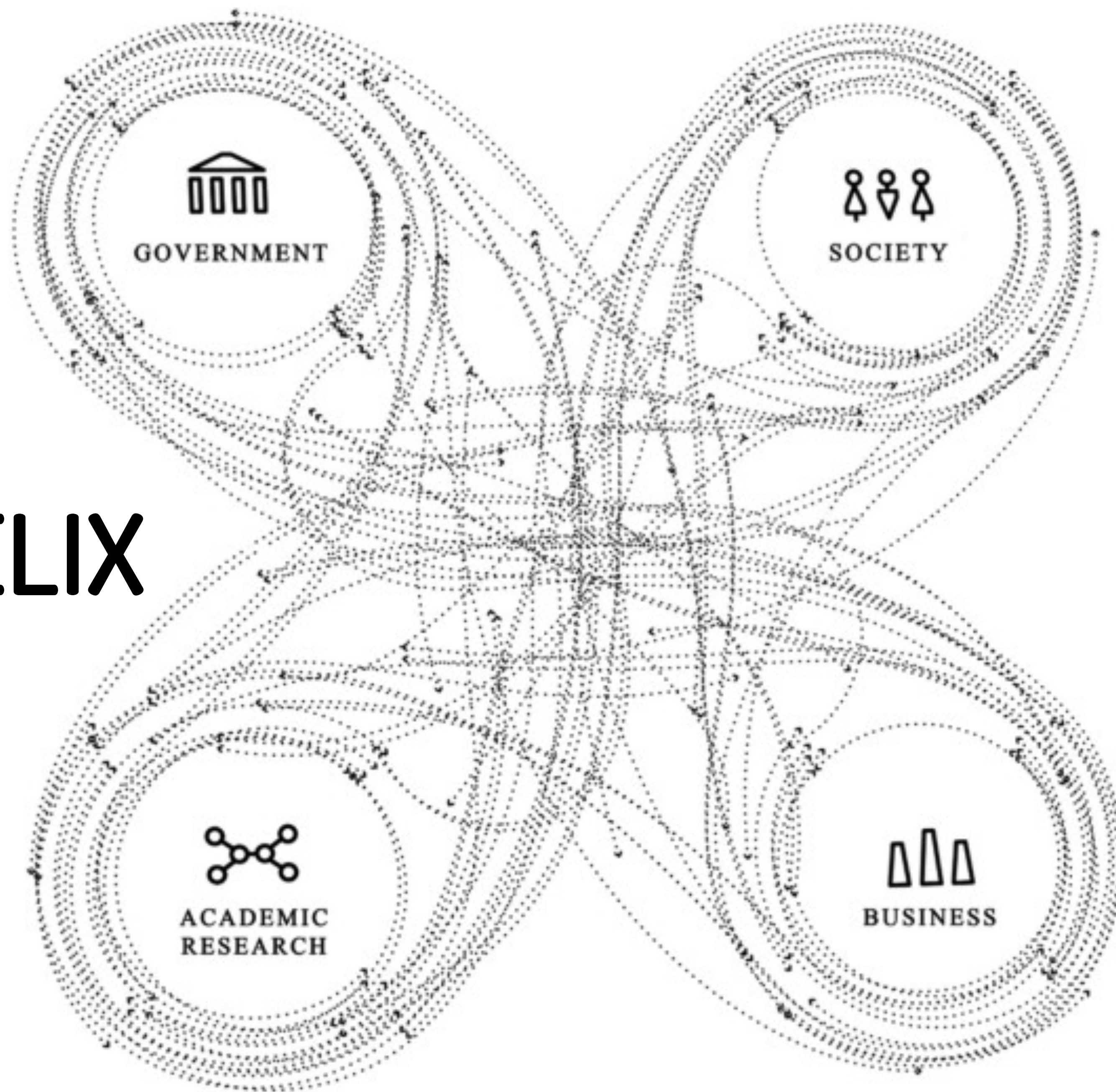


PARTICIPATION & CO-CREATION

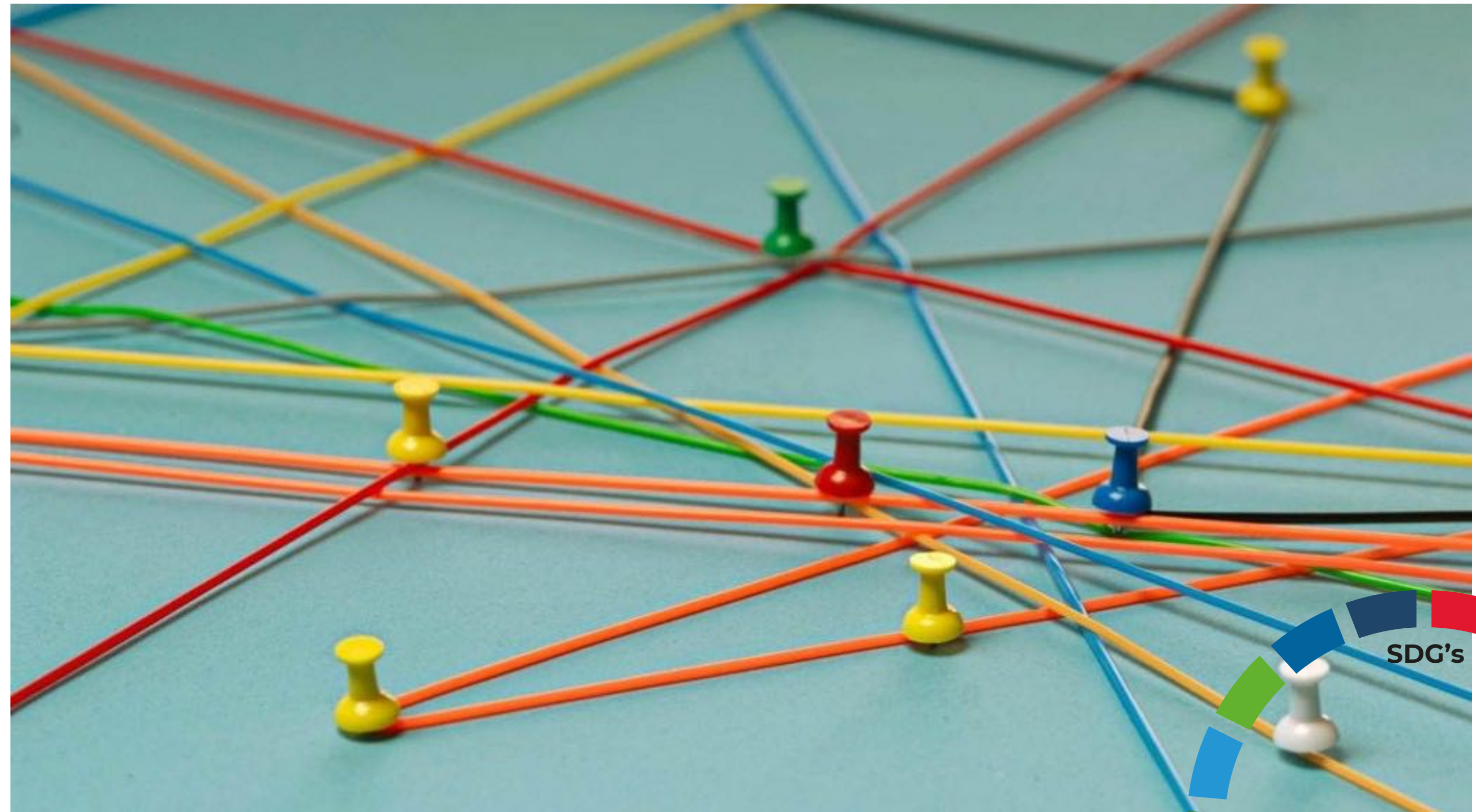
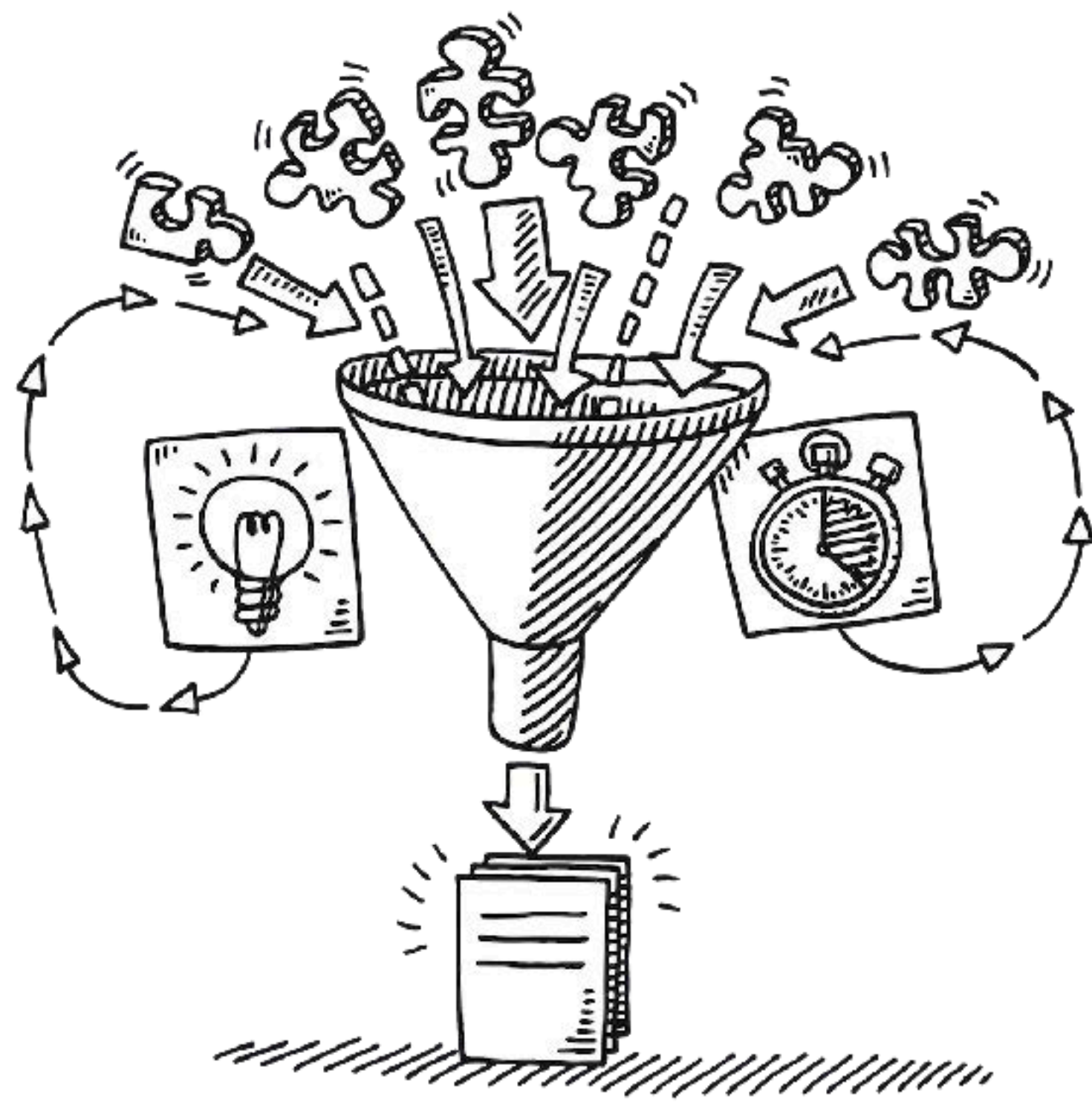
TEAMWORK MAKES THE DREAM WORK!



QUADRUPLE HELIX

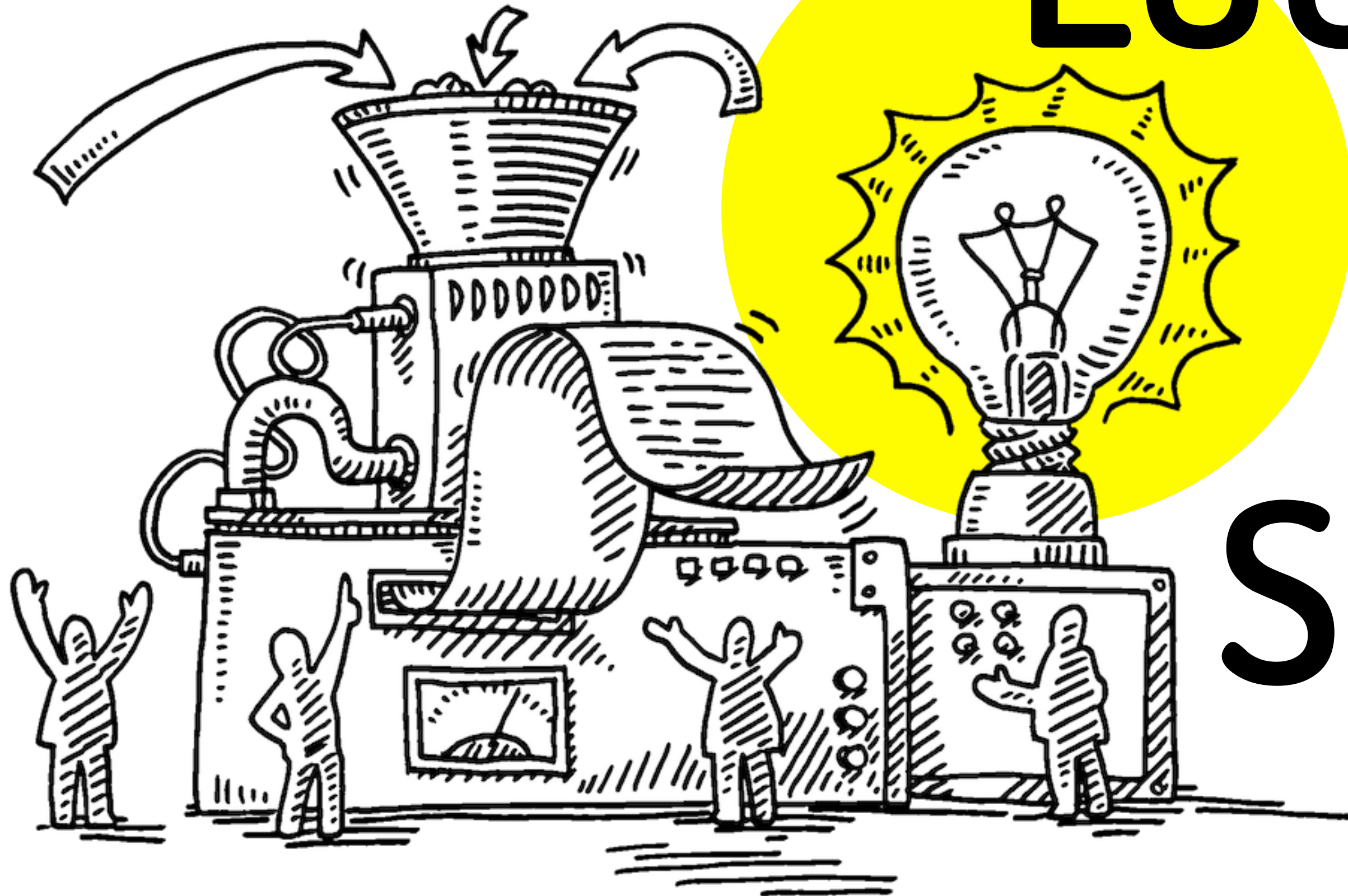



CONNECTING THE DOTS



WHAT WOWS ...?

LOOKING FOR CREATIVE SOLUTIONS





WORKSHOPS

WEDNESDAY & FRIDAY 14:00 > 17:00

”How to review the System”

> opportunity scan workshop in relation to curricula in artistic higher education



HACKATON

SATURDAY 10:00 > ?

“How to curate my/our career in a global context”

> 'Think global, act local!



“HOW DO I CURATE MY ARTISTIC CAREER

IN A SYSTEMIC DESIGN THINKING MINDSET?”

“THE SKY IS THE LIMIT, ONLY FOR THOSE WHO ARE NOT AFRAID TO FLY”

BOB BELLO

