



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

The Integration of Design Thinking and Systems Thinking

Richard Perez

Program Director World Design Capital 2014

Making progress possible. **Together.**

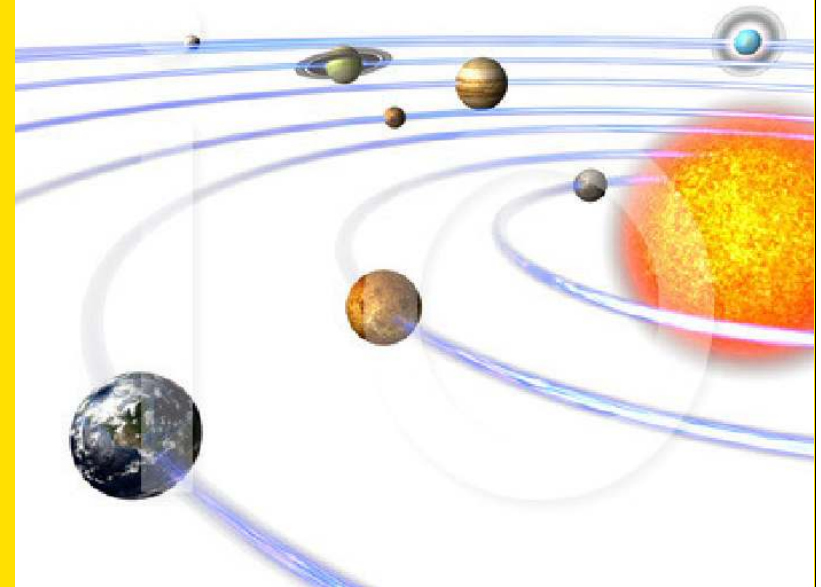
systems
thinking

reductionism

vs

expansionism

"a system is always a subset of a larger system"





analysis

gaining knowledge of a system by understanding its parts
Unveils **how** a system works

VS

synthesis

gaining knowledge of a system by understanding its relationships
Unveils **why** a system works



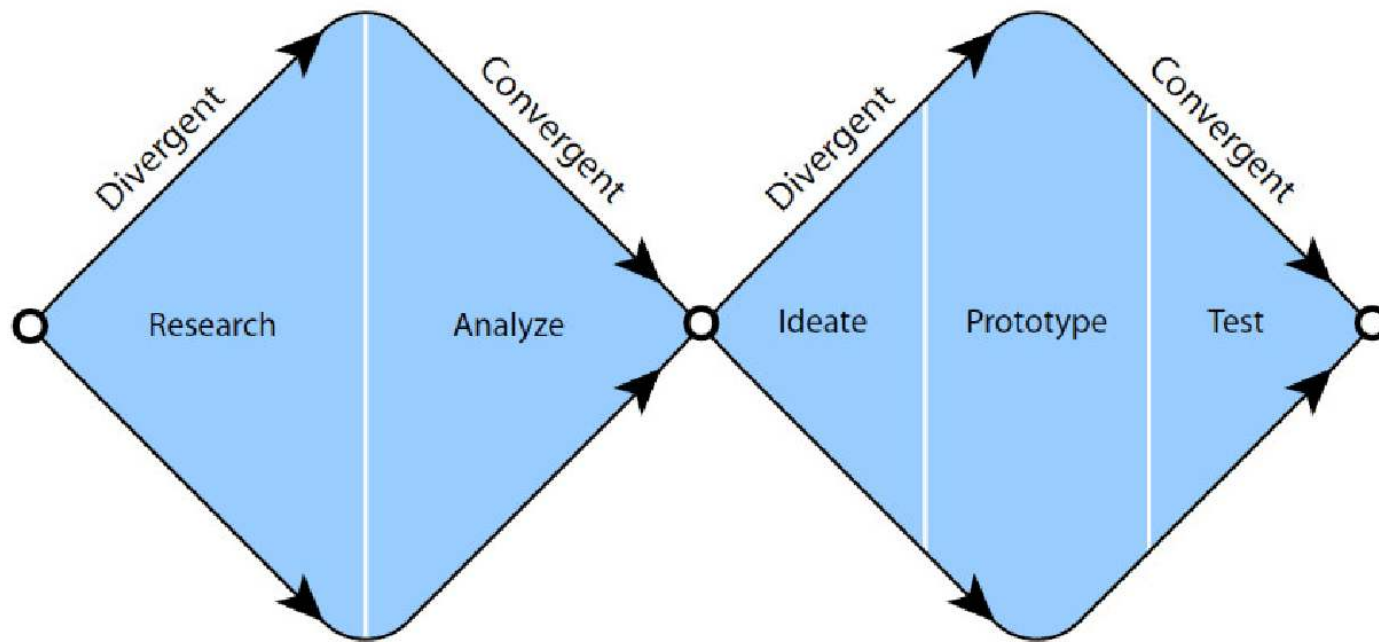
key attributes

- has tools (interactive planning, soft system methodologies, etc)
- it is holistic
- hard systems and soft systems
- asks the why questions
- *looks at relationships*
- *looks at different world views*
- *embraces complexity (social systems)*
- *embraces ambiguity*

design

thinking





Creative Thinking Practices

- Idea generation
- Advancement of ideas through prototyping and testing



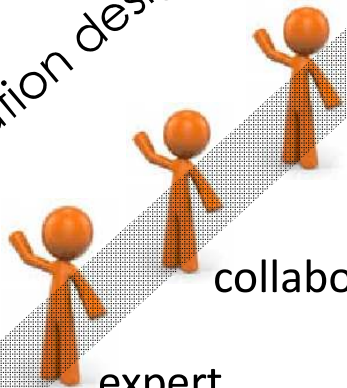
Collaboration Practices

- Co - creation
- Multiple perspectives

User Centred Practices

- Research and observation
- Identification of stakeholders (needs and values)
- Use of local knowledge

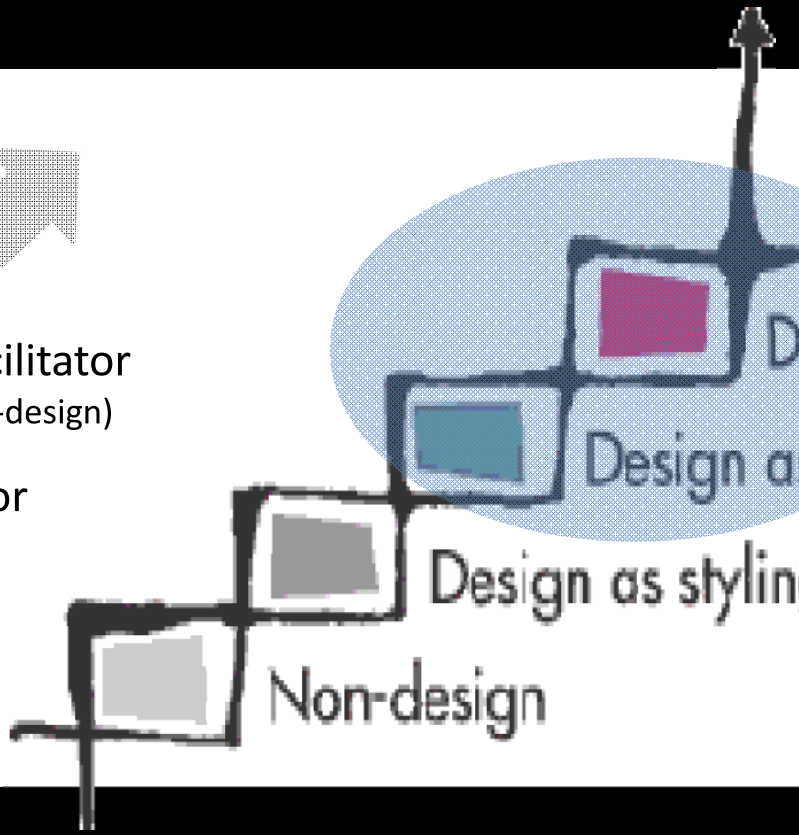
generation designers



expert
(observe and study)

collaborator

facilitator
(co-design)



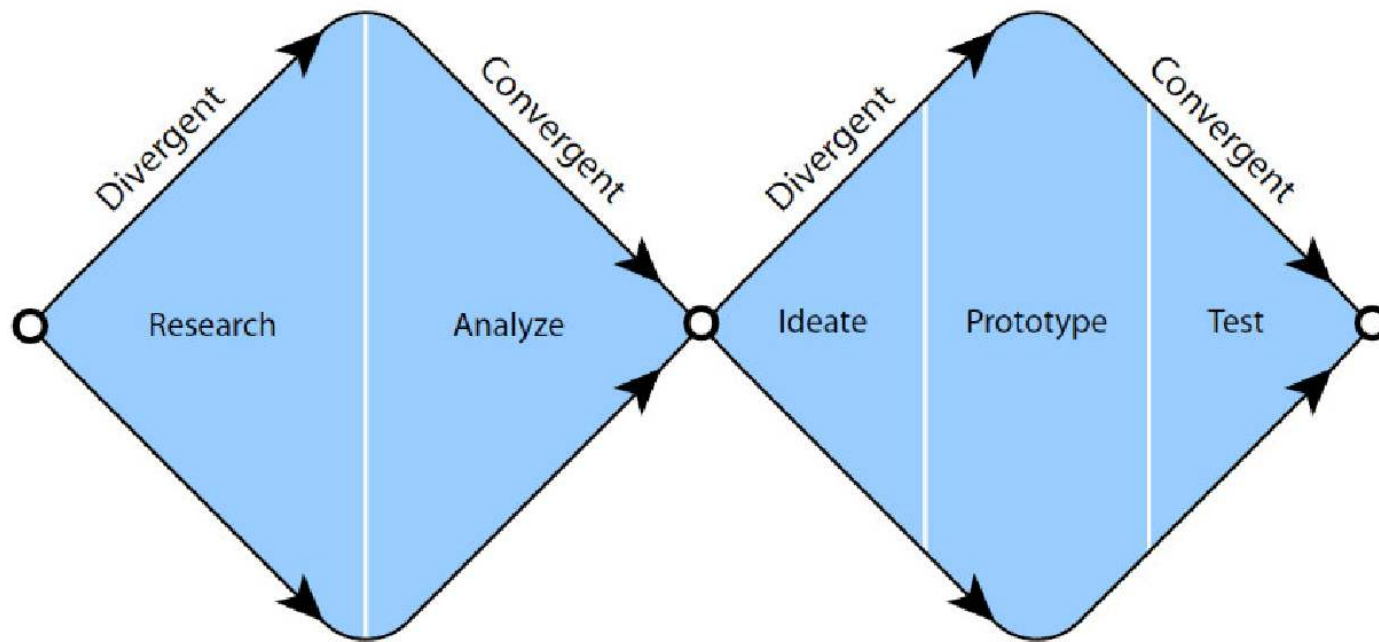
Non-design

Design as styling

Design as process

Design as innovation

Danish design ladder





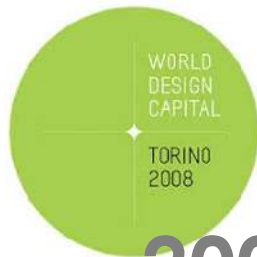
WORLD
DESIGN
CAPITAL

CAPE TOWN
2014

icsid

International Council
of Societies of Industrial Design

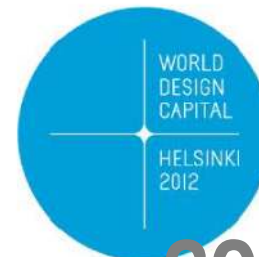
Design for a better world



2008



2010



2012

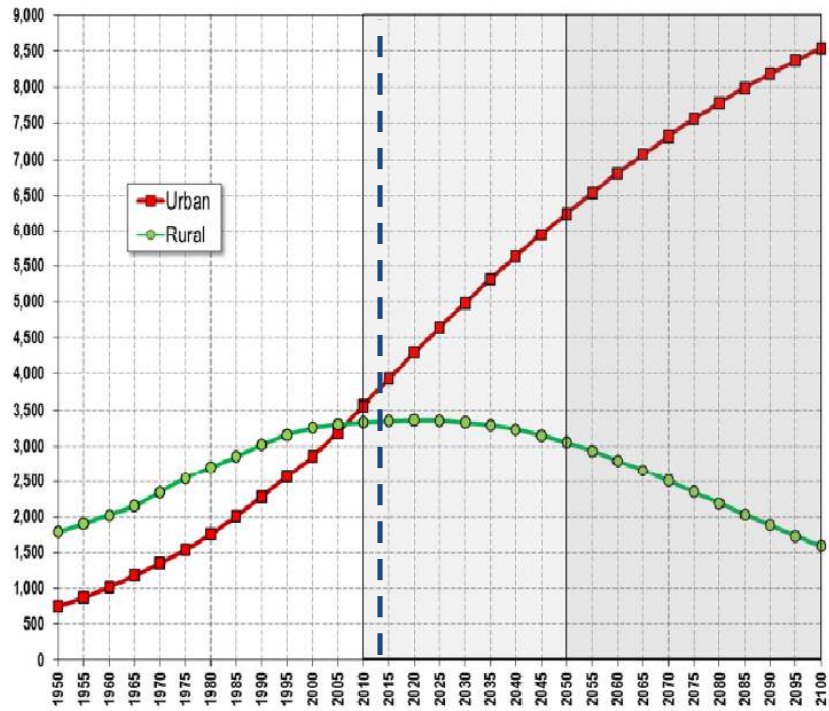


2014

The City of Cape Town recognizes the importance and relationship between creativity, design and innovation.

And the impact on a city's social and economic development.







The Bid 2011



The Finalists

Cape Town



Bilbao



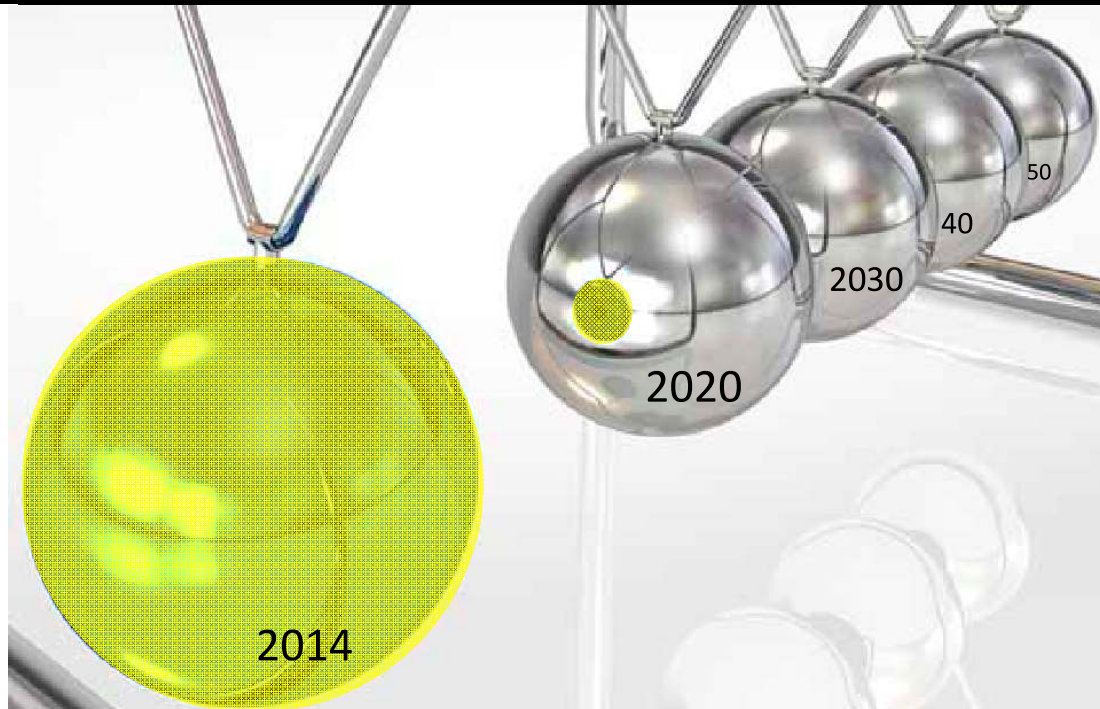
Dublin



LIVE DESIGN.

TRANSFORM

LIFE.



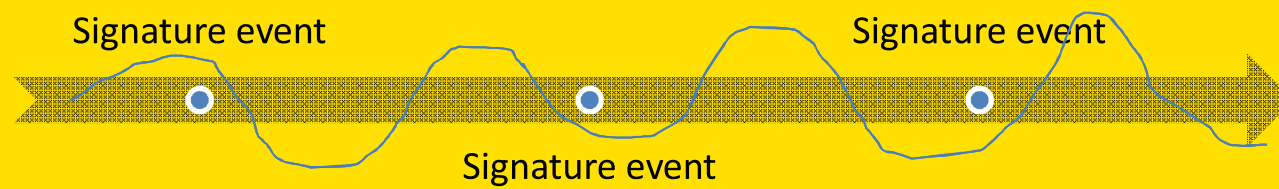
1 **AFRICAN INNOVATION.
GLOBAL CONVERSATION**
African ideas that speak to the world

2 **BRIDGING THE DIVIDE**
Design that reconnects our city and
reconciles our communities

3 **TODAY FOR TOMORROW**
Sustainable solutions for people
and planet

4 **BEAUTIFUL SPACES.
BEAUTIFUL THINGS**
Inspiring architecture, interiors, food,
fashion, jewellery, craft, art and creativity

*WDC programme thread throughout the 2014 year
(450 projects)*

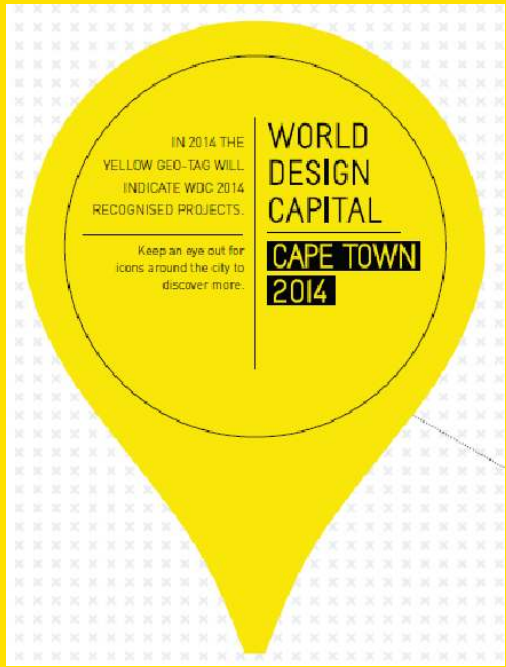


IN 2014 THE
YELLOW GEO-TAG WILL
INDICATE WDC 2014
RECOGNISED PROJECTS.

Keep an eye out for
icons around the city to
discover more.

WORLD
DESIGN
CAPITAL

CAPE TOWN
2014



... program video



WHAT'S IN THE PROGRAMME

Collaborations

Danish Design Inst &
Frank Joubert

Georgia Tech
& UCT

Acute Care Surgery
Unit & Designers

Shopstar &
WDC Projects

Paracon &
Shopstar

CTD &
Thundafund

Challenges and Competitions

SAPO Stamp
Design

Ceramics SA

Live Eco Design
Challenge

Better Living
Challenge

Design24
Challenge

Future Foreshore and
Dept of Transport

Greater Tygerberg
Partnership

Conventions and Conferences

Design Indaba
Conference

Innovation for the
Urban Age

Sustain Our Africa
conference

Innovation
Summit

Design, Development and
Research Conference

Design Policy
Conference

Exhibitions and Festivals

Guild

100%
Design

The Story of Food:
Design and Making

Open Design

Architecture
August

SHIFT
Stellenbosch

Muizenberg
Festival

Transforming
Cities Exhibition

Enterprise Incubation

Hubspace
Khayelitsha

Philippi
Village

Bandwidth
Barn

Design
Garage

iKhaya
leLanga

Clinics for Creative
Businesses

Investor Readiness
Clinics

The Business
of Design

Workshops and Dialogues

Green
Clusters

Dept. of Health with Philips
Design, Netherlands

Platform 6 design
education

CoCT Co-Design
Workshops

Design
Dialogues

Food
Dialogues

WCEDP
Exchange Labs



#WDC218

Maboneng Township Arts Experience

A public arts festival turning homes into galleries.

IMIZAMO YETHU: FEBRUARY / MARCH

GUGULETHU: OCTOBER / NOVEMBER



#WDC207

Open Streets

A citizen-driven initiative that promotes the recreational use of car-free streets across Cape Town, and invites participation to build shared places that embody respect for all people.

15 MARCH, 25 MAY, 24 SEPTEMBER & 29 NOVEMBER



#WDC204

Better Living Challenge

The Better Living Challenge is a Western Cape Government's 110% Green Initiative project that promotes sustainable housing solutions to the growing housing backlog in South Africa.

 **NEW EARTH**

ARCHITECTURE

www.newearth.co.za



#217
100% DESIGN

#WDC217
100% Design South Africa

The world-renowned design exhibition will be the largest showcase of contemporary design in Africa. Local and international designers will be invited to exhibit the best residential, hospitality, office and product design in South Africa.

CAPE TOWN 25 - 28 APRIL | JOBURG 6 - 10 AUGUST



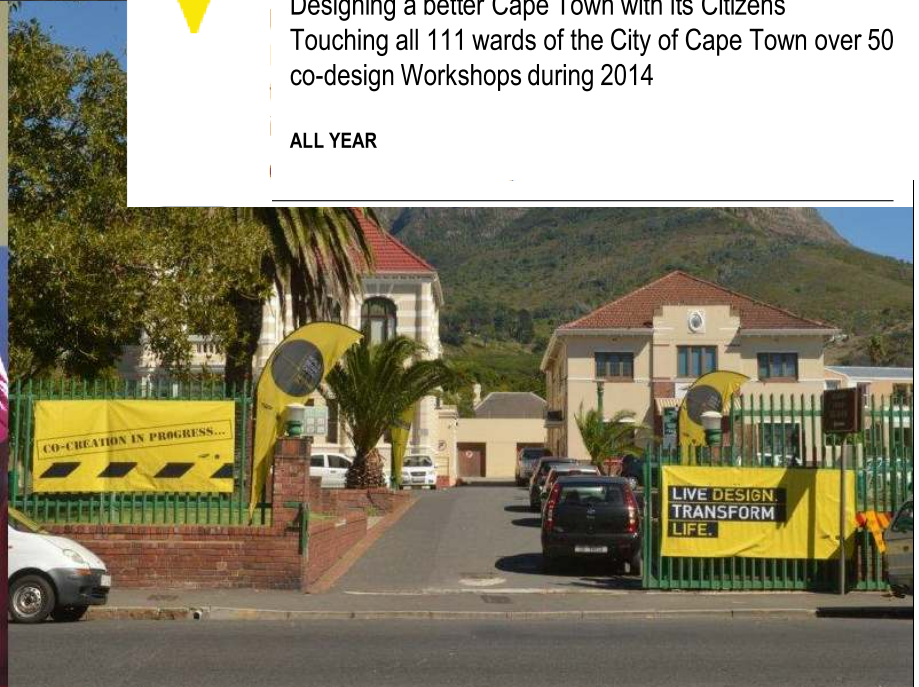


#WDC102

City of Cape Town Co-design Workshops

Designing a better Cape Town with its Citizens
Touching all 111 wards of the City of Cape Town over 50
co-design Workshops during 2014


ALL YEAR





... co-design video



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CAPITAL 2014**

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www.wdccapecetown2014.com

**icsid
IDA**

International Council
of Societies of Industrial Design
A Partner of the International
Design Alliance



...thank you