

---

Wolfgang Jonas  
Sarah Zerwas  
Kristof von Anshelm (Eds.)

---

# Transformation Design

---

Perspectives on a New Design Attitude

---

## CONTENTS

Foreword BIRD	007
Introduction Wolfgang Jonas / Sarah Zerwas / Kristof von Anshelm	009
Transformation Design Starts with People Dreaming: Designers and Theatre Makers Design Utopias for Major Transformation. An Essay Kristof von Anshelm	023
Transformation Design: A Piecemeal Situational Change Nicolas Beucker	033
Deep Involvement: On Transformation Processes Related to the RhyCycling Project Flavia Caviezel	043
Transformation Design: Creating Security and Well-Being Caroline L. Davey and Andrew B. Wootton	061
Owls to Athens, or: The Discrete Charm of Transformation Design. An Essay Michael Erihoff	075
Could Design Help to Promote and Build Empathic Processes in Prison? Understanding the Role of Empathy and Design in Catalysing Social Change and Transformation Lorraine Gamman and Adam Thorpe	083
Approaching Our Dog: Transformation Design – An Attempt Franziska Holzner	101
Social Transformation Design as a Form of Research Through Design (RTD): Some Historical, Theoretical, and Methodological Remarks Wolfgang Jonas	114

---

Design and Social Change: The Changing Environment of a Discipline in Flux	134
Gesche Joost and Andreas Unteidig	
Human Systems Design: A New Direction for Practice	149
Victor Margolin	
Designing for Sustainable Development: Industrial Ecology, Sustainable Development, and Social Innovation	166
Gavin Melles	
Mobility Peak: Scenes from a Deceleration	177
Stephan Rammler	
Transformation Design: A Social-Ecological Perspective	188
Bernd Sommer and Harald Welzer	
Designing 'Matters of Concern' (Latour): A Future Design Challenge?	202
Peter Friedrich Stephan	
Rapid Prototyping Politics: Design and the De-Material Turn	227
Matthew Ward	
Collective Metamorphosis: A Combinatorial Approach to Transformation Design	246
John Wood	
Transformation Design as 'Hero's Journey'	263
Sarah Zerwas	
Authors	277