

>CREATE>

The new pink

While some still thought grey was the new black, along comes the annual inspiration station, Design Indaba, and yanks you out your cosy box and forces you to project into the future way of living, designing and creating. The *AdVantage* team brings you a summary of the thought-provoking insights that came our way this year

By Louise Marsland



'DESIGN' INDABA is a bit of a misnomer as it doesn't just encompass the world of design, but our future way of living, from culture to politics and economics. It is the future way of a world driven by designomics.

Design guru Bruce Nussbaum (blog: NussbaumOnDesign.com) said design had emerged from the recent global economic crisis – the worst since the Great Depression in the 1930s – with a very different form and function: "A design-based business model and design-based economy now provide a great opportunity for profit and growth for decades ahead."

NEW WORLD ORDER

We now live in a world of cascading change. "Powerful forces are deeply disrupting life as we know it, eroding traditional institutions." The main forces at play, Nussbaum explained, were:

- **Rise and fall of nations:** the rise of emerging markets – India, China, SA. Last month internet regulator ICON said it would allow web languages to be written in languages other than English, which will end the dominance of English around the world: 'The fall of the West and the rise of the rest.' Dominant nations provide culture, music, art, etc.

Today, with the rise of bricks and basics and other emergent cultures, if you do business, you need to know many cultures. We are moving from cultural hegemony to a period of cultural diversity.

- An even greater force is **the rise and fall of generations:** the Baby Boomers are off centre stage, replaced by Generation Y. Each millennial generation is somewhat different. Generation Y (the Millennials) have an urban value system: collaborative, green, generative. They take things, rehash, remix, remake, using participatory media that allows them to share, learn, make. They are trans-ethnic, trans-gender, trans-cultural, and live in a culture of free information.
- **Technology:** the spread of social media. New digital cultures joining cultures in the real world. Transforming cultures: social media means we can create our own communities and cultural groupings. It is the 'new normal' in the world. New normal requires a new economic business paradigm that leads to design. Design enables new social systems. Co-creating – designing with people – is the key to creating economic value for corporations today.

- **Urbanisation:** more people live in cities than even before – it tilted this decade.
- **Global warming** will impact on many business and design decisions. This century sees governments dealing with environmental refugees.

Nussbaum says design can provide the tools, even a new business model, to deal with the change. "Twenty-first century economic value, social value, will depend on design thinking. Design is so optimistic. Design has a future-facing perspective. The whole purpose of design is to make 'the new'."

CITY SIGHTS

People are drawn to cities, Nussbaum says, to make new culture. And the value system in cities is changing from owning to sharing. Much of that cultural shift is being driven by social media. "Social media is turning out to be such a revolutionary mode of change in the world. In terms of policy it should be a priority to make it accessible to as many. It should be government policy."

City culture was also the focus of trend forecaster Li Edelkoort and 5.5 Designers. The reason: 80% of populations will be urbanised by 2050. This will put pressure on city design, scarce resources, etc. Several speakers

