

Destino Australia sustainable tourism conference Monday July 19, 2010

Design Thinking: Beyond sustainability into a positive future



Presenter:

John Cameron B. Arch, FRAIA, practicing architect (designer)

Design is?

"Design is the first signal of human intention..."

– Architect William McDonough

Why is understanding 'design' important to sustainable tourism?

Sustainability is more journey than destination...

the **design process** provides an ideal framework for

- ✓ staying on track,
- ✓ worthwhile side trips, and
- ✓ recovery if you become lost in the wilderness.

...this is a **Design Thinking** mindset

Design as a noun -

...the outcome of creative process, often thought of as an end in itself...



Design as a verb –

...the act or **process** of realising an intention,
of getting from **'here'** (the present)
to **'there'** (an idea about a different future)

Design as process - a way of **thinking**.

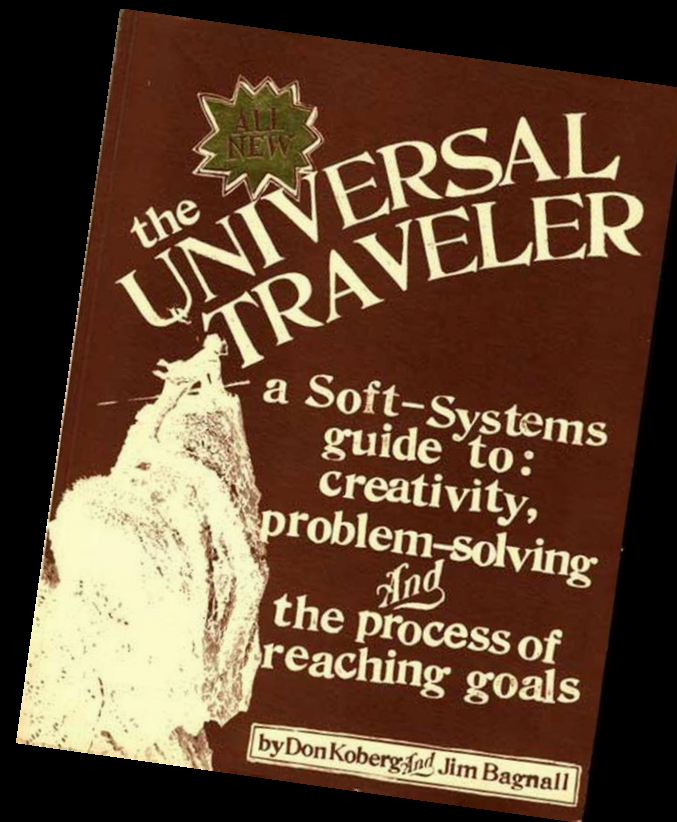
"It sounded an excellent plan, no doubt, and very neatly and simply arranged. The only difficulty was, she had not the smallest idea how to set about it."

- Lewis Carroll, of Alice in Alice in Wonderland.



Koberg & Bagnall

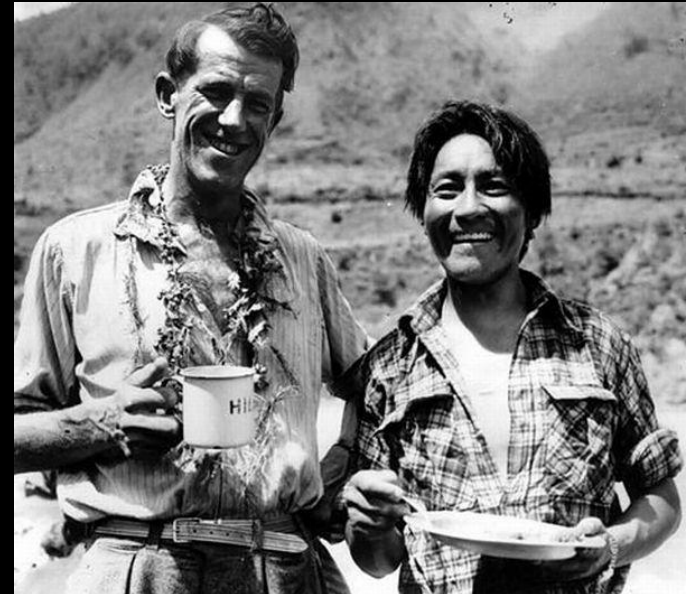
The Universal Traveller



Hillary knew where he wanted to go; Norgay knew how to get him there (and back, safely).

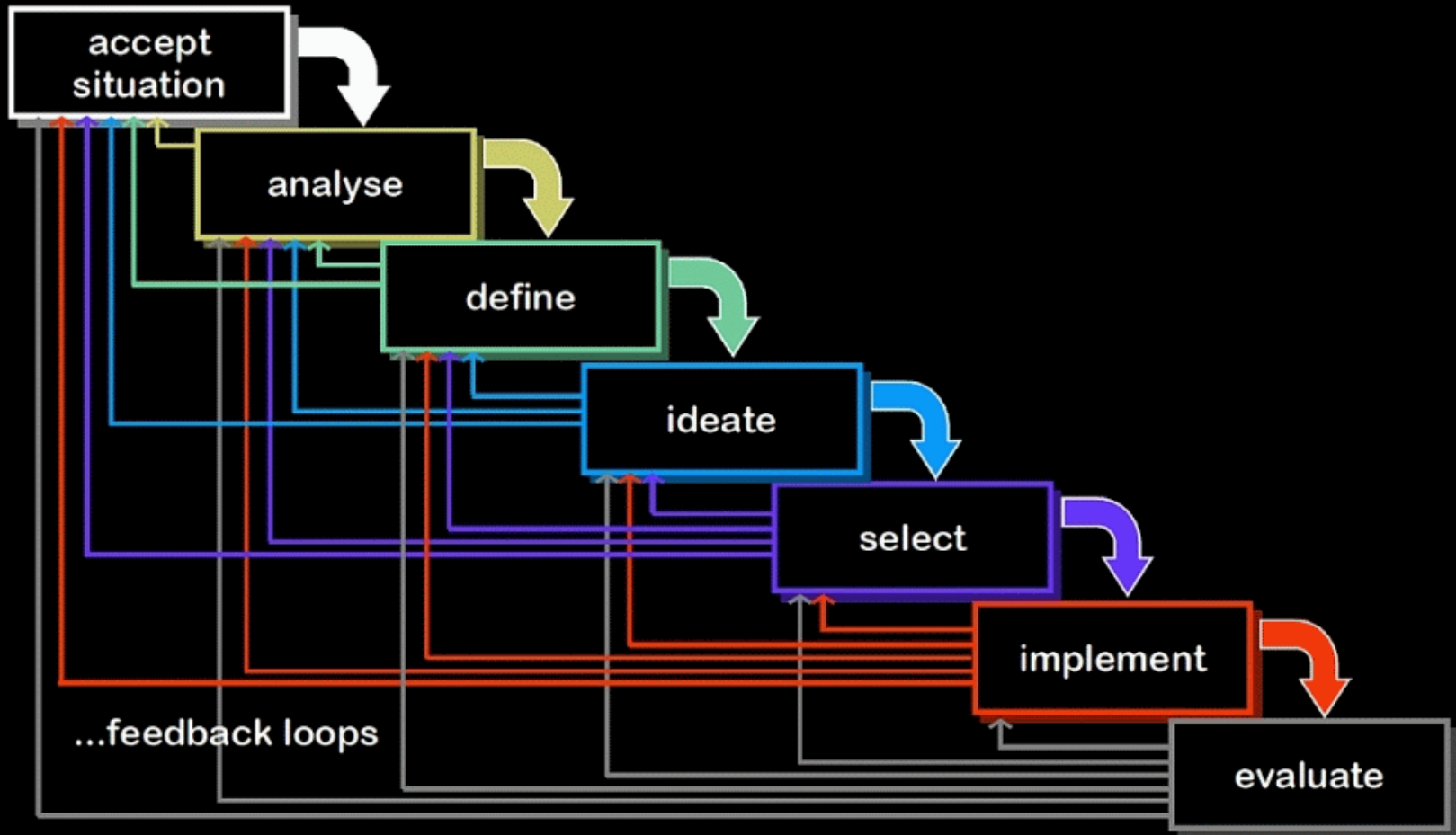
Every design team needs visionaries such as Hillary and capable technicians such as Sherpa Tenzing –

each also benefit from possessing some of the other's character



Design process:

Note the feedback loops...



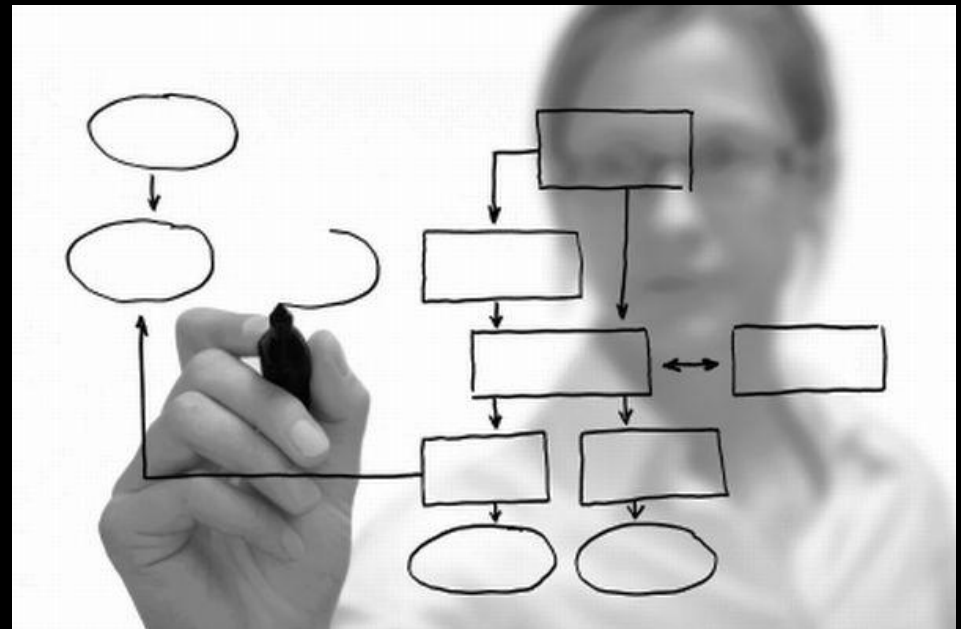
Accepting the situation:

“To help recognise problems we must begin to view them as situations in need of improvement”



Analyse: facts and feelings

“Avoid the trap of prejudice. Prejudice means pre-judging; knowing the answer before you begin. Try to defer judgement until all facts are known.”



Define: determine the essential goal(s)

“If you can’t find a meaningful definition, it is possible that your journey through Analysis was too superficial.”

I prefer definitions that embrace what we like to call the “not only, but also...”

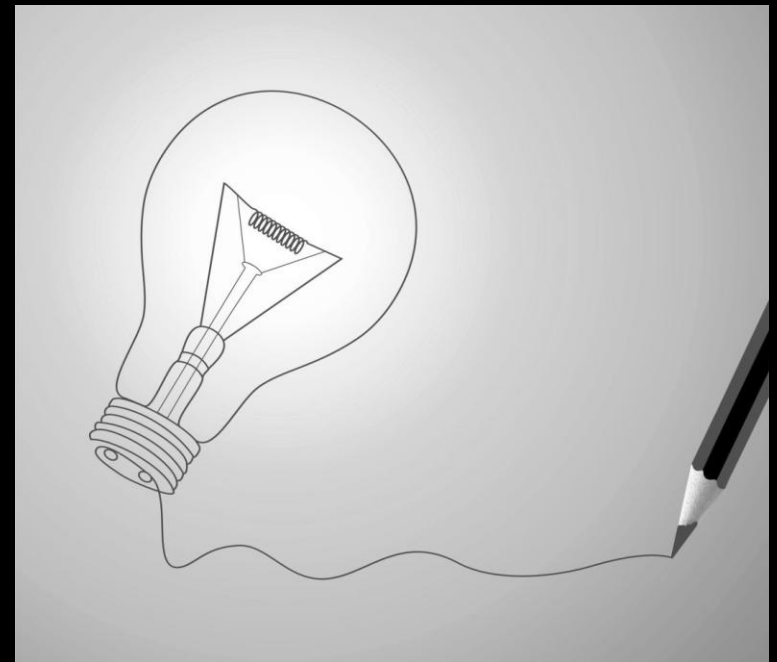
- Not only a sewage treatment system but also a bio-gas power plant, a heat recovery system and a water resource...



Ideate:

"The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honours the servant and has forgotten the gift." - Albert Einstein

**Having many ideas
improves your chances
of having a good idea...**



Select:

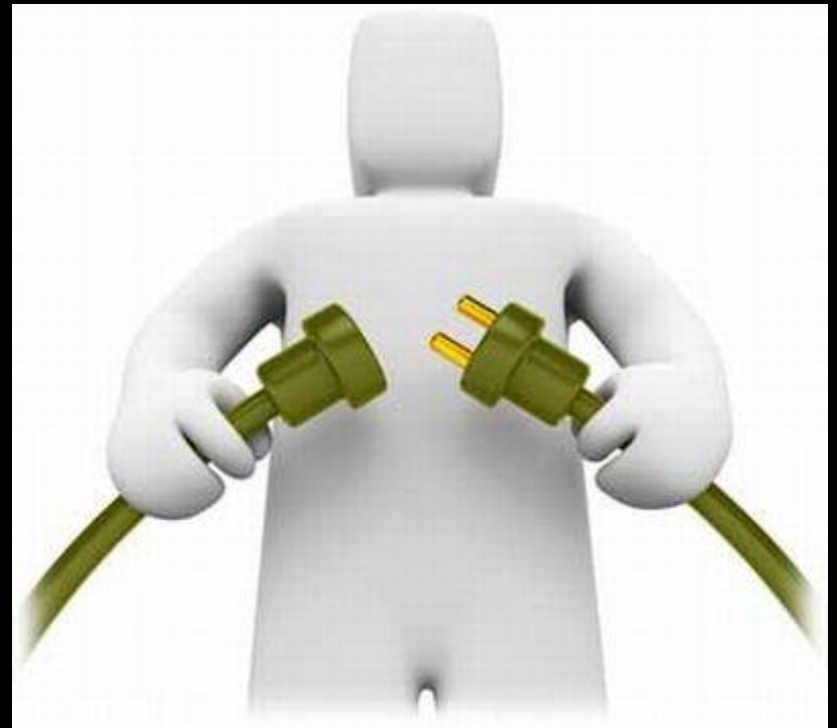
“Realise that you often have to test new things to break them in.”

Now is a good time to make sure your travel journal is up to date – a record of why selections are made at this point will be of enormous value in the future...



Implement:

To act or plan to act – giving action or physical form to the selected ‘best ways’



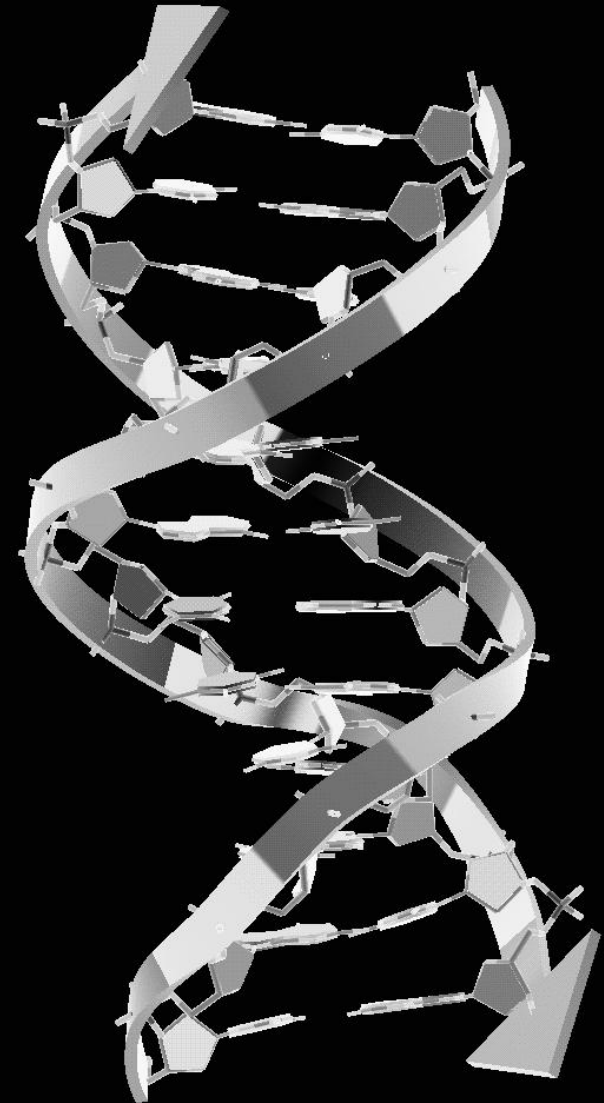
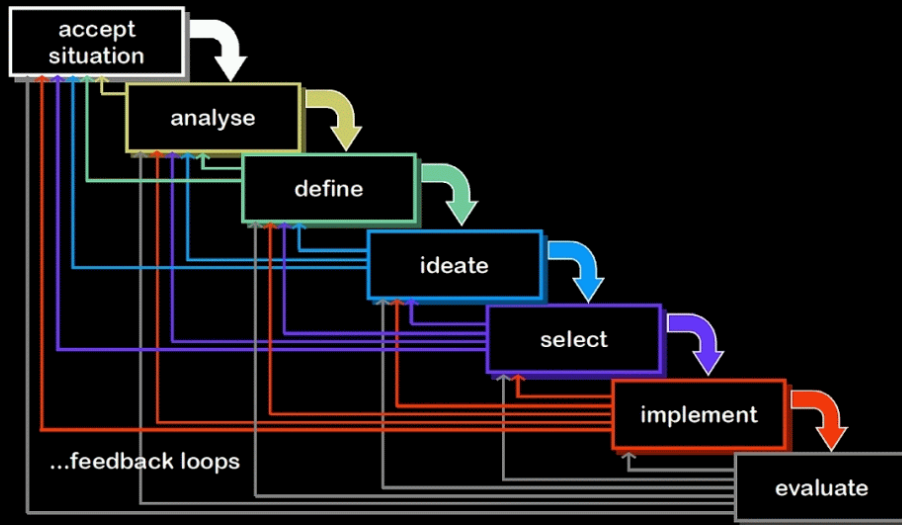
Evaluate:

“Rather than saving evaluation until after your journey is completed, a simpler way is to make incremental notes as you go.”



Repeat:

Non-linear repetition...



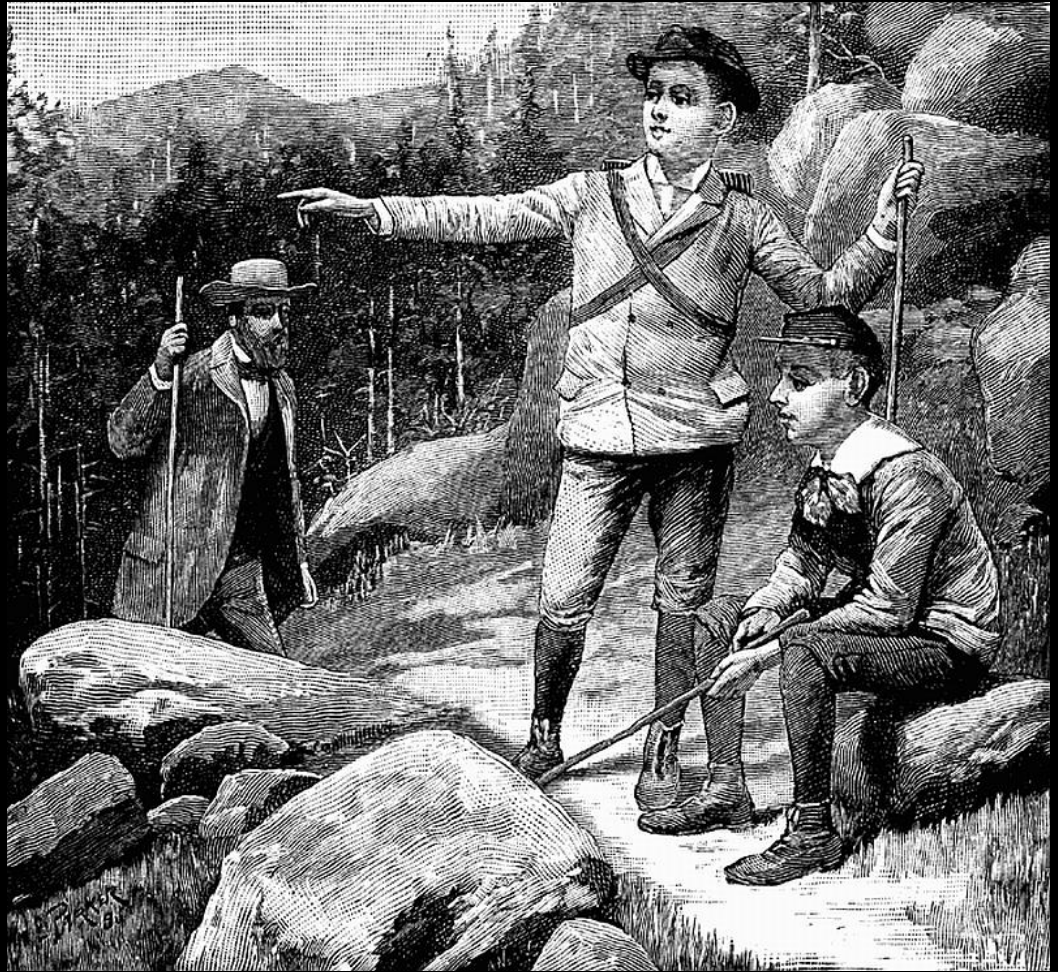
Travel tip:

“Don’t fall in love with a single idea. There are so many of them; they are truly expendable. It is only after an idea is translated into reality that it becomes valuable.”



Travel tip:

...an intense desire to go back again next year to 'do it right'



Travel tip:

Seasoned travellers keep an itinerary & record book at all times...



Working with designers:

Designers will design anything –
to get a good answer, you first need a good question...



sustainability is a journey, not a destination

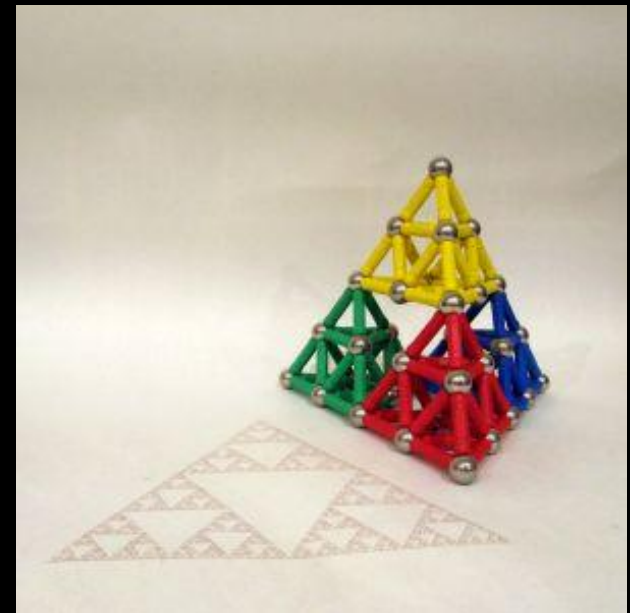
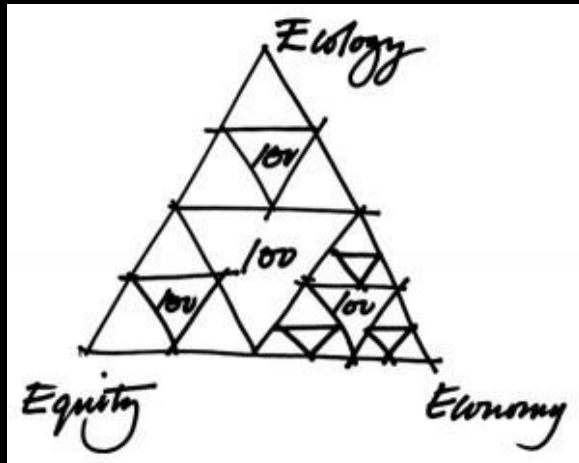
Somewhere along the way notions of being *sustainable* will be supplanted by notions of *'positive development'* ...

...aiming for **'good'** rather than merely 'less bad'



“Design is the first signal of human intention. Our goal is a delightfully diverse, safe, healthy and just world, with clean air, water, soil and power—economically, equitably, ecologically and elegantly enjoyed”

– Architect William McDonough



Thank you



John Cameron

Director John Cameron Architects Pty Ltd

www.jcarch.com.au