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Manzini distinguishes between diffuse design (performed by everybody) and expert design (performed by those who have been trained as designers) and describes how they interact. He maps

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Design, When Everybody Designs by Ezio Manzini is a timely, provocative, and essential read for all those that are engaged in or are affected by design and design processes—in other words, all of us. Whether one is an elite designer, a grassroots activist, a design educator, or a bureaucratic or corporate decision maker, Ezio Manzini challenges

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us all to rethink the role of design and that of the 'designers' in contemporary society.

## **Design, When Everybody Designs: An Introduction to Design ...**

SUNDAY JUNE 5TH 2016 10.30 am:  
presentation of the book "Design, When  
Everybody Designs" by Ezio Manzini with

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an open discussion as an opportunity for exchange for the topic proposed. Ezio Manzini is a leading thinker in design for sustainability, founded DESIS, an international network on design for social innovation and sustainability.

**DESIGN WHEN EVERYBODY DESIGNS  
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Design, When Everybody Designs by Ezio Manzini is a timely, provocative, and essential read for all those that are engaged in or are affected by design and design processes—in other words, all of us. Whether one is an elite designer, a grassroots activist, a design educator, or a bureaucratic or corporate decision maker, Ezio Manzini challenges

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attend the HPI School of Design  
Thinking, most of my family and friends  
thought I was about to neglect the  
business path I had been following to  
find my true self in sketching trees on a  
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His most recent book, "Design, When Everybody Designs: An Introduction to Design for Social Innovation," (MIT Press, 2015), presents a comprehensive picture of design for social innovation, the most dynamic field of action for both expert and non-expert designers in the coming decades.

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The late architect and planner Ronald L. Mace, founder of the Center for Universal Design at North Carolina State University, coined the term universal design. He defined it as "the design of products and environments to be usable by all people, to the greatest extent



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possible, without the need for adaptation or specialized design."

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