

Designmatters, Graduate Media Design
and the Humanities and Design Sciences Departments
at Art Center are pleased to present

Design as a Catalyst of Social Resources:

How Designers Can Trigger and Support Sustainable Changes

■ Guest Lecturer: **Ezio Manzini**
Founder, DESIS (Design for Social Innovation and Sustainability)

The transition towards sustainability requires optimum use of all the existing resources. In a small, densely populated, and highly connected planet, social resources are by far the most abundant ones. In other words, people's sensitivity, knowledge, creativity and entrepreneurial capabilities are potentially the most powerful drivers for sustainable changes. Therefore, one of the most promising strategies towards sustainability is to create the conditions that catalyze these diffuse social resources, transforming these potentialities into concrete initiatives capable of generating large systemic changes. This is what design for social innovation is about and what this lecture will introduce and articulate in lines of action.

Thursday, 2/16 at 5pm
Art Center College of Design,
Los Angeles Times amphitheatre

Reception to follow.
For more information:
designmattersatartcenter.org

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Ezio Manzini is a professor at the Politecnico di Milano in Italy and a Distinguished Visiting Professor at Parsons, the New School for Design, in New York. For more than two decades, Manzini has been working in the field of design for sustainability. Most recently, his interests are focused specifically on social innovation as a major driver of sustainable changes and what design can do to support it. With this perspective, he founded and

currently coordinates DESIS (Design for Social Innovation and Sustainability). DESIS is a network of design labs (Designmatters/Art Center is one of the labs) based in design schools and design-oriented universities actively involved in promoting and supporting social change.
www.desis-network.org