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Editorial

We would like to present the concluding issue of the editorial year of 2021. We began this year with a landmark, finishing a special edition with the second number of *Design contributions for the COVID-19 global emergency*. After releasing two issues, suddenly developed for addressing such emergency from a design perspective, we decided to bring two regular numbers to close 2021. It was a relevant effort for our editorial team, which forced us to temporarily stop our ordinary work, but we believe it was indispensable. With the second issue of this volume and this third one, we have resumed the publication of papers previously sent to our journal. We will continue this way in the next issues, seeking to speed up the review and publication process of the submitted papers.

Five papers are under the current issue. A variety of themes and methodologies are presented here, even though we can visualise a common interest for the relation between strategy and design. In fact, the first two contributions could even be understood as showing contrasting views. In the first paper, *How the Design Leadership and Strategic Design Drive New Value in Enterprises and Organizations*, Hsieh, Chen and Chen argue that design has shifted from an aesthetic focus to a design driven innovation approach, especially in bigger organizations. Moving to the importance role of design leaders in this process, they ask what are their characteristics while promoting design thinking. As such, they also articulate the concept of strategic design to evaluate the future of innovation. On the other hand, Dumitrescu advances in the refinement of the concept of Centrality of Visual Product Aesthetics (CVPA). In this paper, *Extending the Construct of Centrality of Visual Product Aesthetics*, he reviews the literature around CVPA and proposes a new categorization after a survey carried-out with 388 participants in Romania about the market segment of loudspeakers. The research offers an empirical effort to bring new light about how aesthetic factors impact consumers.

The three remaining papers were selected from the presentations in the third edition of the Design Culture Symposium, organized by Celso Carnos Scaletsky and Ana Maria Copetti Maccagnan of the Unisinos Graduate Program. This edition was focused on a theme especially important for strategic design: scenarios, speculation and strategies. In the third paper of this edition, *Futuring and trust: A prospective approach to de-signing trusted futures via a comparative study among design future models*, Galdon, Hall and Ferrarello discuss the differentiation between engagement and trust in design future studies, while favouring trust as a fundamental understanding in the proposed Prospective Design that they elaborate on. The authors maintain that under this Prospective Design, constructed after comparing distinct perspectives about the uncertainty of the future, designers could implement ethical and emancipatory projects from the short to the long term. In the next paper, Bittencourt and Freire bring us with *The usage of scenarios in the search for innovation regarding the model of rare disease associations: an empirical experience and its findings*. They affirm that strategic design, resorting to the use of scenarios and when materialised in visualisations or narrations, makes possible to raise non-designers (from rare disease associations) to a deeper connection in project creation. Lastly, Guglieri writes about *Strategic Design and reality levels: scenarios as prisms for creating possible futures*. An exploratory account about scenarios, it follows three main concepts: Strategic Design, complexity and Open Systems. From a metaphor of how prisms behave, she argues that a new understanding of temporality and design is required to fertilise sociocultural transformations.

As final remarks, we believe it is important to highlight the challenges that we face to maintain the SDRJ as both an open access journal and free of article processing charges (APCs). This is brought to our public entirely based on a voluntarily work, which gives limitations to escalating our processes. In 2022 we expect to introduce you improvements. For any authors, the submission process will stay the same, however we intend to reformulate backend dynamics, to make the review, publication and dissemination processes more efficient.

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