

Editorial

This last issue of the ninth volume of the *Strategic Design Research Journal* proposes different reflections on design and its applications, from different countries, such as Brazil, Mexico, Italia, or the United Kingdom. As a matter of fact, in the previous issue, we started a process of internationalization, opting for English as its only language. We hope that this choice will foster a cross-cultural discussion among researchers and professionals interest in design.

Ilaria Guglielmetti and Raffaella Trocchianesi explore the strategic potential of design for the valorization of the territorial identities, working on a design case related to the intangible cultural heritage of the region of the Swiss-Italian border.

Fabiane Wolff and Fernando Gonçalves outline a conceptual model of design management that considers process, competency and strategy dimensions of design.

Maria Giovanna Trotta and Luis Adolfo Márquez Valdés propose the Extreme Adaptive Design (EAD) methodological approach for developing bio-inspired solutions for facing climate disasters.

Malis Liebl Keil and Virginia Borges Kistmann discuss the emotional aspects in participatory design, focusing on the development of products and services related to the urban environment.

Finally, Shalini Bisani and Youngok Choi work on the application of branding principles to cities and the possibility of applying design to promote the interactions between cities and their citizens.

Carlo Franzato
Editor