Artwork by Tomas Edson Silveira

Editorial

Dear readers,

This editorial introduces the second issue of the 2023 year, featuring 5 peer-reviewed papers with diverse design approach related to strategic design, such as systems design, biodesign, business design, advanced design, and branding.

In *TXM Business Methodology Applied to the Development of New Businesses,* Luiz Salomão Ribas Gomez, Priscila Zavadil, a nd Naiane Cristina Salvi present a methodology designed for the pre-incubation phase of Brazilian startups. Originating from branding and design methods, the TXM (Think, eXperience, Management) Business methodology follows a hybrid, non-linear, and co-creative approach aimed at guiding entrepreneurs in developing new businesses. This methodology has been applied multiple times through co-design workshop processes, providing valuable insights into its effectiveness in fostering business development.

In *Strategic Use of Design Fiction in Technology Innovation Management,* Alberto Calleo, Giorgio Casoni, and Flaviano Celaschi explore the role of anticipatory practices in shaping innovation strategies within organizations. They propose that the rapid technological changes of the fourth industrial revolution can be understood using interpretive models like the Hype Cycle. The authors argue for enhancing this framework through the Advanced Design model, which aids in evaluating the impact of technological innovations in complex environments. The paper emphasizes the potential of design fiction as a tool to support decision-making in research and development, offering opportunities to navigate the complexities of technology evolution within organizations.

In *A Systematic Review of Systemic Design Frameworks for Complex Challenges,* Skye Smith and Eleni Kalantidou explore the integration of systems thinking and design thinking to address complex, interconnected problems. Systemic design, as a strategic approach, seeks to combine problem-framing methods with solution-oriented processes to tackle the dynamic challenges of contemporary reality. The authors conduct a systematic qualitative review of existing literature to analyze and synthesize systemic design frameworks, providing a comprehensive understanding of their application in strategic design.

In the article *Making Promise Visible Through Design: The Case of the City of Vienna Place Brand,* Íñigo Urquía Uriaguereca revisits two key concepts of corporate identity theorist Wally Olins: the brand as a "promise" and the role of brand architecture in making that promise visible. Marking the tenth anniversary of Olins' passing, the paper highlights his influence in organizational strategy and design. Drawing on the philosophical framework of José Ortega y Gasset and Julián Marías, the article explores the idea of "promise" in the context of human life and communities. The theory of brand architecture is analyzed as a tool to visualize an organization's structure and relationships. This is exemplified by the City of Vienna's branding project, developed by Saffron, which demonstrates how clarifying a shared promise and using brand architecture can effectively resolve identity challenges.

In *Design with The Living: Learning to Work Together,* Elisa Strobel do Nascimento and Adriano Heemann present a framework for teaching and learning biodesign in an undergraduate design course with limited resources, such as the lack of laboratory or studio space. The authors identify this gap in existing research and apply Design Science Research to develop a

framework organized around two contexts: the classroom and students' homes. Tools like a grow-it-yourself kit, along with activities such as brainwriting and tinkering, support the learning process. The article concludes with a discussion of other educational biodesign practices and proposes the development of an elective biodesign course.

We wish all readers a pleasurable and enriching read,

Carlo Franzato, Edu Jacques, and Guilherme Englert Corrêa Meyer
 Editors