

Editorial

This issue of SDRJ features articles from diverse locations, reflecting a rich variety of perspectives on strategic design. Amid this diversity, several key themes emerge, offering significant contributions to the strategic design community. Accordingly, this issue explores the agency of more-than-human in circular ecosystems, the linguistic dimensions of an Amazonian design reference, Advanced Design as an approach to digital culture, Boundary Objects in relation to strategic design, a reflection on the Post-Anthropocene transition, and a reflection on the designer's engagement between Japanese organizations.

In *Relational Frictions in Circular Economy Ecosystems: Designing for Transformative Futures*, Alexandra Lindek, Morten Petersen, and Sune Klok Gudiksen examine the challenges organizations face when engaging in circular economy ecosystems. The paper describes a collaborative frictional dynamic shaped by a diversity of more-than-human actors, which creates opportunities to navigate these complex systems.

The article *Printed Amazon: the creation of surface design from cultural references* by Regina Coimbra, João Paulo Pereira Marcicano, and Maria Sílvia Barros de Held investigates situated cultural references as a means to recover collective memories, and feelings of belonging and affection. By analyzing prints inspired by Amazonian motifs and exploring iconic and linguistic dimensions, the authors argue that these references represent part of Brazilian culture.

Elena Vai, Maria Claudia Coppola, André Conti Silva, and Simona Colitti, in *RADICI: an Advanced Design Approach for Prototyping Trans-sectoral Ecosystems in Digital Cultural Heritage*, discuss challenges in Digital Cultural Heritage and highlight potential future directions for the computing industry within the creative sector. Through RADICI, an applied industrial research project, the paper emphasizes regional development achieved by prototyping trans-sectoral value chains. By exploring a rhizomatic interplay of perspectives and employing Advanced Design as a framework, the study illustrates how trans-sectoral dialogues can be designed to foster co-creation sessions and enhance collaboration.

Viviane dos Guimarães Alvim Nunes and Francesco Zurlo present *Strategic Design as a Boundary Object for Transformative Social Innovation: a potential approach to participatory projects*. The paper positions Strategic Design as a key element to facilitate connections among multiple actors within collective solutions, supported by operational methods and value co-production. Given the transformative potential of Strategic Design in social innovation initiatives, the authors argue for its capacity to function as a boundary object.

The paper *Data or Design First? Rethinking the Roles and Challenges of Designers in the Era of Data-Centric Artificial Intelligence* by Jieun Kim, Namhoon Park, and Hokyoung Ryu explores critical challenges within the context of digital culture. Grounded in the Data-Information-Knowledge-Wisdom (DIKW) framework, the authors identify five key challenges for designers: aligning AI with user needs, leveraging high-quality data, uncovering meaningful patterns, refining models through usability testing, and developing robust data pipelines. The study emphasizes the essential role of human input in addressing AI blind spots and fostering collaborative intelligence, empowering designers to drive responsible innovation by bridging computational processes with real-world applications.

In *BioDiveIn + GoCoLife: EcoSystemic Prototypical Urban Interventions Engaging Social and Environmental Systems*, Marie Davidová, María Claudia Valverde Rojas, and Hanane Behnam

explore several interventions aimed at engaging ecological aesthetics and advancing the Post-Anthropocene transition. These interventions were co-designed through gigamapping and full-scale prototyping within experimental Systems Oriented Design (SOD) studio courses. Through a gamification project, the authors address the challenge of urban ecological sustainability by proposing an engaging, collaborative approach to a future where humans and nature coexist harmoniously.

The paper *Understanding Designer Engagement in the Product Development Process: Evidence from Japanese Manufacturing Companies*, by Yosuke Kanno and Satoshi Shibata, explores product development processes in Japanese manufacturing companies. The authors reflect on the role designers play in various stages of the process, revealing significant differences in how designers engage in the process between organizations. They find that, on one hand, companies that consistently engage designers throughout the entire process achieve high design performance and market performance; on the other hand, such results do not show a pronounced effect on the company's culture. The paper analyzes Japanese manufacturing companies to quantitatively disclose the actual engagement of designers in the design process and demonstrates how different patterns of engagement relate quantitatively to product development performance and the market environment.

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

ACKNOWLEDGEMENTS

As editors, we express our sincere gratitude to the team of volunteer copy editors for their essential and dedicated work:

Douglas Panatta de Oliveira

Jean Matheus Alves

Marcia Santos da Silva

Marcos Caetano Corrêa

Natalia Dai Prá Penteado

Samuel da Silva Miranda