

PROCEEDING
INTERNATIONAL
CONFERENCE
ON SOCIAL
DESIGN
2022

Theme:

**THE FUTURE OF SOCIAL INNOVATION
DESIGN: DESIGN AS STRATEGY**

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(National Institute of Design)

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School of Design, Universitas Pelita Harapan

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Universitas Pelita Harapan

Welcome Message

Rector

Universitas Pelita Harapan

Greetings dear all, Social Design academician, initiator, inventor, facilitator,

First, I want to welcome you all from all over the world to this International Conference on Social Design.

For the past two years we have been enduring the pandemic and with it a great challenge but also an opportunity of technology that is greatly accelerating. These two aspects change the world and open up the new future, the new digital world. We have seen how education changes with blended learning as well as how design creates with all this technological advancement. Hence, we will undoubtedly see all these changes build social innovation in our society. Design as Strategy will play a great part in this exciting future, that will be shaped creatively and innovatively.

In accordance with this spirit, I am excited that our School of Design, Universitas Pelita Harapan initiated this International Conference on Social Design in partnership with all these respective universities:

1. Faculty of Creative Industry, Universitas Ciputra, Surabaya.
2. Architecture Department, Universitas Pembangunan Jaya, Tangerang Selatan
3. Faculty of Architecture and Design, Universitas Kristen Duta Wacana, Yogyakarta
4. Faculty of Art and Design, Universitas Sebelas Maret (UNS), Surakarta
5. Faculty of Design and Creative Industry, Universitas Esa Unggul, Jakarta

which is supported by:

1. Product Design, National Institute of Design, India.
2. Salford School of Arts, Media and Creative Technology, University of Salford, UK.
3. Monash Art Design and Architecture, Monash University Australia.

I am also greatly appreciated all the keynote speakers from Indonesia and all over the world that has joined and will give input on how the future should be reframed with creative innovation:

1. Elizabeth Wewiora, BA (Hons), MRES. (Programme Leader for the MA Art and Design Courses) & Niki Colclough (Programme Leader for the MA Socially Engaged Practice) - Salford School of Arts, Media and Creative Technology, University of Salford, UK.
2. Dr. Ranjit Konkar Principal Faculty of Product Design) - National Institute of Design, India.
3. Prof. Diego Ramirez (Associate Dean International and Engagement Monash Art Design and Architecture and Director of Informal Cities Lab.) - Monash University Australia.
4. Gracia Ugut, Ph.D (Dean of Faculty of Economic and Business) – Universitas Pelita Harapan, Indonesia.
5. Dr. Ernest Irwandi, S.Sn., M.Ds. (UPH) – Participative Visual Design Expert (Ka. Prodi Magister Desain untuk Inovasi Sosial, Fakultas Desain, UPH).
6. Muhammad Kamil - Director of Design pppooolll – Research Based, Award-Winning Architectural and Design Studio).
7. Triyanto - Head of Social Engagement Department, PT. Astra International, Tbk.

I believe that this conference will not just give a contribution to innovative and creative design, but also on how design should be able to shape and improve the quality of human beings and the environment in this exciting new future. In this respect, design will be the steward of the environment and have a redemptive impact that empowers society. Design will become a strategy to glorify God.

Have a great conference! Stay safe, be productive and healthy.

Only by His Grace,

Dr. (Hon) Jonathan L. Parapak, M.Eng. Sc.

Rector of Universitas Pelita Harapan

Karawaci, Tangerang, Banten, Jawa Barat

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Welcome Message

School of Design Dean Universitas Pelita Harapan

Greetings dear all, Social Design academician, initiator, inventor, facilitator,

Welcome to The International Conference on Social Design (ICSD) 2022

The International Conference on Social Design (ICSD) 2022 is the international version of National Seminar on Social Design (Seminar Nasional Desain Sosial (SNDS)) –2022. SNDS 2022 is the 4th national seminar held by the School of Design (SoD), Pelita Harapan University (UPH), Lippo Village, Karawaci, Tangerang, Banten, West Java together with its 4 Study Programs: Visual Communication Design, Interior Design, Product Design and Architecture (<http://snds.uph.edu>), while ICSD 2022 is the 1st. The conference is in partnership with:

1. Faculty of Creative Industry, Universitas Ciputra, Surabaya.
2. Architecture Department, Universitas Pembangunan Jaya, Tangerang Selatan;
3. Faculty of Architecture and Design, Universitas Kristen Duta Wacana, Yogyakarta.
4. Faculty of Art and Design, Universitas Sebelas Maret (UNS), Surakarta.
5. Faculty of Design and Creative Industry, Universitas Esa Unggul, Jakarta.

and supported by:

1. Product Design, National Institute of Design, India.
2. Salford School of Arts, Media and Creative Technology, University of Salford, UK.
3. Monash Art Design and Architecture, Monash University Australia.

At the SNDS 2021 the theme raised was: 'Social Design Adaptability – Strategy and Innovation during a Pandemic', as an effort to see the response and resilience of Social Design during the pandemic. The seminar was having a great responses from Social Design enthusiasts from various background. Thus, we can conclude that the role of Social Design within the pandemic situation is crucial in developing a better social situation and empower the communities during this C-19 pandemic crisis (Katoppo, 2021). Having seen this enthusiasm, we thought it will be the right time to expand SNDS's discussion scale and reach in 2022 into the international scope, where we are trying to see the future of Social Design innovation, in which the design moves at its highest level as a strategy (https://issuu.com/dansk_design_center/docs/design-ladder_en).

In this level, design will move towards an ideal position, namely looking for a theoretically informed practice where design is an action, followed by research through 'objectification of an experience' and 'disciplining of subjectivity' (Taggart, 2006). It is at this point that design can initiate social innovation (Katoppo, 2019).

Hence, this is the theme for our International Conference on Social Design (ICSD) 2022. The pandemic situation that has been going on for more than 2 years will be the starting point for discussing the future of Social Design as an evaluative studies. The ICSD 2022 also invite us to discuss the future of Social Design innovations seen from: Design as a Strategy (as mentioned above), Hybrid Human Centered Design (Katoppo, 2021; Salmons, 2015; IDEO, 2013), and new imaginative possibilities of Social Design innovation in the realm of the 5.0 world of technology that utilizes big data and even creates a digital world with new social order and empowerment.

Thus we have Social Design experts as ICSD 2022 Keynote Speaker, that comes from various background as follows:

1. Elizabeth Wewiora, BA (Hons), MRES. (Programme Leader for the MA Art and Design Courses) & Niki Colclough (Programme Leader for the MA Socially Engaged Practice) - Salford School of Arts, Media and Creative Technology, University of Salford, UK.
2. Dr. Ranjit Konkar Principal Faculty of Product Design) - National Institute of Design, India.
3. Prof. Diego Ramirez (Associate Dean International and Engagement Monash Art Design and Architecture and Director of Informal Cities Lab.) - Monash University Australia.
4. Gracia Ugut, Ph.D (Dean of Faculty of Economic and Business) – Universitas Pelita Harapan, Indonesia.

Hence, ICSD 2022 would like to welcome the new world (post) pandemic through an innovative perspective of Social Design by inviting all initiators, academics and government institutions, stakeholders as well as Social Design innovators to share their thoughts, discuss and continue to develop Social Design discourse as a future empowering design for all!

Have a great conference!

Stay safe, be productive and healthy. See you in the next International Conference on Social Design.

Only by His Grace,

Dr. Martin L. Katoppo, S.T., M.T.

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