

SYSTEMIC DESIGN

the amount of relations
generates
a new economic-productive model

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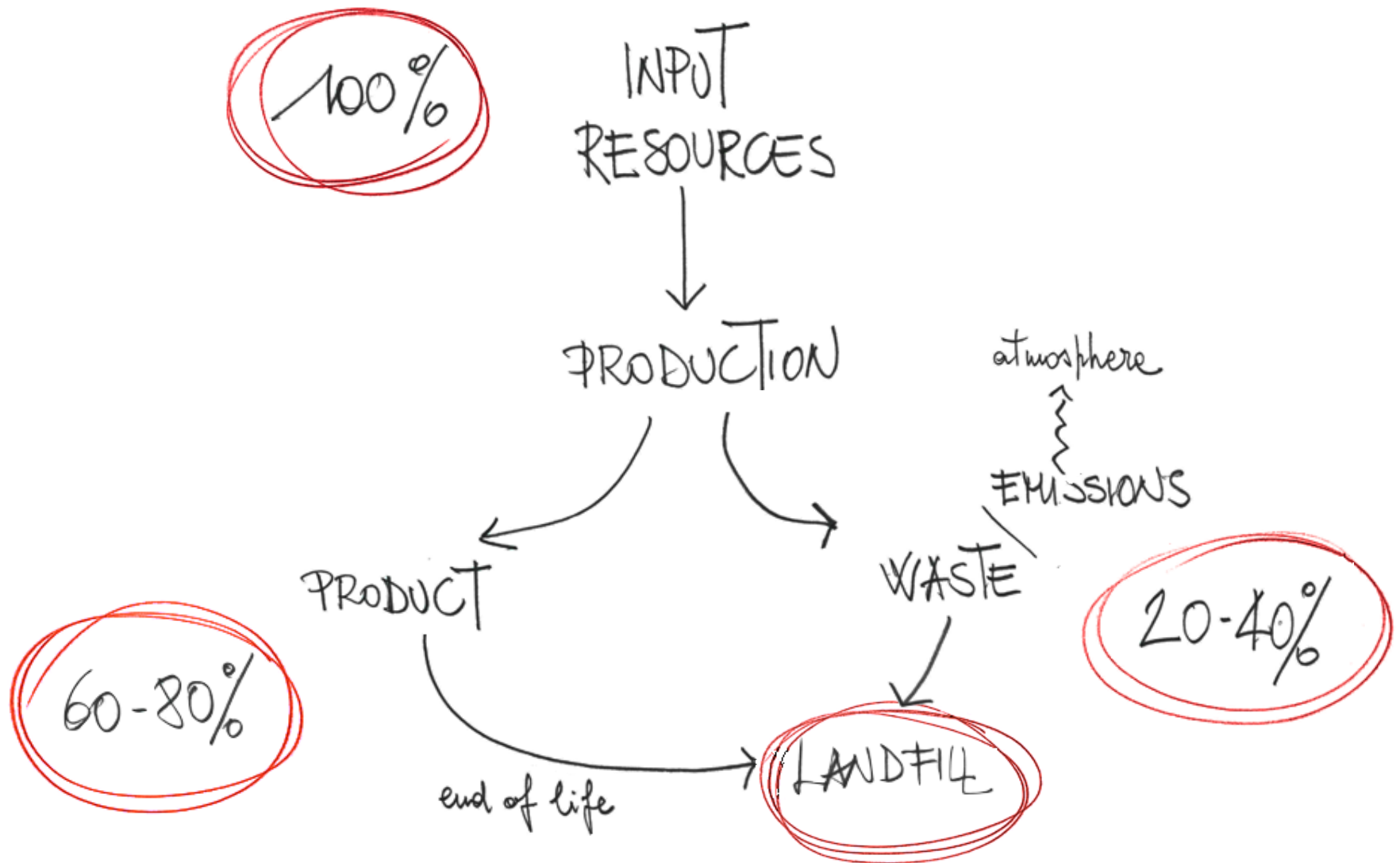


SYSTEMIC
DESIGN
SISTEMICO

economic-productive model

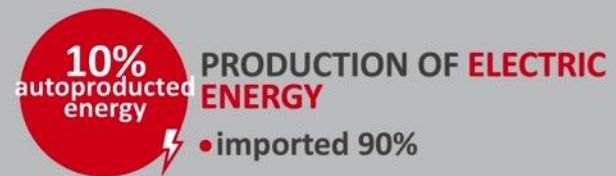
actual







TERRITORY'S ACTUAL RESOURCES



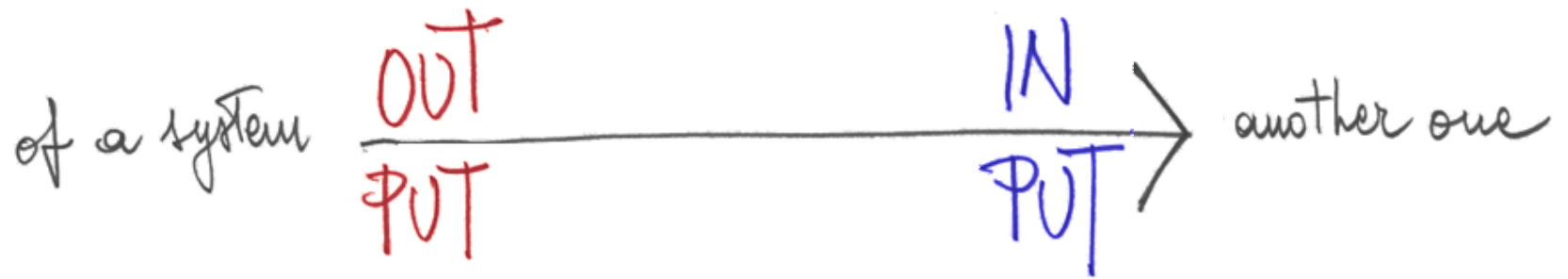
necessity of a new way facing the

design activity
productive processes

in order to obtain ecological goods

plannning the flows of matter and energy
that flow from a system to another one





economic-productive model systemic



SYSTEMIC DESIGN Guidelines



The output (waste) of a system becomes the input (resource) for another one, creating:

- an increase in cash flow;
- new job opportunities.

SYSTEMIC DESIGN Guidelines

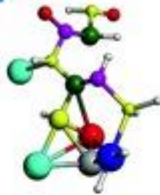
OUTPUT INPUT



The output (waste) of a system becomes the input (resource) for another one, creating:

- an increase in cash flow;
- new job opportunities.

RELATIONSHIPS



The relationships generate the system:

- each one contributes to the system;
- the relationships can be within the system or outside of it.

AUTO-GENERATION



Self-producing systems sustain themselves by reproducing automatically, thus allowing them to define their own paths of action and jointly coevolve.

ACT LOCALLY



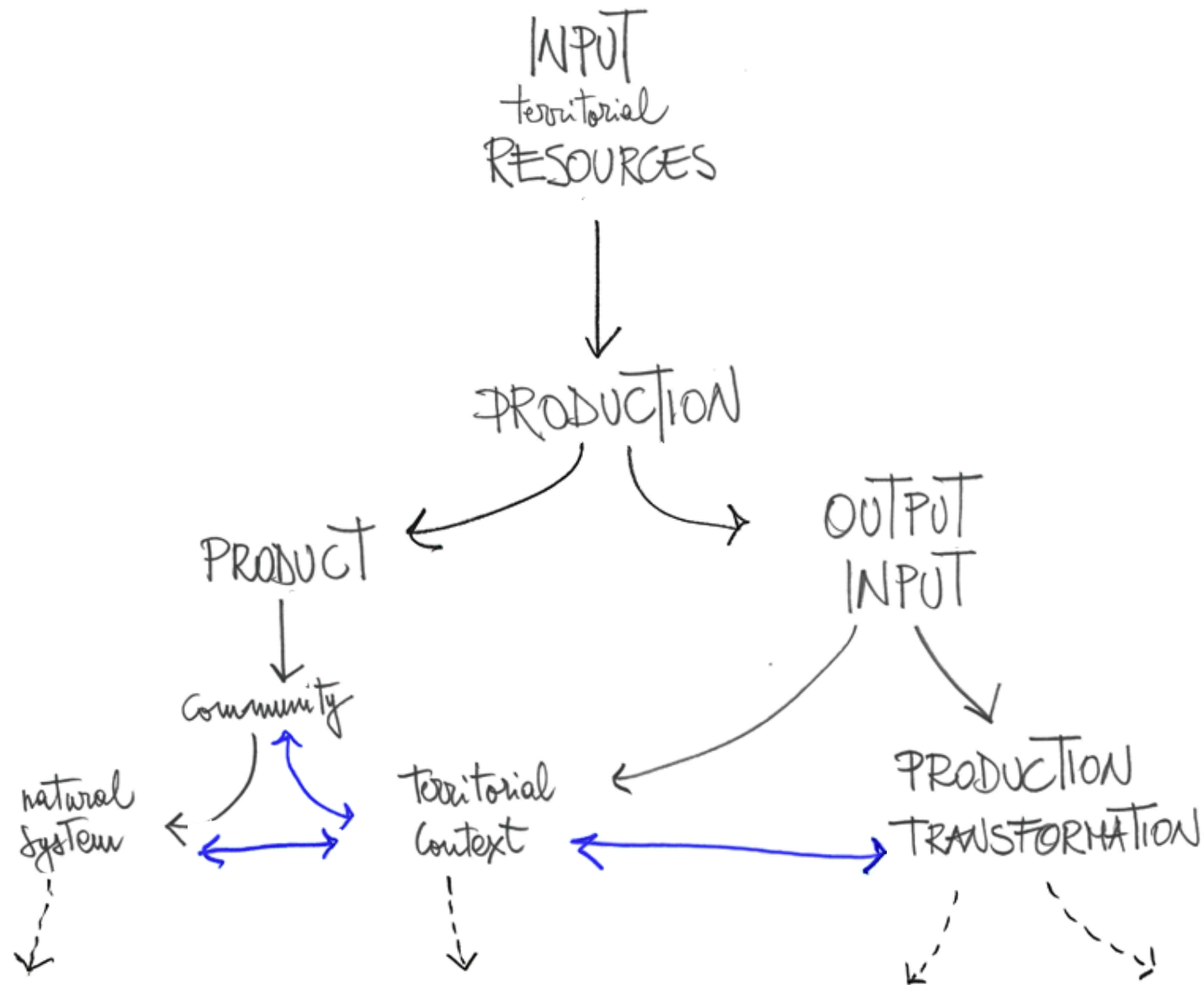
The local context is fundamental because

- it values local resources: humans, culture and materials;
- it helps resolve local problems by creating new opportunities.

MAN AT THE CENTRE OF THE PROJECT

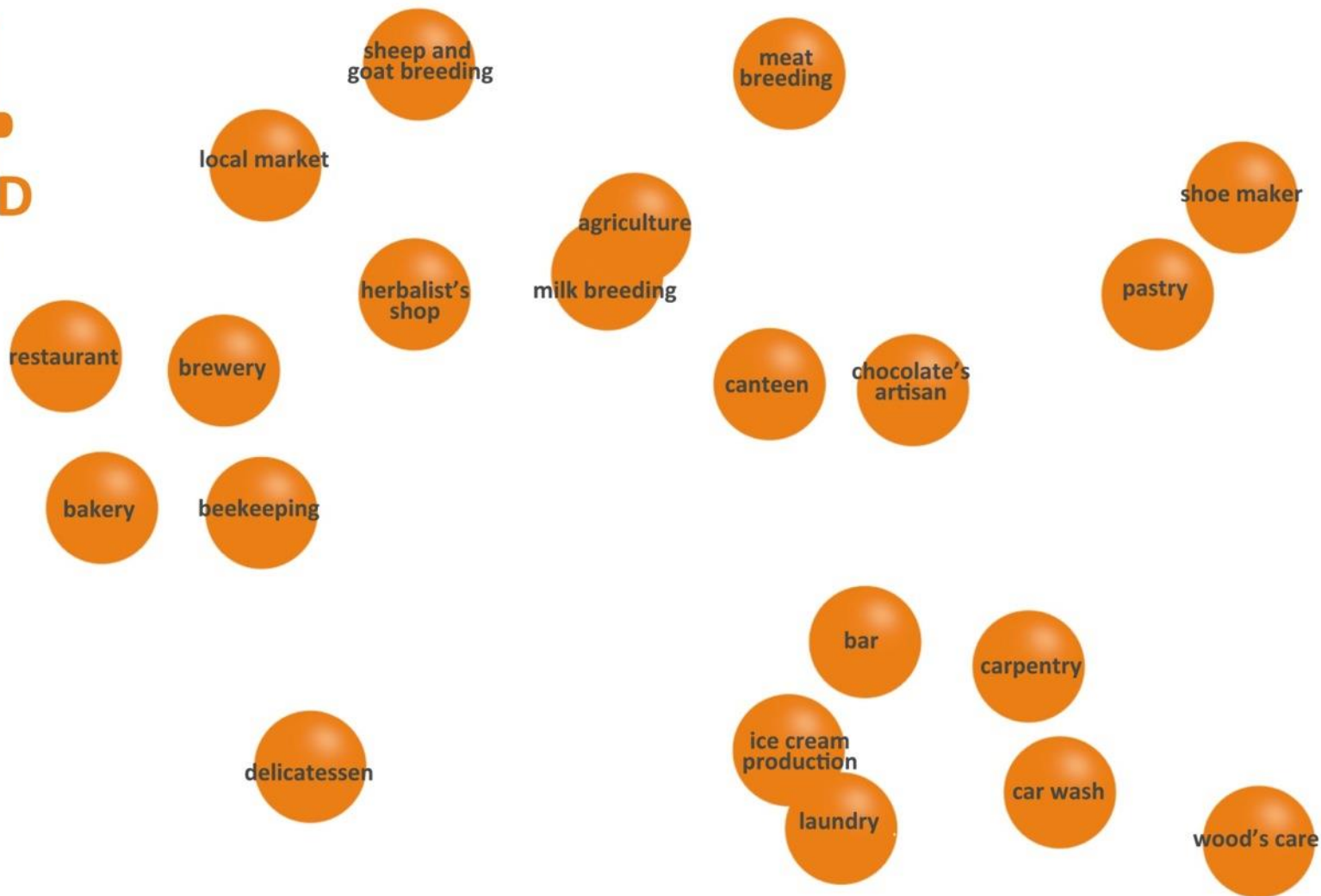


Man connected to own environmental, social, cultural and ethic context.

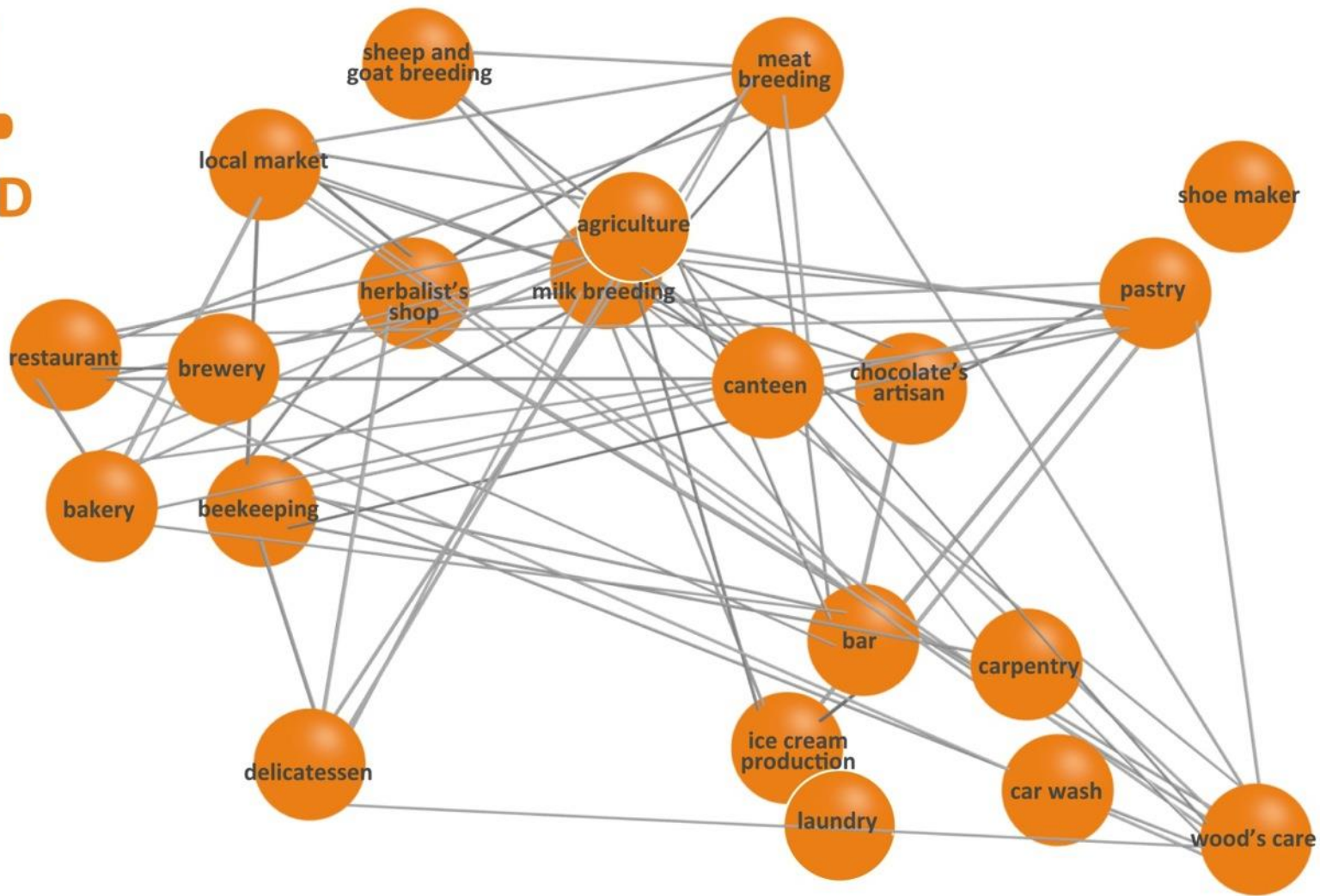


tend to Zero Emissions

24 ANALYZED activities



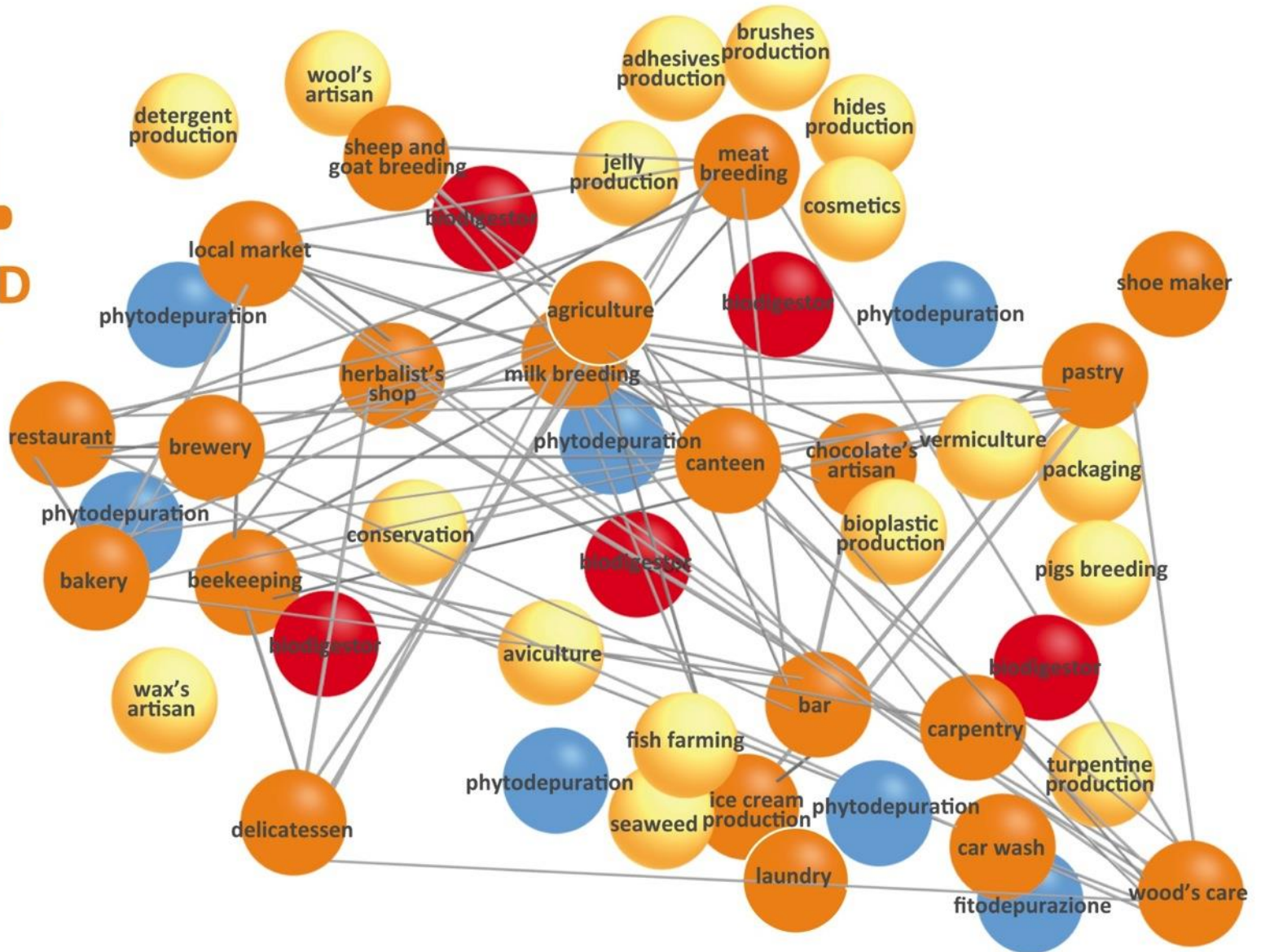
24
ANALYZED
activities



24
ANALYZED
activities



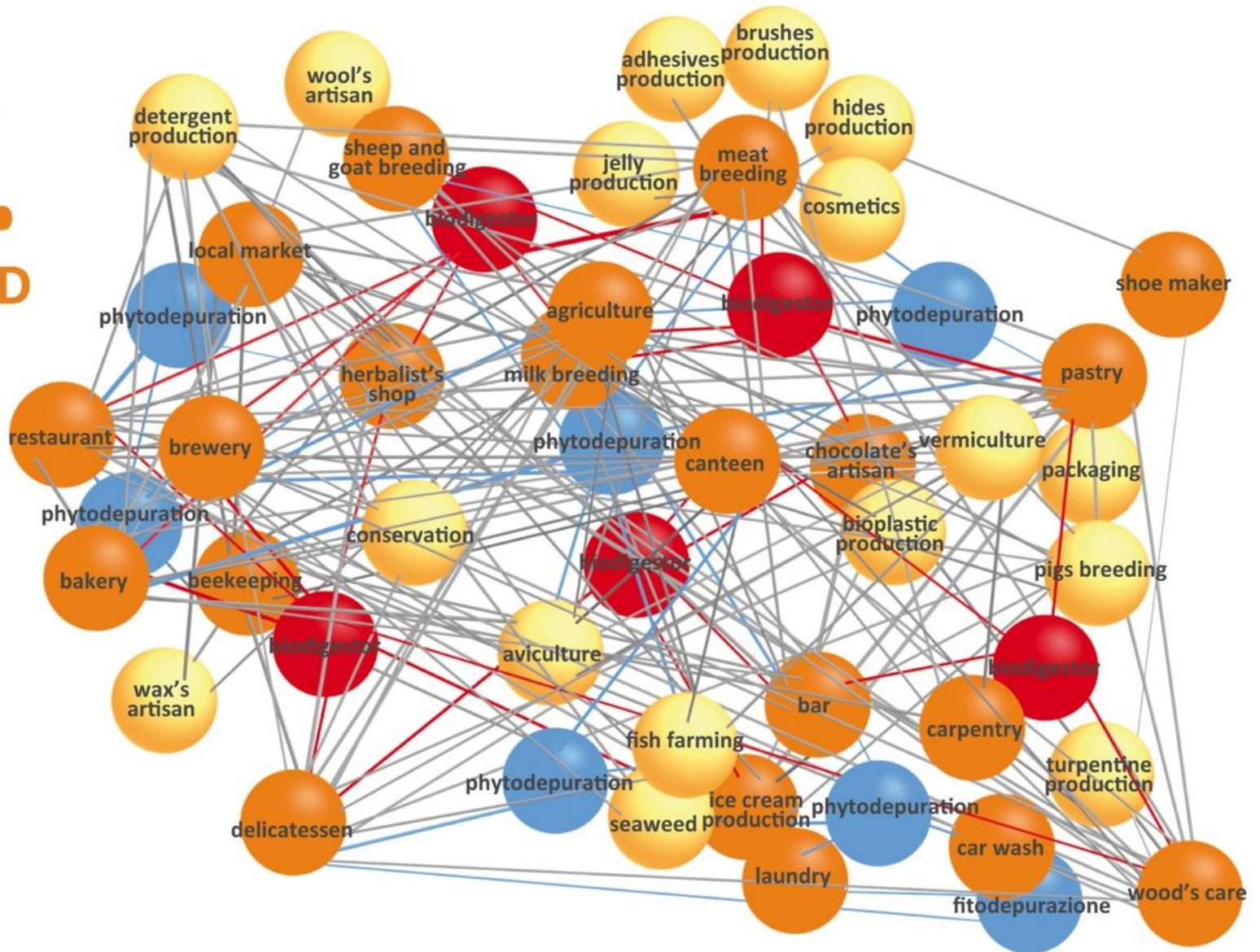
NEW
activities
26



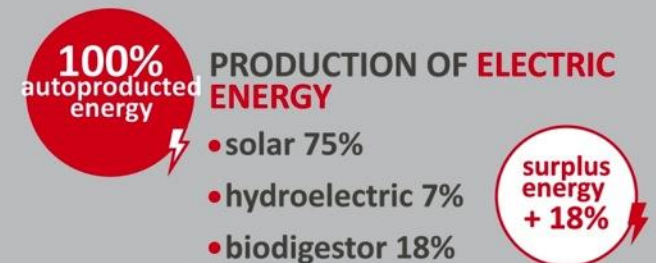
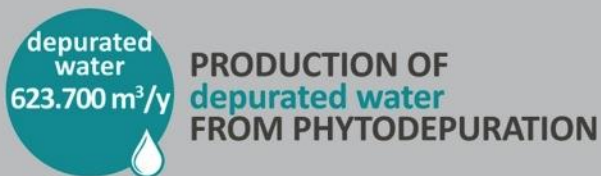
24
ANALYZED
activities



NEW
activities
26



TERRITORY POTENTIAL



actualCOMPARISON**systemic**

**n°TOTAL
ACTIVITIES**

470

**n°TOTAL
EMPLOYEES**

1.500

**EBT
TOTAL**

4,9 MI €



actualCOMPARISONsystemic

n°TOTAL
ACTIVITIES

470 → 610 + 30%

n°TOTAL
EMPLOYEES

1.500 → 2.000 + 35%

EBT
TOTAL

4,9 MI € → 36 MI € ANALYZED
ACTIVITIES

+

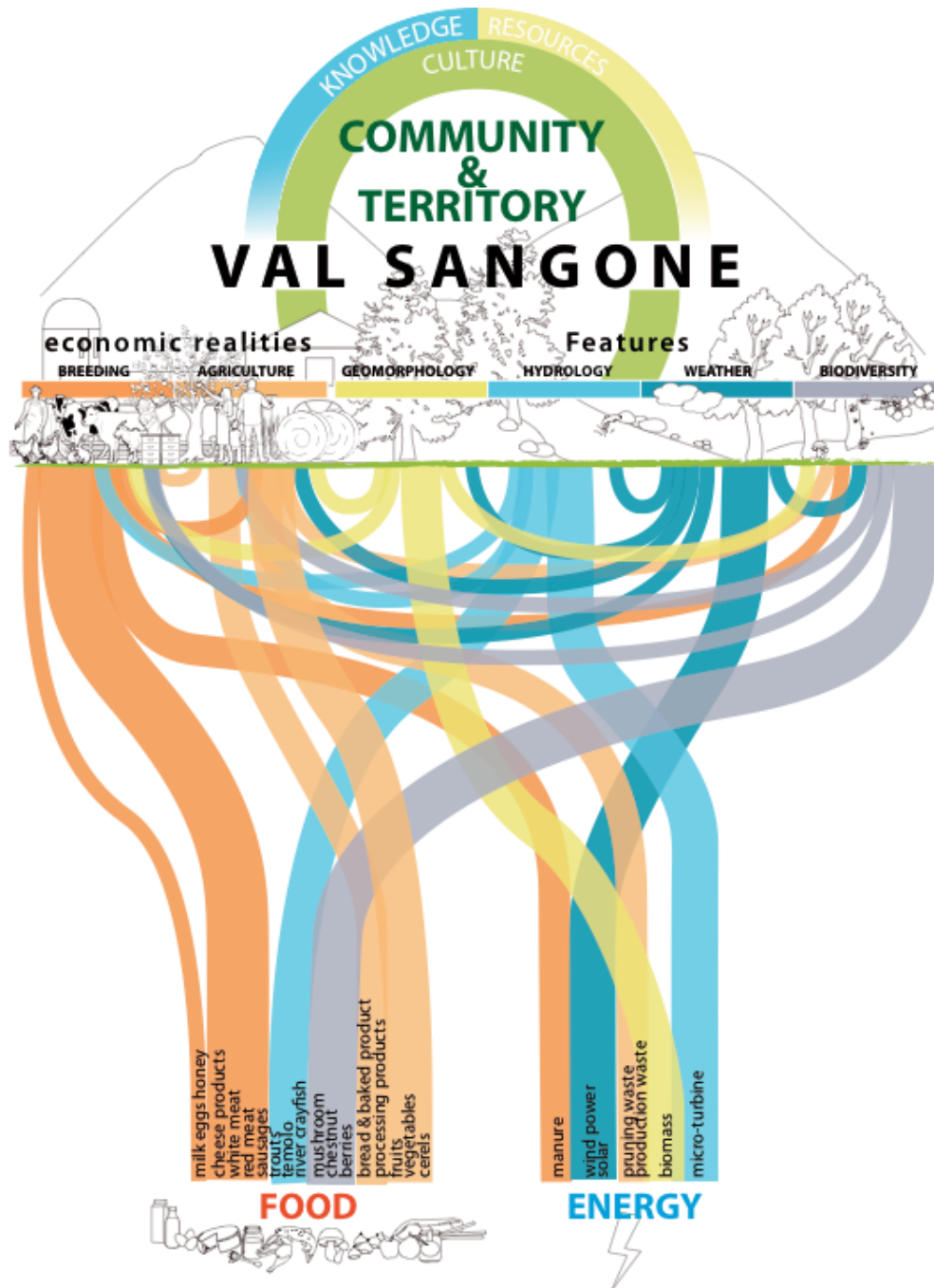
5 MI € NEW
ACTIVITIES
15% to 36 MI

41.000.000 € + 720%



SYSTEMIC
DESIGN
SISTEMICO







strong identity

forte identità

exploitation of local resources

valorizzazione risorse locali

tourism and agritourism

turismo e agriturismo



aware

consapevole

happy

felice

health and well-being

salute e benessere



local know-how

saper fare locale



local distribution

distribuzione locale

short distances

piccoli spostamenti



robust

solida

local micro-economy

microeconomia locale

new jobs

nuovi posti di lavoro

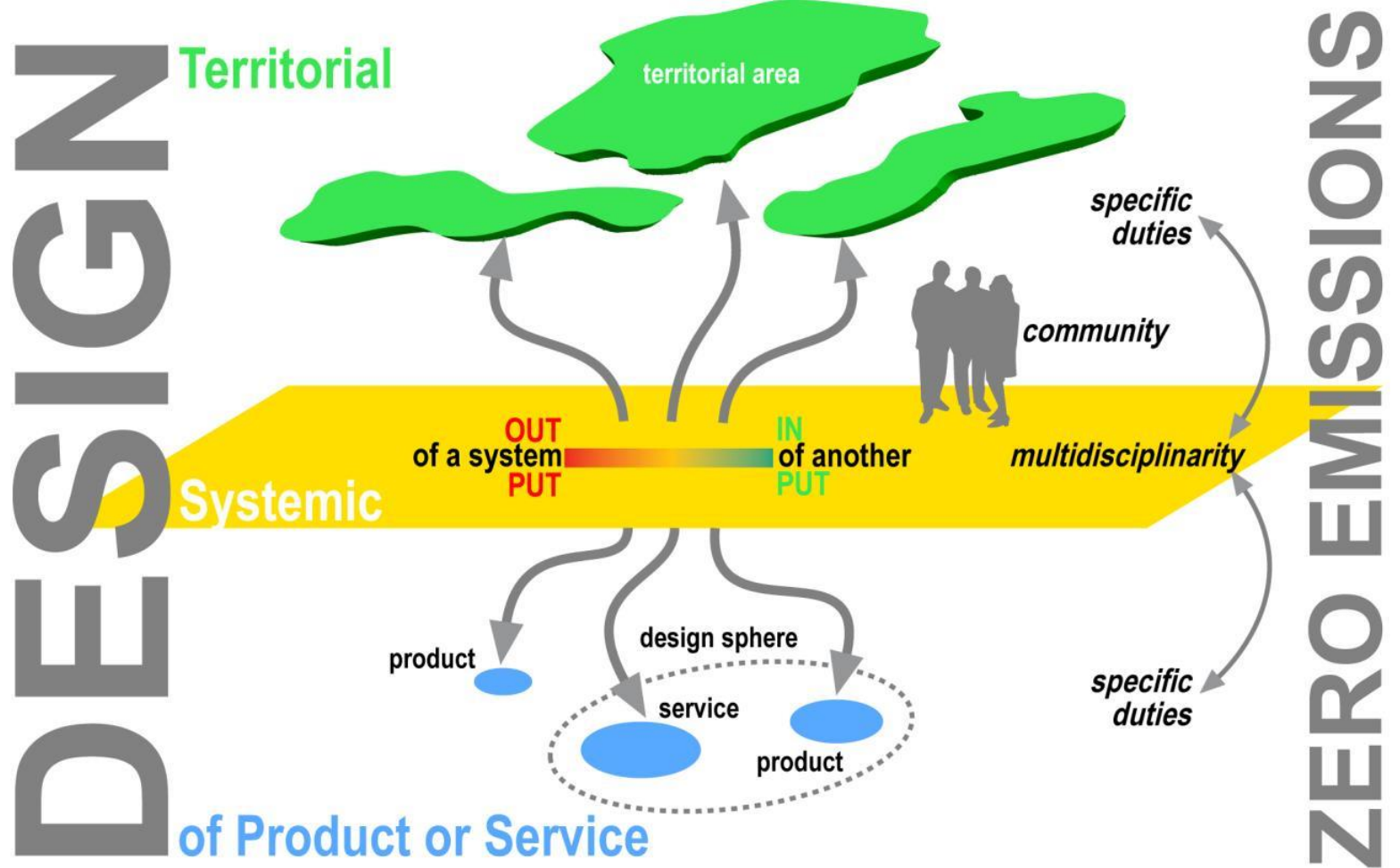


**SYSTEMIC
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quality comes from being part of the system

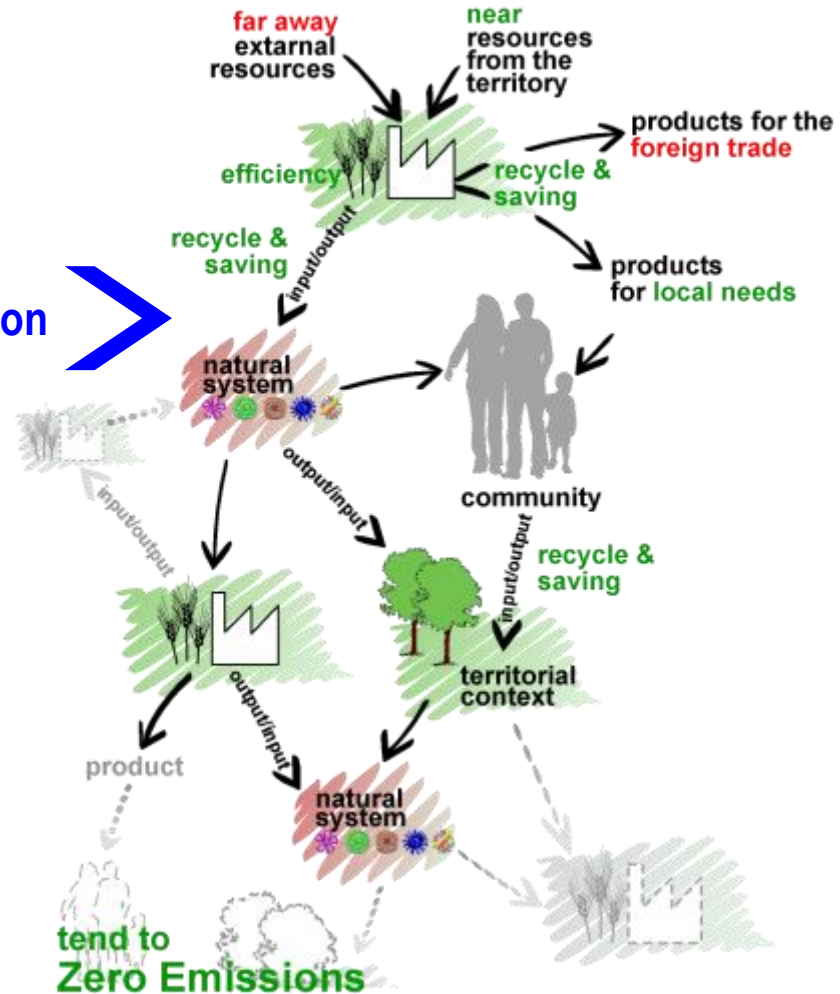
la qualità è l'appartenenza al sistema



linear
production model



systemic
production model



competition between parts

collaboration between subjects

VALUES VALORI

ALTERATION VALUE OF TIME
alterazione valore tempo

STRATIFIED QUANTIFICATION
quantificazione stratificata

CURRENCY ACCUMULATION
accumulo di moneta

CASH VALUE
valore monetario

FOCUSED WEALTH
ricchezza concentrata

CREDIT - DEBT
credito - debito

TOP - DOWN MODEL
modello top - down

VIRTUAL POSSESSION
possesso virtuale

CONTROLLED EDUCATION
educazione controllata

PYRAMIDAL STRUCTURE
struttura piramidale

HIERARCHICAL
gerarchica

CLOSED SYSTEM
sistemi chiusi

SEEMING PROXIMITY
apparente vicinanza

VIRTUAL MYTHS
miti virtuali

TECHNOLOGICAL KNOW-HOW
saper fare tecnologico

GLOBAL
globale

STATUS SYMBOL
status symbol

SOCIAL CONTRAST
contrasto sociale

INDIVIDUALISM
individualismo

SUMMIT POWER
potere al vertice

RELOCATION
delocalizzazione

STANDARDIZED TERRITORIES
territori uniformati

SOCIO - ECONOMIC PREVARICATION
prevaricazione socio - economica

DISCONNECTION BETWEEN CULTURES
sconnessione tra culture

BRAND IDENTITY
identità del marchio

NEED OF IDENTIFICATION
bisogno di identificazione

EXPLOITATION OF RESOURCES
sfruttamento delle risorse

OVERBUNDANCE
sovrabbondanza

DOMINION
dominio

INSECURITY
instabilità

VARIETY OF CHOICE
ampia varietà di scelta

QUANTITY
quantità

PREVAILING ACCESSIBILITY
accessibilità diffusa

COMPETITIVENESS
competitività

CREATION OF WRONG NEEDS
creazione falsi bisogni

OVERALL STANDARDIZATION
standardizzazione complessiva

FEW RESILIENCE
poca resilienza

PERSUASION
persuasione

RESOURCE - WASTE
risorsa - rifiuto

INFINITY PRODUCTION FOR A FINISHED WORLD
produzione infinita per mondo finito

FITTING
adattamento

INDUCTION TO PURCHASE
induzione all'acquisto



VALUES VALORI



www.systemsdesign.polito.it



