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This book talks about design and social change in a connected world in transition toward sustainability: a world in which everybody constantly has to

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design and redesign their existence, whether they wish to or not; a world in which many of these projects converge and give rise to wider social changes; a world in which the role of design experts is to feed and support these individual and collective projects—and thus the social changes they may give rise to.

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Ezio Manzini is a timely, provocative,  
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presentation of the book “Design, When

Everybody Designs” by Ezio Manzini with

an open discussion as an opportunity for

exchange for the topic proposed. Ezio

Manzini is a leading thinker in design for

sustainability, founded DESIS, an

international network on design for

social innovation and sustainability.

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**DESIGN WHEN EVERYBODY DESIGNS**  
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'Everybody' means not only individual people, groups, communities, companies and associations, but also institutions, cities and entire regions; and 'design' means that, whether they like it or not, all these individual and collective entities are forced to bring all their

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designing capabilities into play to devise their life strategies and put them into practice.

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When, a couple of years ago, I  
announced I was going to quit my job to  
attend the HPI School of Design

Thinking, most of my family and friends  
thought I was about to neglect the  
business path I had been following to  
find my true self in sketching trees on a  
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EZIO MANZINI is a leading thinker in design for sustainability. He is the author of *Design, When Everybody Designs* (MIT Press 2015), which is an introduction to the field of design for social innovation. The book explores the role of design, both expert and non-expert, in the

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The late architect and planner Ronald L. Mace, founder of the Center for Universal Design at North Carolina State University, coined the term universal

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design. He defined it as "the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design."

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