

## Spring

Or “What I think of Design Thinking”

*“The alchemists in their search for gold discovered many other things of greater value.”*

*Arthur Schopenhauer*

We all live, in some way and pushed by our contexts, somehow hypnotized by the illusion of happiness that the “gold” offers.

“Time is money”, this maxim that reverberates in the subconscious of each and every one of us as a mantra, echoes and threatens us, luring us like a mermaid’s song.

“The dictatorship of performance and pragmatism” to which the new Latin American Pope referred to when he came to Brazil may be the translation of the uneasiness and the anguish that have been leading young people to the streets in Egypt, Turkey and Brazil. We have named it Spring.

The world has gone sad. The wild race for success, for “likes” and results that are usually measured in numbers, has been slowly mining the territory of the subtle, the sensitive, the mysterious and the magical.

The world’s disenchantment that has originated from the growing supremacy of reason and scientism has provoked in men, a symbolic being by excellence, the loss of contact with his emotional, instinctive, intuitive, affective and vital dimensions.

*In a sensitive creature, that which is not created through affection produces nor good neither evil in the nature of that creature.*

*Shaftesbury, Characteristics of men*

Has the *understanding* of the world weakened our capacity of *feeling* the world?

And so there came the Design Thinking...

I like to raise, in every discussion table on the theme in which I participate, the following reflection: why, in this exact moment of our history, does a new discipline as the “Design Thinking”, and not “Scientific Thinking”, “Engineer Thinking” or “Mathematical Thinking”, is born?

Why this interest in Design?

And I also like to complement the question with the following doubt: do we, Designers, *think* differently?

What is your impression? What do you think? What do you feel?

I feel that what happened here was a cognitive mistake. In the attempt to reach an extremely relevant and opportune goal – that of re-enchanting the world – we have ended up interpreting the solution as a “thinking”. Nothing could be more symptomatic...

The great question that provokes the interest for Design and for designers is not, in my point-of-view, in the “thinking” but in the “feeling”. We designers do not think differently, we simply don’t think... we feel the world!

I would have named this discipline “Design Feeling”. Because this ability of feeling the world, using the right hemisphere of our brains, that which, by lack of exercise ended up atrophied in most men, is what differs the eye of the designer and provokes answers which are “out of the box”, “magical”, “creative”, “innovative” and all other qualities which are associated to the activity of the designer, and which have been interesting so many businessmen and managers in this moment.

*“He who does not understand a look will least of all understand a long explanation.”*

*Arabian proverb*

If it is all about inspiring non-designers to “think like designers” that the “Design Thinking” has been created and is being taught, then let us provoke the interested students not to *think*, but to *feel*, by reconnecting with the sensitive world, with the senses (observe the world, walk in(to) it) and by acting directly on the material (prototyping, tact, vision), which are all in the step-by-step of the methodology systematized as a process, but which need to be evidenced as a *feeling*, and not as a *thinking*, in order to address correctly to the challenges and results aimed at.

*(...and I do not stop asking myself: why are the designers the ones who are using the Design Thinking?..)*

It is in once again feeling the world that can be the answer to so much anguish, violence, acceleration and uneasiness. But may it not be once again to the search for the “gold”, but to the finding of so many other, more interesting things that we have left behind on the way and that we need to recover.

*The alchemists are coming...*

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