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Design for Social Impact - Crossroads between Design and Cultural Theory

Today design has become part of the everyday experience of urban life.   But serious academic discussions on design are still uncommon. Until recently, anthropologist Bruno Latour brought the idea of design to the sphere of cultural theory.   He argued that design, or to be more precise – design thinking, could possibly be a way to comprehend or even to solve today stalemate in politics. In other words, not only there is a political dimension of design, but also a political possibility of design. To put it more provocatively, "Dasein ist design". This paper explores these critical and theoretical dimensions of design.   By analyzing specific procedures in design process and the actual implementation of design thinking in business and activist projects, this paper argues that the possible meaning of "design" is far beyond the realm of designers. The point is to bring out the question: How to do design for social impact?