

FEMINIST STRATEGIC DESIGN: A THEORETICAL-METHODOLOGICAL PROPOSAL OPERATED IN THE CONTEXT OF THE CITY.

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1. INTRODUCTION

The patriarchal structure under which our society is organized reflects, in the most diverse spheres, its modes of oppression. The cities, the result of construction governed by this paradigm, are a space where it is possible to identify these impressions in their physical structures and organizational systems. This perception is even more accentuated when observing these influences on women's lives. Given this finding, strategic design presents itself as a potential methodological operator capable of, with its dialogic and collective participation capabilities, transforming the reality of projects developed in this context. However, just like in cities, it is possible to perceive the incidence of patriarchy on this field of study that was born within and from this reality. It is based on these observations, and putting these factors into connection, that this study was born.

2. RESULTS

The research analyzed the ways in which the structure and planning of cities, built under a patriarchal context, interfere in women's daily lives. From this, feminism was used as a field of knowledge under which it is possible to build new perspectives on the future and society, understanding it as an epistemology capable of breaking with the dominant design models, whether in cities or strategic design. What developed from this was the proposition of a feminist strategic design methodology, which aims to suggest and present new design perspectives that can transform modes of operation and perception regarding design processes, considering, especially, the perspective of women. Through a path covered through four operational movements expressed by four verbs (listen, share,

imagine and practice), under the adoption of feminist ethical stances also represented by 6 verbs (haunt, ask, remember, celebrate, approach and care), the proposal developed was experienced and evaluated in a design context located in the city of Porto Alegre, in three different experiences. The objective was to rethink the city and propose design alternatives that considered and placed women's experiences at the center of the proposals.

3. CONCLUSION

What was developed aimed to call into question most of the theoretical references that support studies in strategic design and its design processes, also breaking with a conduct commonly present in projects operated under a patriarchal structure and reasoning in cities: the need to always produce with focus on the industry, through innovations that aim exclusively at profit and that benefit a select group of people. In this process, participants allowed themselves to imagine freely; discuss solutions based on the problems experienced in the city, seeking to prevent them and not just remedy their consequences; and present initiatives that considered the reality in which they would be developed. The adoption of feminist ethical stances in the design process under a strategic design approach constitutes a critical reflection on the design process itself. Therefore, it is possible to say that the operation of strategic design in the light of feminist epistemology was capable of: (1) rethink the perspectives and references adopted with regard to strategic design practices; (2) decentralize the perceptions usually adopted in design processes, taking into account the experiences of women and people marginalized by the patriarchy; and (3) incorporate feminist ethical stances into the methodological operation process in order to transform it, indicating



necessary attitudes that designers must adopt in order to act in accordance with this epistemology, critically reflecting on their conduct and design development.

REFERENCES

LOCATELLI, Giulia. **Design estratégico feminista: uma proposta teórico-metodológica operada no contexto da cidade**. Dissertação (Mestrado em Design) - Programa de Pós-graduação em Design, Universidade do Vale do Rio dos Sinos, São Leopoldo, 2023.