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picture and artwork: natalia dai prá penteado

Editorial

This Strategic Design Research Journal (SDRJ) issue gathers seven papers that collectively illuminate strategic design's transformative potential across spatial empathy, epistemic mediation, the use of AI, educational ecosystems, fashion personalization, assistive innovation, and generative visualization, weaving a cohesive narrative of relational, technological, and human-centered practices for resilient futures.

"Designing Collaborative Emergence: Between Intelligence Coordination and Knowledge Confluence" by Passos et al., critiques consensus-driven coordination for silencing epistemic differences and instead proposes three dynamics: horizontal epistemic interfaces for non-hierarchical knowledge encounters, emergent attention to what arises in the moment, and contextual amplification to extend local insights systemically. The paper draws on Haraway's situated knowledges, Santos' ecology of knowledges, and decolonial anthropology to foster plural world-making in design practice.

"Integrating Service Design in Corporate Architecture: a holistic approach to user-centric workspaces" by Unanue et al. pioneers the fusion of service design tools, personas, journey mapping, and service prototyping, within a workshop, where participants reimagined rigid receptions as interactive hubs and inflexible zones as adaptive collaborative spaces, embedding empathy and co-creation into built environments to enhance organizational agility and user well-being.

These foundations of relational mediation extend into anticipatory strategies in "A systematic review of the projection of future scenarios with artificial intelligence through the perspective of strategic design for risk management in extreme events" by Boeira et al., which employs a PRISMA-guided synthesis of AI, Big Data, and strategic design to model resilient responses to floods, landslides, and crises, revealing how generative simulations and interdisciplinary translation transform reactive disaster management into proactive societal safeguards, while emphasizing ethical integration to avoid epistemicide in vulnerable contexts. Building on this technological foresight, "Leveraging Generative AI for Strategic Design Visualization and Innovation in Early Stage of Product Development Among Students" by Kamil and Abdullah arguments on how tools like Copilot and Bing Image Creator, refined through iterative prompt engineering, form the base for distinct ideation process for everyday products such as toasters, computer mice, and hair dryers, bridging abstract concepts to tangible prototypes and democratizing strategic visualization in educational settings.

Educational innovation occurs through institutional partnerships in "Partnerships for Innovation in Industrial Design Education: An Analysis Using the Triple Helix Approach" by Peruchini et al., which dissects university-industry-government collaborations at the Academy of Art University, highlighting priorities like real-world project immersion, rapid market feedback loops, and cultural alignment over competitive silos, thereby cultivating adaptive designers equipped for complex socio-technical challenges.

"Mass Customization as a Positioning Strategy in the Fashion Sector: Evidence from a Brazilian Startup" argues on how personalization emerges as a unifying thread across consumer and clinical domains. Dal Forno et al. adapts Kumar's framework to a Brazilian sneaker startup, where modular components and hand-painted customizations yield productivity surges, emotional branding, and customer loyalty, positioning bespoke production as symbolic innovation amid fast fashion's homogeneity.

In parallel, "A Strategic Design Framework for Personalized Assistive Products: Design tools for systemic orthosis co-creation", by Ferrari et al., introduces virtual limb repositioning via Blender's rigging tools as an intangible artifact, enabling designer-occupational therapist co-validation for 3D-printed orthoses tailored to a teenager with spastic Cerebral Palsy, overcoming scanning barriers, incorporating user-preferred aesthetics like team emblems and ventilation, and reducing abandonment rates through systemic sociotechnical intervention

Interweaving these contributions, the issue reveals strategic design as a practice of epistemic care and systemic reconfiguration: service-spatial empathy in Unanue et al. mirrors Passos et al.'s plural interfaces, while AI scenarios from Boeira et al. and Kamil/Abdullah's visuals fuel helix partnerships that enable scalable customization in Dal Forno et al. and orthotic frameworks. From workshops prototyping flexible zones to Blender armatures democratizing Assistive Technology, and from PRISMA matrices forecasting floods to prompt-engineered dryer renders, each manuscript advances co-creative agency against uncertainty (be it epistemic hierarchies, market volatility, or clinical stigma) affirming SDRJ's role in propagating design's strategic evolution toward inclusive innovation.

Due to an editorial restructuring implemented by the Strategic Design Research Journal over the past year, to strengthen our operational framework and long-term sustainability, publication timelines for recent issues have been unavoidably delayed. Accordingly, this editorial accompanies the combined publication of Numbers 2 and 3 (2024). With the new editorial structure now fully operational, SDRJ reaffirms its unwavering commitment to expeditiously addressing all pending issues. This includes rigorous adherence to our established peer-review standards, internal periodicity, and indexing criteria, ensuring the highest levels of scholarly integrity, transparency, and quality that our community expects. This is a one-time measure designed to fortify our processes and better serve future submissions from authors worldwide.

Guilherme Englert Corrêa Meyer
Editor

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