



ethical leadership
a new frontier for design



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Prototyping Situatedness with Radical Inclusive Attitudes

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ABSTRACT | This poster introduces the Radical Inclusive Attitude (RIA) framework, a design research approach that decentralises the design process, shifting focus from designers to communities. Developed by the RIA collective, the framework builds on decolonising design ethics and participatory processes to address social inequalities and injustice. Inspired by Freire's Pedagogy of the Oppressed, the RIA taxonomy provides a structured methodology to explore power dynamics and inclusive attitudes in design. Through an interactive experience, the public engages with the RIA framework's key components—praxeology, phenomenology, and ontology—reflecting on their role in fostering radical inclusivity. A QR code on the poster leads to an extended digital space for deeper exploration. This initiative seeks to validate and expand the RIA framework by sparking dialogue within the design community, questioning whether radical inclusive attitudes can serve as a manifesto for ethical and impactful design practices.

KEYWORDS | SOCIAL INEQUALITIES, SOCIAL WELFARE, COMPLEXITY, RADICAL INCLUSIVE ATTITUDES, PROTOTYPING IN ACTION

1. Research objectives

This poster explores how design research is evolving to better understand the underlying factors that drive social inequalities and injustice. To address this, we introduce the Radical Inclusive Attitude (RIA) framework (Fig. 1) (Busciantella-Ricci et al., 2024), which builds on a body of literature that decentralises the design process, shifting the focus away from designers and towards communities (Udoewa, 2022; DiSalvo, 2022; Costanza-Chock, 2020). The framework aligns with the emergent ethics of decolonising design within participatory processes for complex contexts.

The RIA framework emerged through a collaborative triangulation of data conducted by the RIA collective, a group formed during the IASDR 2023 design conference to explore how design can foster inclusive attitudes in society (Busciantella-Ricci et al., 2024). In 2024, the collective presented the RIA concept and initial framework at Cumulus 2024 Budapest. Building on two years of design conversations, the RIA collective now proposes a collaborative research experience. This poster invites the public to interact with the RIA framework and collective, engaging in discussions on new cultural models to address social inequalities and the growing prevalence of attitudes that incite hatred and discrimination.

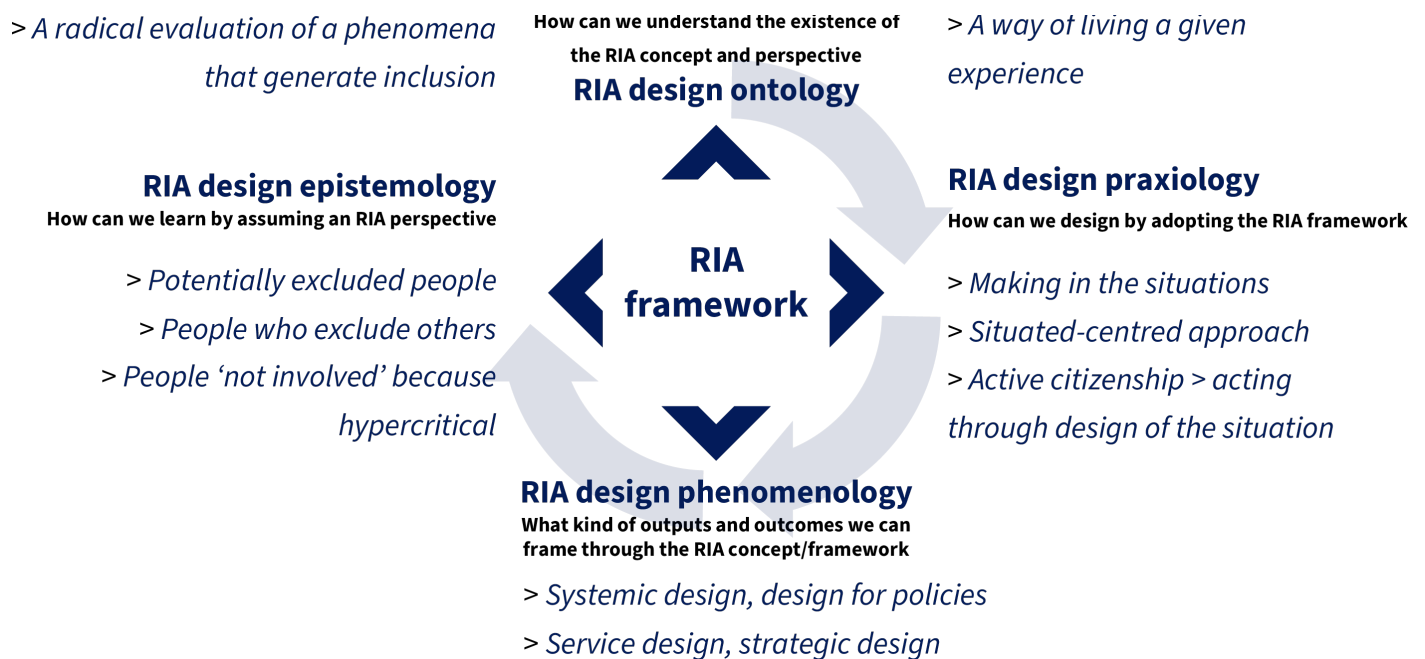


Figure 1. The RIA framework, adapted from Busciantella-Ricci et al. (2024).

2. Methodology, tools and research process

To advance this objective, the RIA framework has been structured into a taxonomy that provides a practical approach to addressing the ethics of social injustice in public design. This involves creating a neutral space where RIA helps social actors—both victims and perpetrators—navigate power dynamics and inherent tensions. The taxonomy draws inspiration from Freire's Pedagogy of the Oppressed (Freire, 1970). We propose a collaborative research process where the conceptual foundations of the RIA framework are made available to the public as a performative and speculative design experience. This allows for collective reflection, validation, and contributions to the ongoing discourse around radical inclusive attitudes.

Participants will be invited to engage with the three core components of the RIA framework:

- RIA Design Praxeology – Triggering reflections on how individuals are or could be

“making in the situation” through a situated design process to combat social inequalities and discrimination.

- RIA Design Phenomenology – Prompting questions about the types of design outputs being used to address these complexities. Are they appropriate? What new design disciplines are needed?
- RIA Design Ontology – Encouraging self-reflection on whether participants identify as potential RIA actors. Since RIA is about living a given experience, we ask: What does a radical inclusive attitude mean to you?

In connection with this framework, participants will also explore different actor typologies affected by radical inclusive attitudes, such as:

- Those who are excluded (e.g., due to discrimination, oversight, or neglect).
- Those who exclude others (e.g., individuals or systems that marginalise underserved communities).
- Those who are uninvolved but persuadable (e.g., individuals with controversial views who remain open to discussion).

To help the public navigate the RIA taxonomy, case studies and examples will be provided, culminating in an interactive question: Who are you?

By scanning the QR code on the poster, participants can engage with the RIA taxonomy in a reflective digital space, following interactive instructions designed to deepen their understanding (Figure 2).

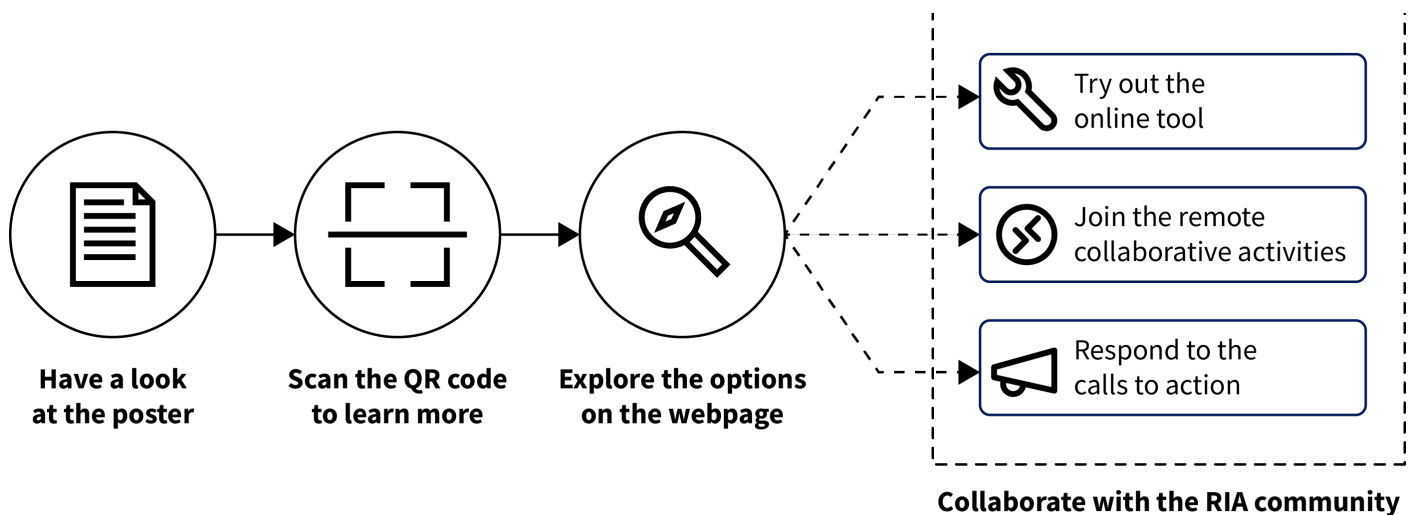


Figure 2. Steps for interacting with the poster and collaborating with the RIA community.

3. Expected results

Through this experience, the public will gain hands-on engagement with the RIA framework, applying its principles to ethical decision-making in design for social justice. Specifically, this experiment aims to test whether the RIA taxonomy can serve as a strategic tool for the design community—helping practitioners reflect on their own attitudes toward global challenges and inclusivity.

Key discussion points include:

- Do participants agree or disagree with the radical approach proposed by the RIA framework?
- Can the RIA framework serve as a new design manifesto?
- How can it shape the way designers approach social change?

These questions will spark dialogue between the RIA collective and new potential RIA members, further advancing the discourse on radical inclusive attitudes and design.



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Abstract

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Keywords: social inequalities, social welfare, complexity, radical inclusive attitudes, prototyping in action

Research objectives

This poster explores how design research is evolving to better understand the underlying factors that drive social inequalities and injustice. To address this, we introduce the Radical Inclusive Attitude (RIA) framework (Fig. 1) (Busciantella-Ricci et al., 2024), which builds on a body of literature that decentralises the design process, shifting the focus away from designers and towards communities (Udoewa, 2022; DiSalvo, 2022; Costanza-Chock, 2020). The RIA framework aligns with the emergent ethics of decolonising design within participatory processes for complex contexts. The RIA framework emerged through a collaborative triangulation of data conducted by the RIA collective, a group formed during the IASDR 2023 design conference to explore how design can foster inclusive attitudes in society (Busciantella-Ricci et al., 2024). In 2024, the collective presented the RIA concept and initial framework at Cumulus 2024 Budapest. Building on two years of design conversations, the RIA collective now proposes a collaborative research experience. This poster invites the public to interact with the RIA framework and collective, engaging in discussions on new cultural models to address social inequalities and the growing prevalence of attitudes that incite hatred and discrimination.

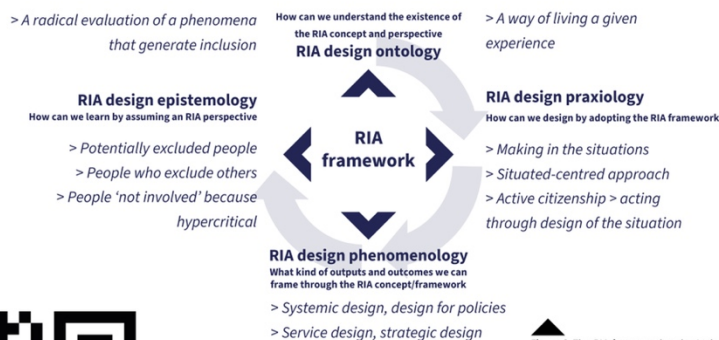
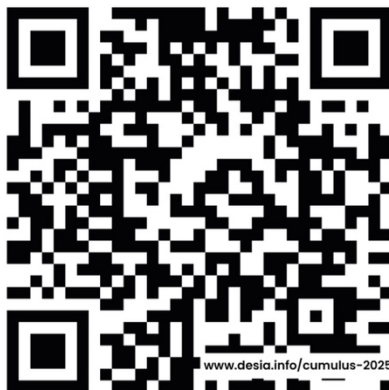


Figure 1. The RIA framework, adapted from Busciantella-Ricci et al. (2024).



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Expected results

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References

References are available through the QR code link.

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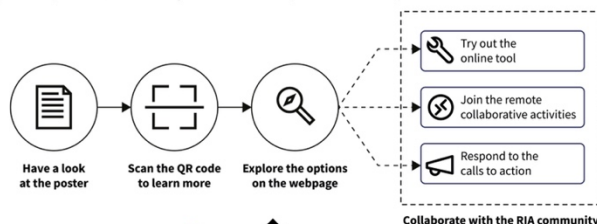


Figure 2. Steps for interacting with the poster and collaborating with the RIA community.

Care and Public Innovative Action Issues

Managing new ethics of public design

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Daniele Busciantella-Ricci, an Assistant Professor (non-tenure track) at the Department of Architecture at the University of Florence, works on the Research Through Co-design for inclusive services and social innovation. Also, he is exploring the Design for Inclusive Attitudes approach.

Luis Soares, PhD in Science and Technology Studies, holds a prestigious role at the Institute for Design Informatics, Edinburgh. He contributes expertise to collaborative research on Generative AI and IoT device lifecycles, aiming to improve urban environments, IoT repairability, and foster a fairer, sustainable society.

Lakshmi Srinivasan, an Assistant Professor of Design at BITS Design School, Mumbai, is a design educator, spatial practitioner, and architect. Her research interests and passion centre around developing interdisciplinary approaches in design pedagogy and the spatial dimensions of inclusion.

Mike de Kreek is a Senior Researcher at the Civic Interaction Design research group at the AUAS Faculty of Digital Media and Creative Industries. As an action researcher, he focuses on collaborative learning processes between diverse community stakeholders fuelled by creative methods.

Anne H. Berry, an Associate Professor at Cleveland State University, is co-creator of Ongoing Matter: Democracy, Design, and the Mueller Report and managing editor of The Black Experience in Design: Identity, Expression, and Reflection.

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