



CONNECTIVITY
and CREATIVITY
in times of CONFLICT

Cumulus ANTWERP
12-15 April 2023

PULSE APPROACH

integral design project management to empower transformative processes

Keywords

Contemporary wisdom; Integral design project management; Design and spirituality; *Souths* communities; Pulse approach

Luciana Lopes - Faculty of Fine Arts of University of Porto - Design Department

Heitor Alvelos - Faculty of Fine Arts of University of Porto - Design Department

Cristina Parente - Faculty of Arts and Humanities of University of Porto - Institute of Sociology

This work was funded by national funds through the FCT – Fundação para a Ciência e a Tecnologia, I.P., under the scope of the project UIDB/04057/2020

Pulse Approach

integral design project management → transformative processes



design guided by spirituality ← vital and urgent ← humanitarian crisis



recovery, flourishing and continuity of life

design project management → lacking dimensions of spirituality

discussion:

- *Design Thinking* (Brown, 2010) – design project management
- *Theory U* (Scharmer, 2009) – management



prototypes + tests + implementation → future

integral design project management

integral vision → multidimensional and holistic



spirituality → expanded, defragmented, contemporary perception

- philosophies of ancestral wisdom of the *Souths* communities
- Portugal and Brazil
- present
- organic and circular format

Pulse Approach – theoretical references

- **wisdom for contemporary complexity**
- **design and spirituality**

- **wisdom for contemporary complexity**

- Bispo dos Santos, A. (2015, 2018, 2019)

- Krenak, A. (2019, 2020)

- Latour, B. (2020)

- Haraway, D. (2016)

- Tsing, A. L. (2022)

- **design and spirituality**

- Papanek , V. (1995)

- Schumarcher, E. F. (1974)

- Walker, S. (2011, 2020)

- Margolin , V. (2014)

- Escobar , A. (2018)

Pulse Approach – theoretical references

- **spirituality for contemporaneity**
- *Souths* Communities

***Pulse Approach* – theoretical references**

- **spirituality for contemporaneity**

- Mãe Beata de Yemonjá (Costa, 2000, 2002, 2017)

- Steiner, R. (1962)

- Buber, M. (1923)

- Kumr, S. (2017)

- Osho (Jain, 2012)

- Lovelock , J. (2014, 2020)

- Margulis, L. (2014)

- ***Souths Communities***

- Gutierrez, A. B. (2015b, 2021)

- Escobar, A. (2018)

- Freire, P. (1987, 1992)

- Bonsiepe , G. (2011, 2012)

- Santos, B. de S. (2009)

- Santos and Meneses (2009)

Pulse Approach – theoretical and methodological approaches

- **69 components of spirituality** → **guide, interpret, prove**

Pulse Approach – theoretical and methodological approaches

- **69 components of spirituality** → **guide, interpret, prove**
- **fieldwork:**
 - online and in-person, ethnographic and autoethnographic formats → participatory experience
 - ↓
 - communities' proximity ← inductive and deductive ← qualitative methodology
- complex data
- direct and participant observations
- conversations + exploratory and semi-structured interviews

Pulse Approach – Souths Communities

the *Souths* → learning references



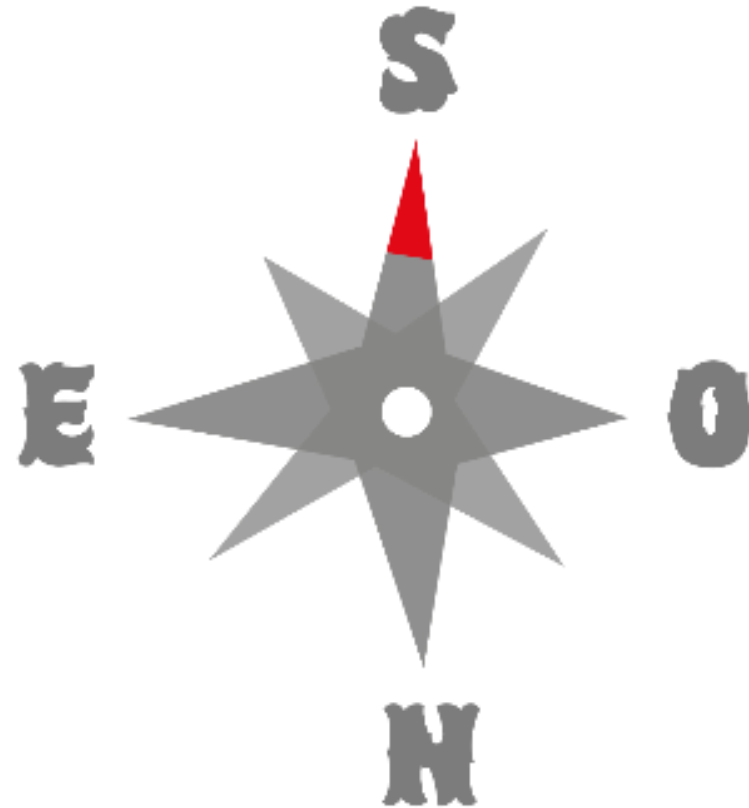
ancestrality, wisdom and knowledge



recovery and flourishing and continuity of life



informative clues → transformative processes



Source: Garcia, 1943; Campos, 1991; Freire, 1992

Pulse Approach – the learning Souths communities

Association of Women Farmers of Castelões

- family farming agricultural community

- linen cycle ancestral wisdom

Castelões, Tondela, Portugal

Source: Luciana Lopes e Cristiane Menezes, 2022

Quilombola Association of Conceição das Crioulas

- quilombola community

- quilombola ancestral wisdom

Salgueiro, Pernambuco, Brazil

... contar uma história preterem
também teve atenção, é uma história de luta
velhos como foi a escravidão, isso contam os mais
... foi a fundação.
... negras aqui chegaram até nessa região e
... terras com fiação de algodão que vendiam
... produtos feitos à mão.



Pulse Approach – the learning Souths communities

Criola NGO

- afro-brazilian community
- ancestral wisdom of african origin
- defense and promotion of Black Women's Right

Rio de Janeiro, Brazil

Pulse Approach – Preliminar conclusions and grounded theory development

- **outcome:**

- **13 main and common components of spirituality**

- present (the here and now)

- love

- presence

- affection

- organicity (the circularity, the spin, the circle)

- care

- interdependence on all that exists

- ethics

- relationality

- intuition

- the feminine

- ancestry

- matriarchy

we posit the *Pulse Approach*:

- based on aforementioned 13 spirituality components
- and empirically grounded on developed fieldwork and literature review
- the ancestral wisdom philosophies of the *Souths* communities from Portugal and Brazil

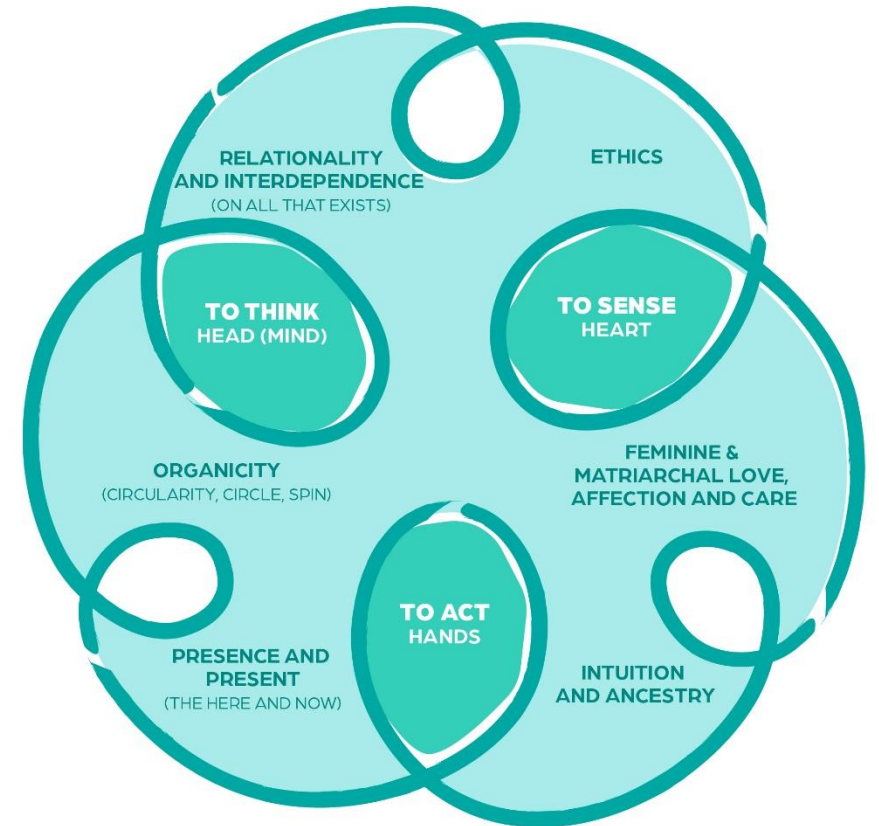
***Pulse Approach* – Preliminar conclusions and grounded theory development**

a head (to think) - heart (to sense) - hands (to act) *integral design project management approach*



towards the empowerment of transformative processes

- strategic planning
- project management
- group and team development
- self-development
- design project management and/or management tools



Source: *Pulse Approach*, created by the authors, 2022.

***Pulse Approach* – Preliminar conclusions and grounded theory development**

relaxed and open mindset, sensory receptivity and active processes:

- in present (the here and now)

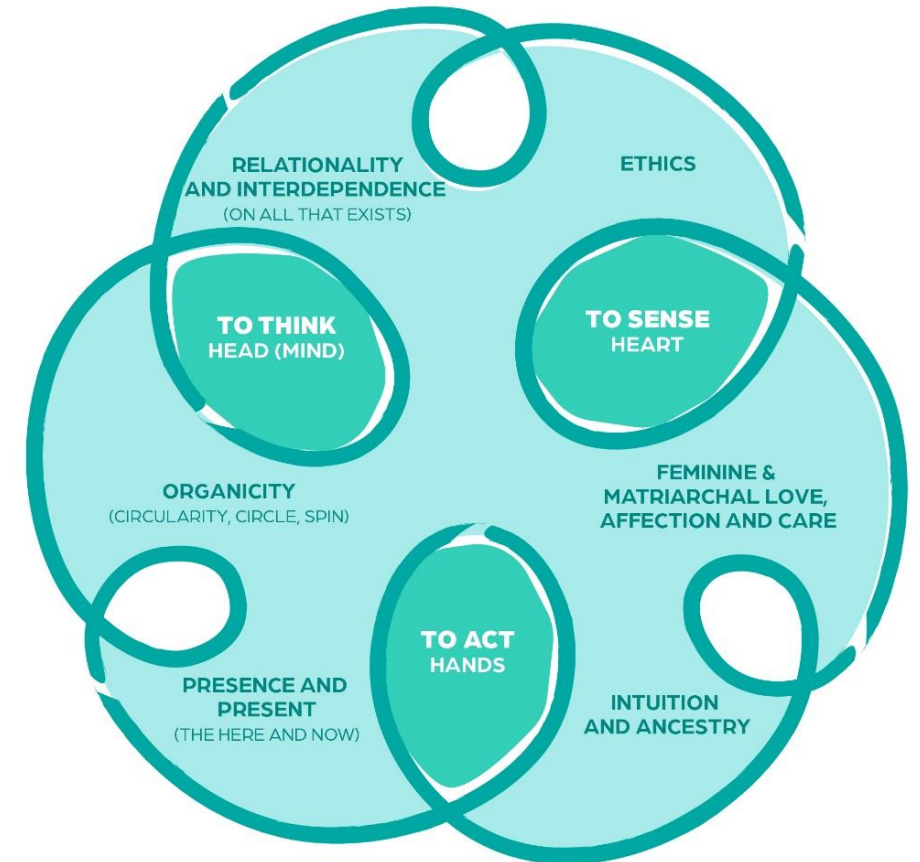
- in authentic presence

- in connection with relationality

- in interdependence with all that exists

- in organic and circular formats

- sensing intensely at the core: matriarchal and the feminine love, affection and care, well as ethics, rooted in the intuition and ancestry



Source: *Pulse Approach*, created by the authors, 2022.

Thanks for your attention!

Luciana Lopes

PhD candidate in design (FBAUP)
Researcher (ID+)
Collaborator (Institute of Sociology - Uporto)

lopeslbh@gmail.com
up201902226@edu.fba.up.pt
+351 912 112 251

Heitor Alvelos

PhD (RCA), MFA (SAIC), MAE
Associate Professor of Design (U.Porto)
Director ID+ / Unexpected Media Lab (U.Porto)

halvelos@fba.up.pt

Cristina Parente

PhD and BA Sociology (U.Porto), MA (U. Inst. Lisbon)
Associate Professor of Sociology and Fellow Researcher
(Institute of Sociology - Uporto)

cparente@letras.up.pt