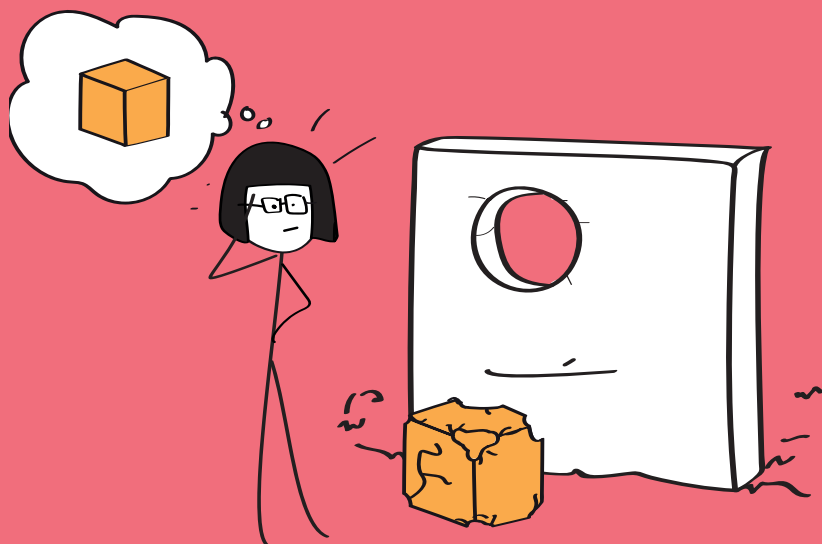


1.

The Social Designer's Paradox

Navigating the tension of designing change while playing by their rules

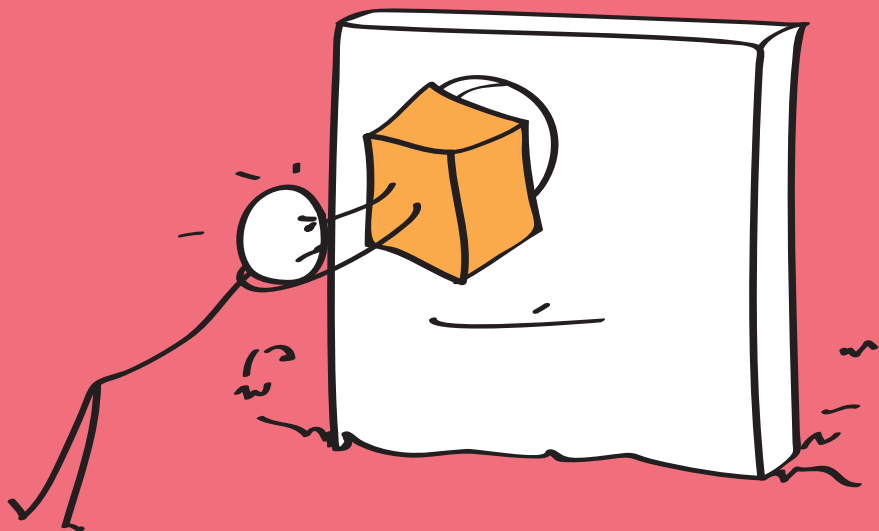


Willemijn
Brouwer

2.

The Social Designer's Paradox

Fullfilling the potential value of designers
in the context of governments



Willemijn Brouwer

3.

You want to change the world? The system isn't built for that.

Social designers step in the public domain with creativity, care, and big ideas. Then reality hits: bureaucracy, politics, legacy systems, and a whole different language.

The Social Designer's Paradox explores what happens when people who want to shake things up enter systems designed to keep things steady. Through sharp reflections, honest conversations, and a wink of humor, this book unpacks the friction—and the potential—between creative ambition and public institutions.

This is not a step-by-step guide. It's a companion for the messy, meaningful work of making change—without losing your spark, or your values.

For designers, civil servants, rebels-in-residence, and anyone seeking positive societal change.

4.

Why are we in this situation?

Social designers aim to create positive societal impact but often struggle to explain their value.

With sharp insights, reflective conversations, and a touch of humor, "The Social Designer's Paradox" explores the legacies of design and governance. It reveals how the norms and values of governments and designers, once misaligned, have grown closer in recent decades. This presents a significant opportunity for designers in government and the public domain in general.

- Discover why designing is not 'about the process'!
- Learn how to define your practice,
- Articulate your value clearly, cut through jargon, and communicate your work convincingly.

Ideal for designers, civil servants, and anyone seeking to drive positive societal change.