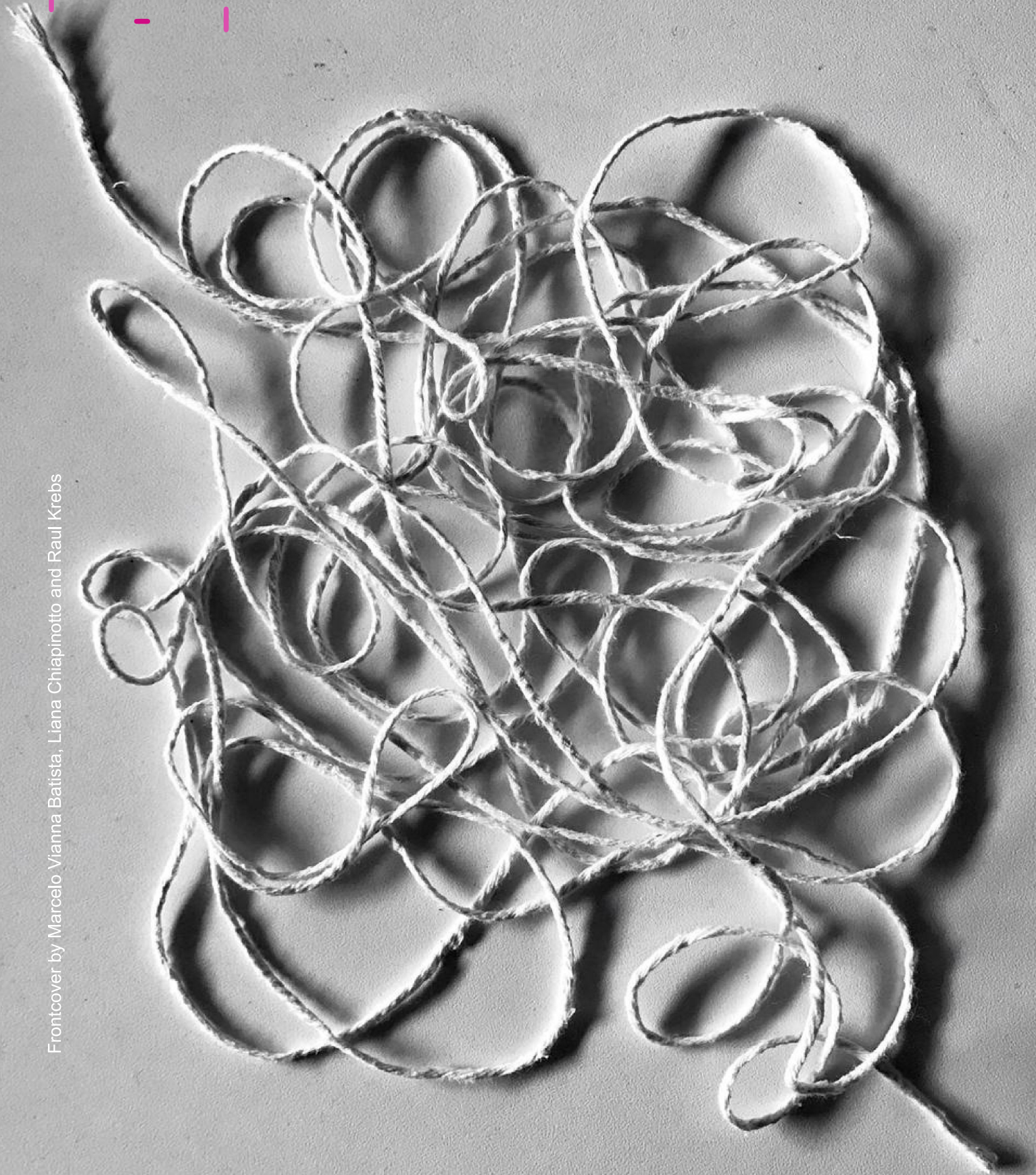


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Frontcover by Marcelo Vianna Batista, Liana Chiapinotto and Raul Krebs



During 2019 we faced new challenges and devised new ways of improving our work alongside authors and reviewers. As an institutional reform came into effect, we became even more responsible for the management of the Strategic Design Research Journal, taking part in the processes of editing submitted papers. In this task, our graduate students in Strategic Design at Unisinos excelled. Among this new organizational move, we adopted different procedures to facilitate the submission and editing processes, including a) Author Guidelines updated with the implementation of the manual of style of the American Psychology Association (APA) and b) the development of an easy-to-use MS Word template for authors in preparing the submission papers. We recognize that this reformulation led to some delays in publishing, about which we would like to apologize to authors and readers. Nonetheless, offering regular and special editions concerning Strategic Design in the last years resulted in broader recognition.

We are glad to inform that we have been accepted for indexation in the Scopus database. In Italy, we received the highest classification — A — in the field of Design by the National Agency for the Evaluation of the University and Research System (ANVUR). The acknowledgement of these achievements means to reinforce the seriousness we treat our work as a journal.

Then, we would like to introduce submissions within this third number and the last of 2019. First, de Angelo et al. focus on a video gaming simulation applied to a research about driving a car. They adopt a perspective of cognitive ergonomics while asking participants on usability, risk, and visual attention. The analysis is also supported by the recording of rapid eye movements from the volunteers. Next, Celaschi, Formia and Vai discuss processes in which Design can relate to contemporary urban mutations. Based on Italian examples, they propose that design acts in the role of mediation between continuous urban mutation and the need to govern it through an appropriate shape. Further, covering what is perceived as a lack of inclusive toys in the market, dos Santos, Medola and Botura Jr. provide research on a toy for visually impaired children. The researchers illustrate their design process while consulting 31 health and education professionals. From their paper, it is possible to advance in notions such as the importance of the stimuli provided by the different shapes and textures of the components of toys. On another contribution, the perception of naturalness is the subject of the paper presented by Teixeira and Pereira. After prototyping a product in five different materials, they asked interviewees about the perceived degree of naturalness

and their preference. Based upon a scale of naturalness, they offer results regarding hardwood and melamine foil. Paulichen, Leite and Pina bring insights about Architecture and resilience. While diagnosing inadequacies and flexibility problems in Architecture, they defend new strategies supported by open and informational processes to the establishment of a new configuration of the dynamic balance. The last two papers discuss Strategic Design and its epistemological foundations. In Tonetto et al., the former, a pragmatic strategic design is the path proposed to deal with real-life practical applications of Design in organizations. In the final remarks, the authors highlight different aspects of this multidisciplinary pragmatic approach, such as the “fluidity” necessary to strategic design. In the latter, Meyer addresses the issue of strategic design while facing “an obscure realm”. In his contribution, the author argues that we need to substitute the concept of context with the concept of situation and bring neglected actors to the fore.

Additionally, we want to thank all the people who contributed to accomplish these Strategic Design Research Journal issues over the year of 2019.

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And, finally, to our editorial board: Alexandre Rocha da Silva, Alfredo Jefferson de Oliveira, Amilton José Vieira de Arruda, André Soares Monat, Andrea Cabrera Botero, Anna Meroni, Beany Guimarães Monteiro, Bernabé Hernandis Ortuño, Brigitte Borja de Mozota, Busayawan Lam, Carla Cipolla, Carla Galvão, Carlos Teixeira, Celso Carnos Scaletsky, Chiara Del Gaudio, Cláudia de Souza Libânio, Cyntia Santos Malaguti de Souza, Dijon de Moraes, Eduardo Staszowski, Eugenio Andrés Díaz Merino, Ezio Manzini, Fabiane Wolff, Fernando Moreira da Silva, Filipe Campelo Xavier da Costa, Flaviano Celaschi, Francesco Zurlo, Guilherme Corrêa

Meyer, Guilherme Liberali Neto, Gustavo Severo Borba, Ione Ghislene Bentz, José Rafael González Díaz, Karine de Mello Freire, Leandro Miletto Tonetto, Luis Alfredo Rodríguez, María Eugenia Rojas, Marizilda dos Santos Menezes, Paulo Edison Belo Reyes, Rejane Spitz, Rita Assoreira, Roberto Bartolo, Roberto Iñiguez Flores, Rui Roda, Ruth León, Stan Ruecker, and Uta Pottgiesser.

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**Carlo Franzato and Edu Jacques**  
*Editor and Assistant Editor*