Portifólio

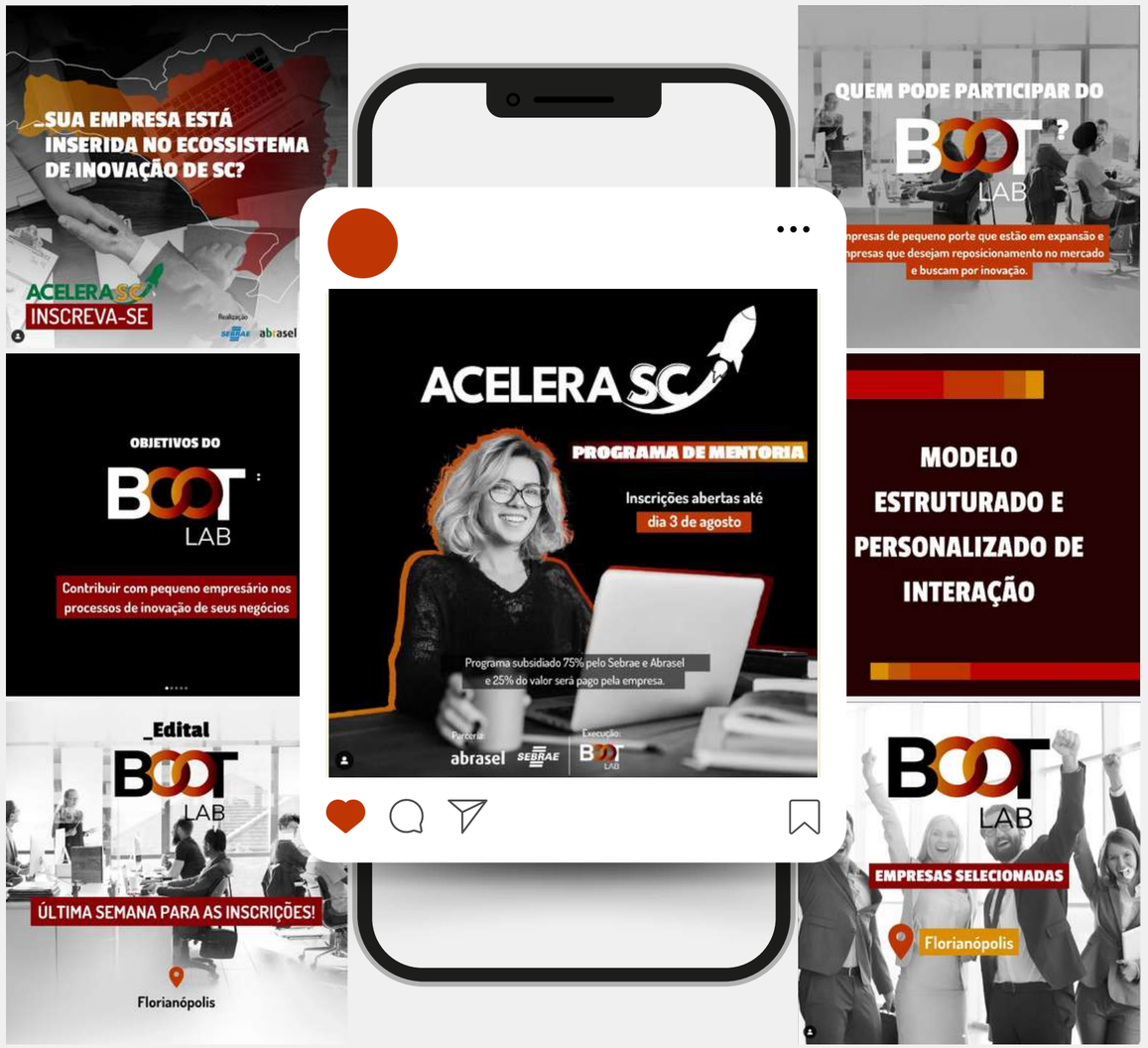
Victória Rover
2023

TRABALHOS COM MARCAS

01

BOOT LAB

O BOOT Lab tem o objetivo de levar a inovação para as pequenas empresas e auxiliar no desenvolvimento de uma gestão mais eficiente.

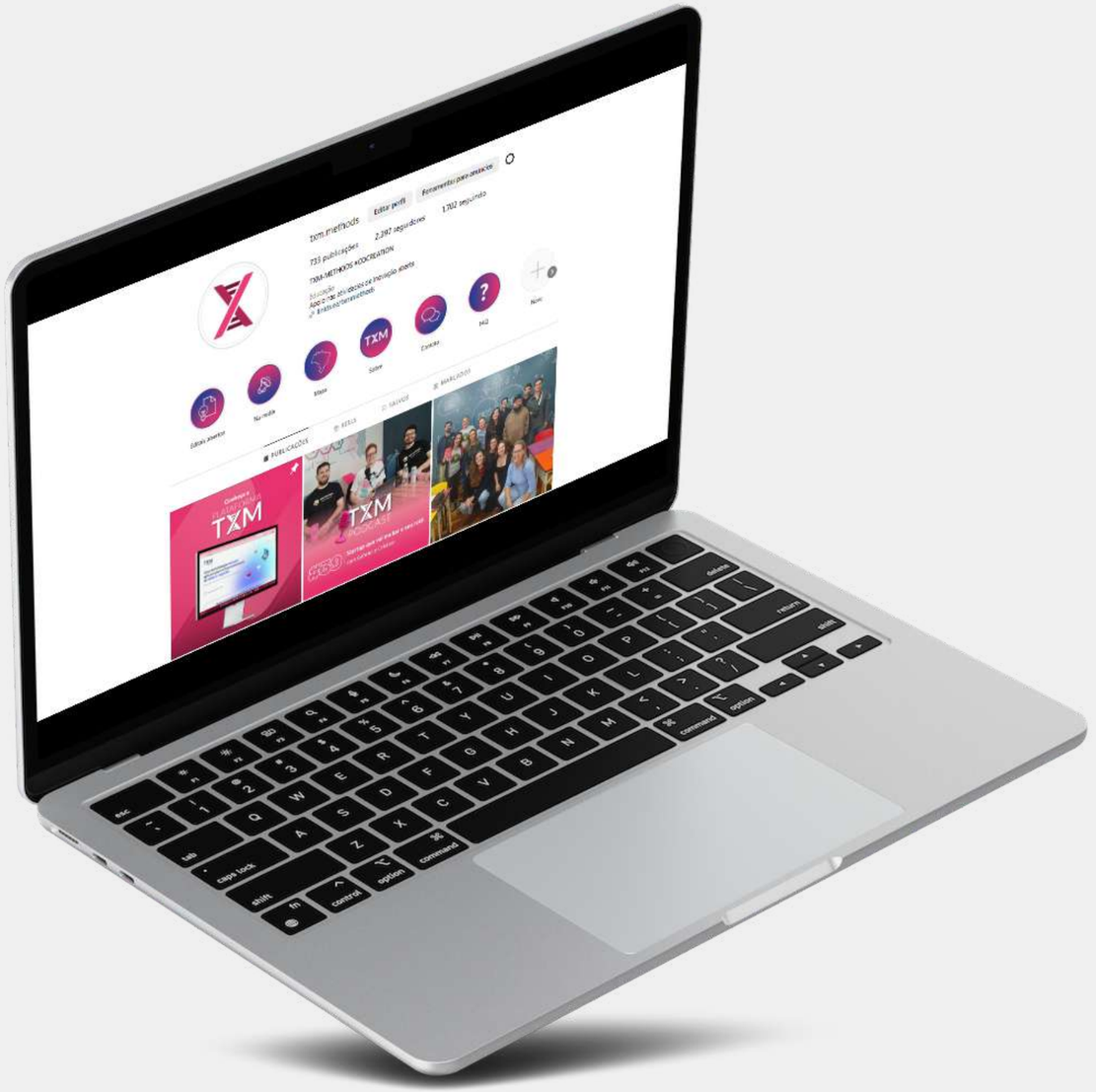



BOOT
LAB

02

TXM METHODS

A TXM Methods é uma empresa de desenvolvimento de métodos e processos para auxiliar empreendedores e rganizações a inovarem, descobrindo oportunidades, otimizando competências, resultads, e tornando nvos modelos de negócios viávies.

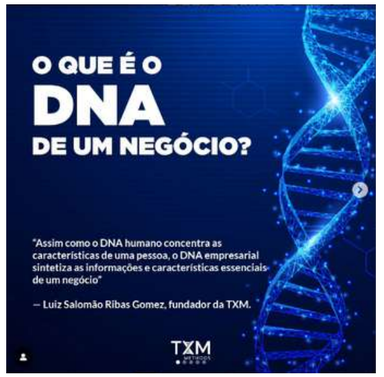





4 SÉRIES SOBRE
EMPREENDEDORISMO
PARA TE INSPIRAR EM
2023


Benchmarking
CONCEITUAL
CONCORRENCIAL
É uma estratégia que busca otimizar o desempenho de uma empresa a partir da análise das melhores práticas do mercado em que ela está inserida


VOCÊ
SABIA?
A TXM tem vários
Perks e Parcerias
para todos que participam
dos nossos programas


O QUE É O
DNA
DE UM NEGÓCIO?
"Assim como o DNA humano concentra as características de uma pessoa, o DNA empresarial sintetiza as informações e características essenciais de um negócio"
-- Luiz Salomão Ribas Gomez, fundador da TXM.

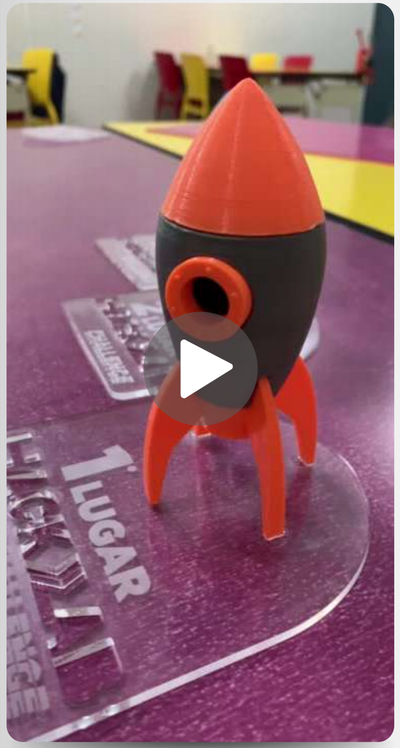

TXM
PODCAST
VENHA ASSISTIR NO NOSSO CANAL
TXM.BUSINESS

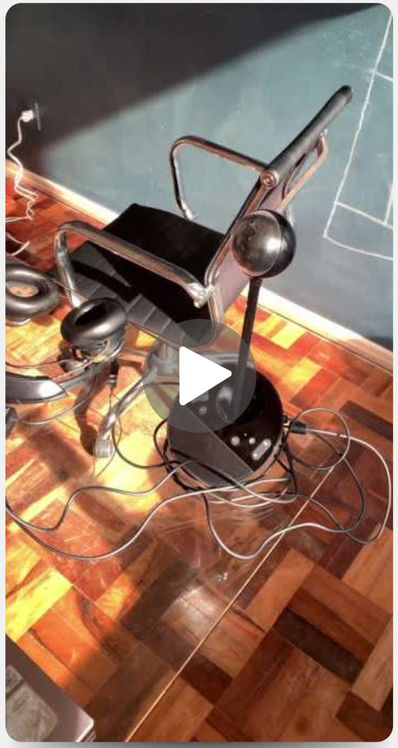

Já somos mais de
+4.200
TXMakers

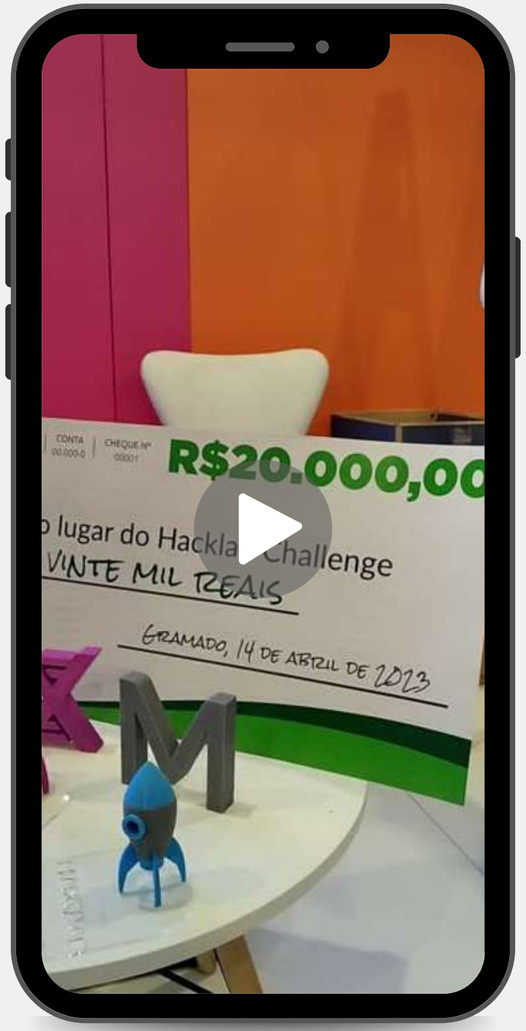

DESCANSAR
TAMBÉM É UMA
FORMA DE SER
CRIATIVO


ACATE
STARTUPS
+
TXM
METHODS
JUNTAS PARA O MUDAR O MUNDO,
DE BAIXO PRA CIMA

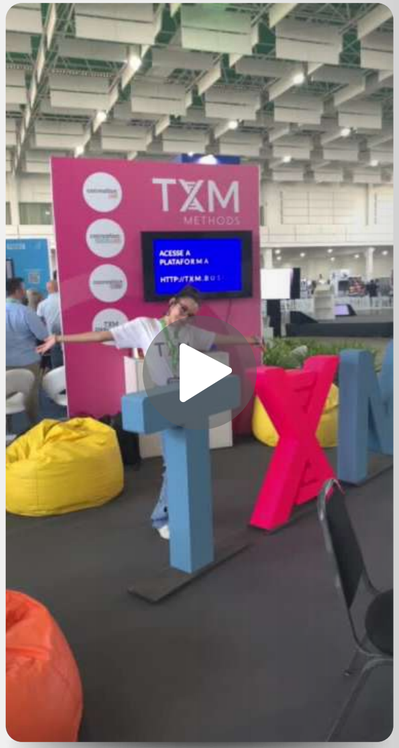

23, 24 e 25
de agosto
Conheça o Cocreation Lab
e seus benefícios!
OPEN
TXM
Inscreva-se


1 LUGAR




R$20.000,00
VINTE MIL REAIS
GRAMADO, 14 DE ABRIL DE 2023




TXM
METHODS


TXM
SUMMIT
FIN
BUSINESS
FORUM
TXM
METHODS
cocreation
by TXM


TXM
SUMMIT
TXM
FIN
SEBRAE
Vibe
FECAM


TXM
CHALLENGE
TXM FIN SEBRAE vibe FECAM


GARRA
E
INOVAÇÃO
cocreation
SOCIALLAB
10
SEBRAE TXM


TXM
CHALLENGE
TXM FIN SEBRAE vibe FECAM


GARRA
E
INOVAÇÃO
cocreation
SOCIALLAB
10
SEBRAE TXM

03

InformAR nasceu em 2022 de um projeto UFSC com apoio da FAPESC.

Tem como objetivo auxiliar pacientes com artrite reumatoide em seus tratamentos, divulgando informações importantes via redes social e um app (em desenvolvimento).

As informações visam orientar pacientes, familiares, estudantes e a população em geral sobre a artrite, o tratamento e outros assuntos relacionados.


InformAR

Construção da marca

INFORMAÇÃO + ARTRITE REUMATOIDE

+

barra de pesquisa



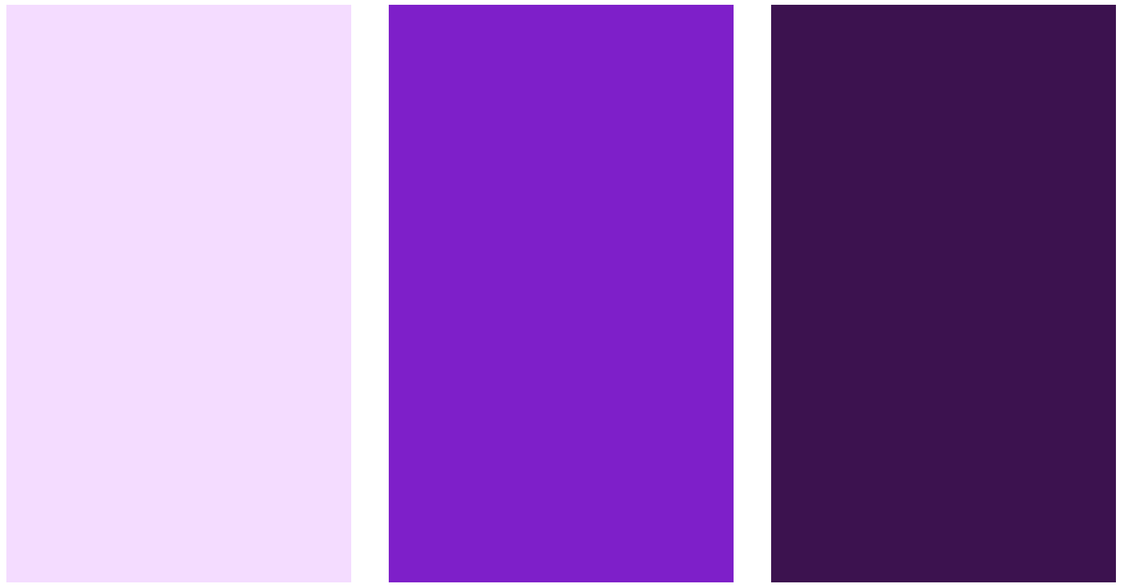
+

lupa



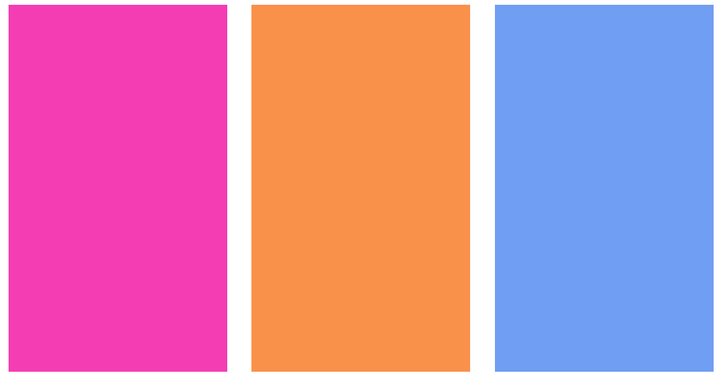
Cores

Cores Principais



#F4DCFF #7E1FC9 #3C124F

Cores Secundárias



#F43DB3 #F9914B #709EF2


ATINAL
GADA
é um sintoma comum da artrite,
a sensação de endurecimento das
ulações ao acordar.
nte as mãos, mas outras articulações
das como tornozelos, joelhos, ombros
e coluna.
olongada quando dura por
hora ou mais.
InformAR


O QUE É
AR?
É uma doença inflamatória crônica
que pode afetar várias articulações.
InformAR


VOCÊ SABIA?
Pessoas com
artrite reumatoide
podem ter direito
ao transporte
público gratuito!
InformAR


AR
NO INVERNO
No frio, para diminuir a dor e a rigidez
mantenha-se bem agasalhado.
InformAR


o que é
ARTR
REUMATO
É uma doença inflama
que pode afetar vária

Desenhos



Diagramação


A3
gamification
branding
ergonomics
fashion
innovation
game
HQ
e-Revista
LOGO
v.11, n.2, 2022


Ferramentas
6378.pdf
LOGO
How to teach interspecies design? Formal education in biodesign
Como ensinar design interespécies? O ensino formal em biodesign

Regenerative design and organizational change

Design regenerativo e mudança organizacional



Natalí Abreu Garcia

Doctoral Scholarship from the Vice-Rector for Academic Affairs (VRAC) at PUC-Rio
nataligarcia@gmail.com



Carlo Franzato

Doctorate at Politecnico di Milano, Italy
carlofranzato@puc-rio.br

SUMMARY

The current, unsustainable developmental model, which arose from a modern, mechanistic perspective, has led us into a socio-environmental crisis. In this model, organizations operate without facing their systemic problems, and instead, they amplify the effects. The present paper criticizes this perspective and the modes of design that stem from it. It presents the concept of regenerative design and alternative ways to organize design that can lead to necessary organizational changes. Principles and movements for regenerative design are presented here which are based on an ecological, complex, integral, and process-based worldview.

KEYWORDS

Regenerative Organizations; Sustainability; Regenerative Design

RESUMO

O atual e insustentável modelo de desenvolvimento, que surgiu de uma perspectiva moderna e mecanicista, nos levou a crises socioambientais. Nesse modelo, as organizações operam sem enfrentar os problemas sistêmicos e, ao contrário, amplificam os seus efeitos. O presente artigo critica essa perspectiva e os modos de design que dela decorrem. Apresenta o conceito de design regenerativo e formas alternativas de fazer design que podem levar a mudanças organizacionais necessárias. Apresentamos aqui princípios e movimentos para o design regenerativo, baseados em uma visão de mundo ecológica, complexa, integral e processual.

PALAVRAS-CHAVE

Organizações Regenerativas; Sustentabilidade; Design Regenerativo

3 REGENERATION

The concept of regeneration in the field of design arose from the intention of using natural processes for human purposes (LYLE, 1994). From this, it was expanded to encompass a body of work aimed at the co-evolution of the system as a whole (REED, 2007).

Regeneration as a proposal for a new direction for designers has its roots in architecture and urban planning, and currently its most widespread application is in the planning and creation of sustainable settlements and communities.

The term is widely used, but with different meanings, and three main semantic fields can be identified that are drawn from it: 'Restoration', 'Recursion', and 'Renascence' (GARCIA; FRANZATO, 2021). Restoration refers to something degraded that is returned to its previous conditions, and here the clear objective is to recuperate a weakened organism. Recursion refers to something that happens again and again, and here we find a direct relationship with the concept of autopoiesis and circularity: systems that use their own functions to rebuild and sustain themselves. Finally, Renascence refers to something that gains new life. The Latin form of regeneration, regenerare, means to bring to light again, a rebirth. This we understand as transformation and evolution of something to higher levels of diversity, complexity, and expression, and where there is also a harmonious resignification and infusion of new aspirations and possibilities. Which is to say, this is not a change that simply replaces the former version, but a transformation that allows for an elegant evolution that maintains and honors its immanent essence.

4 REGENERATION FOR ORGANIZATIONS

The design community that embraces the concept of regeneration and seeks to integrate it into their own methodological practices, towards regenerative design, often focuses its work on local territorial contexts, standing at the intersection between the fields of sustainable design and territorial design. Certain authors also offer regeneration proposals for organizations and businesses, while distancing themselves from viewpoints centered on territorial design. We have selected references that, even though they deal with regeneration as a secondary theme, were based on a worldview and epistemology that is more oriented towards ecological and process-based thinking. In general, publications about regeneration for organizations focus mostly on cultural and

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Natalí Abreu Garcia

Natalí Garcia is a designer with 15+ years of experience and is currently Design Lead at Natura &Co (LatAm). She has worked in companies of different sizes, from startups to multinational consultancies, and in various sectors such as Health, Telecom, Financial Services, and Education, among others. She has experience in planning and facilitating design research both qualitative and quantitative, running workshops, mapping and defining customer journeys, generating big-picture ideas, prototyping, and working to improve service experiences and to support innovation initiatives. Currently, she studies sustainability, regeneration, and living systems thinking to develop innovative design approaches.

ORCID: https://orcid.org/0000-0001-9542-2043

Obrigado!