

# EXPAND

## STRETCHING THE FUTURE BY DESIGN

### ABOUT THE BOOK

---

Today, it can seem as if the world has nothing but problems.

And more than ever the boundaries of those problems are expanding in terms of the speed, scale, and impact by which they can alter business conditions, public governance, entire societies, the health of our planet, and the quality of our lives.

Meeting these growing challenges requires ambitious new ways of designing solutions.

With *Expand: Stretching the Future By Design*, authors Jens Martin Skibsted, a multiple-award winning designer, entrepreneur, and design philosopher, and Christian Bason, political scientist and CEO of the Danish Design Centre, take readers beyond “design thinking” to challenge current habits and carve out new space for more sustainable innovation.

From transforming the ways we do business and reimagining health care, to creating planet-restoring housing and humanizing our digital lives in an age of AI, *Expand* explores how expansive thinking across six key areas—time, proximity, value, life, dimensions, and sectors—can provide radical, useful solutions to a whole host of current problems around the globe.

With powerful real-world examples, the book challenges our freewheeling belief in technological determinism and its insensitivity toward ethics, humanity, and the environment.

*Expand* is the first book to not just critique design thinking, but welcome it as a starting point for an ambitious, wide-ranging tale of how to expand and think beyond it.

The best way to predict the future is to design it. *Expand* is the book that shows us how.

### ABOUT THE AUTHORS

---

**Christian Bason, PhD**, is the CEO of the Danish Design Center, a foundation working to advance the value of design for business and society. A political scientist, he is the former Director of MindLab and former Business Manager at Ramboll, a global consultancy. He is the author of seven previous books on leadership, design, and innovation, and has written for *Harvard Business Review*, *Stanford Social Innovation Review*, and Denmark’s *Monday Morning*. Christian is a Board Member of the Royal Academy of Architecture, Design, and Conservation in Copenhagen, as well as a Member of the World Economic Forum’s Global Future Council on Agile Governance.

**Jens Martin Skibsted**, Global Partner at Manyone, is a multiple award-winning designer, entrepreneur, and design philosopher. He is best known for his bike designs for Biomega and collabs with design superstars such as Marc Newson and Bjarke Ingels. His designs live in the collections at the MoMA, SFMOMA, and more. He is a published author whose writings have appeared in the *Huffington Post*, *Harvard Business Review*, *Washington Post*, and *Fast Company*. He is on the boards of the Danfoss Foundation, Biomega, and Manyone and a member of the World Economic Forum’s Global Future Council on Mobility Transitions.



### BOOK DETAILS

**Title:** *Expand*

**Subtitle:** *Stretching the Future By Design*

**Authors:** Christian Bason and Jens Martin Skibsted

**Publisher:** Matt Holt Books, an imprint of BenBella Books, Inc.

**Distributed by** Penguin Random House Distribution

**Publication Date:** May 24, 2022

**ISBN:** 9781637740736

**eBook ISBN:** 9781637740743

**Price:** \$27.00 US / \$36.00 CAN

**Format:** Hardcover

**Page Count:** 248

### MARKETING REQUESTS

Mallory Hyde

Senior Marketing Manager

Matt Holt Books

[mallory@benbellabooks.com](mailto:mallory@benbellabooks.com)