

The Value of Design in a Sustainability Context

Karen Blincoe. Brighton Lecture. Dec. 2010

Design is seen as the link between
production and consumption.....

*And therefore has been and still is an essential factor in
unsustainable behaviour patterns.*

Design is furthering unsustainable behaviour

Design is an essential tool in the process of development and globalisation

Design is a driver of consumer goods

Design is an essential factor in competition

Design creates value (in terms of profit) for businesses and corporations

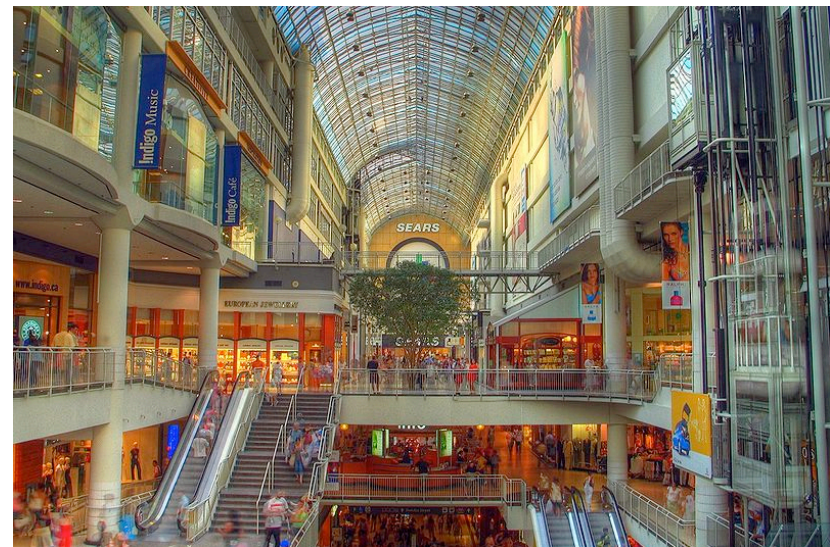
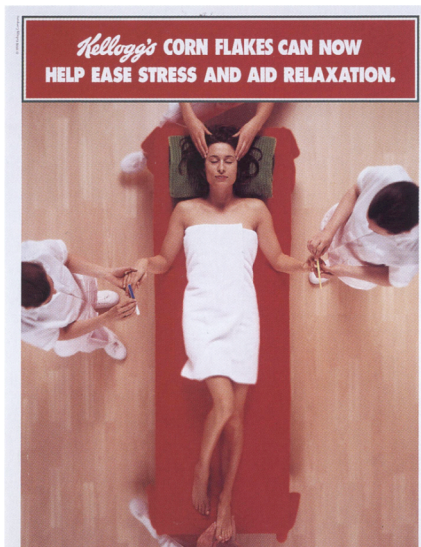


Design is furthering unsustainable behaviour relating to both the environment and human issues

Design pushes consumerism: 'I shop therefore I am'

Design is used to awaken unfulfilled desires

*Design creates needs and wants for values related to products:
False identity, power, strength, confidence, beauty, youth.
A material value that is short-lived.*



The education and practice of design is
changing.....

Design is now also the link between production and consumption that can further sustainable behaviour:

Co-creation

Participatory design

User-centered design

Nudging



Design is a tool for sustainable development

From designing products to designing processes and systems

Solving complex and multi-layered design problems and developing sustainable solutions

Social innovation design

Environmental innovation design

Examples:

Design Council: Social experiments, promoting sustainability

John Thackara: Northern England and in the Southwest, rural regeneration

Worldwide network

Citizen's selfservice systems in Denmark

Healthsystems

Transportation systems

Car industry: 'Better cars', leasing, renting, sharing

Eco-Housing

Sustainable products

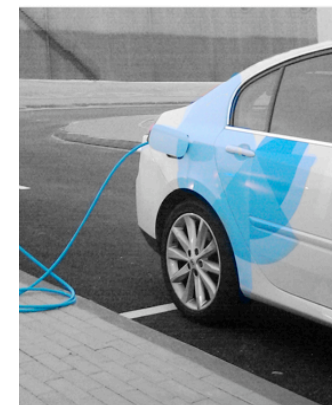
Design is the link between production and consumption furthering sustainable behaviour:

Transportation products and systems



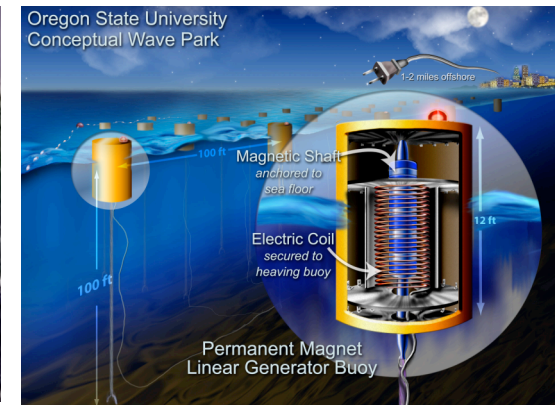
batteriskifte-
station:

automatisk
batteriskifte på
under 4 minuter.



Design as the link between production and consumption furthering sustainable behaviour:

Energy systems



Design as the link between production and consumption furthering sustainable behaviour:

Biomimicry design



image courtesy Grimshaw

Design as the link between production and consumption furthering sustainable behaviour:

Building industry



Design as the link between production and consumption furthering sustainable behaviour:

Condensation water systems



Design as a tool for sustainability

New technology

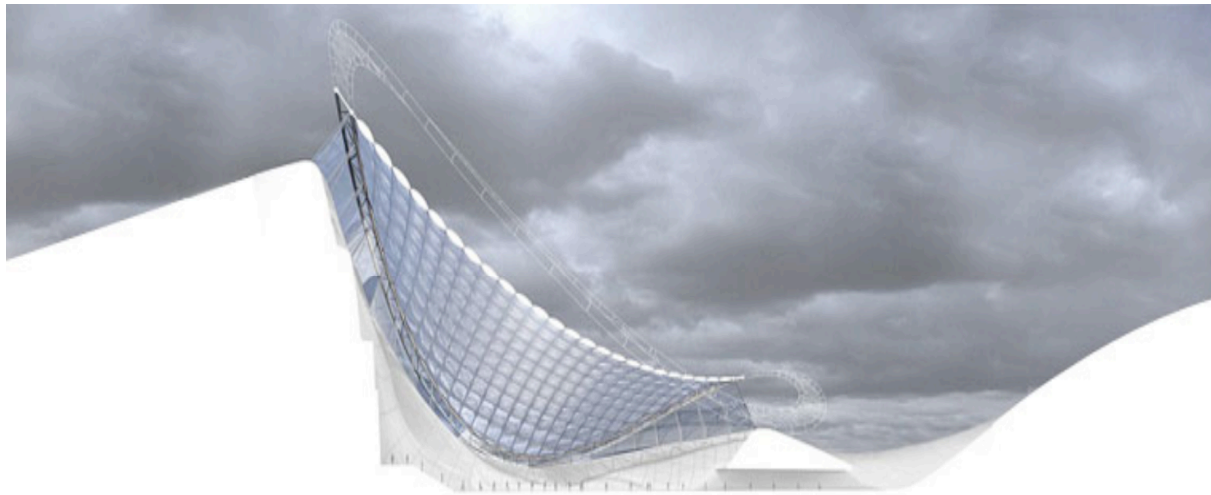


image courtesy Grimshaw

The new value of design

facilitation
connections
participation
collaboration
communication
co-creation
inspiration
creativity and innovation
visualisation



SCALES

Skills

Change

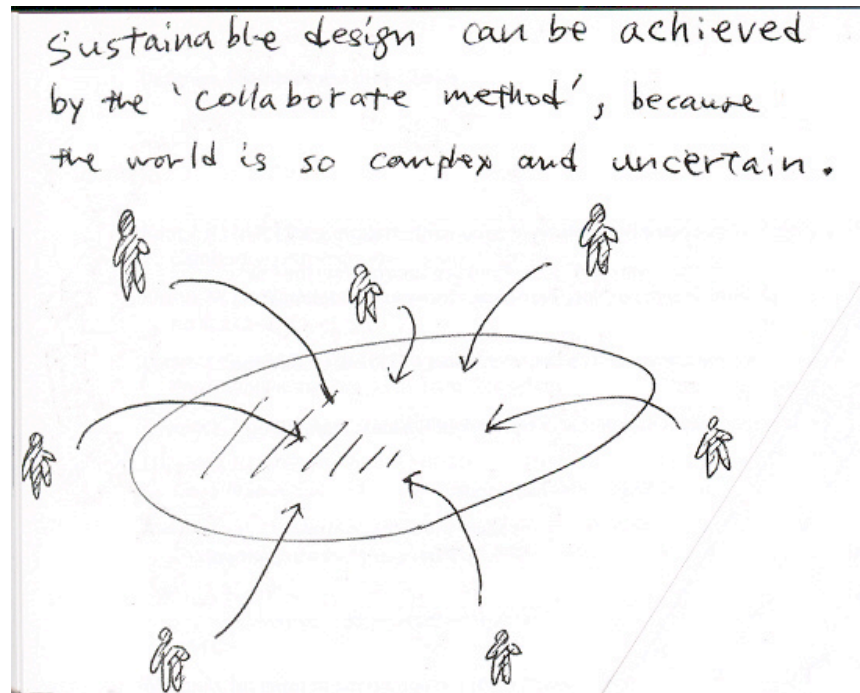
Awareness

Learning

Ethics

Synergy

Sustainable solutions to complex problems need the collaboration of many i.e. they need 'collective wisdom



Source of figure: Anonymous, p116, Chapman & Gant (2007)
Designers, Visionaries & Other Stories, London, Earthscan.

Co-design in action: impacts upon the environment

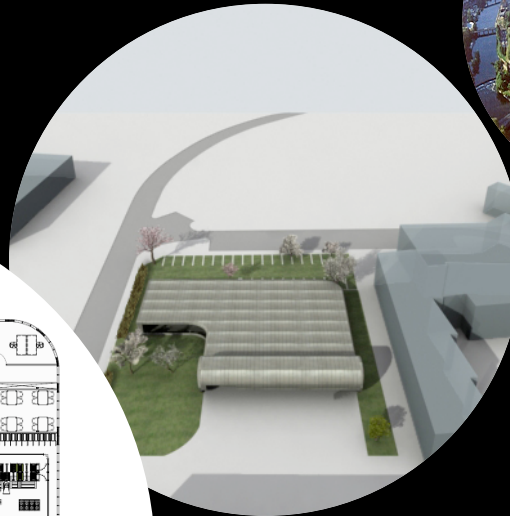
It begins when first you view the world through the eyes of another



climat / *climate*



biodiversité / *biodiversity*

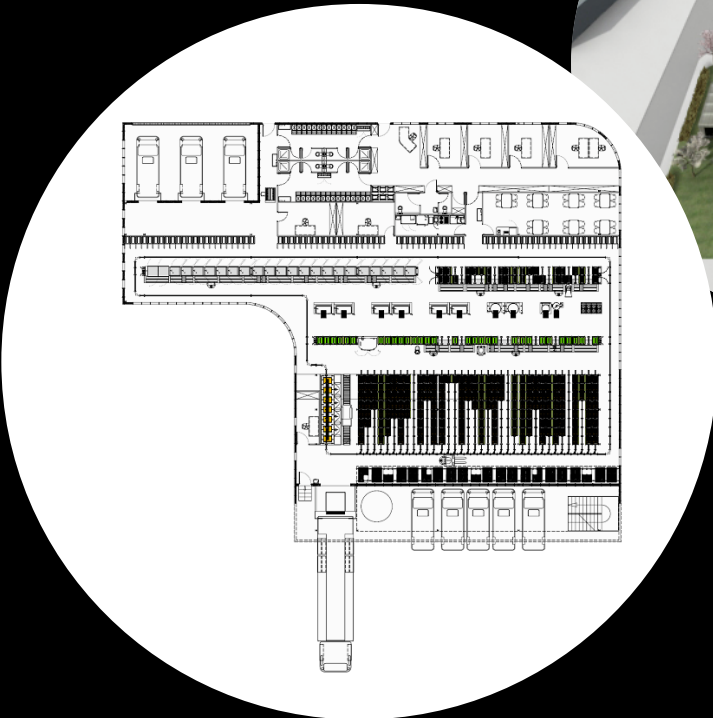


économie locale / *local economy*

éducation nutritionnelle / *food education*

contrôle des pollutions / *pollution control*
transition énergétique / *energy transition*

gestion des transports / *transport management*



intégration urbaine / *urban integration*
contrôle des nuisances / *nuisance control*
traitement des déchets / *waste treatment*

contrôle des émissions de CO₂ / *CO₂ emission control*

confort / *comfort*
climat intérieur / *indoor climate*
zéro déchet / *zero waste*

indépendance énergétique / *energy independence*

Thank you!

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