

# CHALLENGE WORKSHOPS



The Challenge Workshops is the centre's international programme of knowledge transfer aimed at designers, and is led by Kyoto-based Visiting Senior Fellow Julia Cassim. In 2012-13 this award-winning programme focused heavily on design for healthcare with two major events in Seoul and Sheffield.

Commissioned by the Korean Institute for Design Promotion (KIDP), the Seoul workshop was held at the Seoul National University Hospital. It involved 40 designers and healthcare staff working on a brief framed around the patient journey from admission to discharge in four areas of the hospital. The challenge was to try to reduce communication error and enhance patient services.

In Sheffield, the workshop took the form of a 24 Hour Design Challenge. It was held as part of the Design4Health conference organised by Art & Design Research Lab of Sheffield Hallam University. Teams of designers from 11 countries worked with clinicians, carers and people living with two chronic conditions – cystic fibrosis and motor neurone disease.

Three further Challenge Workshops were held in Turkey in February 2013 at the invitation of the Istanbul Minerals & Metals Exporters Association, who are a government body. These were run in collaboration with the Middle East Technical University in Ankara and Mimar Sinan and Marmara Universities in Istanbul. The aim was to encourage young Turkish designers to understand the importance of age and disability-friendly design.

But perhaps the highlight of the year for the Challenge Workshops programme was the staging of an exhibition at the British Council in London on the UK-Croatia Extra/Ordinary Design Workshops. Curated by Julia Cassim and designed by Gero Grundmann, the exhibition launched the Welcome Croatia Festival in London, in celebration of its accession to the European Union. The exhibition was opened on 10 January by HE Andrea Zlatar Viočić, Minister of Culture of the Republic of Croatia, and ran until the end of January.



Top left: Seoul designers rise to the challenge  
 Top right: Blown Away design concept from Sheffield workshop  
 Above: Identity for British Council exhibition in London on Croatian Challenge Workshops