

design for our future selves awards 2008

Welcome to the Design for our Future Selves Awards 2008, organised by the Royal College of Art Helen Hamlyn Centre. This inclusive design programme aims to encourage second year RCA students to engage with social issues and develop their ideas with users. Since the award scheme began in 2000, its focus has broadened to include a wider range of user groups and more diverse social challenges. Nine awards will be given this year, including a new award for the application of inclusive design to foster sustainable communities.

Develop an architecture, design or communication project that addresses a social issue or engages with a particular social group in order to improve independence, mobility, health, working life or sustainable community development.

awards

Helen Hamlyn Award for Creativity
A special award for creativity across all disciplines will be made personally by Helen Hamlyn, whose Trust has endowed the Helen Hamlyn Centre. Helen Hamlyn graduated as a fashion designer from the Royal College of Art in the mid-1950s and worked as head designer for Cresta Silks and Debenhams. Since the mid-1980s she has supported innovative projects that will effect lasting change and improve quality of life through her extensive charitable work in Europe and India. Helen is a Senior Fellow of the RCA.
www.bigidea.co.uk

Big Idea Award for Inclusive Communication
Big Idea is an independent design consultancy creating brands across media platforms from print through to interactive and sonic branding.
www.bigidea.co.uk

CABE Award for Inclusive Environment
CABE, the Commission for Architecture and the Built Environment, is the UK government's design adviser on architecture, urban design and public spaces. CABE stands for an improvement in people's quality of life through good design. www.cabe.org.uk

Factorydesign Award for Inclusive Design Process
Factorydesign is a design consultancy providing strategic creative services in new product development and the design of consumer goods, contract products, transportation, packaging, environment and futures. www.factorydesign.co.uk

awards

GMW Architects Award for Sustainable Community
GMW Architects is an award-winning architectural and interior design practice. Based in London, with affiliate offices throughout Europe, GMW offers a wide range of skills and experience in the office, retail, transportation and leisure sectors. www.gmw-architects.com

Snowdon Award for Disability Projects
A special award for disability projects across all categories will be personally made by Lord Snowdon, former Provost of the Royal College of Art. Lord Snowdon is a long-time supporter of the rights of disabled people and works actively in the field of design for disability.

Help the Aged Award for Independent Living
Help the Aged is an international charity dedicated to creating a world where older people can live their lives free from poverty, isolation and neglect. It provides practical support and raises public awareness of issues affecting older people in the UK and overseas. www.helptheaged.org.uk

Michael Peters Award for Interdisciplinary Collaboration
Michael Peters' career as designer and strategist has spanned 40 years across the disciplines – from packaging and graphics to products and environments. Michael was awarded the CBE in 1990 for his contribution to design and marketing. In 1992 he founded international brand consultancy Identica. He will give a personal award for interdisciplinary collaboration.

Mobility Choice Award for Independent Mobility
Mobility Choice is a charity supported by the Department for Transport by way of an annual grant. Its objectives are to advance the independent mobility of disabled and older people by organising and running the annual Mobility Roadshow and similar events. www.mobilityroadshow.co.uk



programme

There was a three-stage process to reach the final of the Awards programme open to all MA final year students at the Royal College of Art. This year the final shortlist comprises 25 projects from eight different RCA departments, which are showcased in this publication.

- 1 Briefing and application phase
- 2 User interaction
- 3 Idea development and presentation phase

Autumn term | Oct – Dec 2007
Spring term | Jan – Mar 2008
Summer term | April – June 2008

Panel 1:
Inclusive Design Process
Chair: Jeremy Myerson
Chair: Rama Cheerawo
Creative Outputs
Panel 2:
Jo-Anne Richard
Helen Hamlyn Centre
Helen Hamlyn Centre
Adrian Berry | Factorydesign
Emily Campbell
British Council UK
Sally Halls | Helen Hamlyn Research Associate
Michael Peters
Derek Hooper | CABE
Help the Aged
Panel 3:
Design for Social Issues
Chair: Julia Cassiml
Helen Hamlyn Centre
Helen Hamlyn Centre
Clara Caggero
Award winner 2007
Jan Gehings
Mobility Choice
Pamela Holmes
Help the Aged
David Judge | Judge Cill
Bill Wallsgrove | Big Idea
Adam White | Factorydesign
Charles Morland

judges

thanks
The Helen Hamlyn Centre would like to thank the following individuals who have contributed to the Design for our Future Selves Awards 2008:
Shirley Berry
Susan Griggs
Sally Booth
Alison Julial
Robert Wade
Sylvia Owens
Sally Curran

Programme leader: Dr Yanki Lee, Research Fellow, RCA Helen Hamlyn Centre
(yan-ki.lee@rca.ac.uk)

designing with people

By encouraging RCA students to engage with a particular social group in their creative process, the Design for our Future Selves Awards aim to demonstrate how people's lives can be improved through design. Help and advice is offered to students throughout the year:

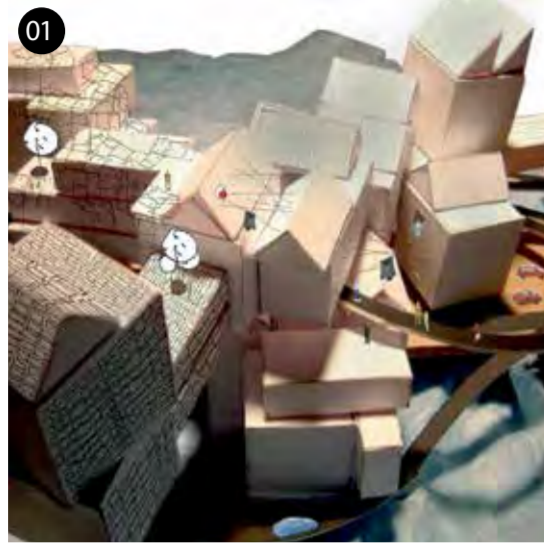
- Personal tutorials are given to help individual students develop inclusive design methods and ideas.
- Development funding is awarded to students to support their projects.
- Students participate in specially-organised user forums to explore social issues with different groups.

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01 HOTOHOUSE Hanne Brett | Architecture

In 2005 *The Times* reported that 75 per cent of Britons experience problems with their neighbours. Hothouse asks if a new architecture typology can foster a sense of community. Mapping personal experiences of conflict with neighbours, an urban 'living bridge' is proposed. Concepts address defined conflicts in high-density communities, aiming to bring harmony to residents and promote community interaction.



02 Pet Pests Jonathan Pugh | Architecture

This architecture proposal investigates the relationships of people with their pets, addressing contradictions such as high market rates for selected Staffordshire Bull Terriers while undesirable breeds are culled. A key issue reveals the rejection of older generations by younger ones. The project explores communal pet ownership and a proposed transformation of Battersea Power Station.



03 Where shall we meet? Luisa Alpalhão | Architecture

Public spaces are some of the most susceptible grounds for non-deliberate disruptions, as both terminology and boundaries are ambiguous. This study proposes 'a table for 100s' on South Lambeth Road, London, a Portuguese restaurant area. The aim is to allow ideas of local and global, domestic and shared, to come together. (With Luisa Santos, Curating Contemporary Art)



04 Endgame Ali Hodgson Communication Art & Design

How can people from different backgrounds understand and define climate change? This project investigates public response. The results are communication tools that allow people to explore the issues collectively. Outcomes include a screen-saver warning, a book of scenarios of the world without oil, and a game to help understand these global issues.



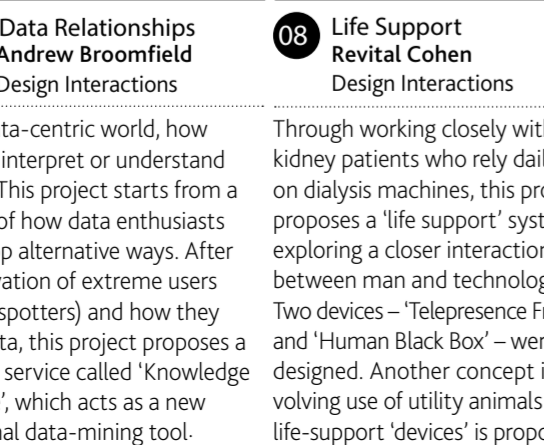
05 Commuter Thrival Riitta Ikonen Communication Art & Design

What are commuters' worries and fantasies when travelling on public transport? This campaign researches commuter response in London during rush hour and visualises people's emotions through costumes. A series of posters will raise public transport awareness. (With Anja Schaffner and Valerio Dilucente, CA&D)



06 A Sense Experience Tanya Kaprielian Communication Art & Design

This project develops activities for city dwellers of different ages to allow better interaction with their surroundings. They take the form of workshops that provide visual, tactile and kinesthetic learning experiences. The aim is to produce a set of communication tools and lead participants to sensory experiences that can stimulate creative thinking.



07 Data Relationships Andrew Broomfield Design Interactions

In a data-centric world, how do we interpret or understand data? This project starts from a study of how data enthusiasts develop alternative ways. After observation of extreme users (train-spotters) and how they use data, this project proposes a design service called 'Knowledge Engine', which acts as a new personal data-mining tool.

08 Life Support Revital Cohen Design Interactions

Through working closely with kidney patients who rely daily on dialysis machines, this project proposes a 'life support' system exploring a closer interaction between man and technology. Two devices – 'Telepresence Frame' and 'Human Black Box' – were designed. Another concept involving use of utility animals as life-support 'devices' is proposed.

09 Tactile Drive Alon Meron Design Products

A series of designs exploring comfort and how people interact with objects. Through observation and discussion, this project delivers products in various scales and material combinations: an easy chair which provides soft and hard support, tableware with tactile areas for easy gripping, and a hand-swinging with a hard bottom and flexible handle.

10 Water Plus Cyrille Najjar Design Products

Water is essential to our lives. It is vital to develop cost-efficient ways to make clean water, especially in war zones or natural disasters. Inspired by a practice where people collect rainwater in bottles and purify it in the sun, 'Water Plus' is a double-layered container that uses a micro greenhouse effect to make water drinkable and free from harmful bacteria.

11 Bagoo™ Maja Ganszyniec Design Products

Moving babies around is a common mobility problem. The issues of safety and intimacy of parents and their babies in public spaces is essential. Bagoo™ combines the functions of a baby carrier, a bag and a blanket. It offers the independence and confidence needed for child safety on the move, changes into a bag and provides privacy for intimate interaction.

12 Toeloop Mario Stadelmann Design Products

Comfort is a key factor in chair use. For older people, standing up from a seated position without assistance is also essential. Toeloop is a chair addressing these needs through its form and use of new flexural and tensional materials that contain recycled wood granules, cork and elastomers. The form is optimised into two single looped bands, that use the torsional forces created.

13 Maternity Necklace Yasuko Bell Design Products

Breast-feeding is not easy for mothers, as they have to hold their baby with one arm while exposing a breast with the other. Mothers report that they give up wearing accessories for safety reasons. Maternity Necklace is a textured silicone necklace, which holds the upper garment when breast-feeding and has a tactile feeling for the baby. (With Megumi Sakamoto, GSM&J)

14 Growth Ji-Hyun Yoo GSM&J

Growth is series of healing vessels that reflect the process of mourning. After sharing personal experiences of loss with people, this project aims to help bereaved people to come to terms with their loss. Each piece symbolises the 'open' heart with pure silver, representing people's emotion during their healing. This series encourages a shared act of mourning.

15 Orbs Cheryl Bauer Industrial Design Engineering

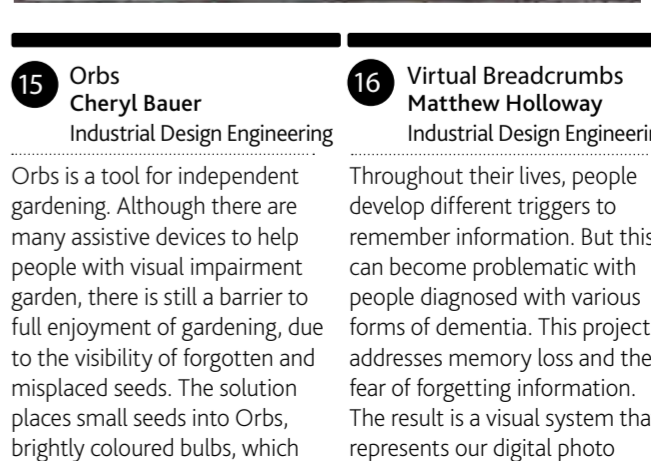
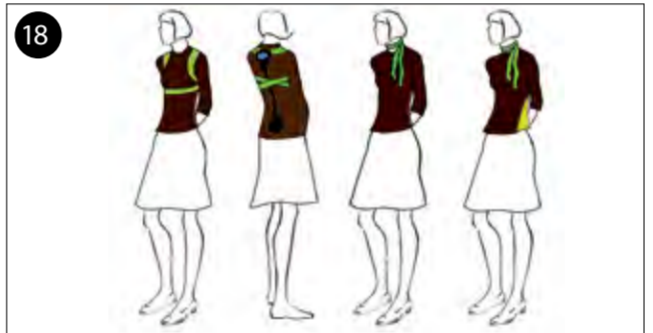
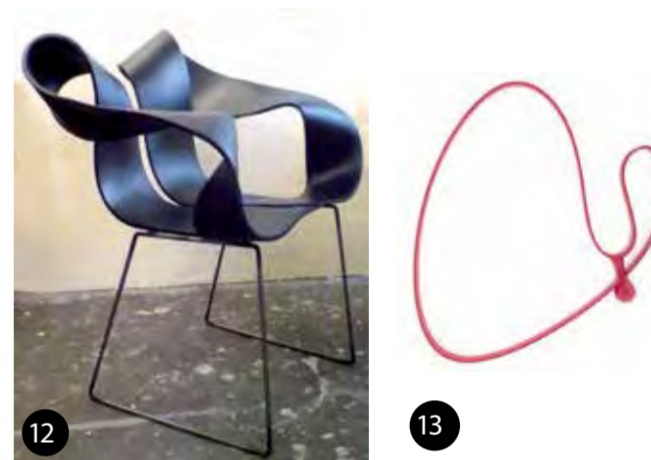
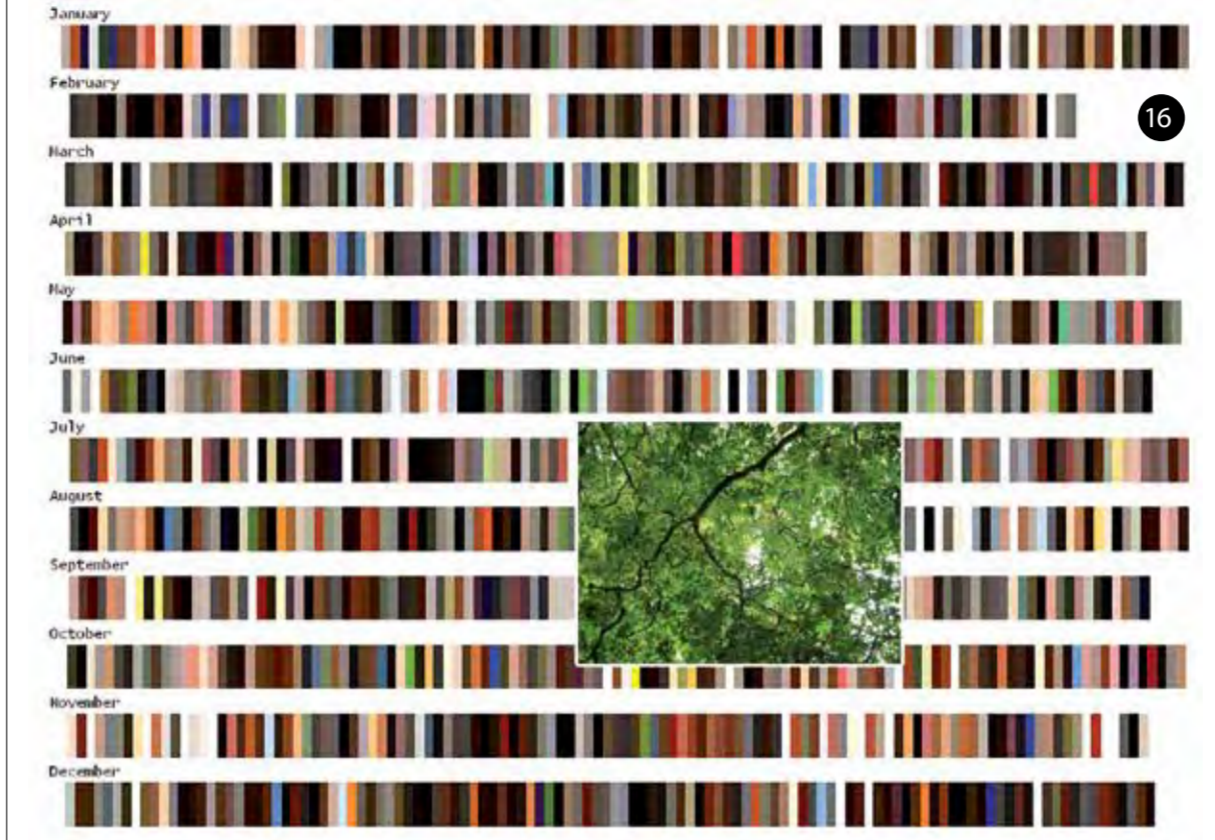
Orbs is a tool for independent gardening. Although there are many assistive devices to help people with visual impairment garden, there is still a barrier to full enjoyment of gardening, due to the visibility of forgotten and misplaced seeds. The solution places small seeds into Orbs, brightly coloured bulbs, which are then placed into the ground.

16 Virtual Breadcrumbs Matthew Holloway Industrial Design Engineering

Throughout their lives, people develop different triggers to remember information. But this can become problematic with people diagnosed with various forms of dementia. This project addresses memory loss and the fear of forgetting information. The result is a visual system that represents our digital photo archives, using colourful coding.

17 Breathe Easy Paul Thomas Industrial Design Engineering

This project is based on recent research developed by NASA, which identified special plants to clean toxins in the air caused by synthetic materials used in building construction. Breathe Easy is a watering and extractor fan system which catches toxins in plant root systems. It has been designed to bring greenery to bedrooms and help people sleep better.



22 eCast Cheryl Bauer, Yoon Bahk, Arthur Schmitt, Matthew Holloway Industrial Design Engineering

This is a simple first aid device that allows anyone to immobilise an injured arm, providing instant support and protection. The re-usable emergency cast inflates to fit different limb sizes, provides pressure over wounds, and allows access to the extremity for injections. eCast is lightweight, flat-packed and cost effective. It forms an invaluable part of an emergency medical kit.

21 ZOAS – Power in the flood Cheryl Bauer, Virginia Gardiner, Chiara Bello, Rombout Frieling Industrial Design Engineering

Flooding causes millions of deaths and serious economic damage worldwide. Due to climate change, more disastrous floods are predicted. Motivated by recent reports of flood victims' sense of powerlessness and inability to protect irreplaceable personal belongings, this project proposes the Zoas: a secured chamber where one can place chosen possessions.

20 Panic Escape Jeung Woo Choi, Yusuf Muhammad, Paul Thomas Industrial Design Engineering

Panic Escape responds to the decision by risk experts to remove fire extinguishers from tower blocks. They assessed that people cannot rely on extinguishers and their use can delay evacuation. The solution is an automated system for domestic kitchens, which utilises a water mist and alarm system. Heat detection triggers an electric water pump and the alarm.

19 Control-Alt-Delete Yusuf Muhammad Industrial Design Engineering

Nearly eight out of ten keyboard users do not touch type but mainly rely on the 'hunt and peck' approach. Among these users, many are older people who try to find each computer key by sight but suffer problems with neck muscles. This project proposes a device that enables typists to see what they have typed on the keyboard without having to look at the screen.

18 Back Curves Sian Smyth Industrial Design Engineering

This design study aims to reduce and prevent back pain caused by incorrect posture whilst sitting or standing for long periods. This issue is tackled through a range of clothing that integrates support for the back to improve posture. The support elements have the ability to change from rigid to flexible with the addition of water, which is controlled using an integrated pump and water bladder.