DESIGN IN AN AGE OF CRISIS

URGENT HEALTH BRIEF: FROM ILLNESS TO WELLNESS

Design In An Age Of Crisis is a global OPEN CALL inviting radical design thinking from the world's design community, the public and young people. It seeks to harness the creativity that comes from crisis. We want to hear your radical design thinking about the world you want to live in. How can we create healthier, greener, equal and prosperous societies?

OPEN CALL FOR DESIGNERS, YOUNG PEOPLE & THE PUBLIC TO HAVE THE OPPORTUNITY TO BE:

1   **Selected for an online exhibition, Design In An Age Of Crisis, from Autumn 2020**

2   **Exhibited at the London Design Biennale at Somerset House in June 2021**

3   **Considered for further development and implementation by Chatham House**

DEADLINE   Please submit your radical design thinking by **31 August 2020.**

HEALTH

Great design thinking can play a major role in improving our health and wellbeing, by strengthening our resilience to illness, and to major pandemics, like Covid-19: whether that is how people receive information about keeping healthy; the layout of shops and use of transport for limiting infection; enabling access to healthcare for all; innovations in supply chains for medical clothing and equipment; and in the planning and delivery of testing and treatments.

In the past, design for health has focused on healthcare settings like hospitals, health centres, or doctors' surgeries. However, the main influences on our health and wellbeing are either individual actions: what we eat and drink, whether we smoke, our levels of activity; or they are societal such as: the air we breathe; the water we drink; our vulnerability to violence or accidents; our wealth, ethnicity, gender, age, surrounding environment, and the quality of our housing and sewage systems.

Your radical design thinking to improve our health and wellbeing can focus on any of these issues.

GUIDELINES

Submissions can be in any format and any stage of thought, from a simple sketch to a fully developed concept.

YOU CAN SUBMIT WORK IN ANY OF THESE FILE FORMATS:

PDF, WORD DOC, PPT

VIDEO
(10 seconds – 1 minute) in mp4, vimeo, YouTube link

AUDIO
(music, podcast, sound) in mp4, vimeo, YouTube, psa

IMAGES
jpeg, eps, ai or gif format

Any content which can be interpreted as discriminatory, abusive, or inappropriate will be discounted.

Please only submit original work - submissions can be either pre-existing or work created especially for this opportunity. All submitters retain ownership and copyright of their work. However, by submitting your idea, you consent to allow London Design Biennale, Chatham House, Somerset House and any collaborating partners and supporters the opportunity to feature and promote your work as part of an exhibition and across advertising and marketing channels.

We welcome collaborations, and you may choose to respond to a single brief, or all four. Further submission details and guidelines can be found online.

10 PROMPTS TO INFORM YOUR DESIGN THINKING

1   How can design help to make healthy lifestyles routine, and sustainable for everyone? What design solutions could move health services towards keeping people healthy, rather than dealing with illness? How can design help reduce stress in the modern world?

2   Are there ways design can help to make it easier and more efficient for people to access information and knowledge about their current health? How can design help support advances in the prevention and public health agenda?

3   How can design help to reduce violence? How can design help mental health?

4   How can peoples' homes be designed better to support their wellbeing, including keeping fit, and allowing older people to stay living at home for longer? Can design innovations tackle loneliness at mass scale?

5   As social distancing measures will be part of our lives for the foreseeable future, how could transport and infrastructure be designed or adapted to support healthier living?

6   Can design make health services easier for patients to navigate and offer a more responsive and flexible system? How can barriers that prevent people from seeking medical help or advice be removed?

7   How can design improve the dignity and empowerment of patients?

8   How can design support nurses, doctors, paramedics, care workers and everyone else working in the health sector?

9   How can healthcare settings be designed to be more ecologically sustainable, whether that is through the emissions of the buildings, reducing waste, and eliminating single-use items? Given the importance of food and healthy eating, how does design ensure a sustainable system of food distribution and usage ?

10   How can healthcare systems and processes be designed to be more hygienic, without increasing waste?