

Nick Bell and Fabiane Lee-Perrella

**University of the Arts
London**

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Norwich, 28/11/14

Contents

Introduction

Nick Bell and Fabiene
Lee-Perrella

Engagement project

a proposal

Community engagement

our approach
project examples

Nick Bell

UAL Chair of Communication Design

Nick Bell

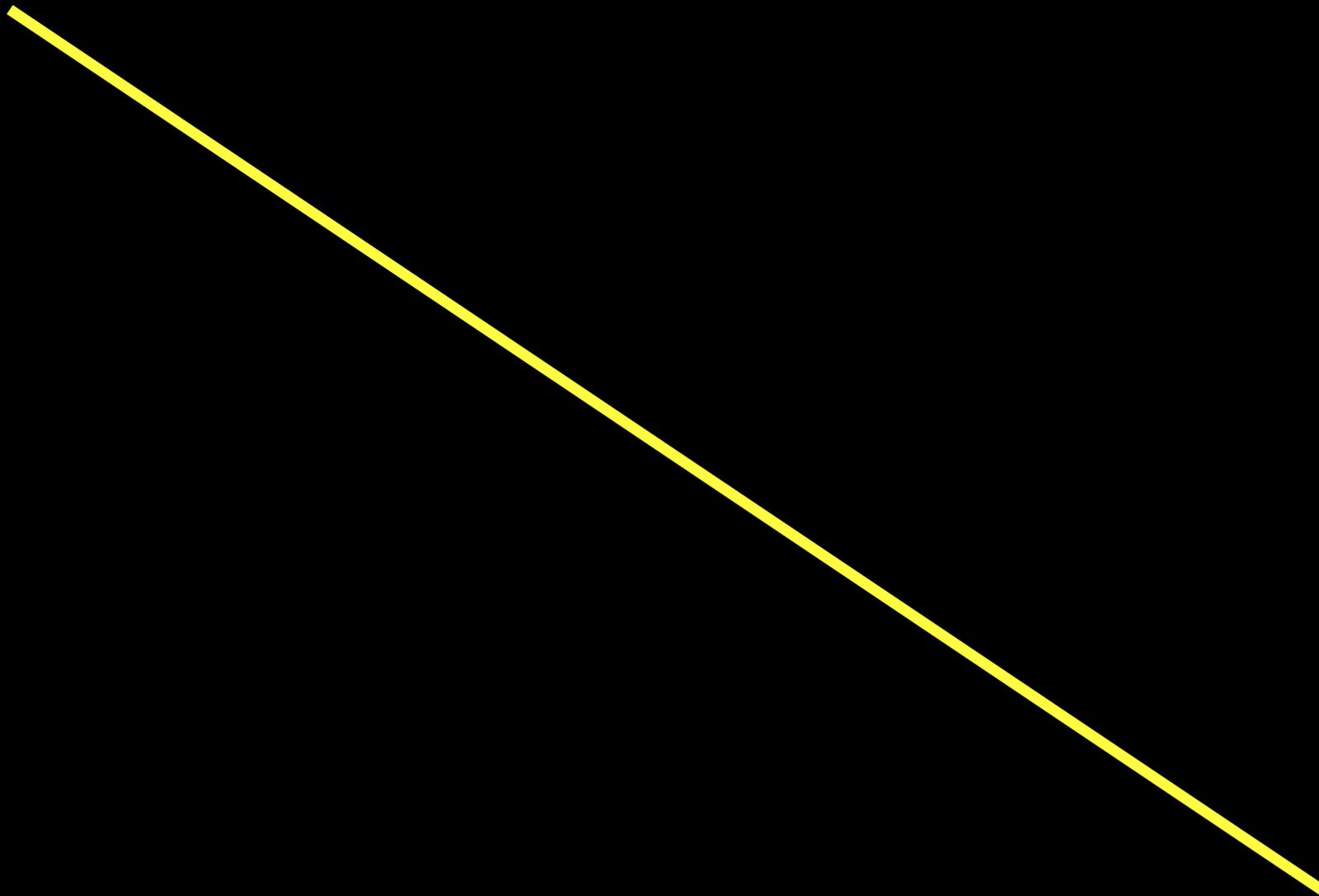
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Nick Bell

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3D

designing environments

Nick Bell

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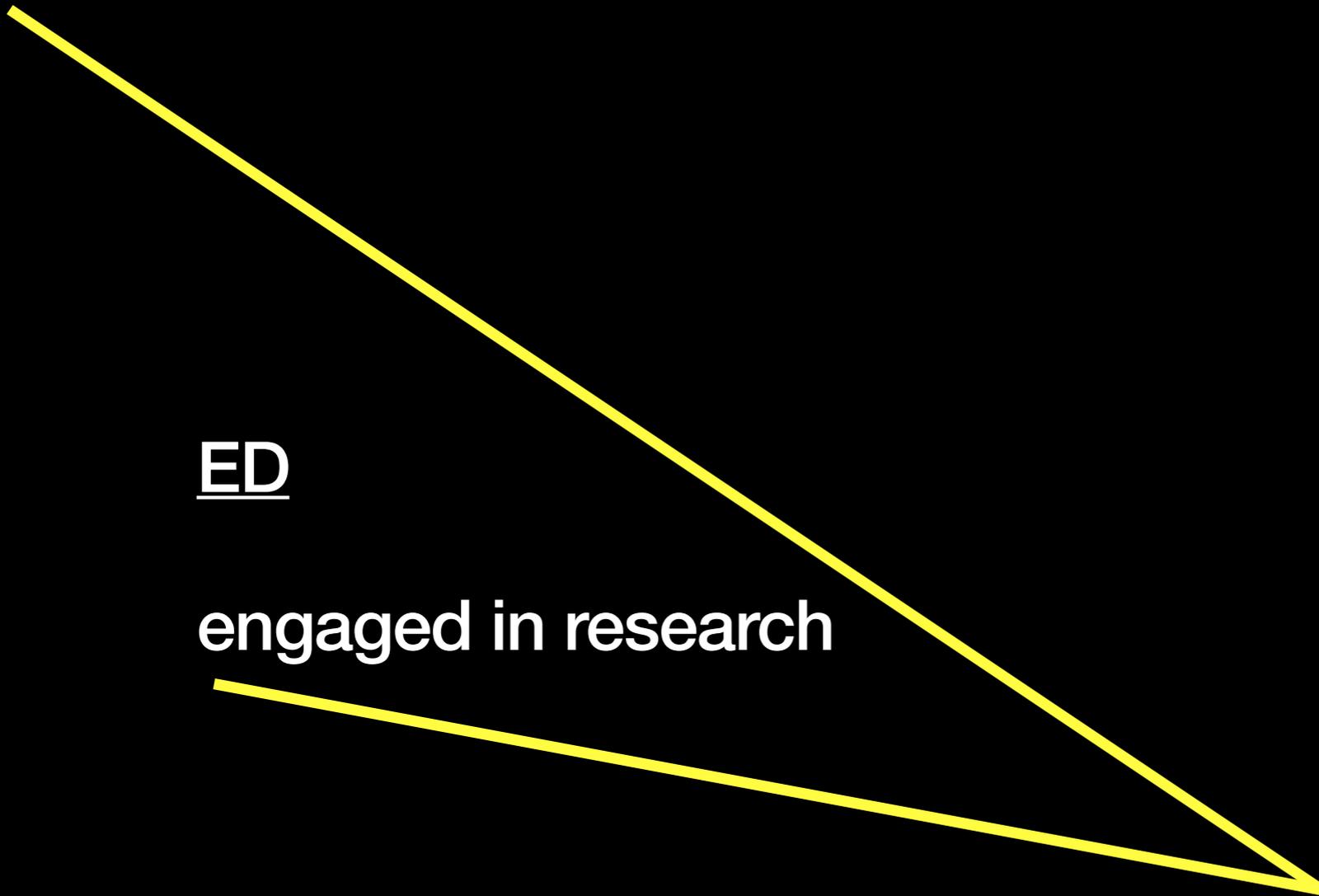
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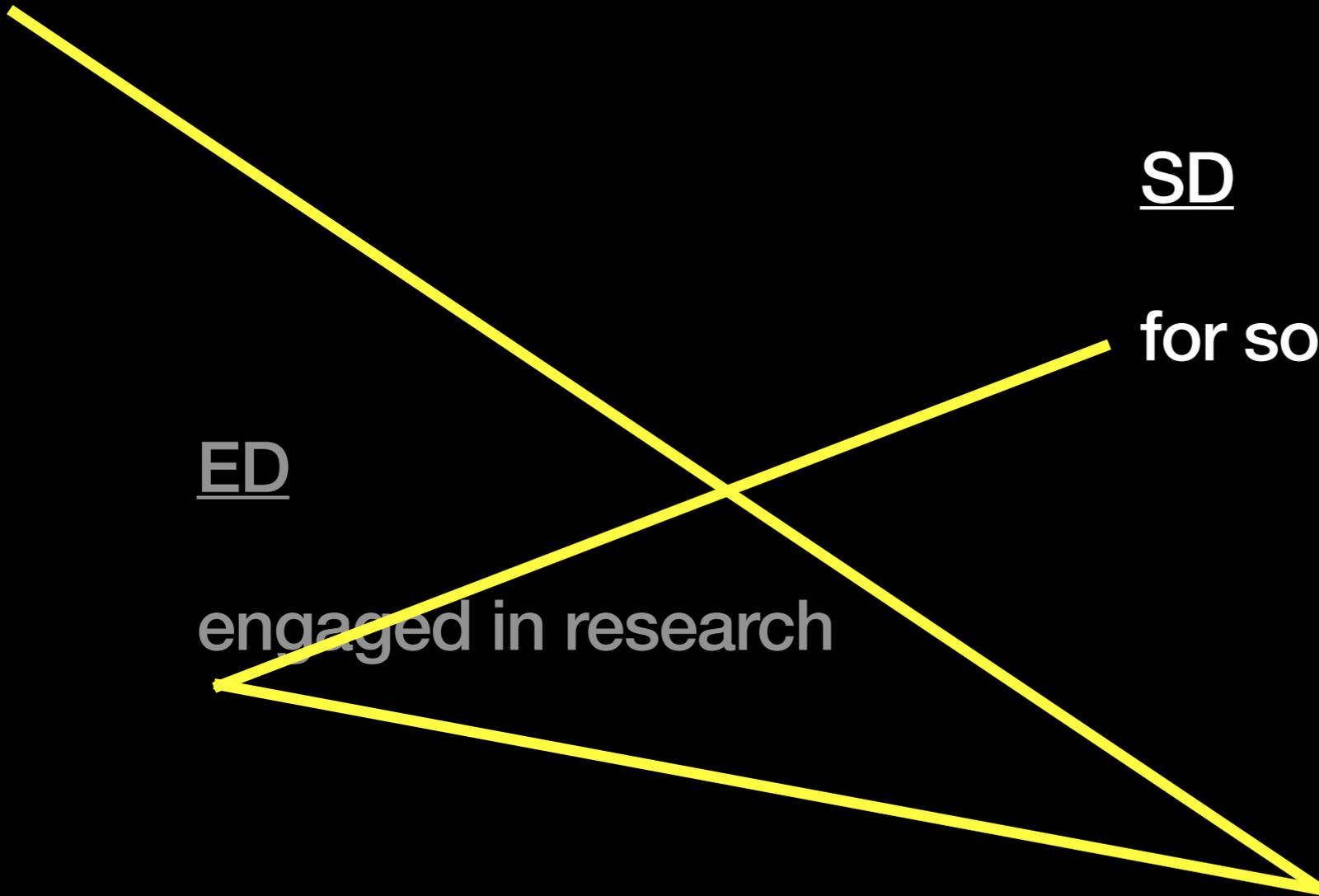
for social purpose

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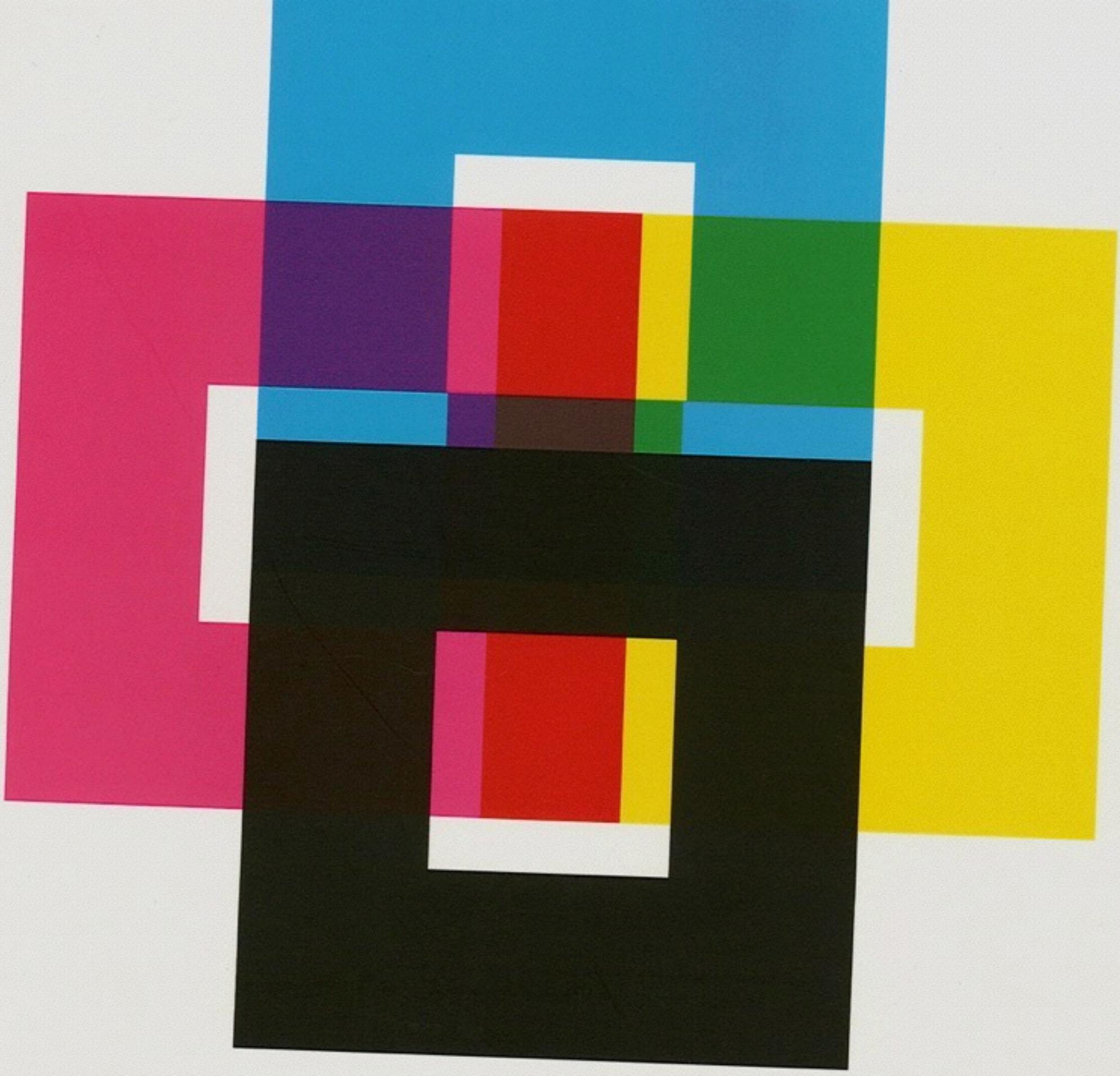
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>EYE 1 Blue Note: a milestone in album cover design | Studio Dumber and the Dutch post office | Bruno Manguzzi talks about his life and work | Neville Brody on the future of graphic design | Posters of freedom from Eastern Europe: British TV graphics: better than the programmes? | Eckhard Jung: Germany's rebel with a cause **>EYE 2** Jan van Toorn: the Dutch designer unmasked | Fortune: America's most beautiful magazine | Green graphics: a contradiction in terms? | New directions in German poster typography | Pentagram's Alan Fletcher in the Eye interview | Is good typesetting possible on the Macintosh? | Jake Tilson: maestro of photocopy graphics **>EYE 3** Willy Fleckhaus: a photographer's eye on the technology of type design **>EYE 4** London photography: the new abstraction | Magazines: from subculture to Beach Culture | Why Wolfgang Weingart gave up graphic design | The international art of the museum logo | Henryk Tomaszewski and the painted word | Whatever happened to political graphics? **>EYE 5** Butch book design: every picture tells a story | East German Graphics come in from the cold | Money talks: the graphic language of banknotes | Photographs: Geoff Korn, commercial Surrealist | Why manga are the best | Japan: these are the times that try our souls as an architect **>EYE 6** The covert career of Barney Bubbles | Template Gothic: typeface for the 1990s? | How Rick Valicenti reinvented himself | New typography from the Netherlands: dialogue with Massimo Vignelli | Why education posters do any good? | Multimedia: the printed page takes flight **>EYE 7** Type design after the digital revolution | Emigre from type foundry to record label | Oz Cooper: mac user | Why Not Associates: order out of chaos | Learning from soap powder and tableids | How to make a contemporary typography **>EYE 8** American special issue | Shole: a new look at the work of a post-modernist **>EYE 9** The unrepentant classicism of Derek Birdall | Cult of the ugly: what it means, where it's heading | Video packaging design: who calls the shots? | Max Bittorf: the commercial face of Modernism | American dreamer: Vaughan Oliver and Shiro Ohtake | Design as art: the book jackets of Alvin Lustig | Does illustration have a future after the computer? | Edward Wright: dissident of British Modernism | Deconstruction derby: Crank and the cowboys **>EYE 11** Recut the images: the designs of Karel Martens | Matthew Carter: from hot metal to digital type | The unmythical craft of the comic book letterer | Jeffrey Keedy: a crackpot's guide to typography | Why artists paint pictures of words | Fuel a British magazine that burns off the page | Now experimental faces and custom built fonts **>EYE 12** New futurists: Malcolm Garrett and P. Scott Makela | Karel Teige and the 1920s Czech avant-garde **>EYE 13** Ladislav Sutnar: pioneer of information design | Clarity and contradiction: Irma Boom's best books | Tomato: forget the problem, follow the process | Why there is such a thing as design for society | Perfume packaging's undoing by its own success? **>EYE 15** Make it new: Fuse's quest to go beyond typography | Bruce Mau: when is the producer also the author? | The Composing Room: cacophony and life in LA | Was corporate identity dead? | Jon Bambrick: viral fonts for the new millennium | The ornamented alphabets of Louis John Douché | Mass market style: what the public really wants? **>EYE 16** Go faster graphics: the style that can't be stopped | Dan Friedman: confessions of a Radical Modernist | Multimedia: design in the age of digital reproduction | Pictures for rent: a history of stock photography | Andrzej Klimowski's haunting theatre of dreams | Underground matriarchy: women who shaped design | ReVerb: discord, harmony and life in LA | Was corporate identity dead? **>EYE 17** Advertising: long lost mother of graphic design | Form, purpose and Modernism in the new Berlin | Lucille Tenazzi: experiments in the language lab | Peter Schöller: Katharine McCoy on the way ahead | Art and the new sensibility in British design | Language unleashed: the pioneering books of Mascin | Why Daniel Walch is art directing the opposition | ECM: the discreet charm of Wojciech and Rehm | What is this thing called graphic design criticism? **>EYE 19** Enigma variations: Studio Dumber at the theatre | Children's book typography: the new avant-garde | The Walker Art Center's snap on identity | Josef Müller-Brockmann: design is a language — so use it | Complexity, contradiction and Jeffery Keedy | Concrete poetry: a movement ahead of its time | Fashion graphics: dreams that money can buy | Why Lars Müller decided to publish himself | Darker visible: the image world of Amy Guip **>EYE 21** Peter Greenaway: towards a graphic cinema | Sue Coet: image maker with a social conscience | Why Rick Vonneman never forgets the client | Design for music: reinterpreting the classic annual reporter: epic stories of corporate glory | Mc Company's high-res quest for techno excess | Trainspotting: what are they trying to sell us? **>EYE 22** Cornal Windlin: the new face of Swiss graphics | London's ICA: play centre of the avant-garde | The art of making contemporary catalogues | Fashion fusion: clothes get the type treatment | Dan Farn: the Royal College of Art's next step | Big ideas that built the American art director | Is an overload of imagery just making us dumb? **>EYE 23** How W.A. Dwiggins invented graphic design | Why British art directors put type in its place | Pierre di Sciullo: letterforms for reading aloud | David James: techno's craft conceptualist | Teaching Swiss typography: recovering the body from early German design | Pick a card: Brian Eno's new Oblique Strategies | Multiple meanings: the posters of Uwe Leesch | Lester Beall's quest for space, time and content | Michael Bierut: designer, design glut critic **>EYE 25** "Everything you know is wrong" says Paul Elliman | Warm printing: Sandberg's sensual catalogues | Canadian designers: culture in a cold climate | Capture the moment: the aesthetics of transience | Creation in search of national design identity | Milton Glaser: "Structure, clarity, form, history" | Learn to stop worrying and love the Web **>EYE 26** Gunter Rambow: posters with a political edge | Graphic scores: music escapes the rigid grid | The diaphanous machines: Web design reviewed | Star designers help out the big-name brands | Why Mieke Gerritzen likes to keep it simple | Picture magazines were the eyes on the world | The design language of subversive publishing **>EYE 27** Gen merchants: Peter Girardi's Funny Carbage | An avalanche of design books at the end of print | Erik Nitsche's information for a brave new world | Don't buy this: global consumerism challenged | My typographies — a slide lecture by Paul Elliman | Remote control: images engage in conversation | Gérard Davis: Clavel: "Transform the commission" **>EYE 28** The graphic language of The Architectural Review | Corporate alchemy: money, magic and light | John Plunket: Lawrence Weiner fabricator: fine art with language | The whirring intruder: design is advertising #1 by Rick Poyner | Germano Facetti's lasting images for Penguin book covers | Toscani, Fabrice, Bonetton: taking trouble to market | Visual Essay by Anthony Oliver | Reputation: George Lois looks back on a lifetime of big ideas **>EYE 30** Watch what happens when Tomato come out to play | General Idea: A 25-year mission to info@ art and design | Terry Jones winks and cautions: "fashion to me is a game" | Computer game design: life, death and the cheat mode | Visual prose | Up against the wall: posters by James Victore | Design is advertising #2: nomadic resistance **>EYE 31** Illustration allows stories to unfold in time and space | Nine designers in Los Angeles — west coast latitudes | Adrian Frutiger: black and white and two dimensions | When Tschichold made history with a trade journal | Ornament: the Owen Jones Memorial Trophy by G.T. Modernism and eclecticism: Typographica 1949-67 | Browsers re-invented: what you see is what you think **>EYE 32** Wittgenstein's typography: the "casket" unlocked | E pluribus unum: the tale of a commonplace letter | Pablo Ferro ... the time it takes to run the titles | Robin Fior: the search for a revolutionary language | On the impossibility of neutrality: an A-Z of images | Basel principle dismantled in style by Müller+Hess | Enfant terrible Piet Schreuders ignores the cano



Martin Parr, Phaidon



Martin Parr

Val Williams

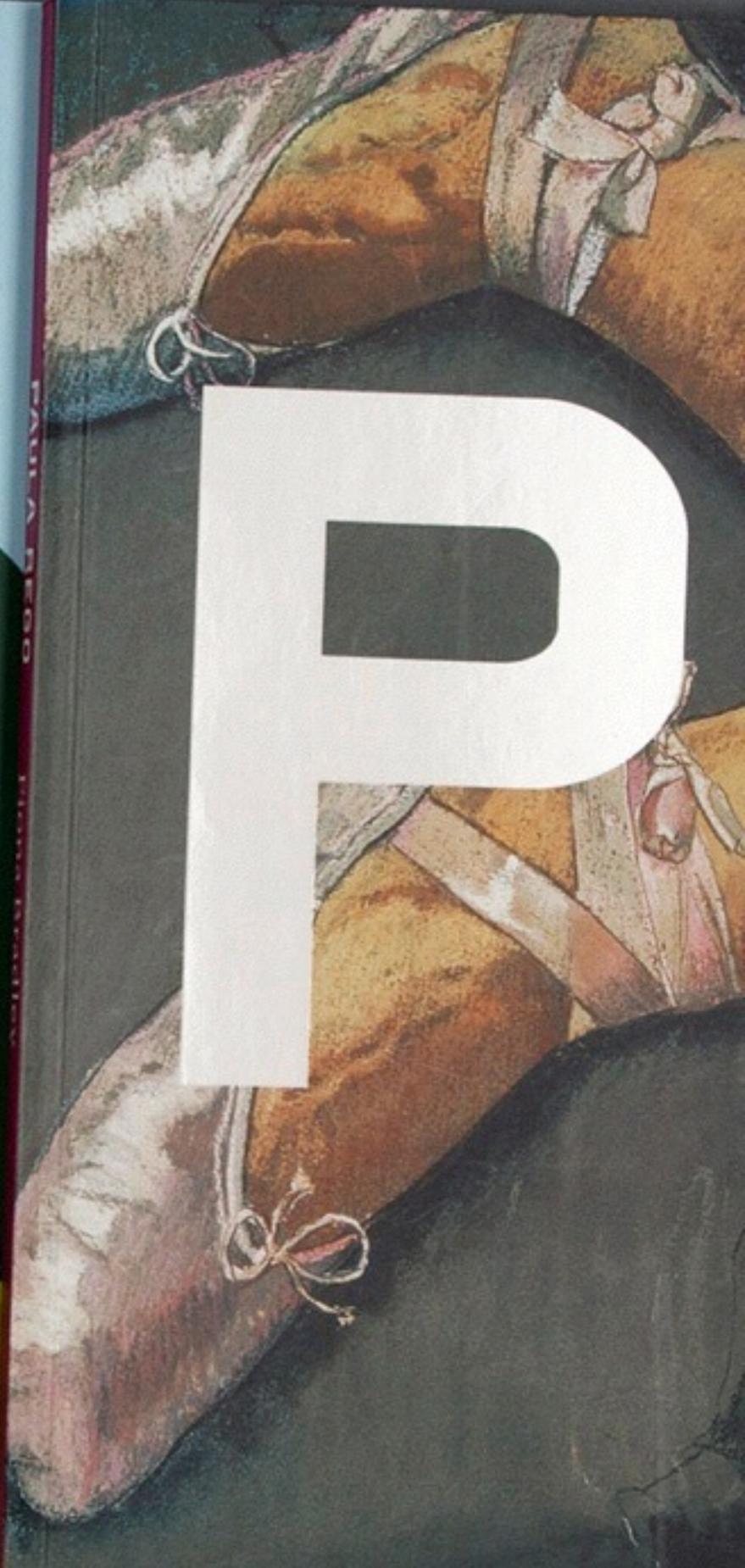
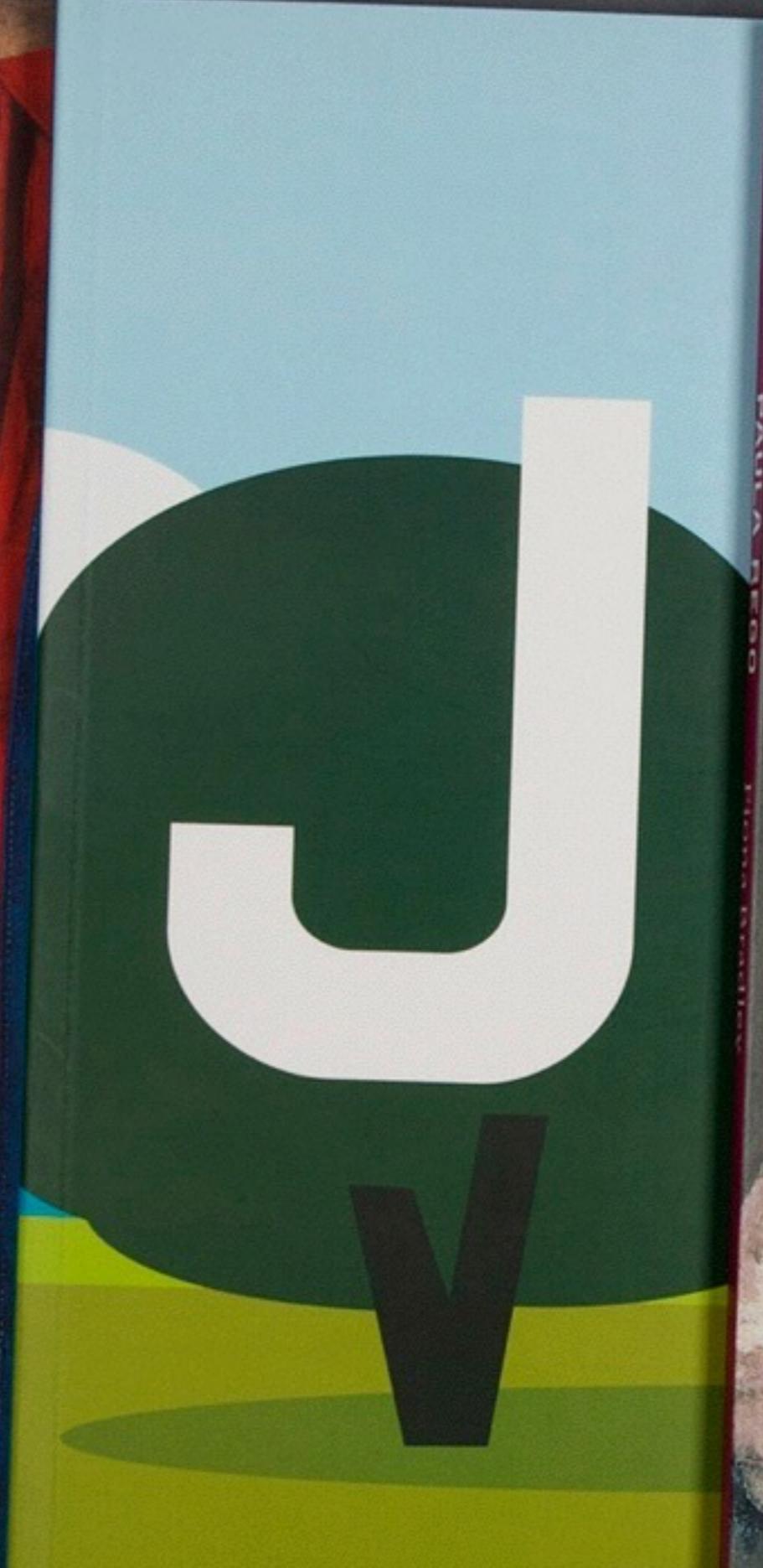
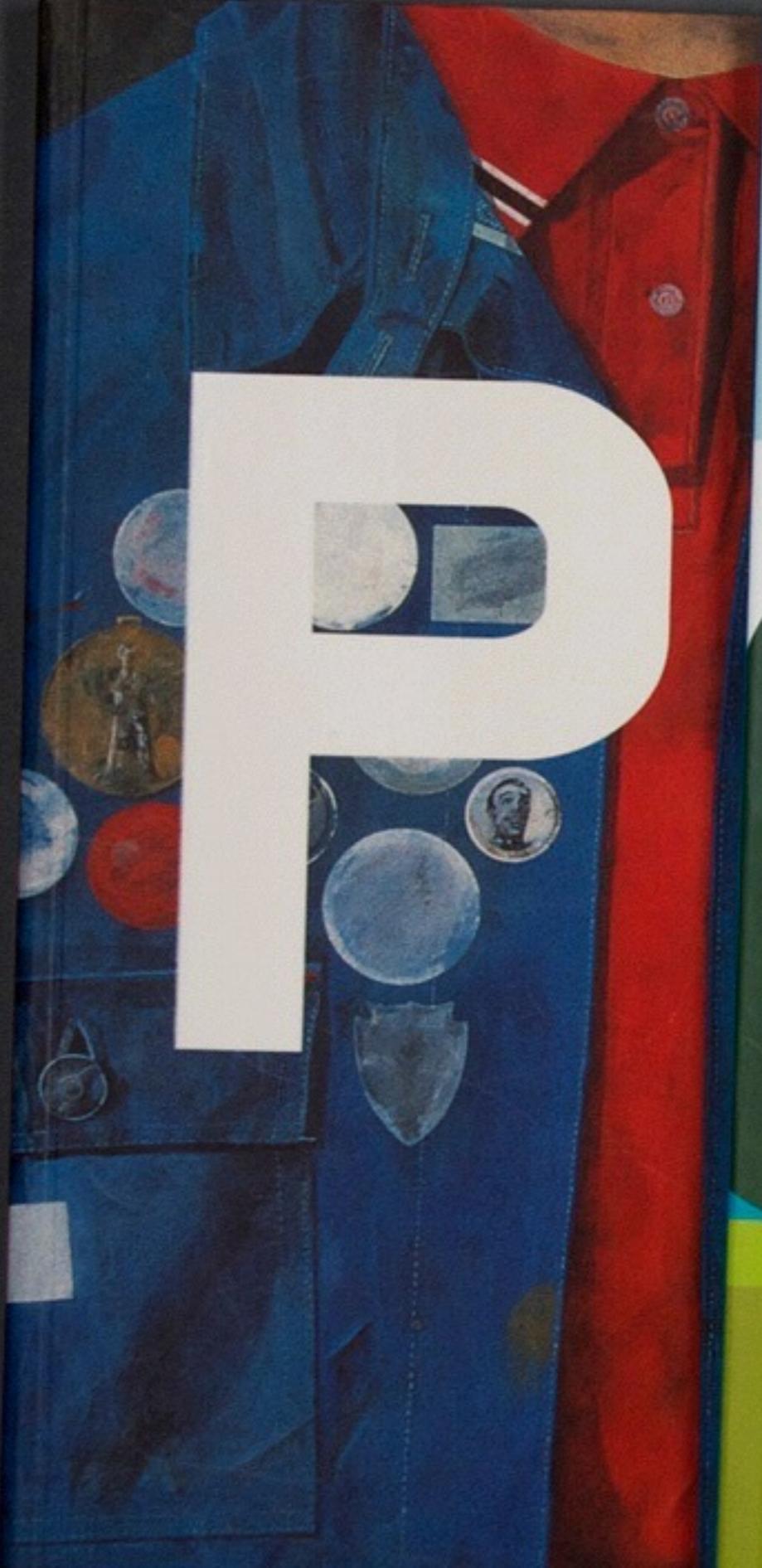
PHAIDON

Martin Parr's photographs
uncomfortable. He has made
the food we eat, the clothes
we go; scrutinized the very
Some might say that Martin
our lack of taste and good ju
it all, latterly in the brightest
our petty vanities to the world
perhaps a more honed sense

Independent
British Graphic Design
since the Sixties

Edited by
Rick Poynor

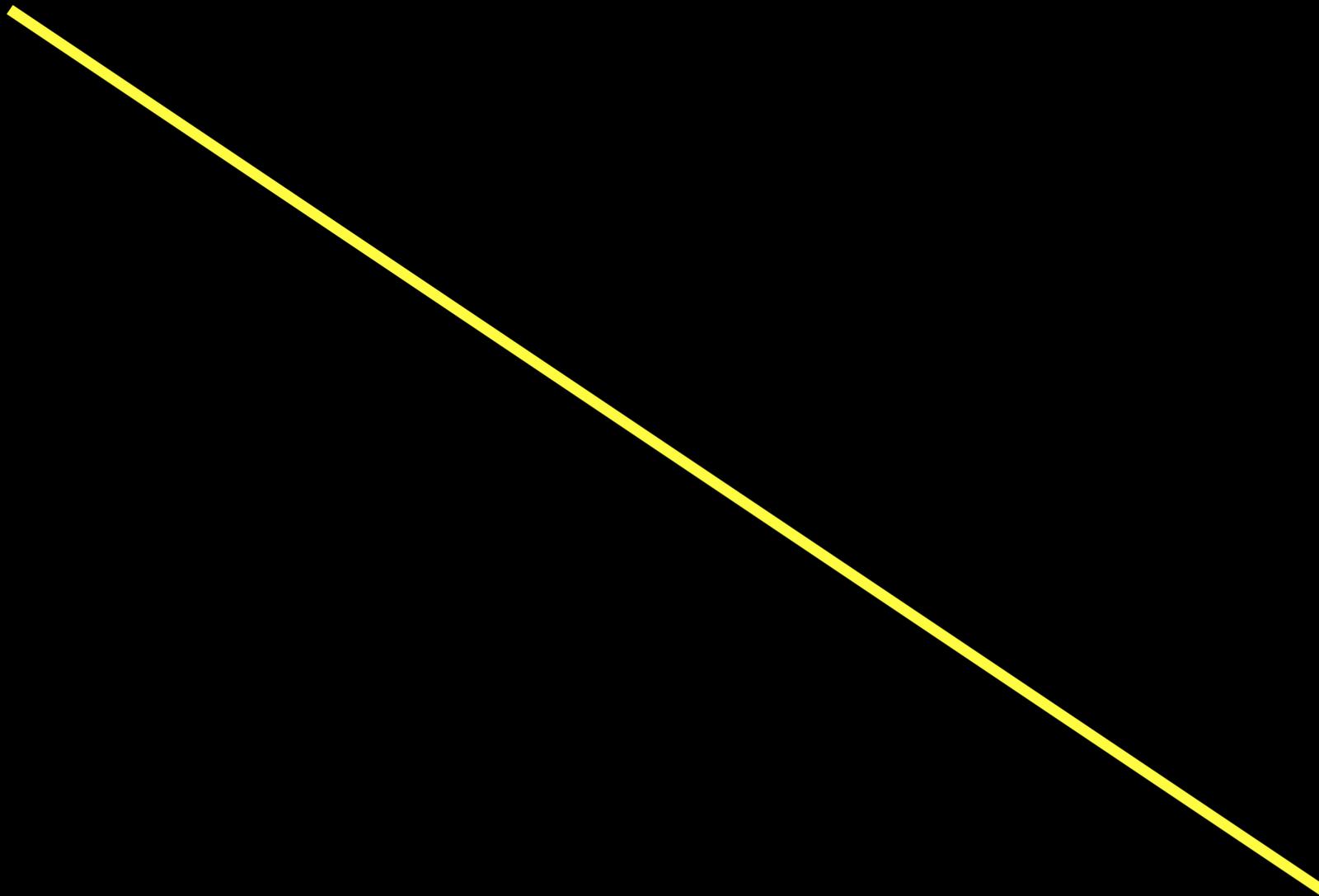
communications



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...conception
...exposure of fathers
to radiation is likely
to cause leukaemia
in children

DR CALUM MUIR, DIRECTOR OF CANCER REGISTRATION IN SCOTLAND, 1995

Many believe that exposure to radiation in any dose causes cancer.
But advances in biology bring a new understanding.
Low level radiation is actually beneficial.

There were always hidden dangers.
Chernobyl just exposed that.
You'll never know how many people feel.
Once it gets into the water supplies, into the atmosphere, it's there for years.

...in the future

Climate science gallery, Science Museum

atmosphere

Creating the atmosphere gallery

Working out what's happening to our climate really matters for our choices today and into the future. Science doesn't have 'final answers', but it's a powerful way to make sense of this incredible and complex planet.

atmosphere aims to help you make sense of that science - to see for yourself what's happening, why, and what could be around the corner...

This gallery has been created with the support of a huge range of individuals, from scientific institutions and organisations to businesses and governments. Working together, we can push ideas further and find solutions faster - something we all need to be good at in a climate-changing world.

Exploring climate science

atmosphere

SIEMENS

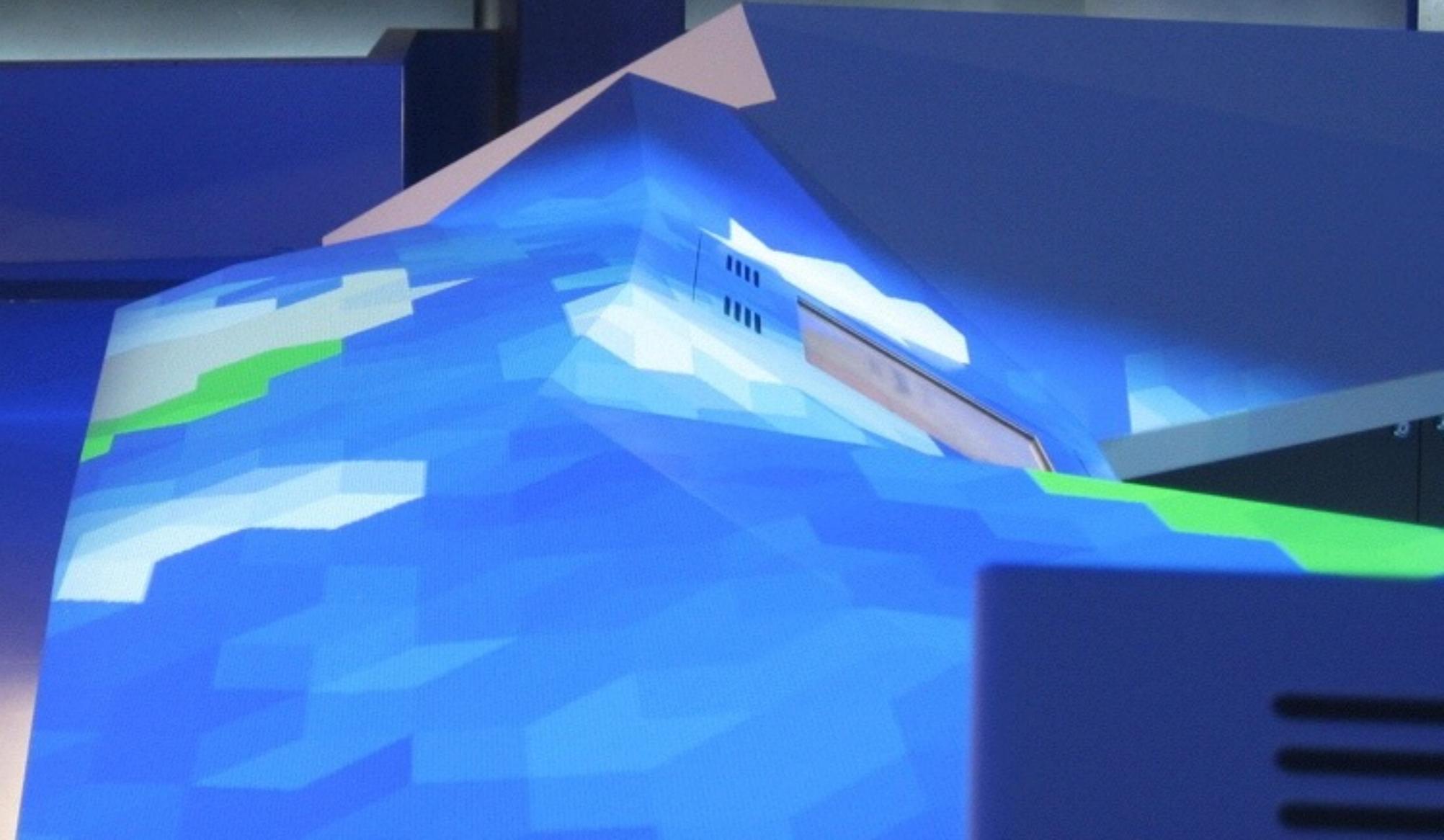
atmosphere

atmosphere

Science can show us the carbon cycle is being disrupted and how that adds more greenhouse gases.

Exploring climate science

atmosphere



'From every part of
my Empire there has
been spontaneous and
Enthusiastic Rally
to our common flag'

King George V
in a speech given
18 September 1914

In Britain, something extraordinary happened.
A huge citizen army was created.

In 1914, Field Marshal Lord Kitchener,
the war minister and hero of Empire,
was among those who believed that the war
could last years, not months.

More soldiers would be needed.
Kitchener called for volunteers
to join 'Kitchener's Army'.

In the first two months of war alone,
50,000 young men joined up.
What made these men leave behind
their peacetime lives?

Discontent, outrage over German treatment
in Belgium, escape from dreary lives,
a desire to find adventure
and to 'do the right thing'
led men to recruiting offices.

War for Britain meant war for the Empire.
Thousands of miles away volunteered
for the same reasons.

Your country needs you

...ble
...normalises a man
Corporal Oswald Blows,
28th Battalion,
Australian Imperial Force

Nick Bell

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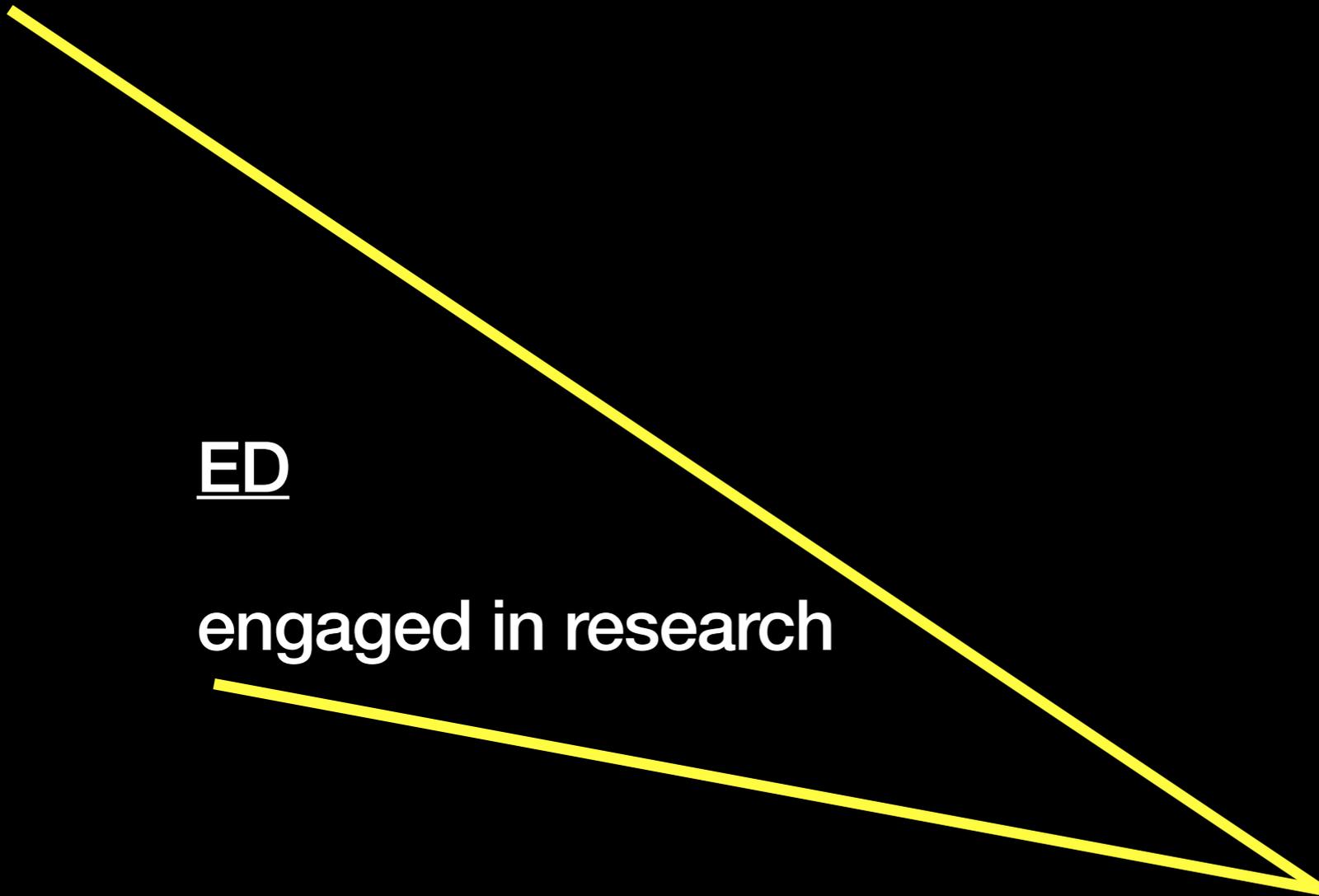
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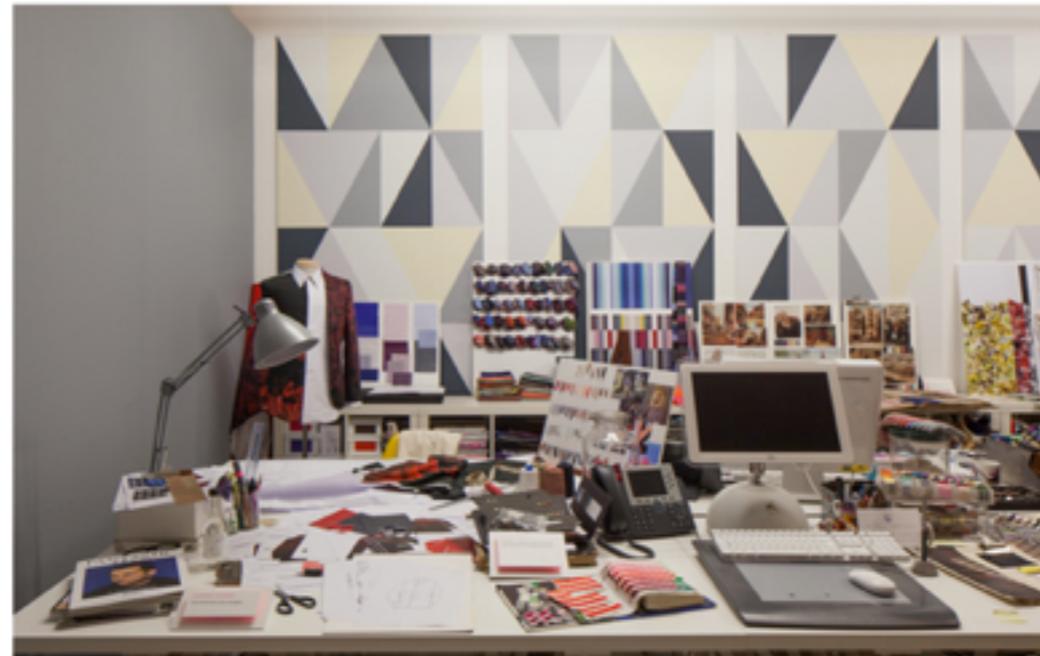
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Friday, 10:00am
23 May 2014

An end to the curatocracy?

Critical path
Graphic Design
Information Design
Reviews

'Chaos at the Museum' burned bright. The event was a rare opportunity to share new visions for the future of exhibition design, writes Nick Bell



The most unusual thing about the London conference 'Chaos at the Museum' was that it was devoted to design, writes Nick Bell.

Most discussion of museum practice is dominated by curators – whether at conferences or in the media. So it was not surprising that the designers attending 'Chaos at the Museum' (26-27 April 2014) could barely suppress their excitement all day. I've never seen so many smiles since, well, the Martin Creed exhibition at the Hayward. We were like children let out to play at this two-day programme about museums and exhibitions drawn up by designers.



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20/20/20 talk
at LCC:
[http://youtu.be/
oyCEPaVOqf8](http://youtu.be/oyCEPaVOqf8)



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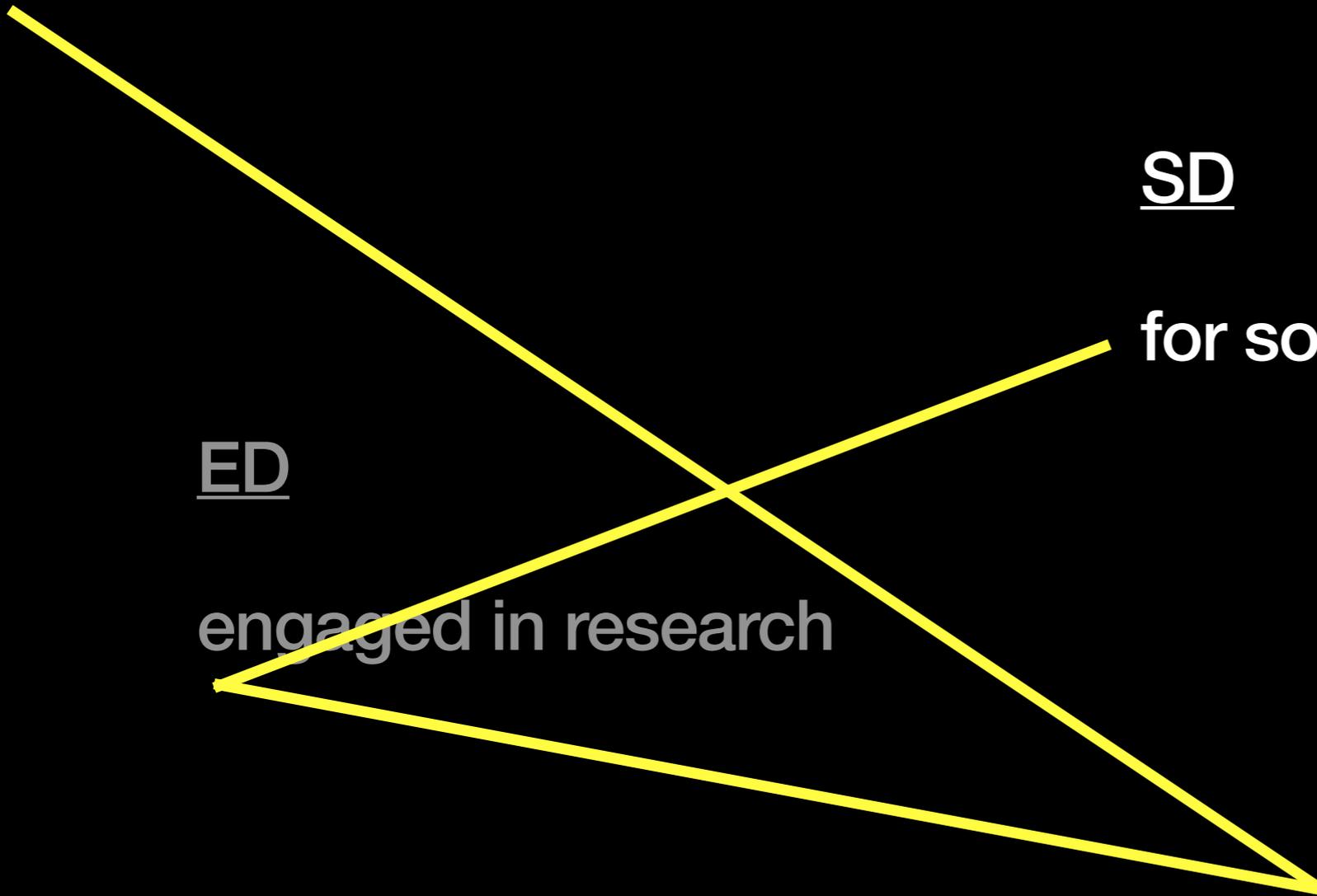
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Fabiane Lee-Perrella

Lecturer in 3D Design
Camberwell College of Arts

Fabiane Lee-Perrella

3D

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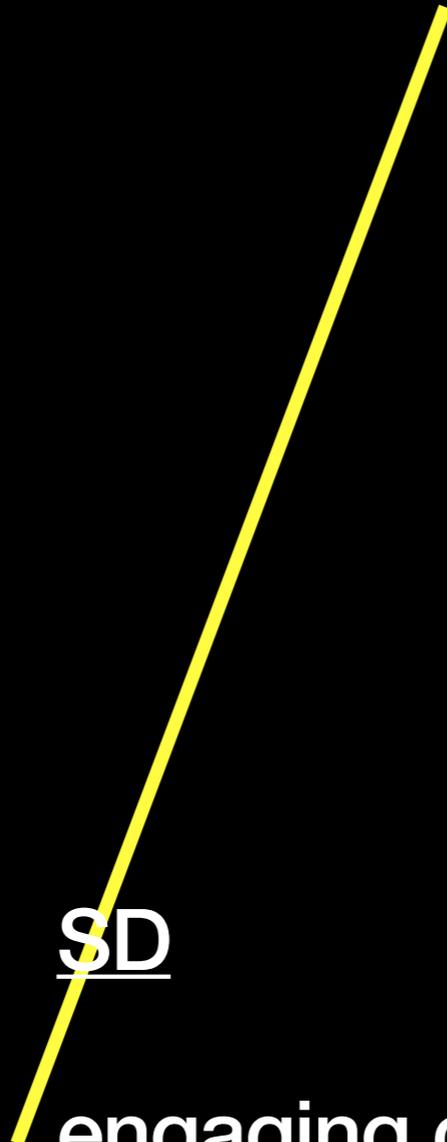
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engaging communities



Fabiane Lee-Perrella

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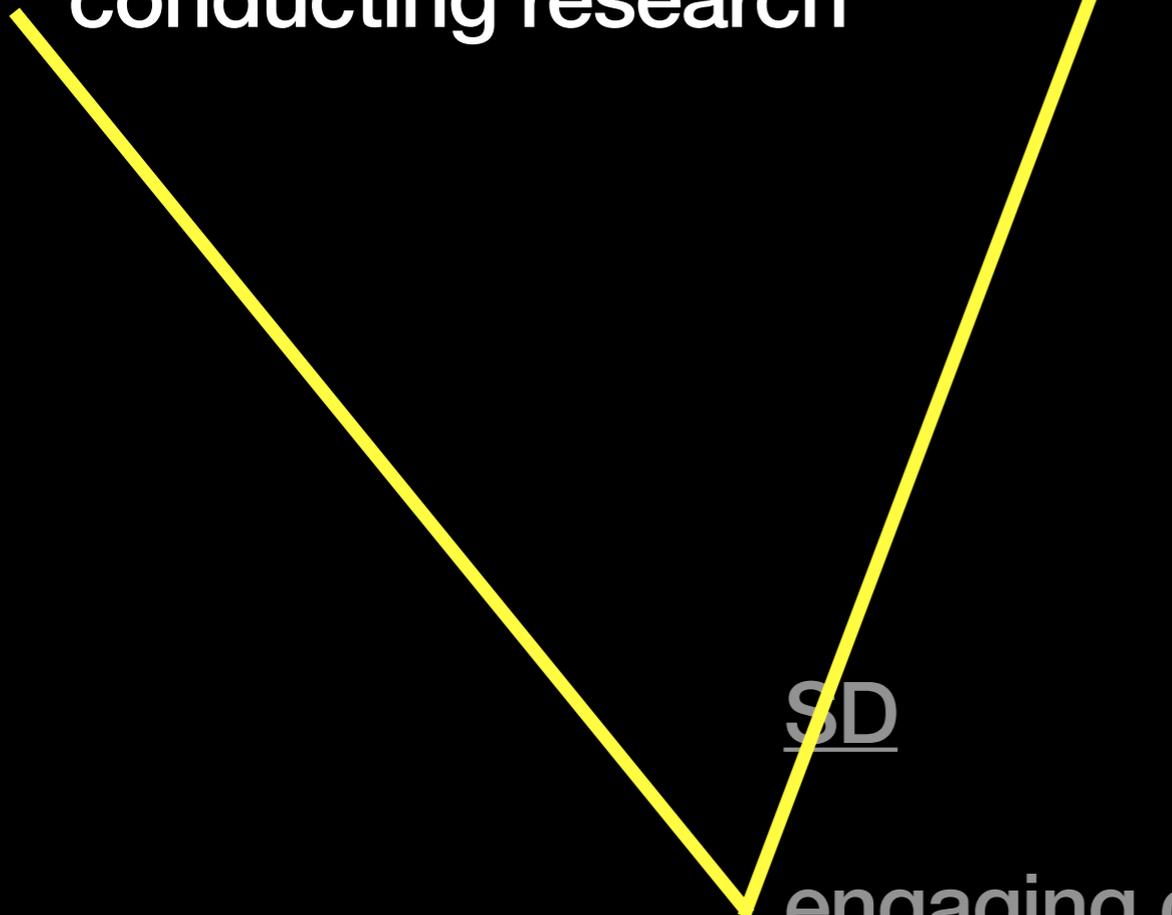
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engaging communities





Wickerd, Crossway Foundation







The Festival of Britain Celebrations
Presented by the London Organising Committee
for the 2012 Olympic Games
DAN PLANT, VASHI SEYMOUR
AND
ISIS SOPHIA PLANT

DFI
2011



The Festival of Britain Celebrations
Presented by the London Organising Committee
for the 2012 Olympic Games
MIKE BARTY
AND
TONY HALLIDAY
M



The Festival of Britain Celebrations
Presented by the London Organising Committee
for the 2012 Olympic Games
PAUL WIGG, CLARE GRANTON
AND
EMMET WIGG
PCE
2011



The Festival of Britain Celebrations
Presented by the London Organising Committee
for the 2012 Olympic Games
2011

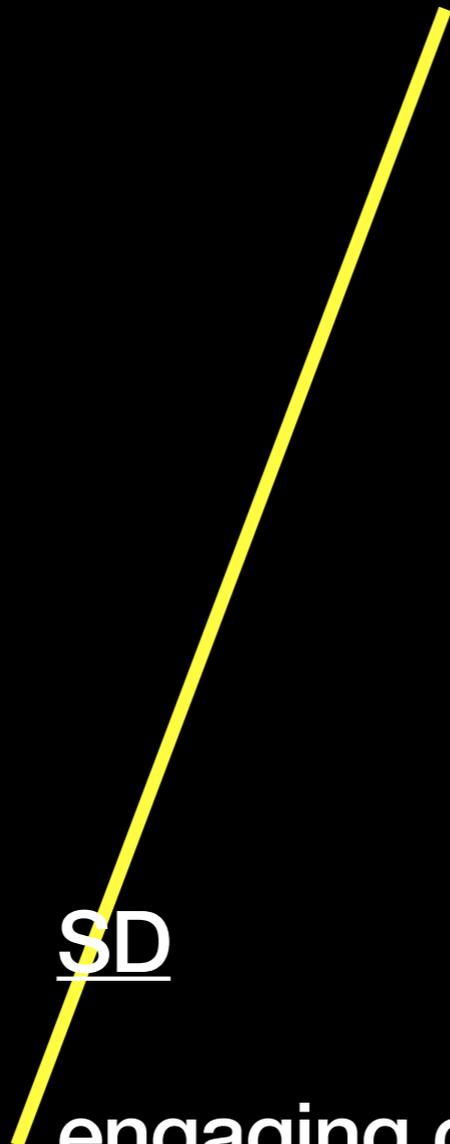
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Refugee Council, Hull



Manual Colourido, Brazil



Project Morrinho, South Bank Centre favela

Project Morrinho, South Bank Centre favela



Fabiane Lee-Perrella

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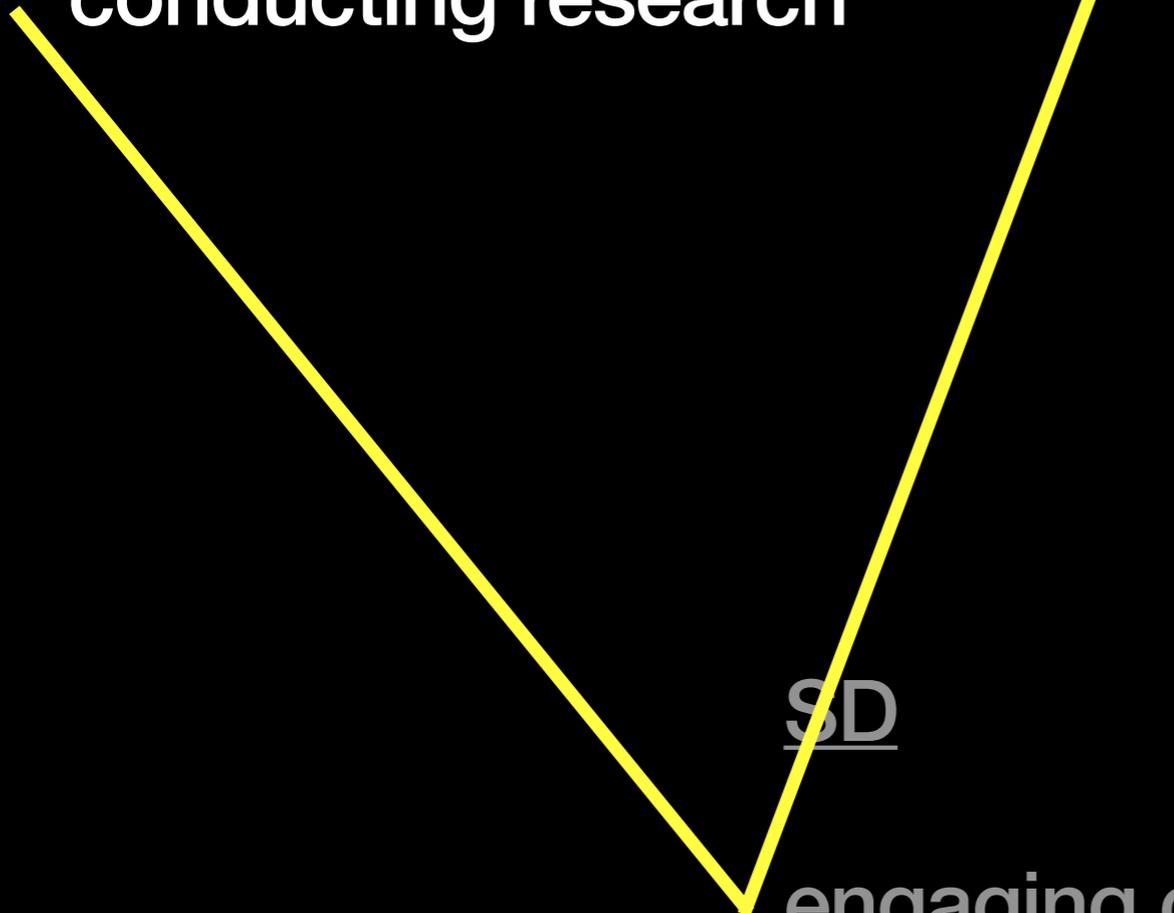
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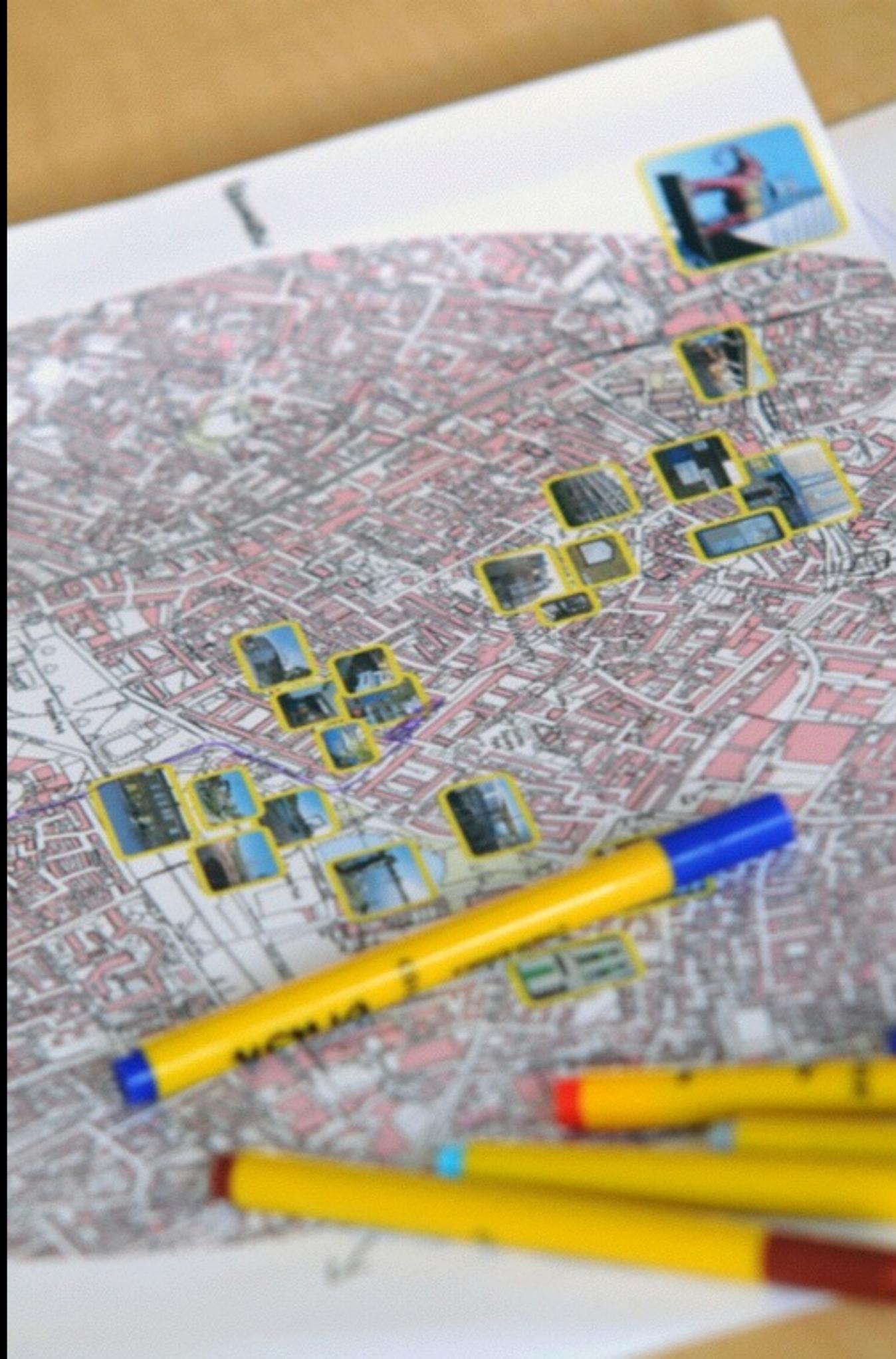
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Public art programme, Stockwell Park

KEY IDEAS. 03

Wednesday 11th of May 10.30
The Wilson Road Lecture Hall
Camberwell College of Arts



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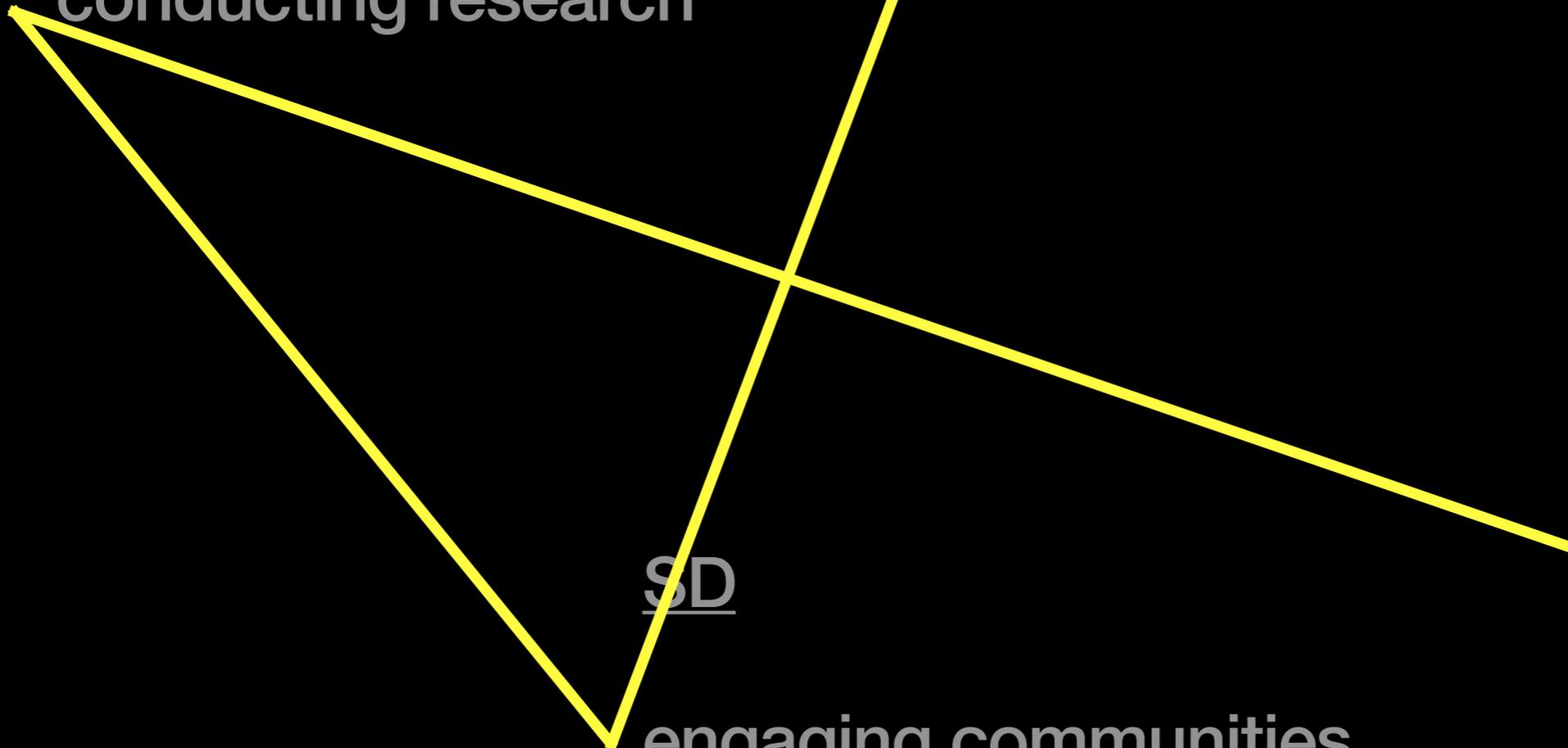
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Engagement project

A proposal

A proposal where we are now

You (NSFT) are interested in commissioning the design of youth mental health services differently.

You already have a vision.

A vision already implemented by others elsewhere

that you can learn from.

The situation is very urgent, there is pressure to act but you cannot afford to implement something not fit for purpose.

You want to create a service that does not stigmatise.

And involve service users in it's process of conception.

That's where we come in.

You want physical environments young people seeking help want to be in,

online media that young people will use to connect.

A service experience that young people, not seeking the help they need, will feel comfortable with.

With our students, we think we can help.

A proposal what we propose

Think of us as a creative team, a team of young people (UAL design students), designing with young people (users of mental health services), supported by an experienced team of designers (Fabiane and me).

Our methods are participative.

We engage groups of people, (treating them as experts of their own context),

in a scaffolded but informal process of thinking through making (design, art).

Enabling them to: reflect on their circumstances,

express dreams, visions, and make positive proposals.

Often, people sense they are defined merely as recipients (of services).

We try to reverse this,

and help people feel they have something to offer – currency.

A proposal what we propose

We also propose to invite those at the frontline to participate:

doctors, nurses, care providers – the experts.

However, this kind of participation happens best on equal terms.

Therefore, all experts, including us, must be skilled

at suppressing the aura of expertise,

masking the whiff of the institution.

Having other younger voices,

familiar with the local context users inhabit,

in this case, members of the Youth Council,

will help enormously!

A proposal what we propose

Together with
these local
contributors, our
creative team

can breathe the
same air

and first, build
familiarity and
earn trust.

Then, we can
begin softly by

sensing the
conditions,

getting the
conversation
going,

raising tentative
questions,

mapping needs
and desires,

uncovering
behaviours,
values, identities,

and through
dialogue, develop
the intelligence of
the group.

A proposal what we propose

Using workshops,
we work out the
best ways,

often through a
process of
thinking-through-
making,

of encouraging
people to find
ways to tap
personal
capacities

and express their
vision of how
things could be
better.

Our process
attempts to tease
out the essential
ingredients of
what better is.

A proposal stage 1

With our students,
we can help
mental health
service users and
frontline staff:

– express what is
positive, negative
and missing from
the service

– frame a number
of the key issues
likely to influence
service design

– mock-up
service scenarios
to test out new
ideas and
approaches

This might turn
out to be
ambitious to
achieve...

but let this be the
first draft of our
intentions for
now.

A proposal stage 2

**Our student team
would take the
outputs of Stage
1 away**

**and use their
creative skills to
develop them to a
level appropriate**

**for presentation
to senior mental
health service
commissioners.**

**An appropriate
communication
vehicle could be a
physical
exhibition or pilot.**

**Such an event
could be attended
by mental health
service users and
frontline staff who
contributed to it –**

**giving them a
chance to signal
their contributions
to it and share
advocacy.**

A proposal stage 2

The output of
Stage 2,

that is, merely
completing the
initial stages of
your project,

would be a
Design Brief

(in written, visual
and physical
form)

that sets out the
aims and
objectives

that would need
to be satisfied in
the design of
what you call a
'one-stop-shop'
service

that is fit for
purpose.

This is how we
can help –

we can help you
devise the correct
Design Brief

that matches
yours and your
colleagues'
visions

but also one that
is informed by
service users

and frontline
service personnel.

A proposal beyond stage 2

The process of producing the Design Brief

is a kind of experiment with a tangible and very useful outcome.

Our involvement could end here if you so decided.

However, our UAL team of students,

would be very happy to respond to the Design Brief

through the design and proposal of a prototype service at a local scale.

For example, the design of a single 'one-stop-shop'

(physical space, digital media, service plan, brand identity etc.)

that would be scalable.

A proposal beyond stage 2

**Alternatively,
senior health
commissioners
would be free
to invite other
design
companies
to respond to the
Design Brief.**

**Either way,
the commission is
likely to be
conducted
through a two
stage tender
process
commensurate
with project
budget and NHS
procurement
regulations.**

**We can discuss
procurement
routes later.**

A proposal the student project timetable

**Late Feb/early
March 2015**
– frame research
project to students

– interested
students apply

Mid March
Workshop series on:
– engagement
methodologies
– trans-disciplinary
collaboration
– curatorial content
development
– exhibition as
speculative design

Mid to late March
15-20 students will
be selected for the
final project team
after the workshops.

Late March
Project preparation
sessions with the
final project team.

28 March – 4 April
A week long
community
engagement field
trip.

April
Curate research
material from field
trip.

Early May
Design and build
either:
– an exhibition or
– a pilot

Late May
Open exhibition or
launch pilot.

What the students will get

how to be a designer at the start of things

This research project will provide UAL students with a yearly opportunity

for cross-university, trans-disciplinary collaboration.

It will deliver an introduction to community engagement methodologies

that are tested on a field trip where students will engage directly with a community group.

The findings from this will be shared publicly through a speculative vehicle

such as an exhibition or pilot or event curated and designed by the students

and given exposure at a high profile design industry event

like the London Design Festival in September 2015.

Community engagement

Our approach

Invitation to collaborate

**In this collaboration
we are not aiming
for consensus**

Invitation to collaborate

In this collaboration
we are not aiming
for consensus

but instead, a
deliberate generous
atmosphere

Invitation to collaborate

In this collaboration
we are not aiming
for consensus

but instead, a
deliberate generous
atmosphere

where different
disciplines,
knowledge and
personalities meet

Invitation to collaborate

In this collaboration
we are not aiming
for consensus

but instead, a
deliberate generous
atmosphere

where different
disciplines,
knowledge and
personalities meet

to see and create
what would not be
possible alone.

Approach

Locality

- past
- present
- future

Approach

Locality

- past
- present
- future

People

- user
- local community
- staff
- us
(we are not outsiders)

Approach

Locality

- past
- present
- future

Intimacy

- familiarity
- layers of knowledge
- landscape

People

- user
- local community
- staff
- us
(we are not outsiders)

Approach

Locality

- past
- present
- future

Intimacy

- familiarity
- layers of knowledge
- landscape

People

- user
- local community
- staff
- us
(we are not outsiders)

Relationship

- space
- objects
- art/design
- tradition
- new technologies

Approach

Locality

- past
- present
- future

Intimacy

- familiarity
- layers of knowledge
- landscape

Meaning

- create relevance

People

- user
- local community
- staff
- us
(we are not outsiders)

Relationship

- space
- objects
- art/design
- tradition
- new technologies

Community engagement

Some project examples

Negotiation and currency



Spaces of encounter
– building anticipation



Spaces of encounter – building anticipation



Spaces of encounter – food



Spaces of encounter – food



Spaces of encounter – walks



Mapping – personal stories



Mapping – personal stories



Mapping – routes



Mapping

– informal names and uses



Mapping – informal names and uses



Memory

– remembering and forgetting



Photography



Photography



Photography



Active observer



Active observer



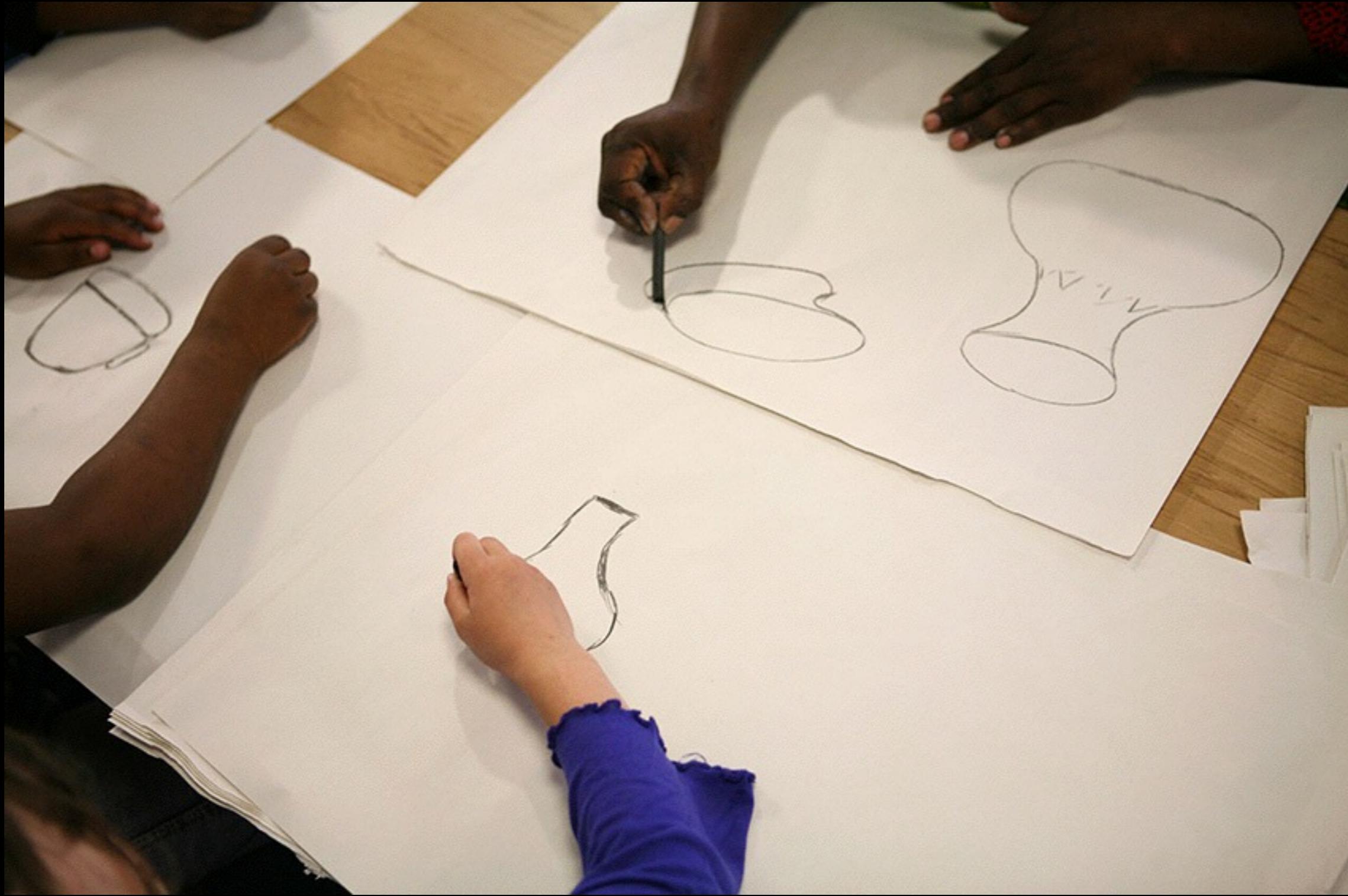
Breaking the communications barrier – making



Breaking the communications barrier – making



Breaking the communications barrier – drawing



Miniature worlds



Miniature worlds



Celebration – exhibition



Celebration – exhibition



Celebration
– exhibition



Celebration
– event/party



Celebration – pilot



Celebration – pilot



Thank you

Basically,

we do the experimenting,
participatively, right at the
very beginning

that sets your project on the
right tracks and gets it
going.

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Nick Bell
Fabiane Lee-Perrella
University of the Arts,
London (UAL)