

Nick Bell and Fabiane Lee-Perrella

University of the Arts
London

Europe's largest specialist
arts and design university,
with close to 19,000
students from more than 100
countries.

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Norwich, 28/11/14

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UAL Chair of Communication Design

Nick Bell

2D

I am an editorial designer

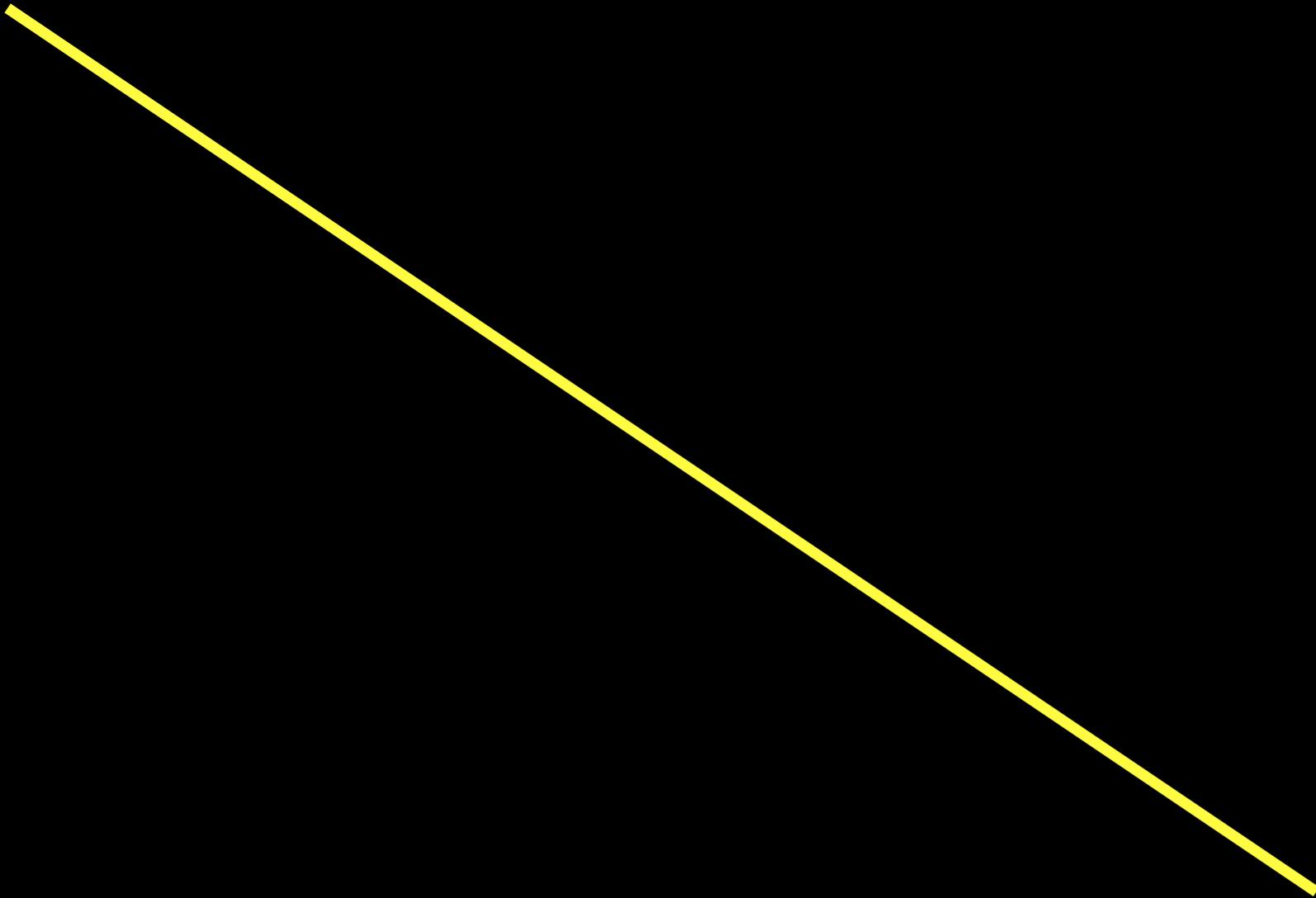
Nick Bell

2D

I am an editorial designer

3D

designing environments



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ED

engaged in research

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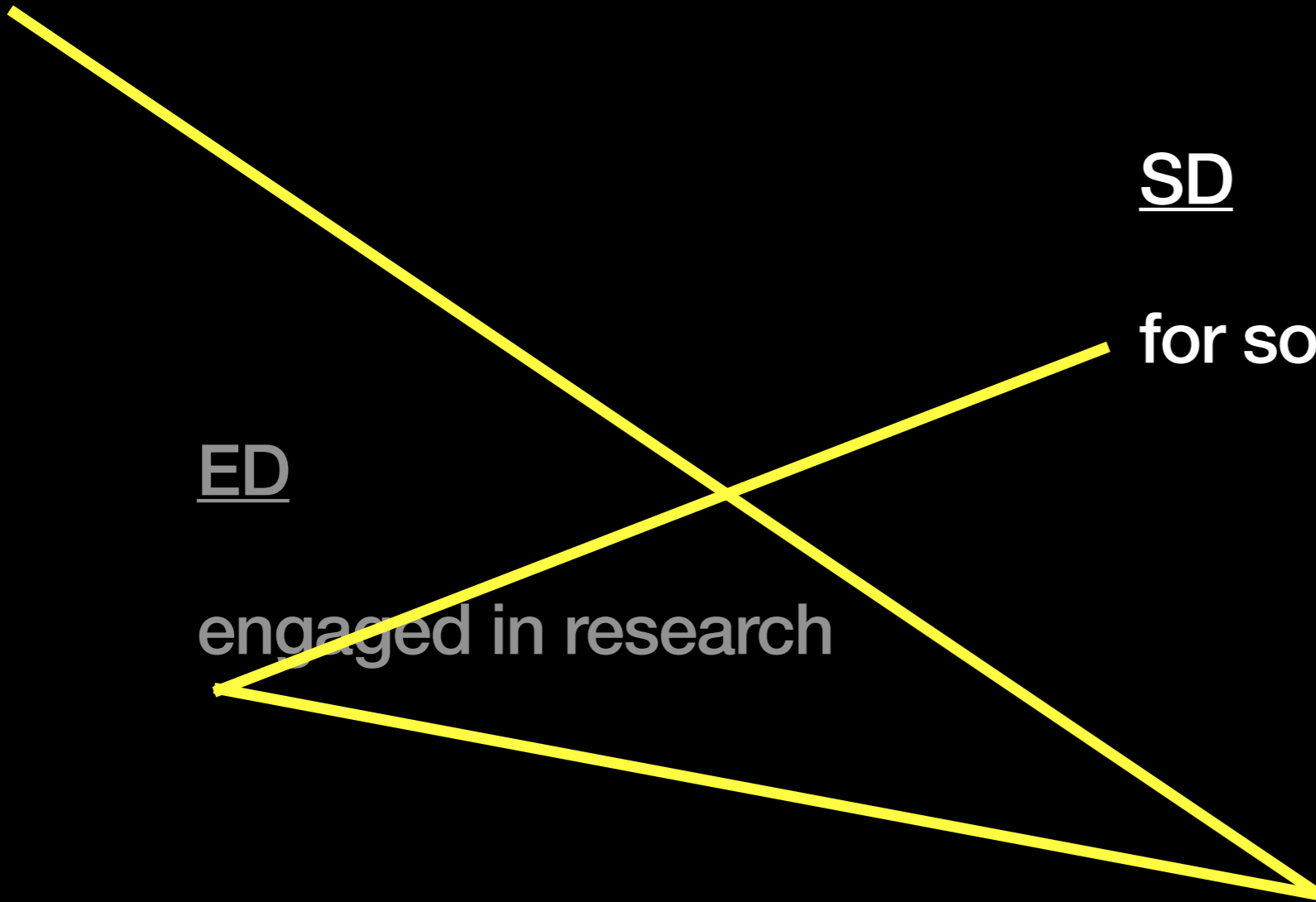
for social purpose

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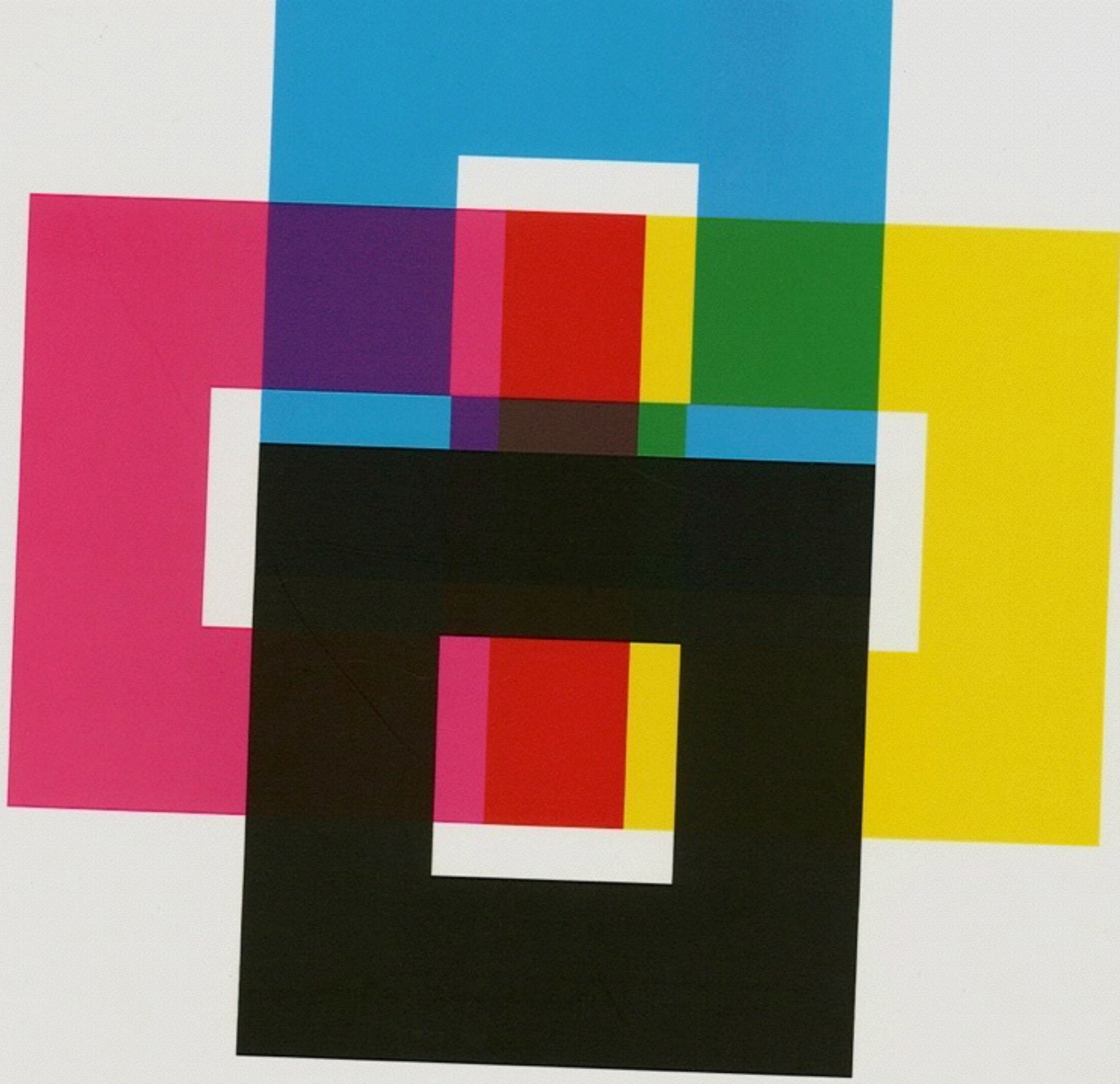
3D

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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

communication

P



UP
V



P



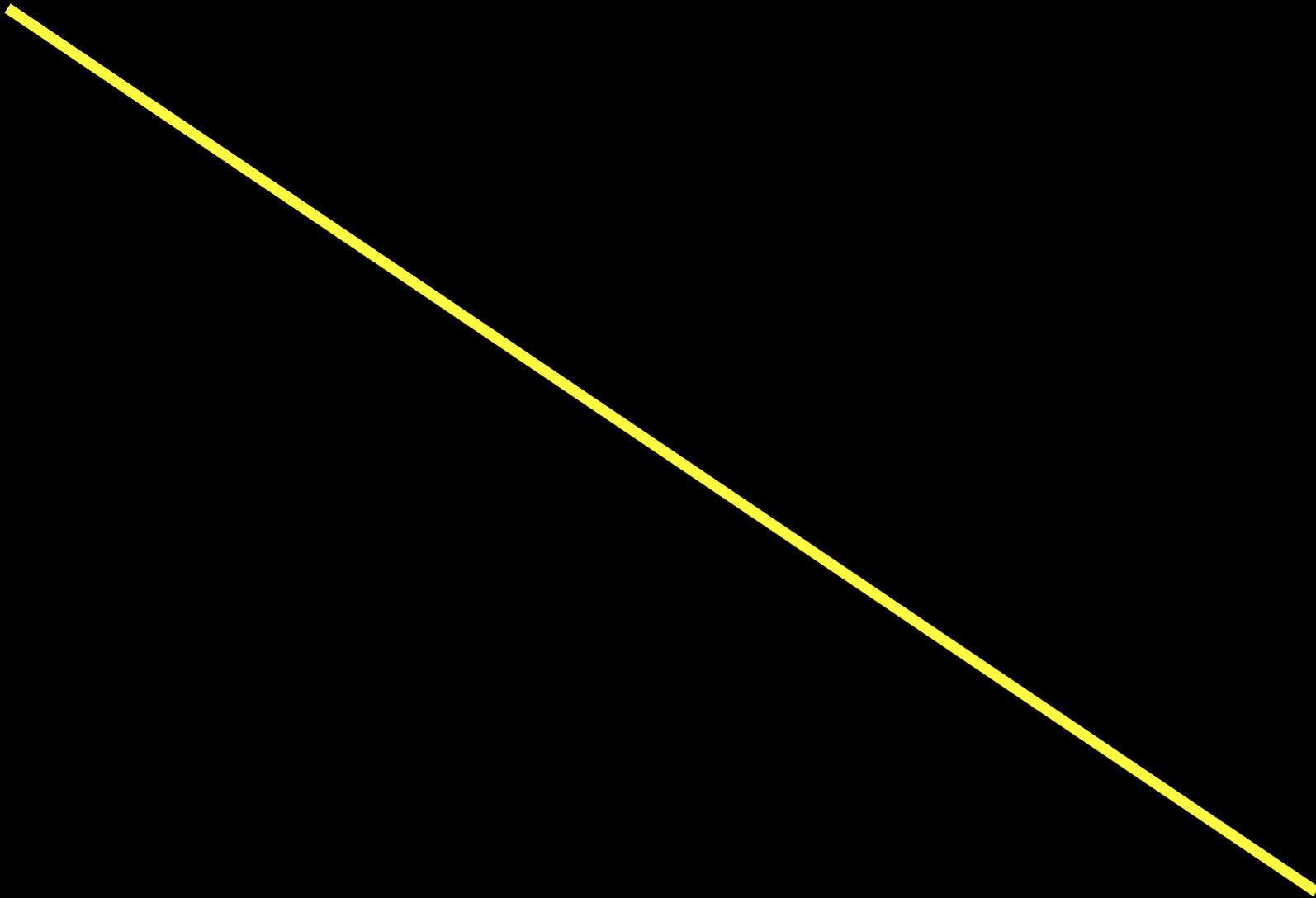
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Exposure of fathers
to radiation is likely
to cause leukaemia
in children

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



'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?

Enthusiasm, outrage over German treatment
of Belgium, escape from dreary lives,
a chance to find adventure
and 'the right thing'.

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

...bible
...mortalises a man
Corporal Oswald Blows,
28th Battalion,
Australian Imperial Force

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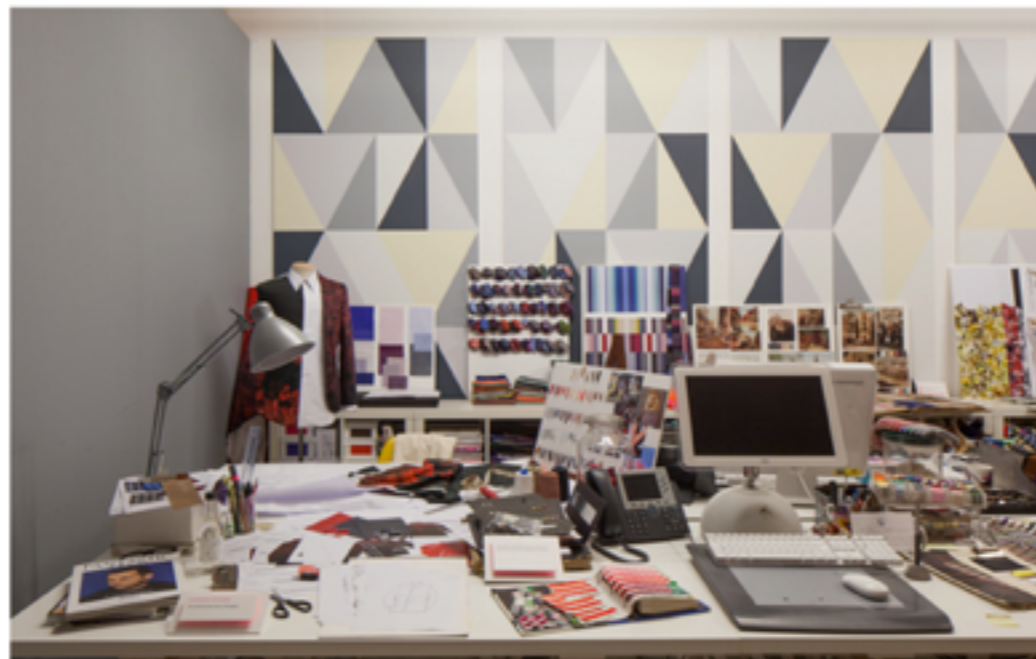
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Friday, 10:00am
23 May 2014

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.



Eye, the international review of graphic design, is a quarterly printed magazine about graphic design and visual culture

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oyCEPaVOqf8](http://youtu.be/oyCEPaVOqf8)



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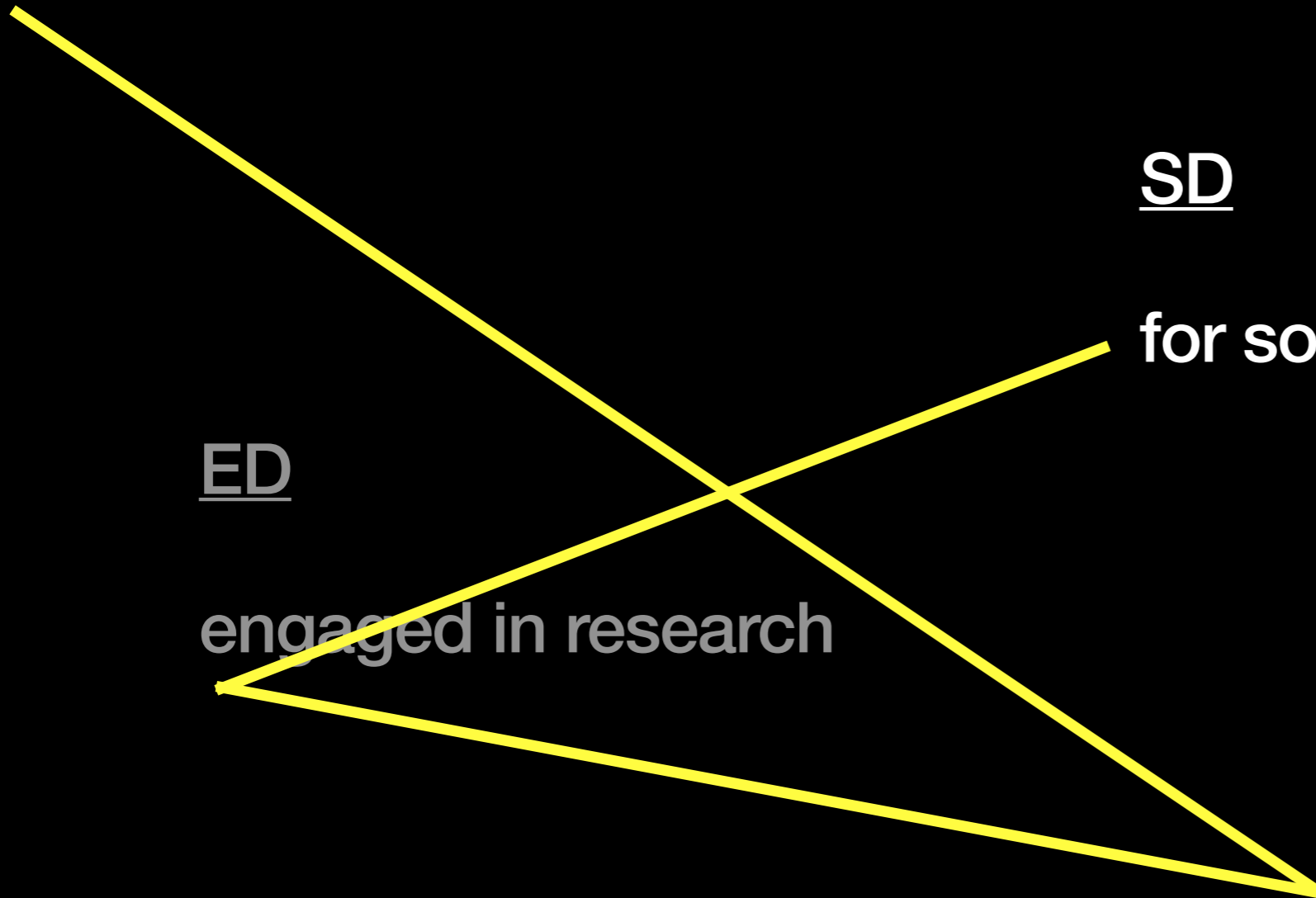
for social purpose

ED

engaged in research

3D

designing exhibitions



Fabiane Lee-Perrella

Lecturer in 3D Design
Camberwell College of Arts

Fabiane Lee-Perrella

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I am a 3D designer/artist

Fabiane Lee-Perrella

3D

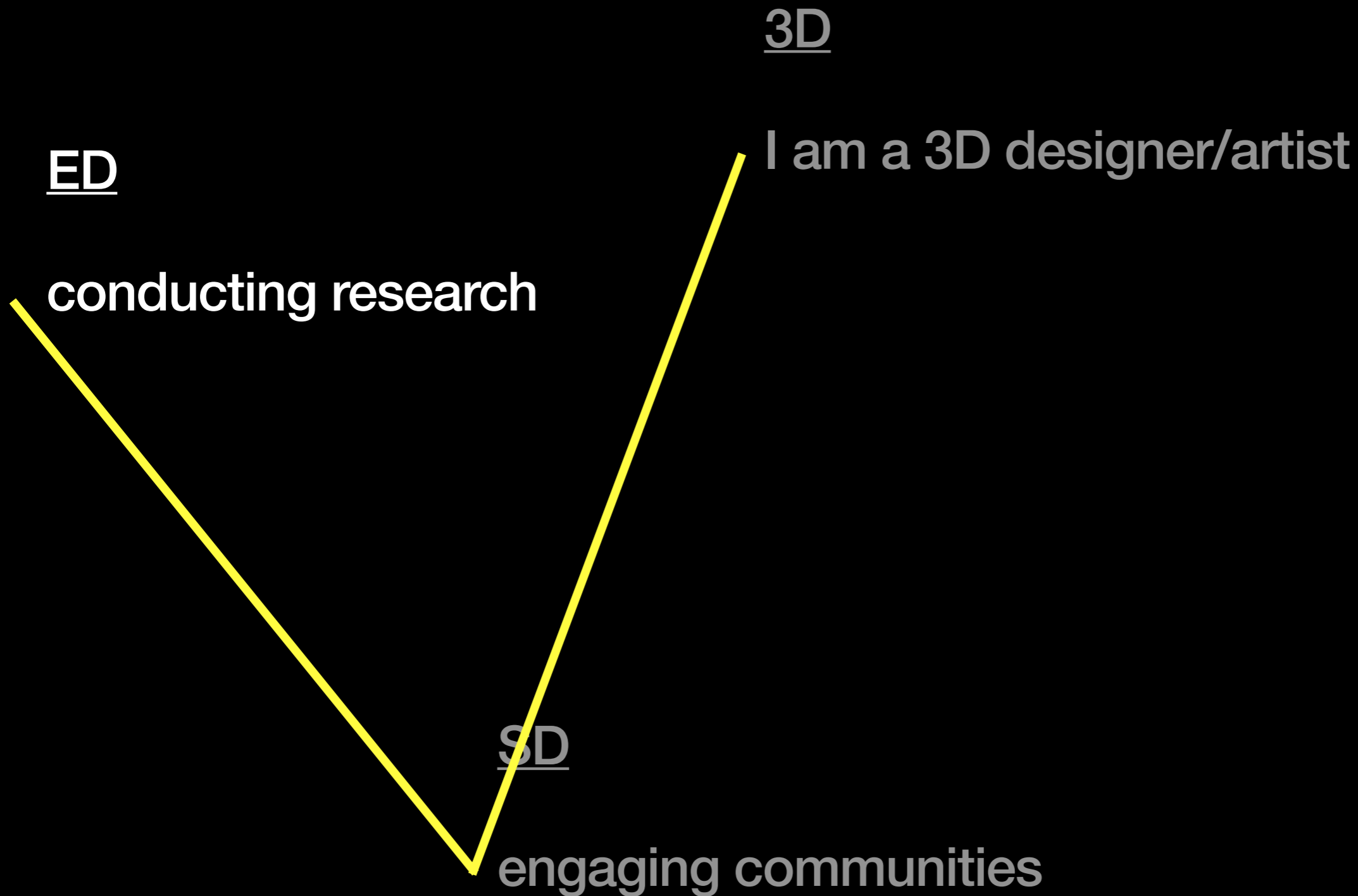
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SD

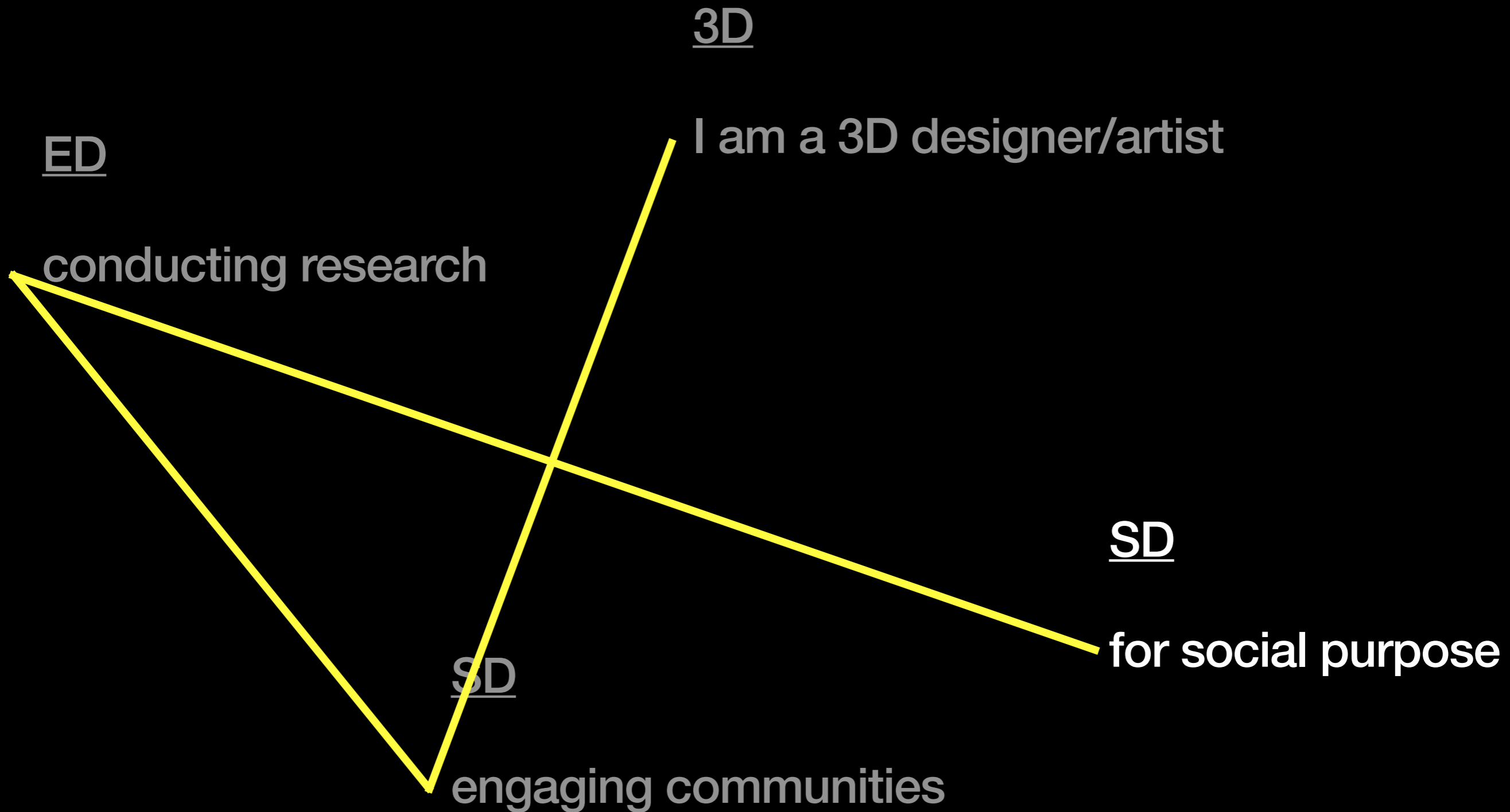
engaging communities

A thick yellow line connects the 'SD' node to the '3D' node, representing a relationship or flow between the two concepts.

Fabiane Lee-Perrella



Fabiane Lee-Perrella





Wickerd, Crossway Foundation



Dip and Grow craft lab, Somerset House



Festival of Britain anniversary, South Bank



Fabiane Lee-Perrella

3D

I am a 3D designer/artist

SD

engaging communities

A thick yellow line connects the 'SD' node to the '3D' node, representing a relationship or flow between the two concepts.





Manual Colourido, Brazil



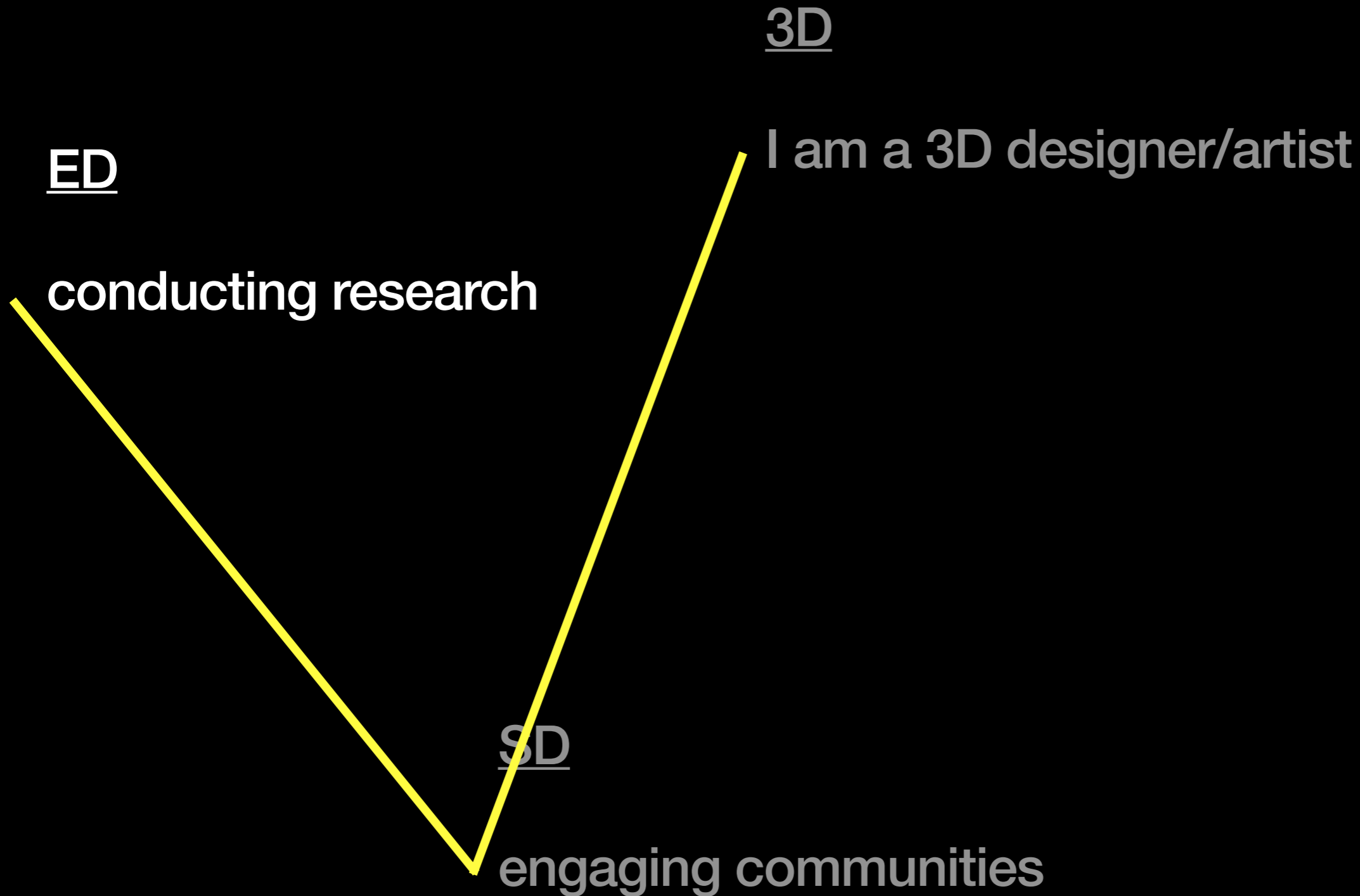


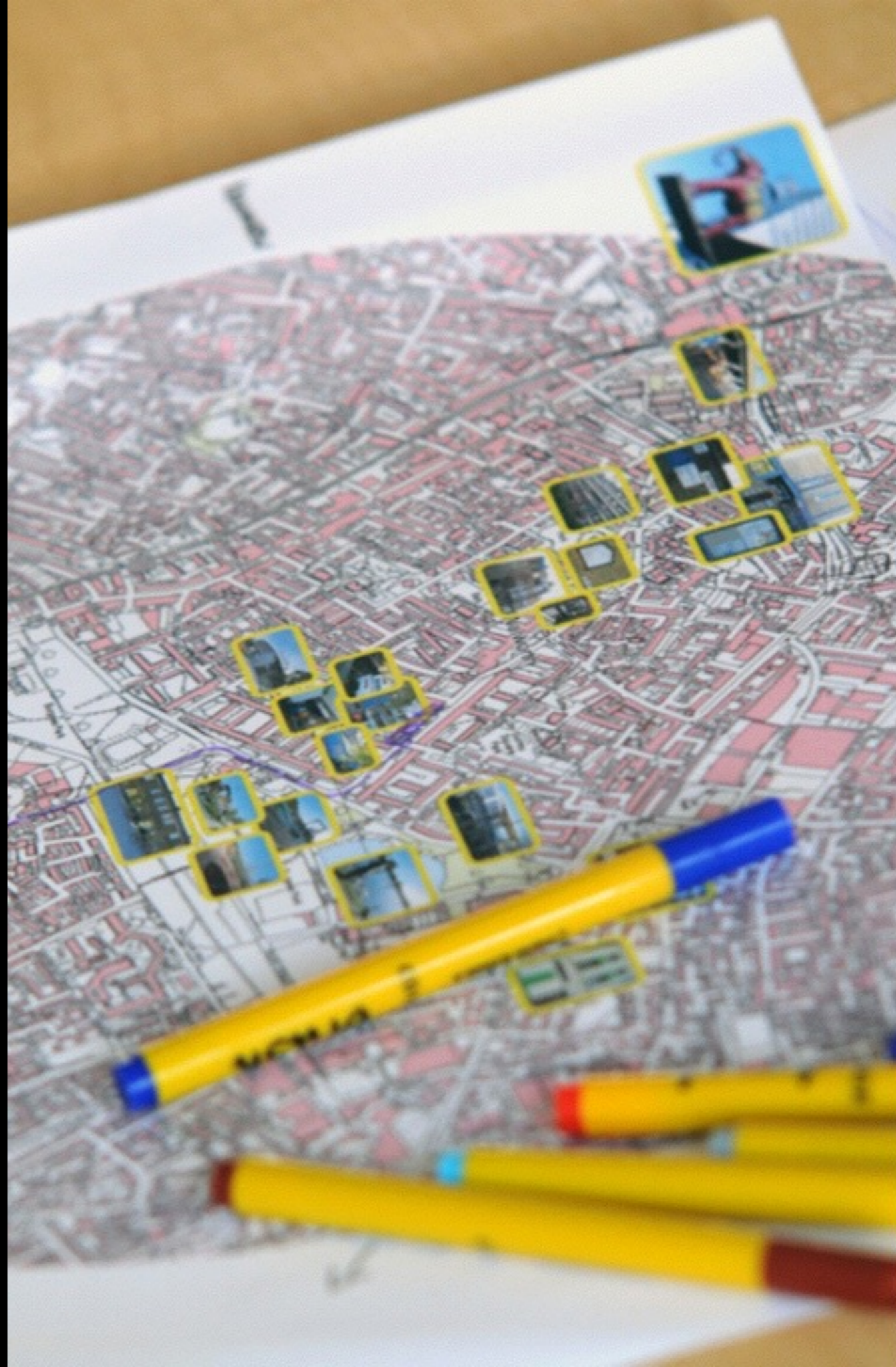
Project Morrinho, South Bank Centre favela



Project Morrinho, South Bank Centre favela

Fabiane Lee-Perrella





KEY IDEAS. 03

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

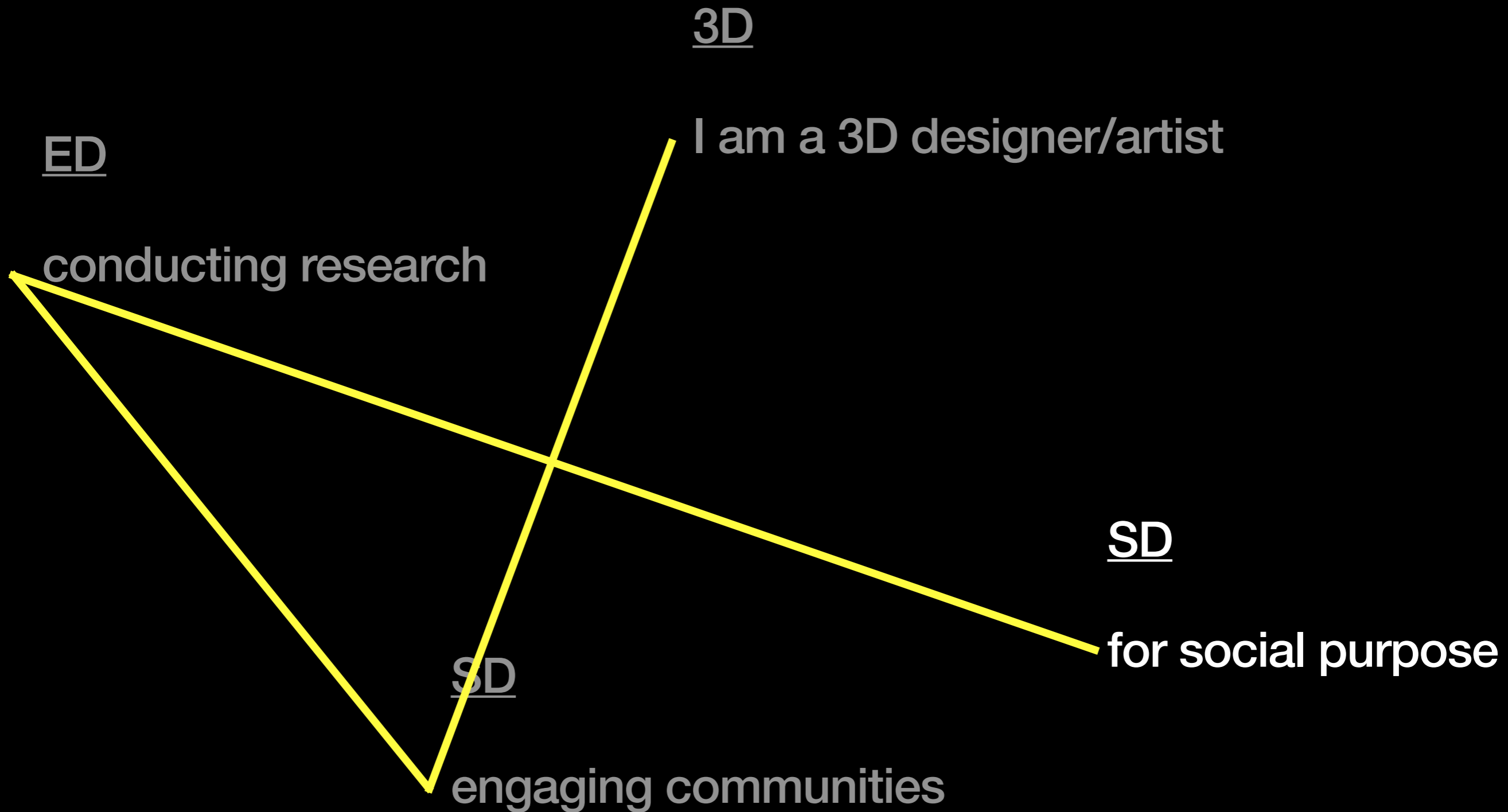


Society



Public art programme, Stockwell Park

Fabiane Lee-Perrella



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



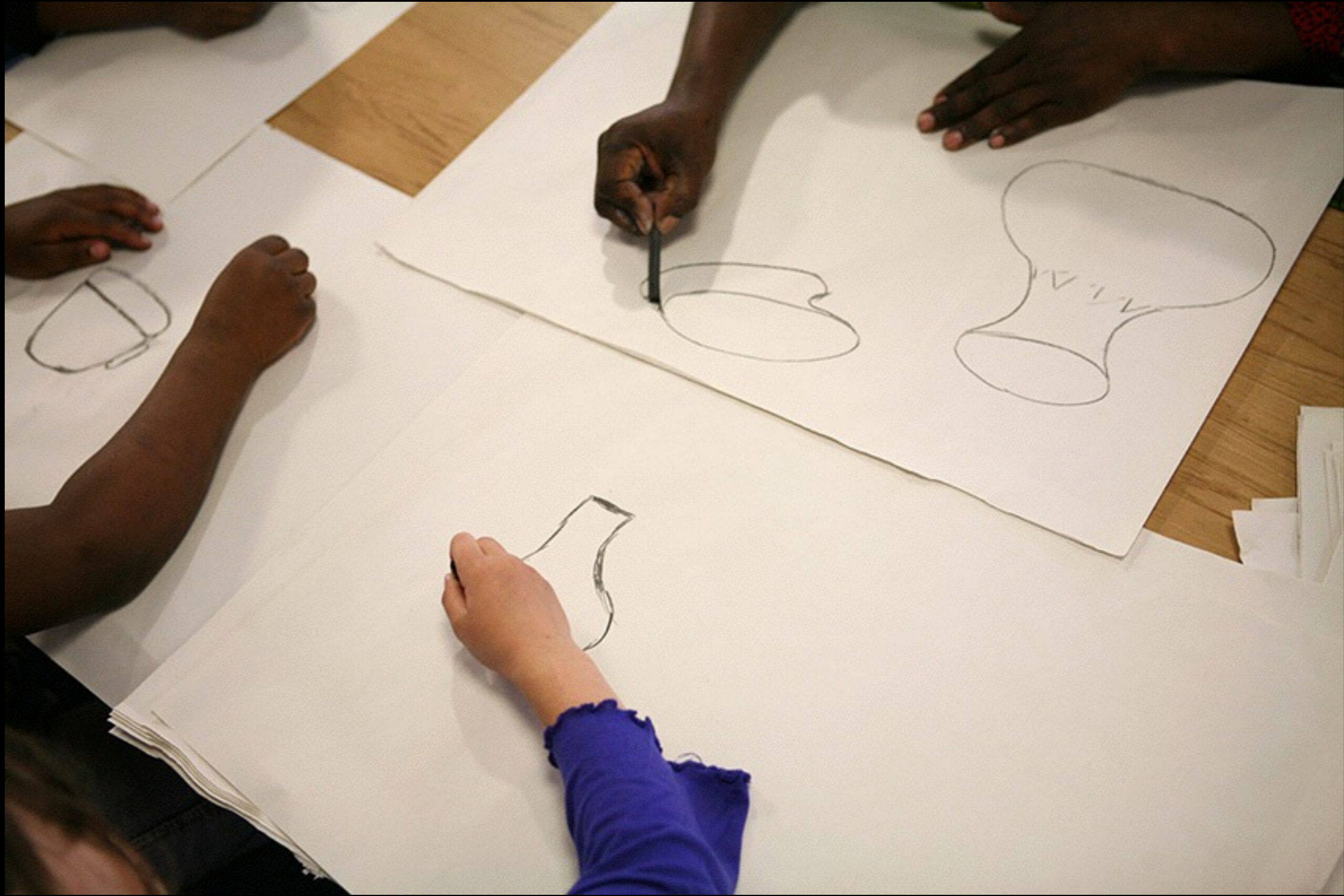
Breaking the communications barrier – making



Breaking the communications barrier – making



Breaking the communications barrier – drawing



Miniature worlds



Miniature worlds



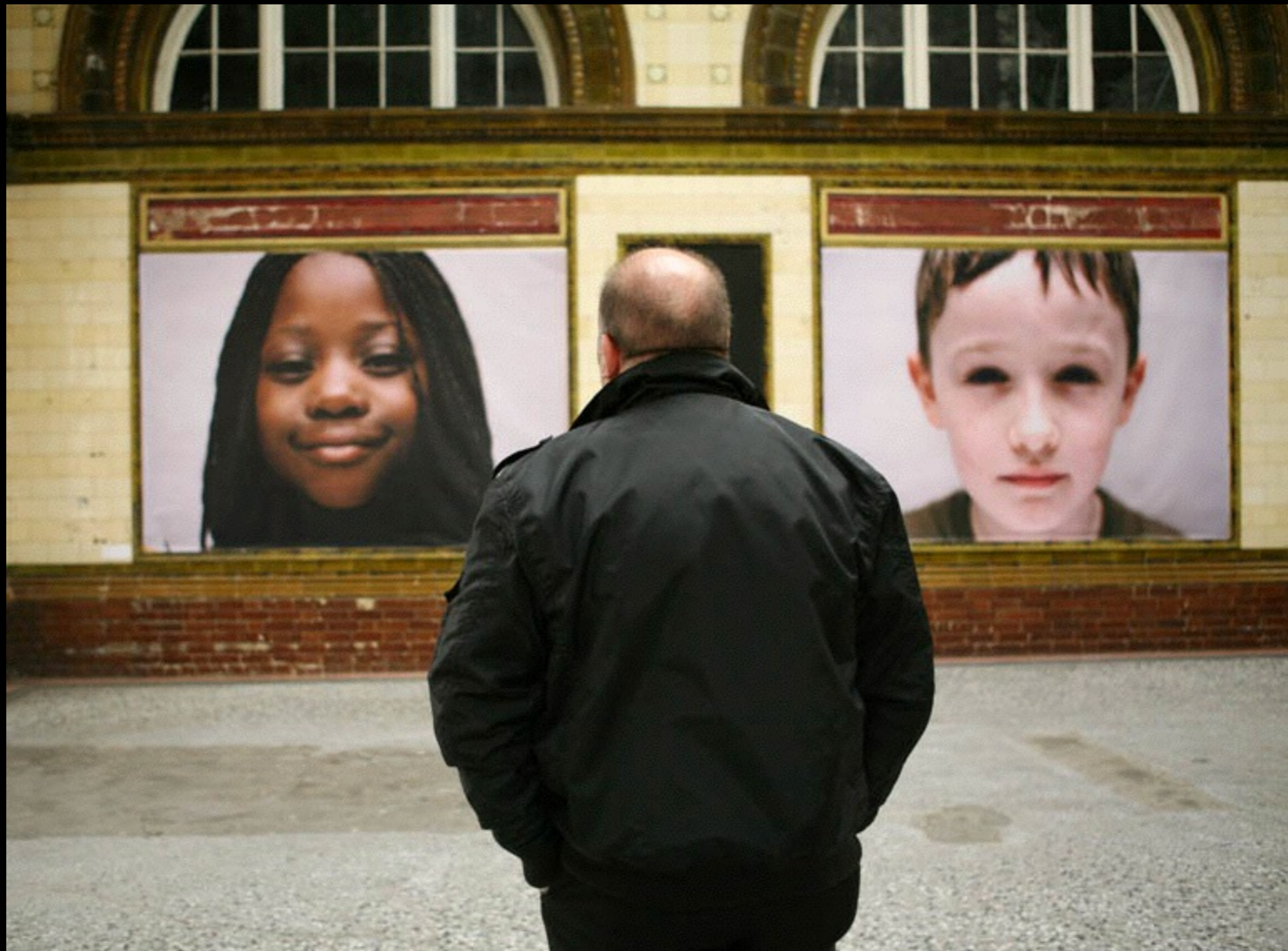
Celebration – exhibition



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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London (UAL)