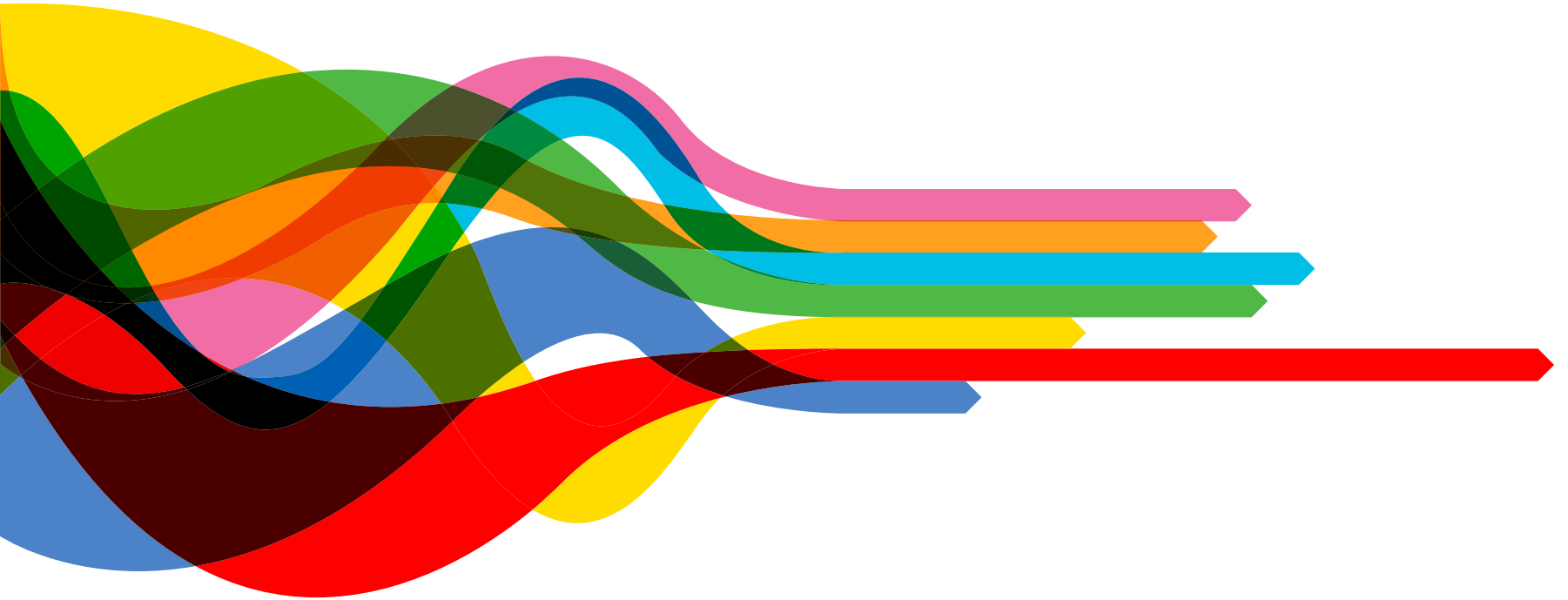


Design, a short introduction

Mat Hunter, Chief Design Officer, Design Council



1. What is Design?



What is Design?

“Design is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers. Design may be described as creativity deployed to a specific end.”

George Cox, 2005

Design Disciplines

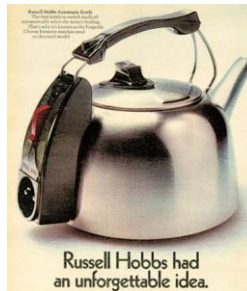
Older:

- Architecture
- Interior Design
- Furniture Design
- Fashion Design
- Industrial Design
- Graphic Design

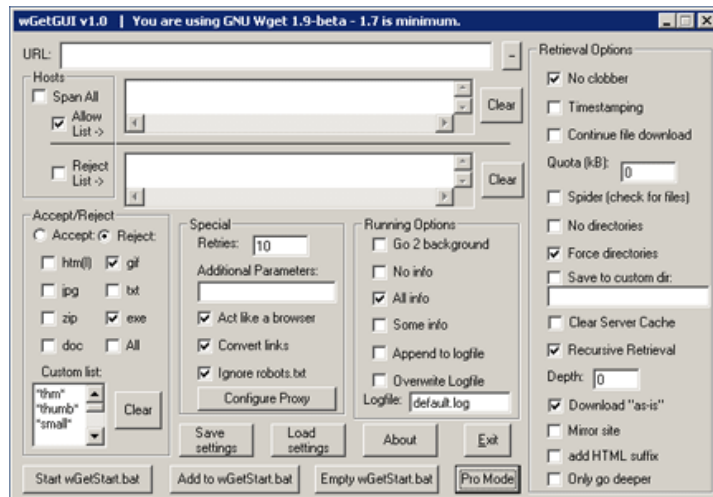
Newer:

- Interaction Design
- User Experience Design
- Web Design
- Game Design
- Service Design
- Social Design

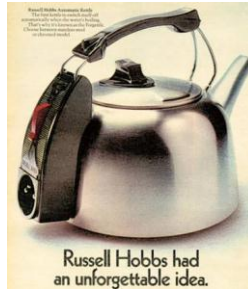
Design: 'useful, usable, desirable'



Design: 'useful, usable, desirable'



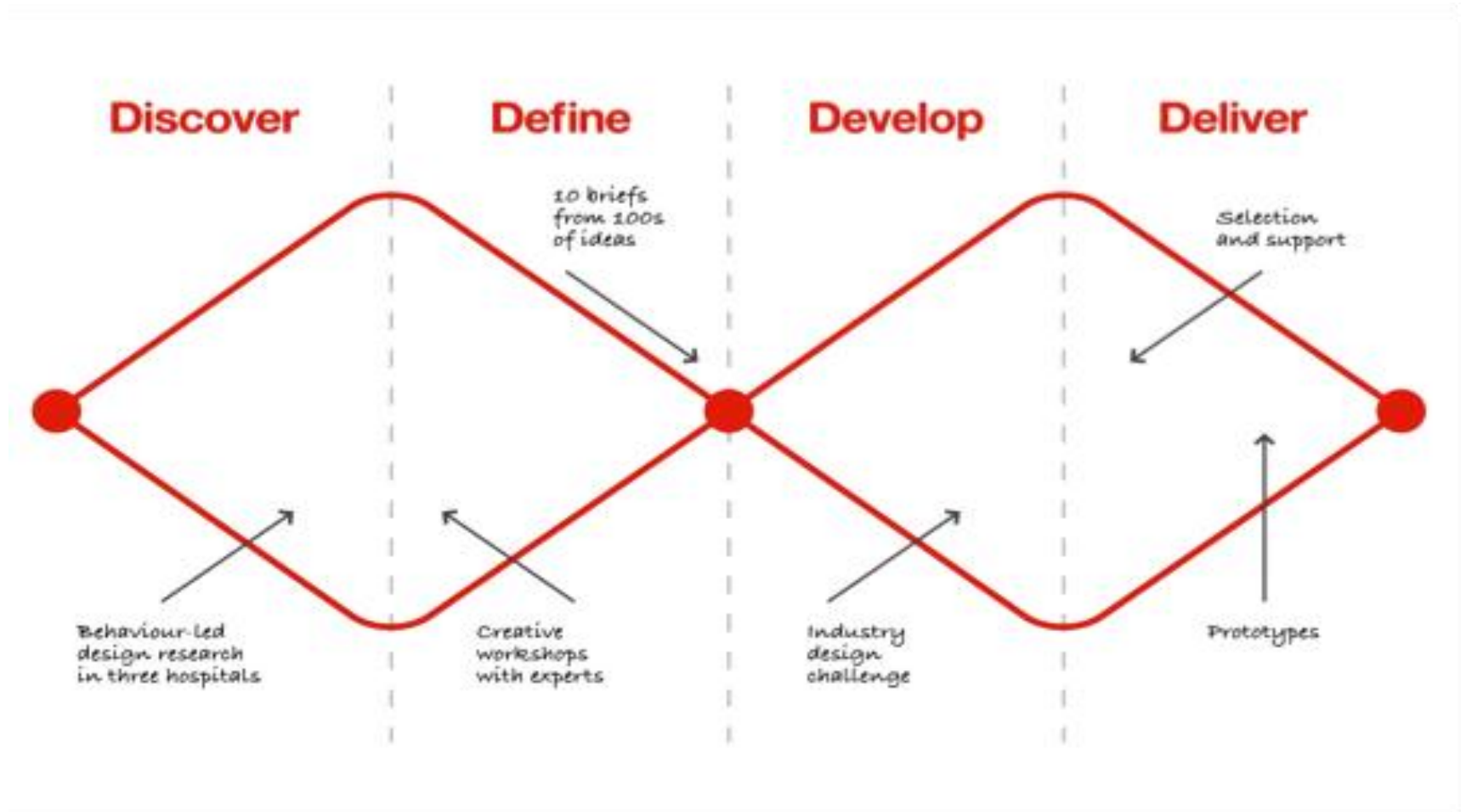
Design: Reframing the brief



Design: Reframing the brief



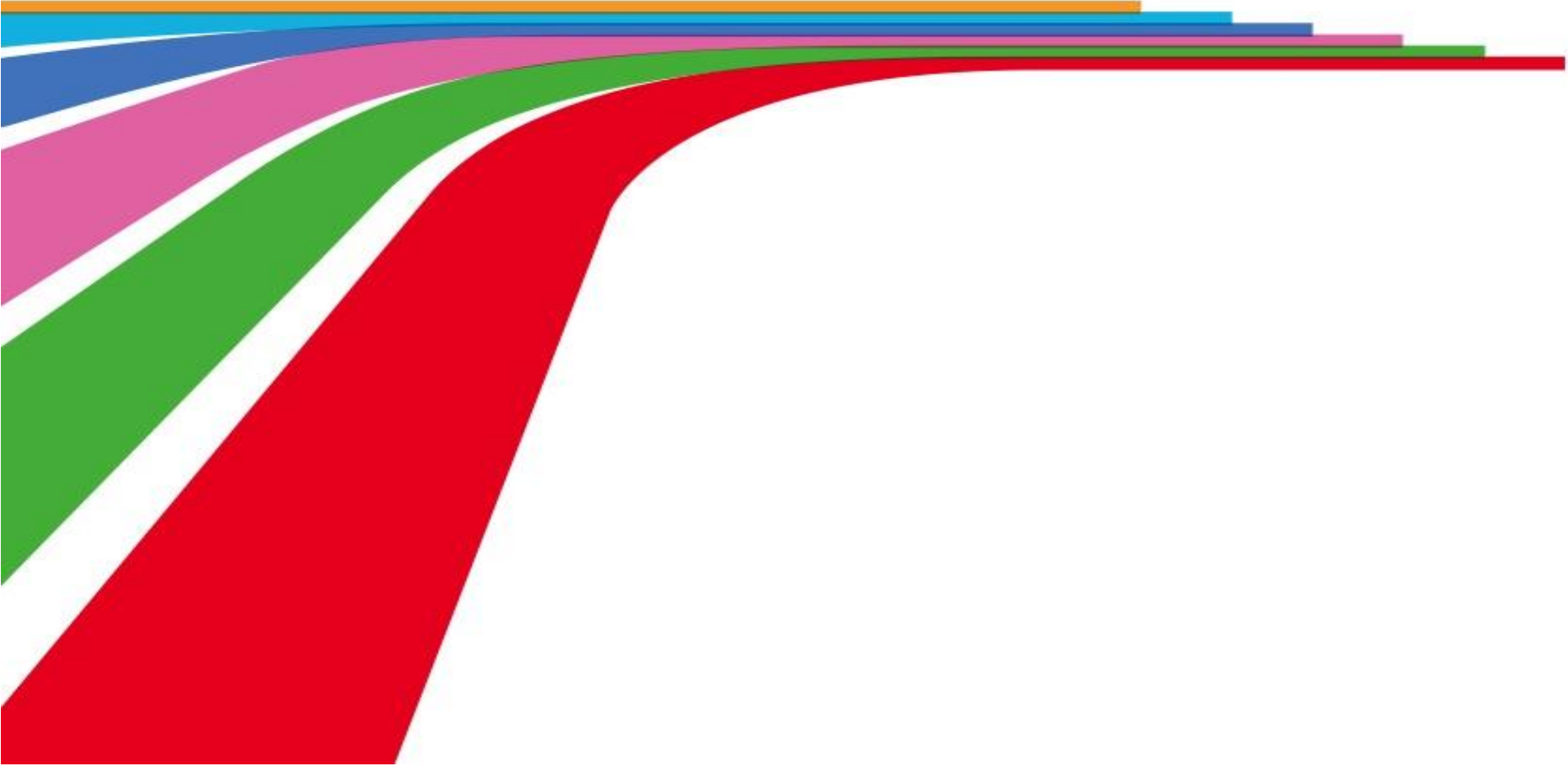
Design: inquiry not problem solving



For every £1 invested in design...



2. Design's approach



1. Human - centric



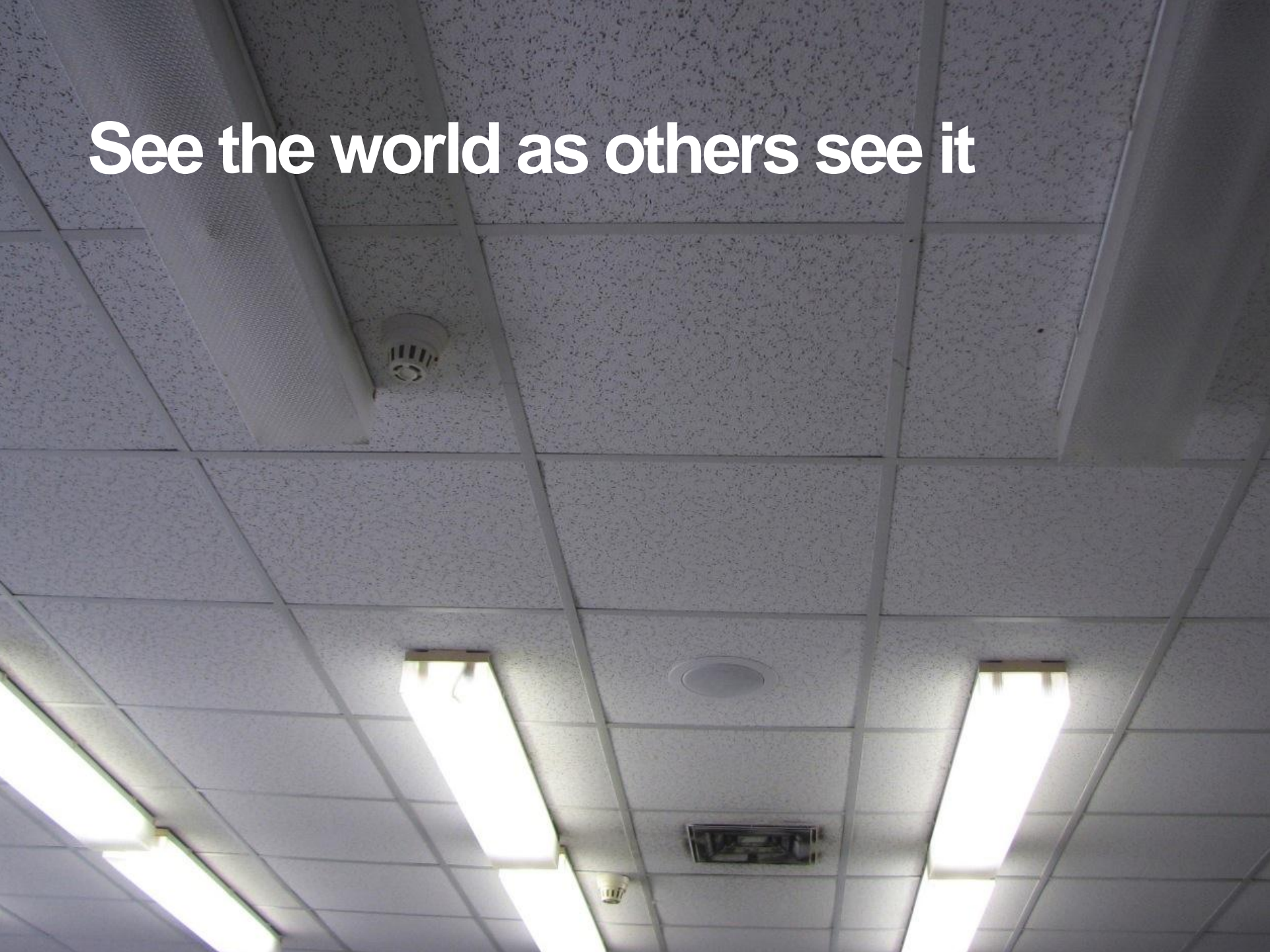
Observe



Empathise



See the world as others see it



2. Tangible



Prototyping



Prototyping



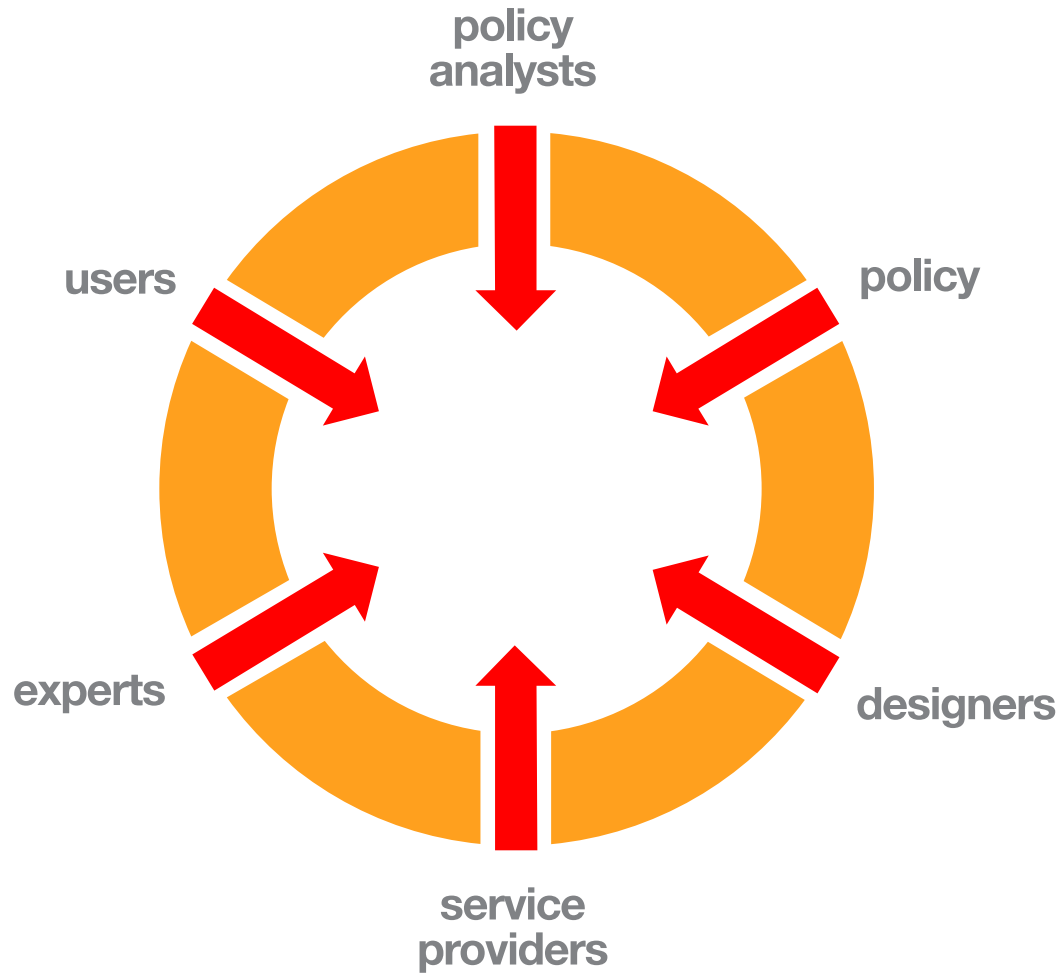
Prototyping



3. Collaborative



Collaborative



3. Examples



Community

Sharing

Friendship

Home

Experience

Food

Ambition

Independence

Matters:

**Design & Technology
Improving Quality of Life**

Keeping Connected – The Brief

‘To develop innovative services that create, improve and sustain connectedness for older adults to friends, family, the community and younger generations’.

- Preventative & enabling
- Innovative
- Services, not products
- Lifestyle-focused
- Commercially viable





Experience
Matters





Wild Food Foraging with Terry

Try something old. Learn something new.

Traditional skills shared by people with a lifetime's experience. [How it works](#)

Latest activities: book today



Retro Hair Do's *with Michael*

Michael is back with some more tips and tricks to getting the perfect retro look for your next night out! T...

ES 1BG, London



Mon 10th
Sep



Lifestyle
Activities

£15

[More
Info](#)



Jewellery Making (bracelet and earrings) *with Su*

What to expect:

Make a bracelet and earrings set with Su, who has been a jeweller and ceramicist for many...

ES 4QJ, London



Wed 12th
Sep



Craft
Activities

£25

[More
Info](#)



Wood turning and lathing with Paul *with Paul*

Learn the unique skill of wood-turning from an expert wood lathe and turner. Paul has been teaching his di...

NW1 9XZ, London



Sat 15th
Sep



Craft
Activities

£40

[More
Info](#)



Tile making *with Su*

★ Upcoming Classes ★



£15



Tue Sept 8, 7pm-9pm
**Retro Hair Do's
with Michael**
[Book on Eventbrite](#)



£15



Thu Aug 21, 7pm-9pm
**Make a Roman
with Su**
[Book on Eventbrite](#)

Know someone over 50 who has skills?

Everyone has an Amazing in their life. Your mum. Your uncle. Your old teacher. They all have knowledge they could share. Help them share it.

• Nominate an Amazing •

We'll send a lovely handwritten postcard inviting them to join.

★ Previously from The Amazings ★



Making hammocks.





Gusto

Friendship
Matters

A NEW APPROACH TO CARE

From...

To...

~~TRANSACTIONS~~
~~RATIONING~~
~~CENTRALISED~~

RELATIONSHIPS
RESILIENCE
NETWORKS

Whether it's learning how to **shop online**, practicing **stylish salsa steps**, or taking a **historic tour**, Gusto makes it happen! Each week our members get together to enjoy a variety of fun activities and to meet new people from across Shrewsbury.

Upcoming activities



Get Lunching

Enjoy a lunch with Gusto, hosted by Arthur Harvey.

[Find out more](#)



Give it a try

Come along to a taster session of Gusto skills, hosted by David Bull.

[Find out more](#)



Drop in

Join John for a leisurely drink and a chat, hosted by John Cartwright.

[Find out more](#)

Third Thursday Social



Tuesday 19th July, 3:00pm - 5:00pm

Cross Hill Court, Cross Hill, Shrewsbury [\[map\]](#)

This month's Third Thursday social will be Tea and Cake with Carole at Cross Hill Court. See you there!

Think you could run an activity with Gusto?

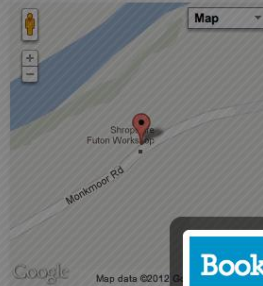
Have you got a skill you could share with Shrewsbury? Then we need you! We're looking for talented people to join as Gusto Reps. We'll help you plan an activity that you can share with other members.

To get started contact Jo on 07511 139932.

Get Lunching with Gusto

Monday 23rd July 2012^{The}
12:30pm - 3:00pm

Monkmoor, Monkmoor Road,
Shrewsbury



Enjoy a lunch with Gusto



Hosted by Arthur Harvey

Free!

Enjoy a lunch for free at The Monkmoor followed by a quick catch up to talk all things Gusto. Please bring some pennies for a drink.

Book now!

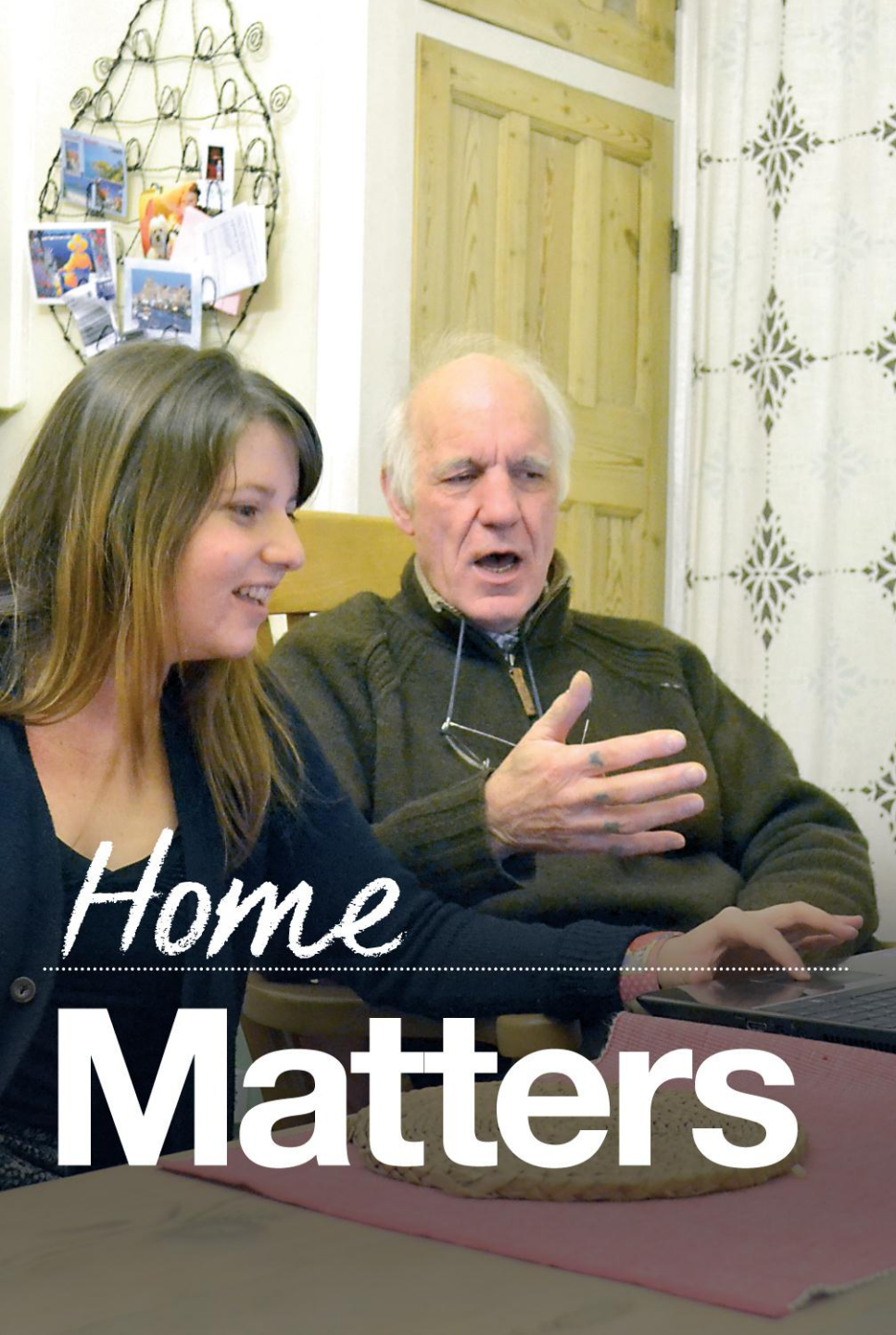
To book onto this exciting activity please get in touch with Jo Kilcoyne, our Co-ordinator:



Jo Kilcoyne

Email: jo@giveitsomegusto.org

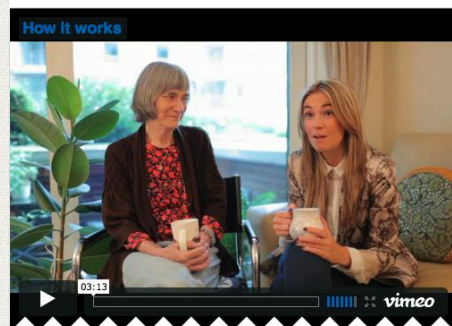
Phone: 07511 139 932



Home

Matters





Room for Tea is a new kind of homesharing network. We connect guests in need of short-term, affordable accommodation in London with hosts who have a spare room in their homes.

JOIN ROOM FOR TEA TODAY

HOW IT WORKS



SIGN UP!

Have a look around and get to know us a little better, fill in a few details and let us get to know you a little better.

We like to ensure that you can find out as much as you need about your host from their profiles. Guests will also provide insightful information about themselves to help hosts find the perfect match.

MORE FAQs

SOME OF OUR SUCCESS STORIES SO FAR



NATALIE

Service Designer
Paris, France



THE SMITHS

Semi-Retired
Enfield, London



HELENA

Medical Intern
Salford, UK



THE MAXWELLS

Journalist
Richmond, London

STAYING WITH

STAYING WITH

1 FIRST OFF WE NEED YOUR BASICS, SO WE KNOW WHO WE'RE TALKING TO AND HOW TO GET IN TOUCH:

YOUR FIRST NAME(S)

This will be visible on the site

YOUR LAST NAME(S)

This WON'T be visible on the site

YOUR DATE OF BIRTH

Day

Month

Year

YOUR EMAIL ADDRESS

This will be your username

YOUR PHONE NUMBER

HOW DID YOU HEAR ABOUT US?

How Did You Find Out About Room For Tea?

ADDRESS

Address 1

Address 2 (optional)

Town or City

Postcode

CHOOSE A PASSWORD

CONFIRM PASSWORD

NEXT

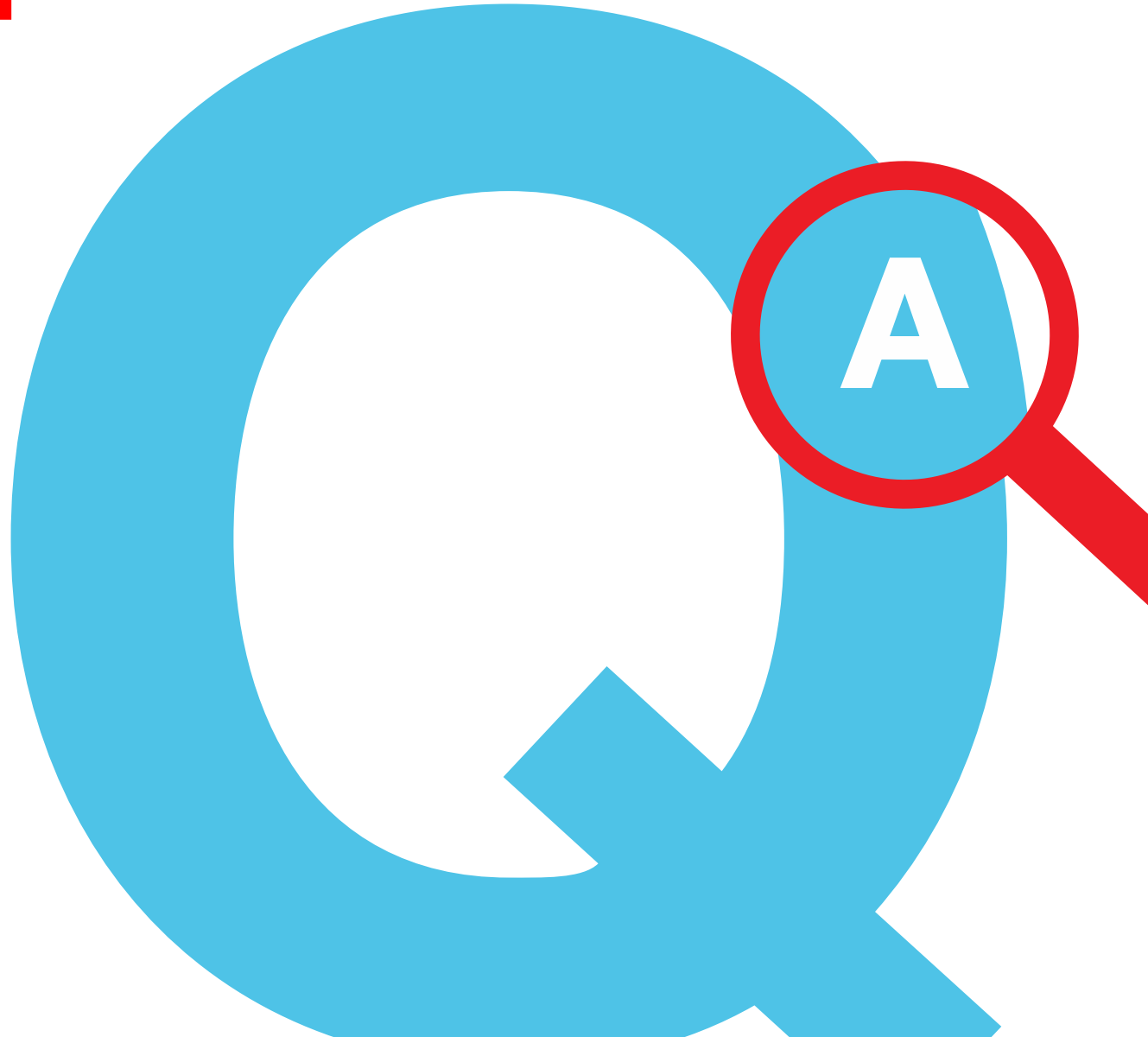


Independence Matters

Reflections

- Age really is just a number
- Language is really important
- There is a strong desire to contribute
- You can't make assumptions about how people will use technology
- You need a physical presence first
- Invest in building relationships
- Services with a broad audience are more sustainable

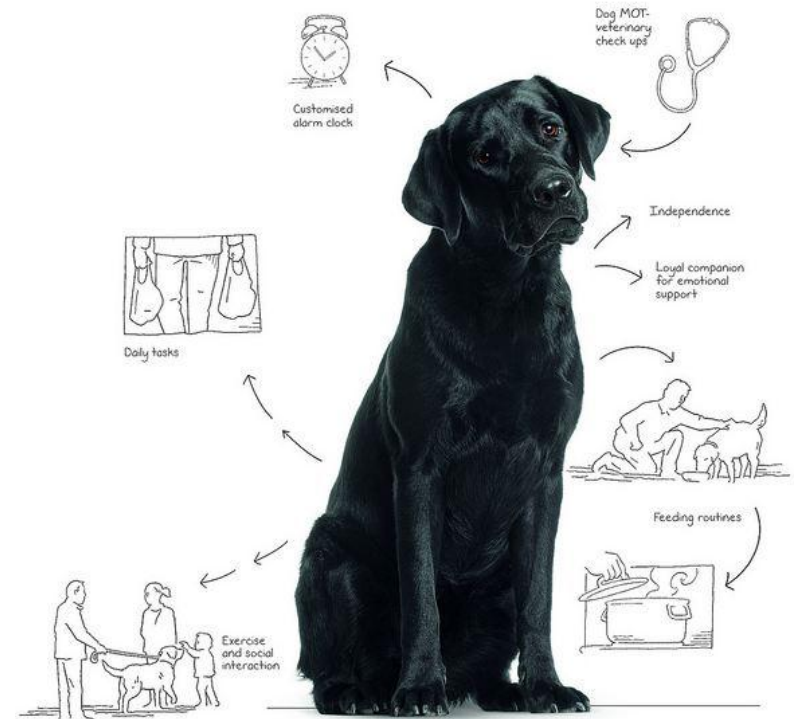
Thank You
Questions?



Dementia Dog

Problem: *dementia can have a spiralling effect: forgetting to eat, drink or sleep can increase disorientation, medication can be forgotten and confusion can heighten anxiety about the outside world, increasing isolation. All of this puts a huge burden on carers too.*

Solution: *A service providing assistance dogs to people with dementia, helping them lead more fulfilled, independent and stress-free lives.*



Dementia Dog

