
New Old: why design matters to ageing well

Professor Jeremy Myerson
AAL Forum 2018







Royal College of Art

THE HELEN HAMLYN CENTRE FOR DESIGN



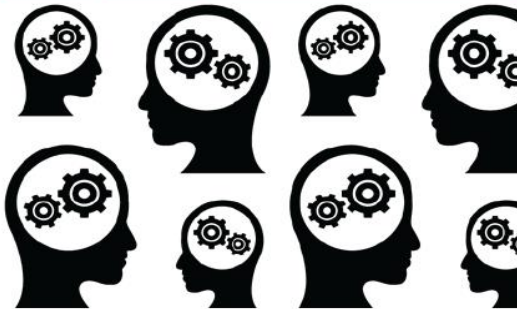
WORKTECH™ ACADEMY

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Place



People



Culture



Innovation



Design



Technology





the
**DESIGN
MUSEUM**

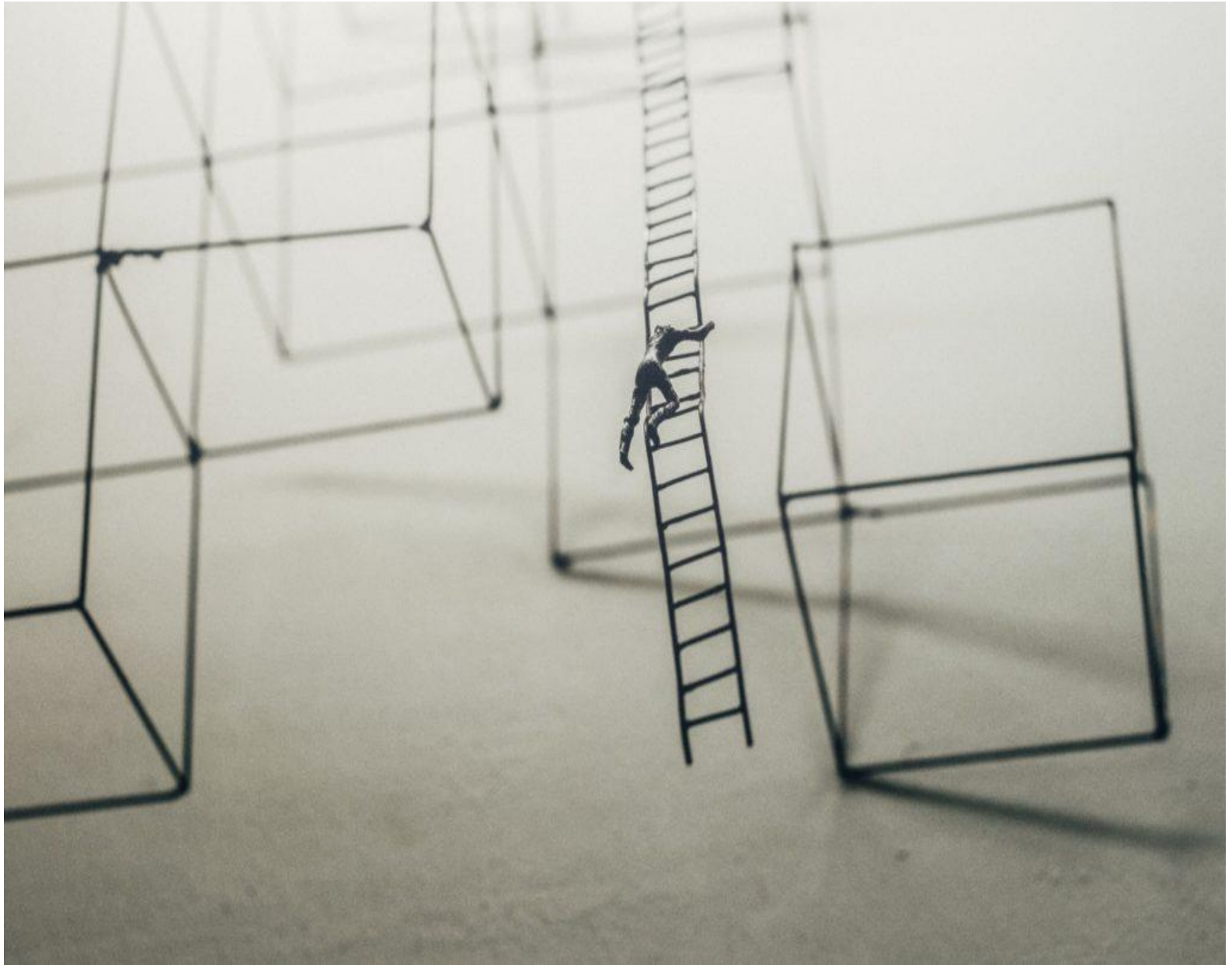


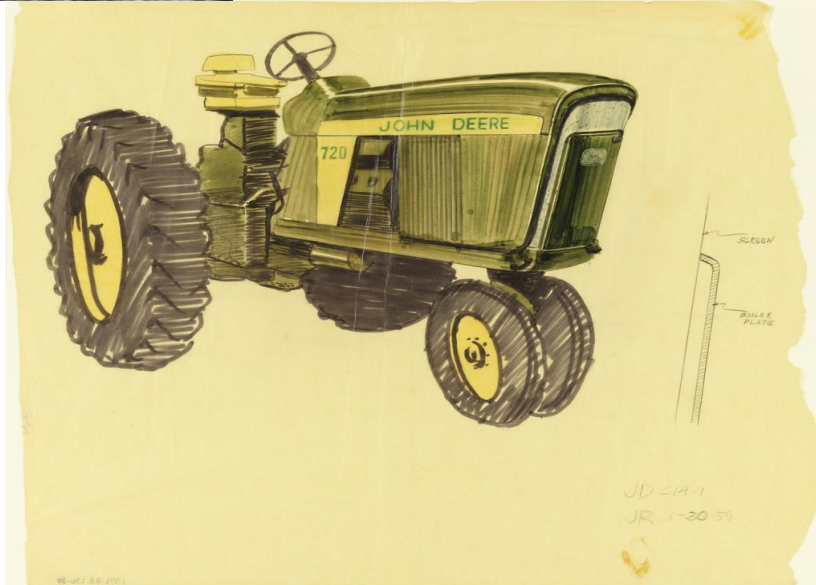
IF YOU HIT THIS SIGN,
YOU WILL HIT THAT BRIDGE



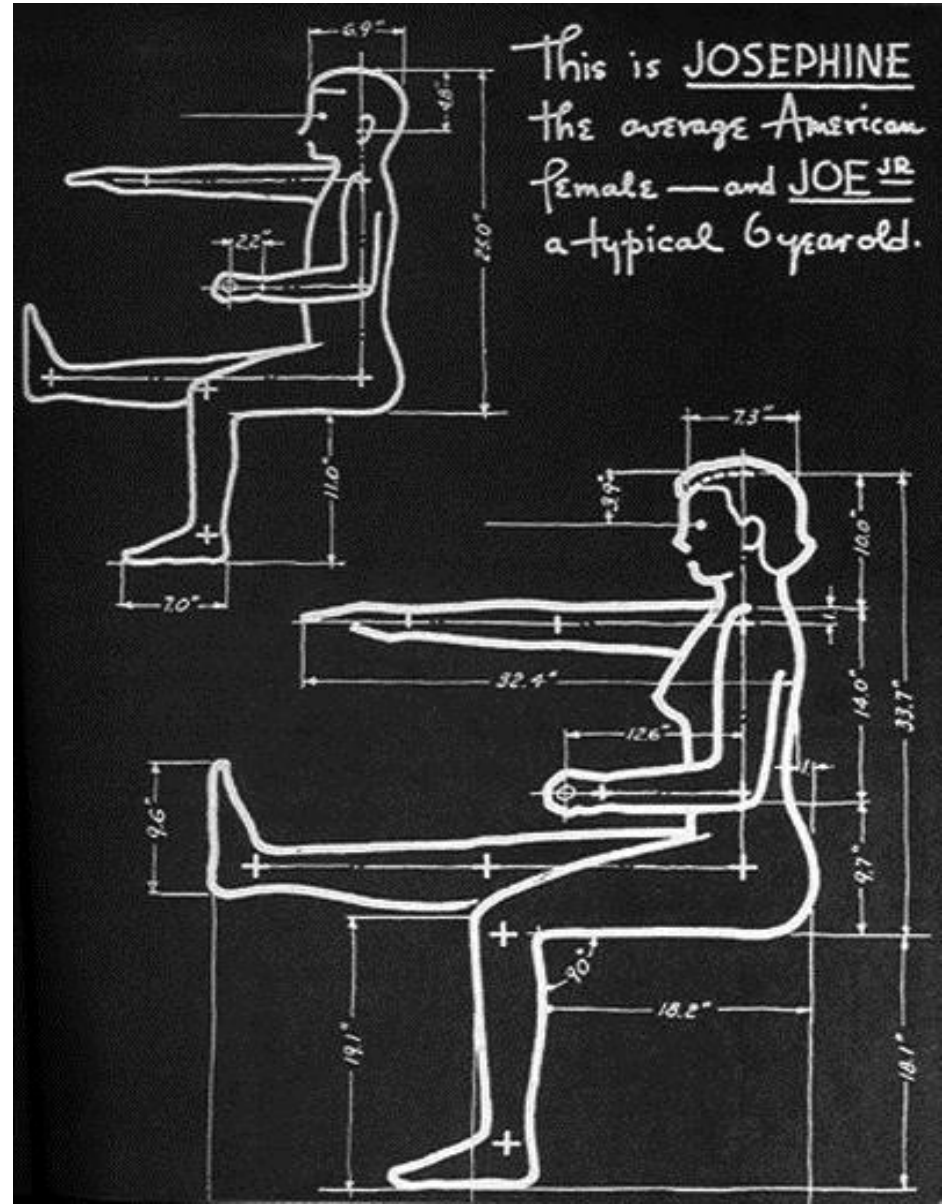
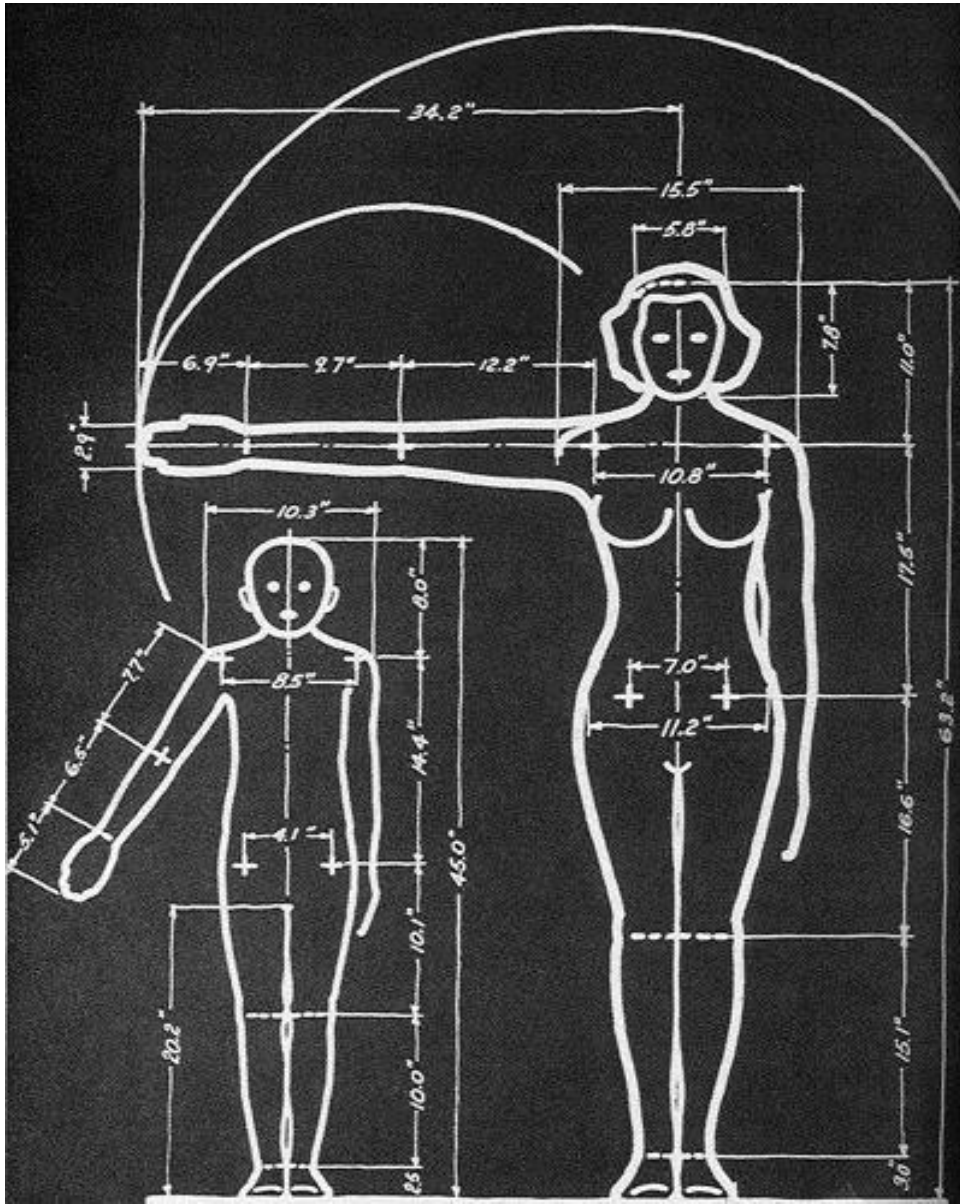


Design and ageing: uneasy bedfellows





1960: The Measure of Man



1963: Selwyn Goldsmith

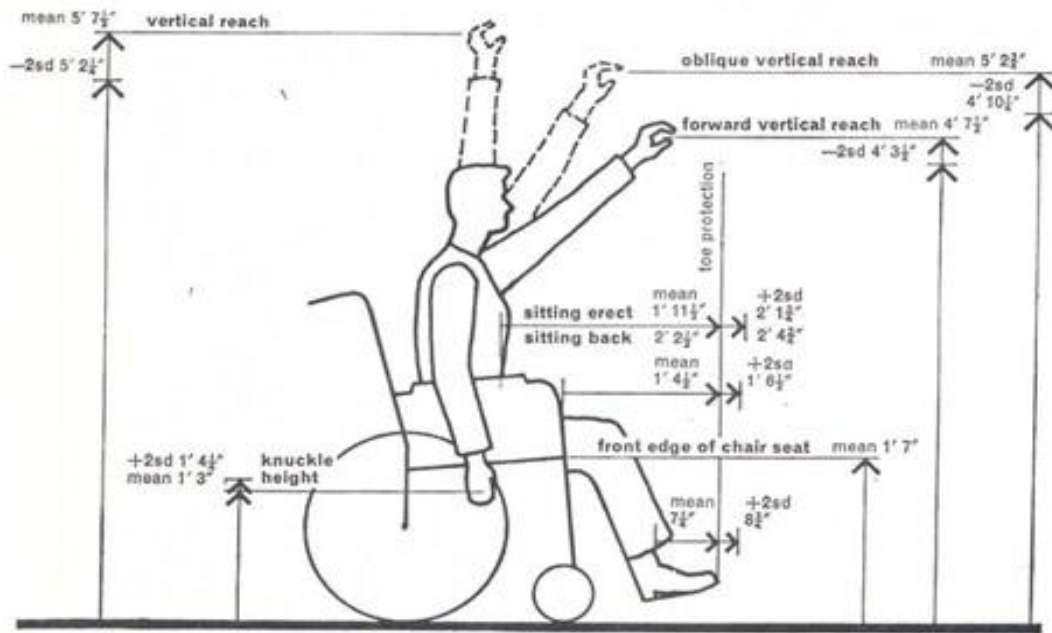
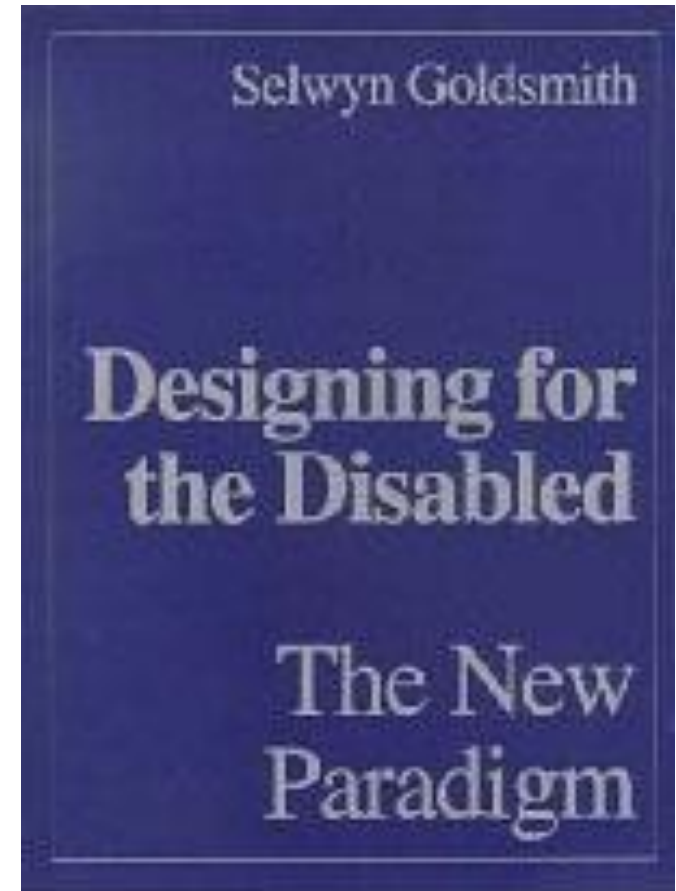


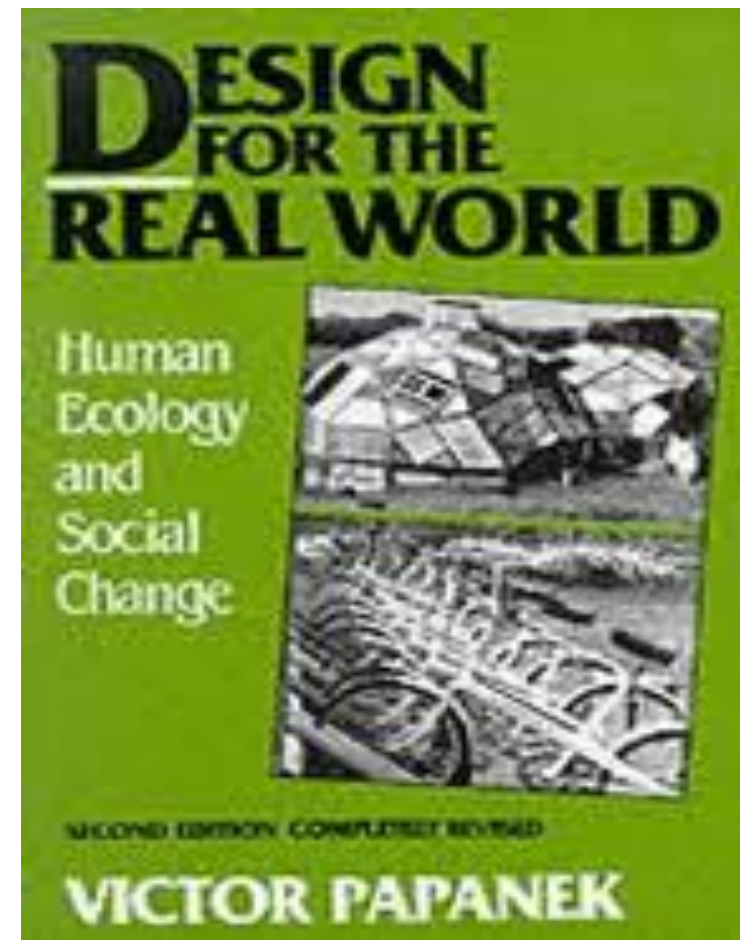
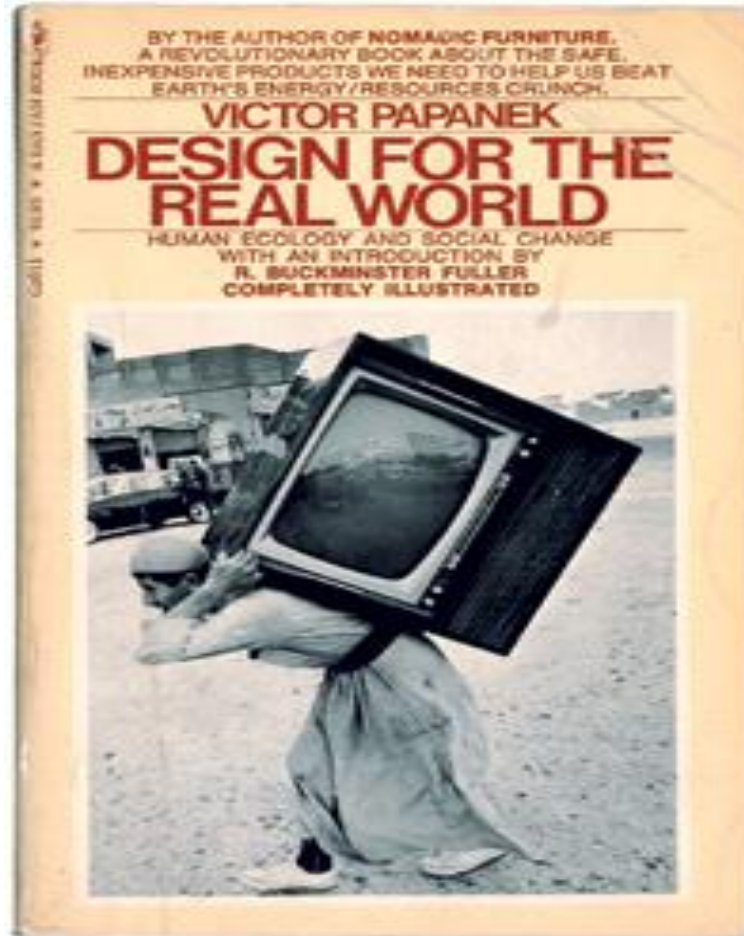
diagram 10.5 Anthropometrics: Wheelchair men



British Architect

Building guidelines for disability

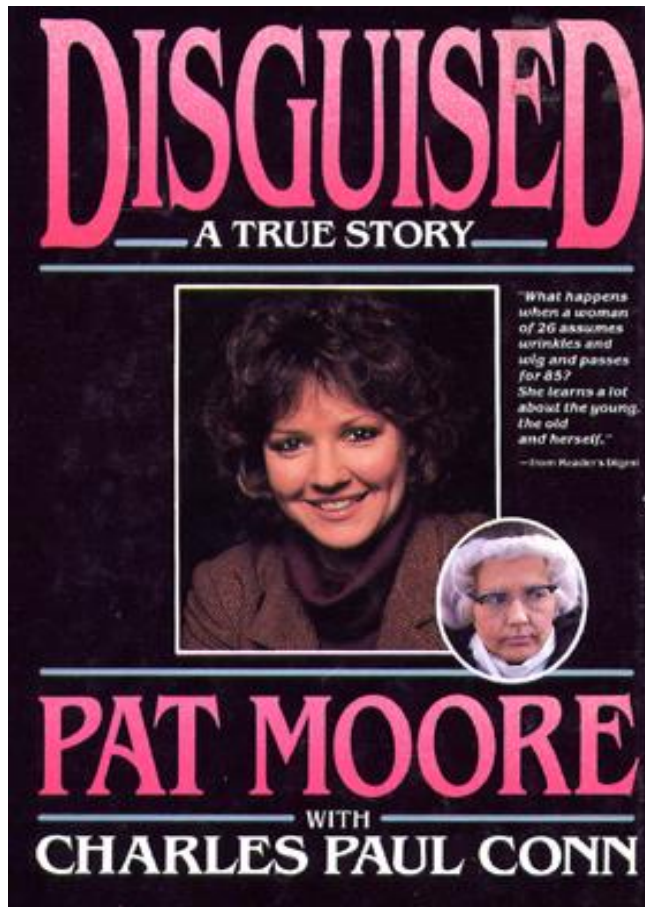
1971: Design for the Real World



Challenged market-led perception of design

Called for design for diverse groups

1979-1982: Pattie Moore



Toured North America disguised as older woman

1986: New Design for Old Exhibition





Designing for our future selves

Future of an Ageing Population





ception

2007
The first stage of the project was to
develop a design for a new type of
wheelchair. The design was based on
the idea of a 'personalised' wheelchair
that could be adapted to the needs
of the user. The design was based on
the idea of a 'personalised' wheelchair
that could be adapted to the needs
of the user.



Other



Wiley, Elizabeth, Elizabeth, Elizabeth
Elizabeth, Elizabeth, Elizabeth, Elizabeth



创意 workaround
Creative Workarounds

Sugru/Frapers



Design for Old exhibition
Horseshoe Foundation

Design for Old exhibition
Horseshoe Foundation



Design Models of Ageing



Medical



Social



Cultural

HUMAN versus AUTOMATON

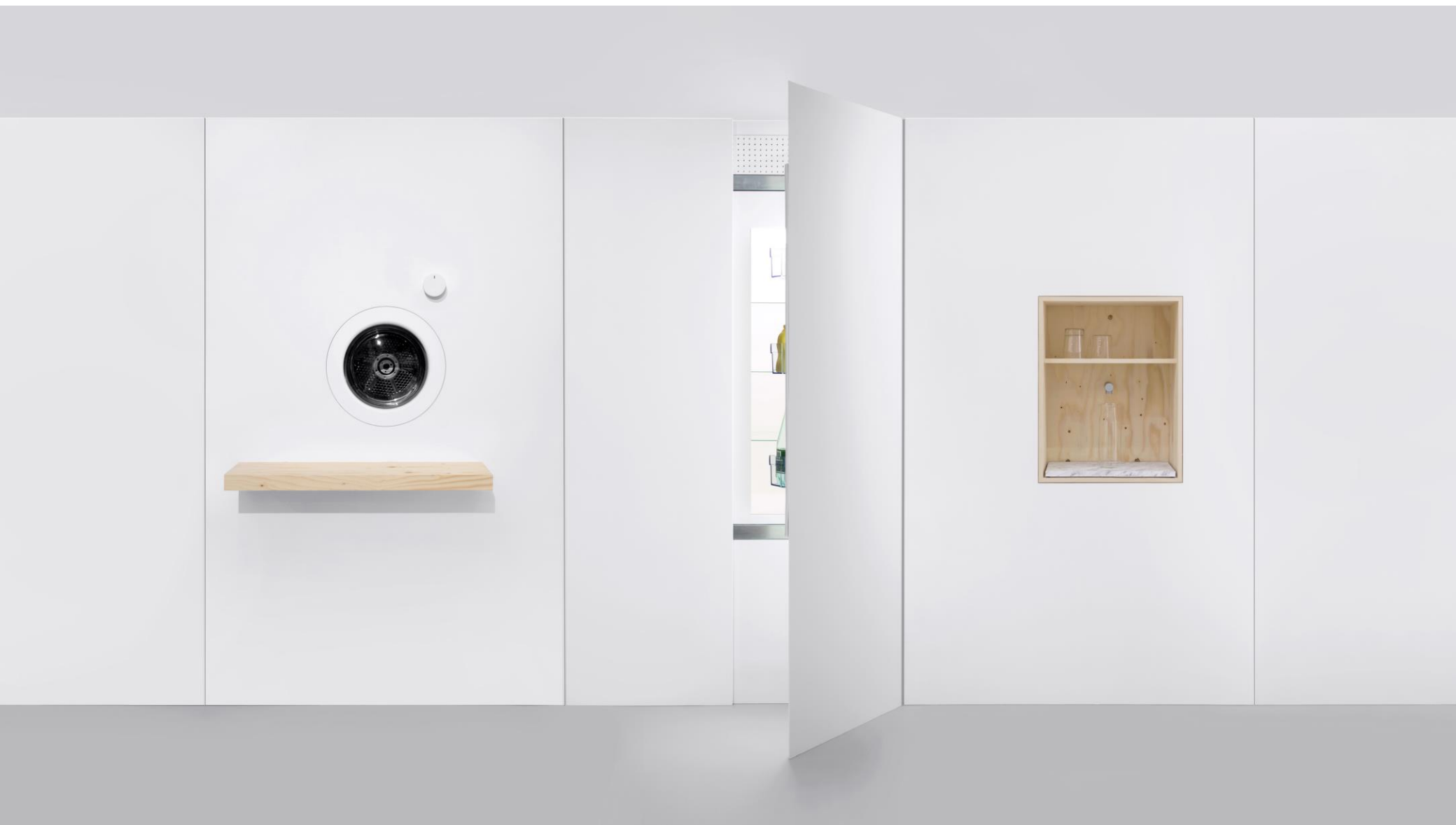


Home

Amazin Apartments

Sam Hecht and Kim Colin,
Future Facility

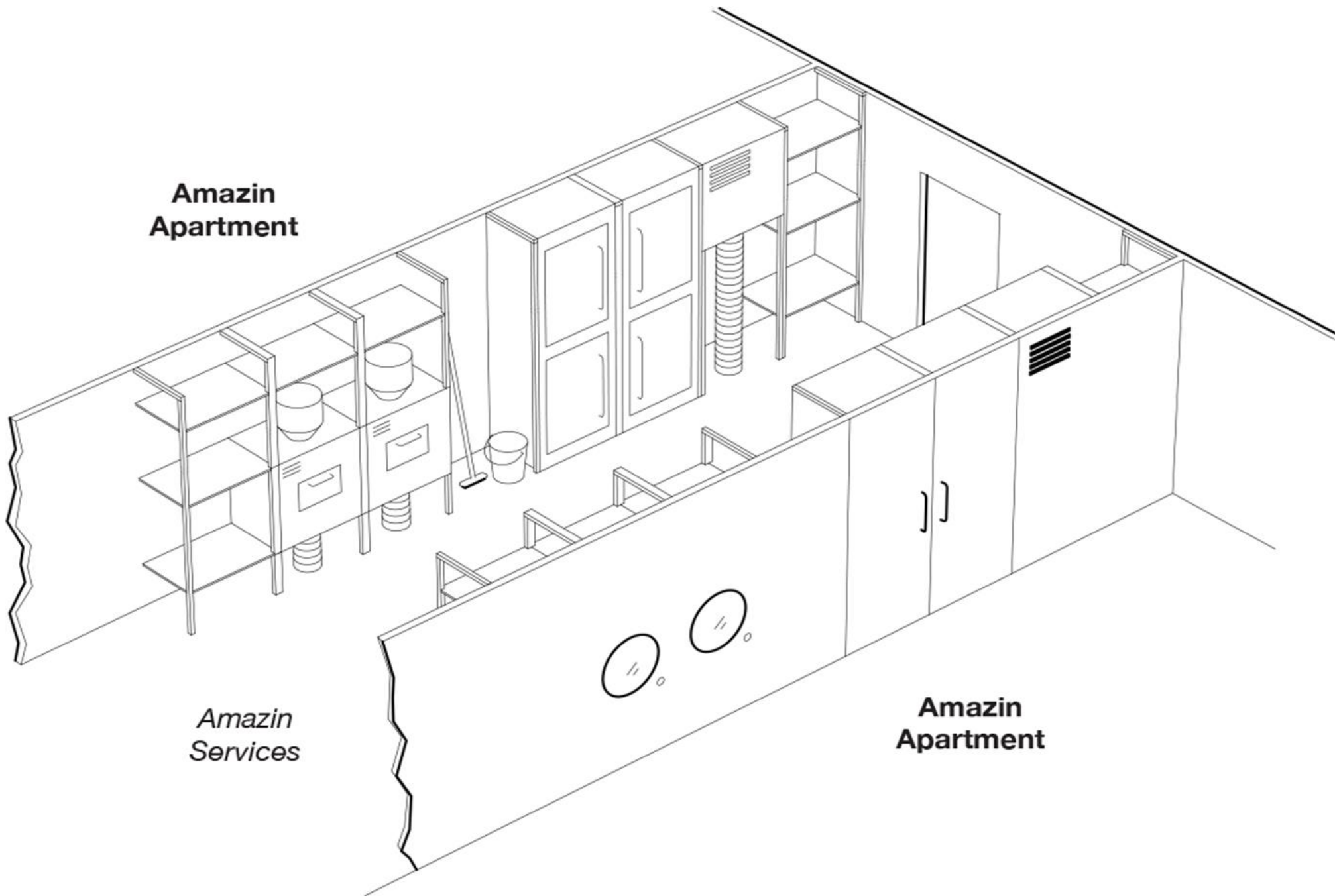


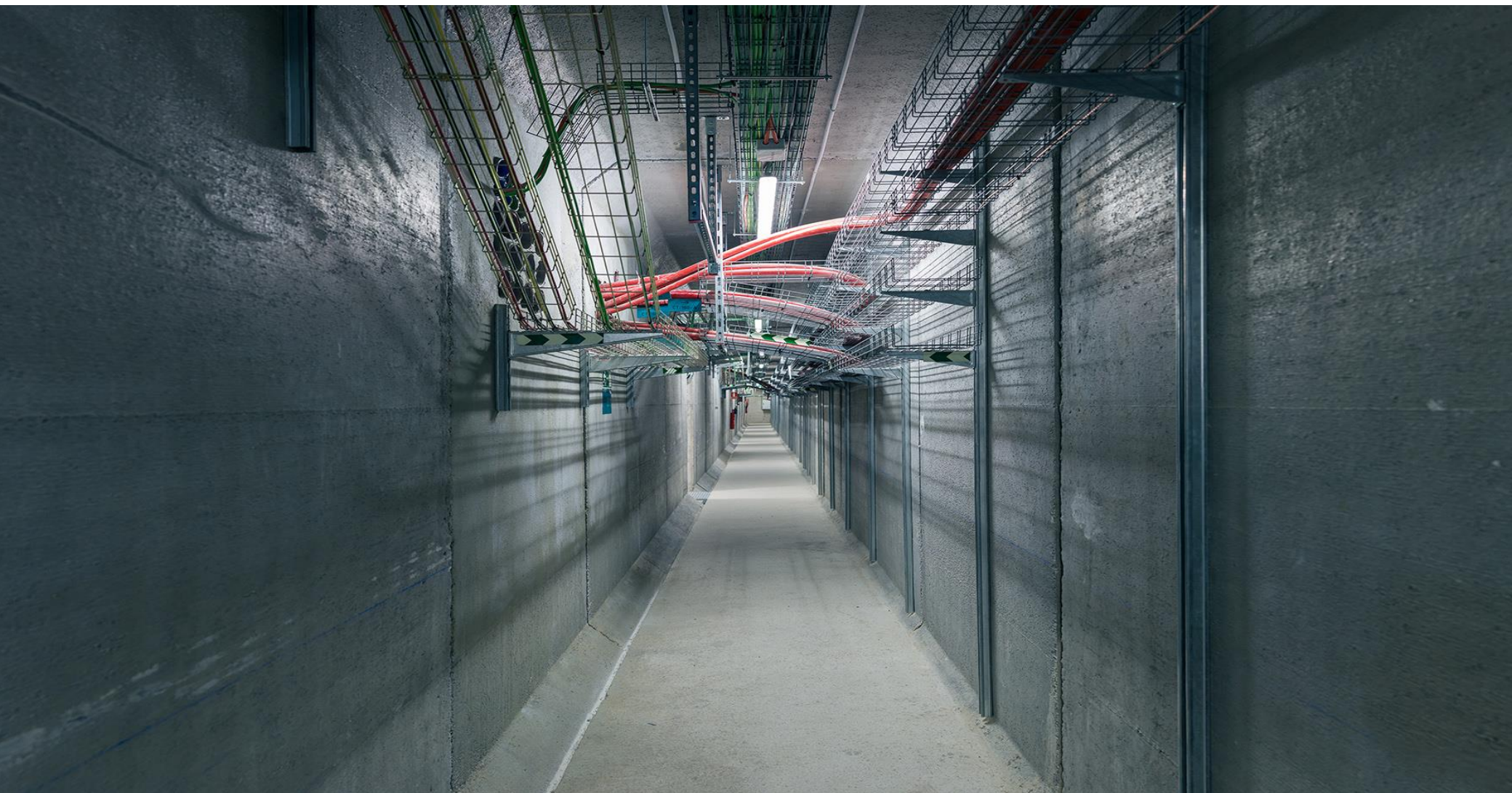


**Amazin
Apartment**

*Amazin
Services*

**Amazin
Apartment**







Amazin Apartments

APARTMENT GB721

WATER FOUNTAIN
B01915WS04
01-06-2024



PARTS DATABASE ZONE 378
ISOLATE DURING REMOVAL

C1



FRIDGE VENTING UNIT
B01KA7FPRC
11-12-2023

APARTMENT GB721

G1

Amazin Apartments

APARTMENT GB721

FRIDGE UNIT
B01KAALCRA
20-03-2024



PARTS DATABASE ZONE 044
ISOLATE DURING REMOVAL

G2

APARTMENT GB721

FRIDGE EC UNIT
B01KA3TYRL
09-03-2024

G3



Amazin Apartments

APARTMENT GB721

WASHER/DRYER UNIT
B00GB572432
15-08-2024



PARTS DATABASE ZONE 189
ISOLATE DURING REMOVAL

F7







SPECIAL NEEDS versus SOCIAL INCLUSION



Mobility

Scooter for Life PriestmanGoode









PRODUCT FOR LIFE

SCOOTER FOR LIFE



GET GOING



SCHOOL RUN



COMMUTE



KEEPING FIT



GETTING OUT

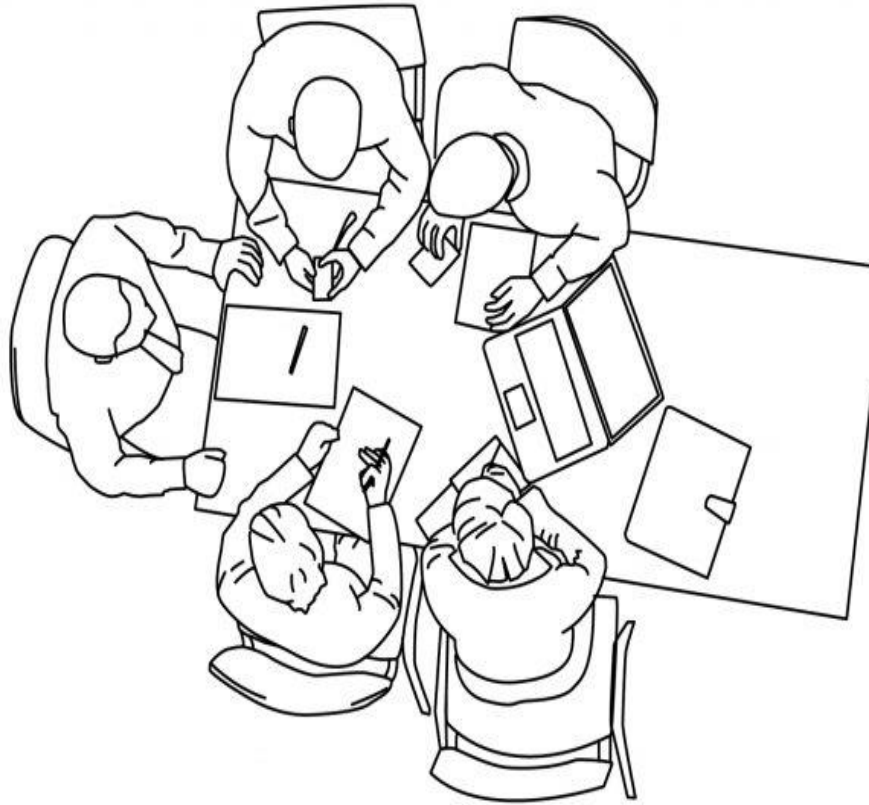


MOBILITY

Paul Brown



PASSIVE versus ACTIVE

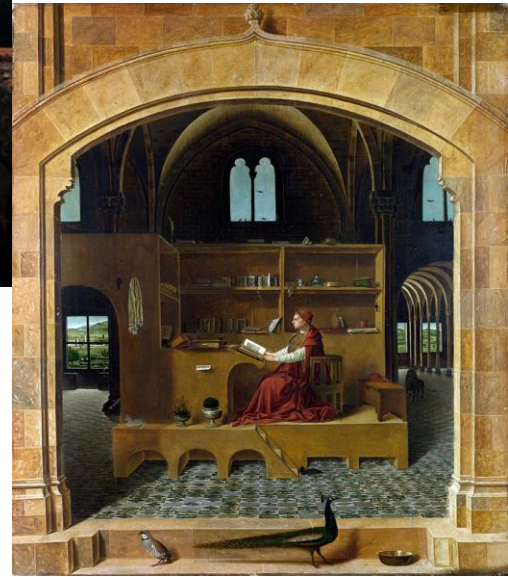


Working

Head In The Sky Konstantin Grcic









GLOBAL SCALE versus LOCAL APPEAL



Ageing

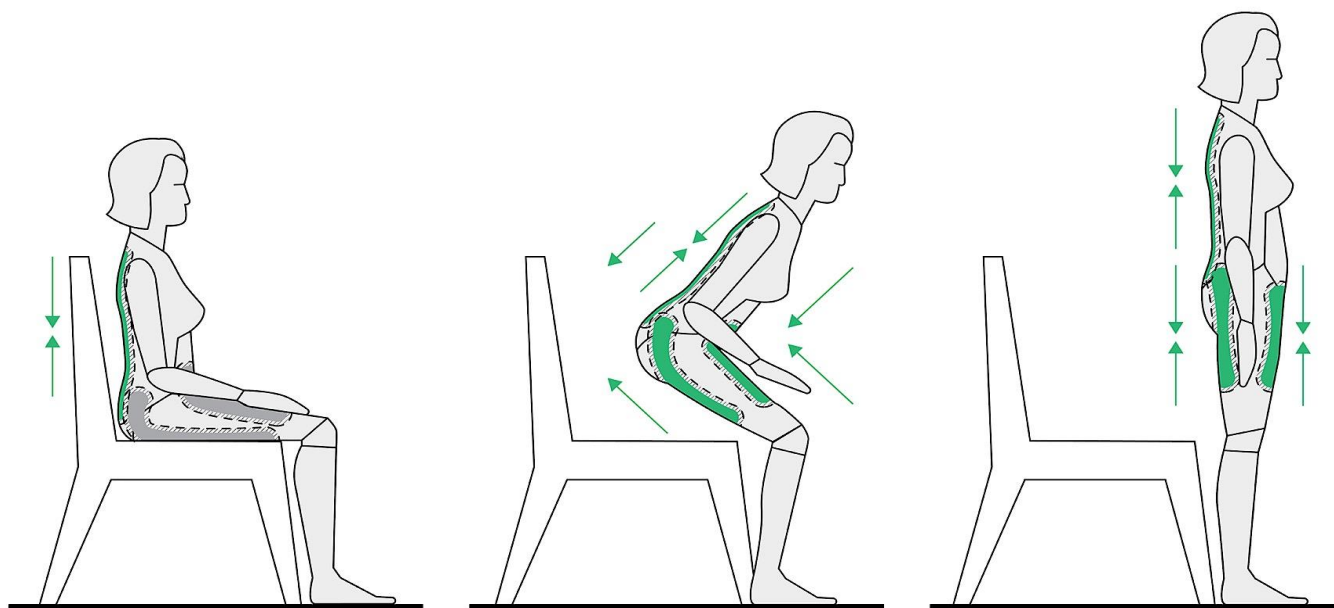
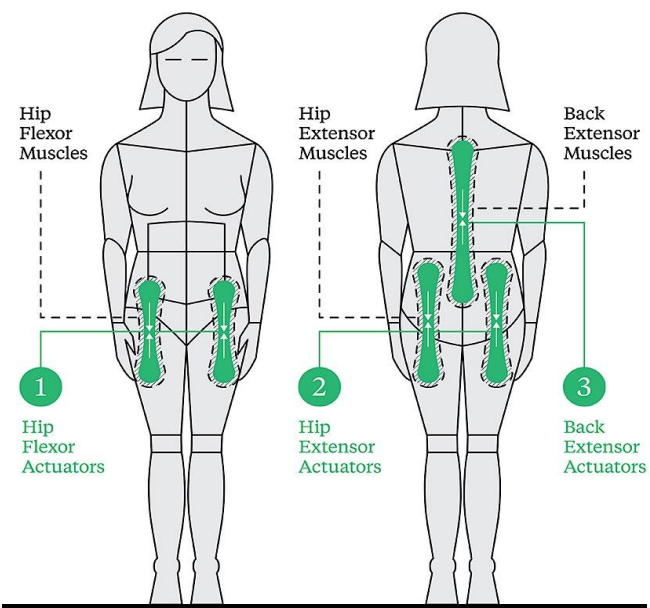
Power Suit
Yves Béhar,
Fuseproject





Aura power suit







News

'Grankini' body suit empowers the elderly with motorised fabric

Rosemary Bennett
Social Affairs Correspondent

A super-powered fabric designed to help US soldiers to carry heavy loads on manoeuvres has been adapted into an all-in-one undergarment for the elderly to help them to stay mobile.

The "grankini" fits around muscle groups in the torso, hips and legs and features hexagonal pods with motors, batteries and control boards. The fabric expands, contracts and moves with the body, providing core support, while the motors give muscles a boost when the wearer gets out of a chair, for example.

Unlike many mobility aids that are generally unsightly, the powersuit is stylish and sleek and not unlike modern gym kit.

It is the centrepiece of an exhibition at the Design Museum in London that opened this week highlighting gadgets and aids to help people to keep active as they age.

Alongside the powersuit is a novel take on that most ugly and clanking piece of equipment — the mobility scooter.

The Scooter for Life draws on the three-wheel design of the scooters used by children. It is foldable, can easily be taken on public transport and has a shopping bag on the front. While

stronger users can stand and scoot with their leg or use the motorised function, a seat can be added for those who need to sit.

Paul Priestman, its designer, said that it was an attempt to break away from mobility aids that looked like hospital equipment.

"The current mobility scooters are impractical as well as ugly. You have to leave them outside, signalling a frail person lives inside."

"They are difficult to take on to public transport. In a busy pedestrian area they are almost a menace," he said.

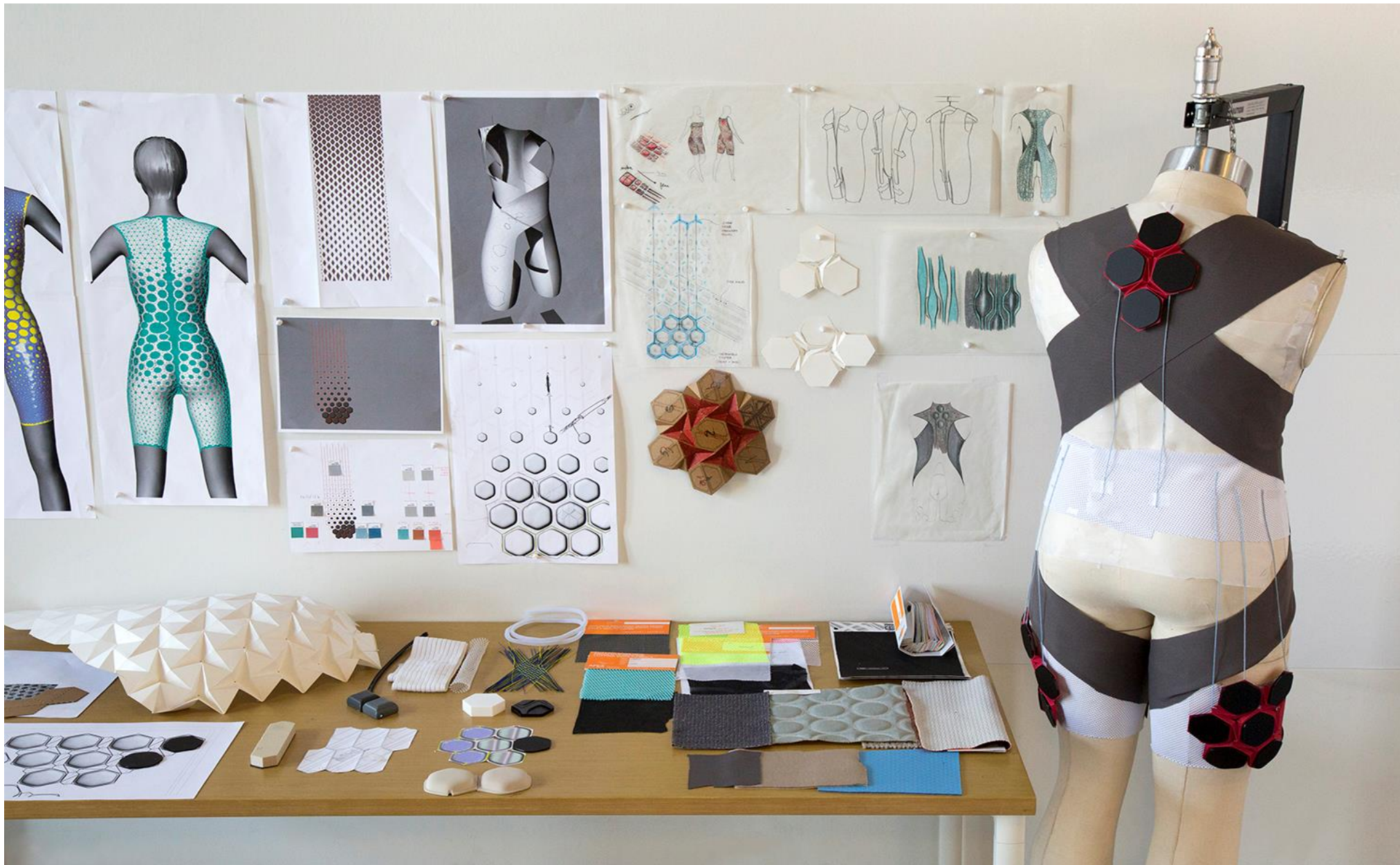
"This [scooter] keeps people fit and active and integrated, able to meet other people's eye or chat. It is a product for life, changing as people need more help, using the power-assisted function, for example, or a seat."

The exhibition, *The New Old*, is curated by Jeremy Myerson, who says that he hopes the pieces will challenge the conventional portrayal of greater longevity as something burdensome for society. "This exhibition is designed to reverse that mindset. Design-led innovation can lighten the load of ageing," he said.

He said that many older people were disabled by the design environment around them rather than by their physical limitations.

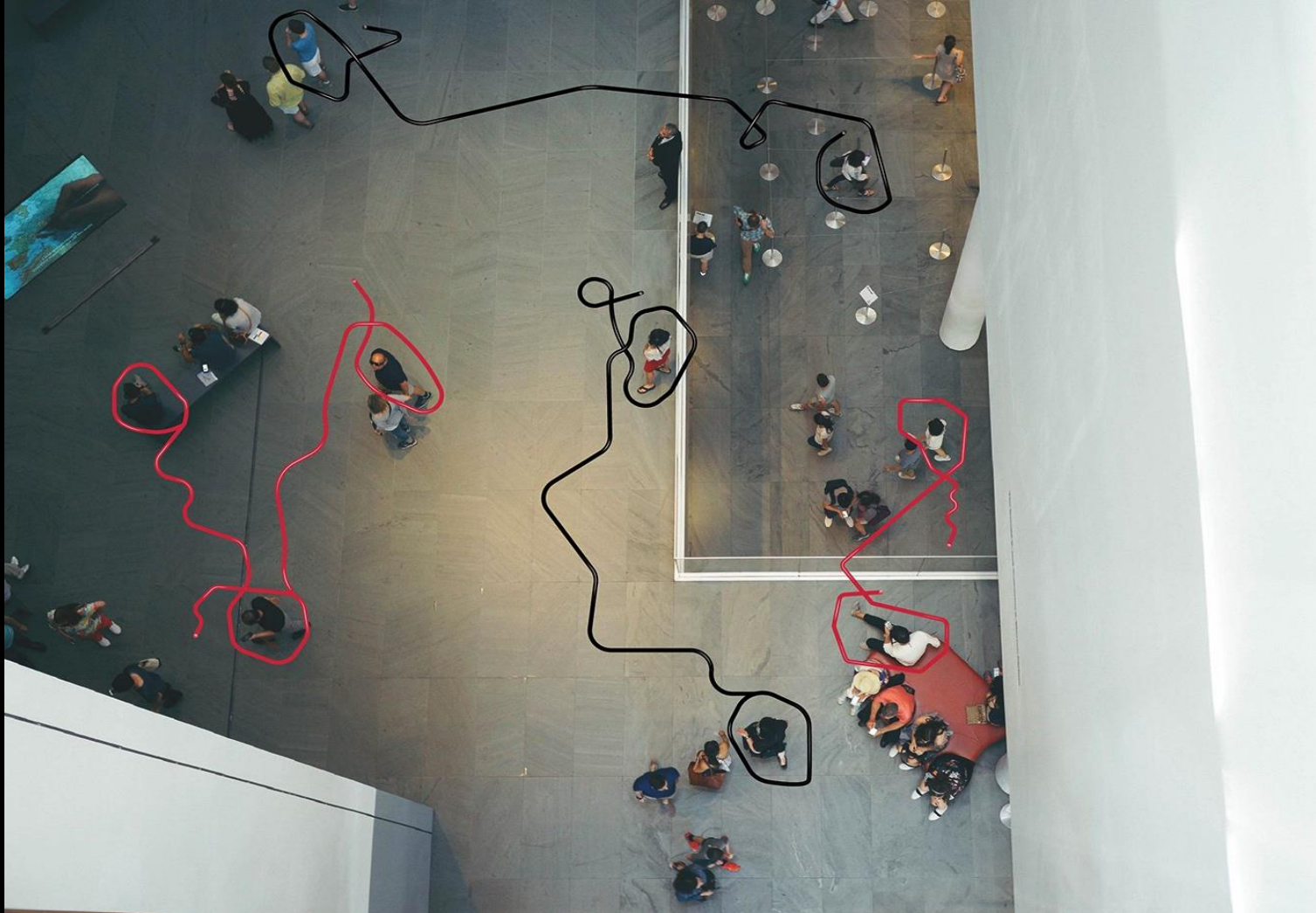


The battery-operated garment was invented to help soldiers. It is now part of an exhibition showcasing innovations designed to help the elderly.





PRIVATE LIVES versus SHARED DATA



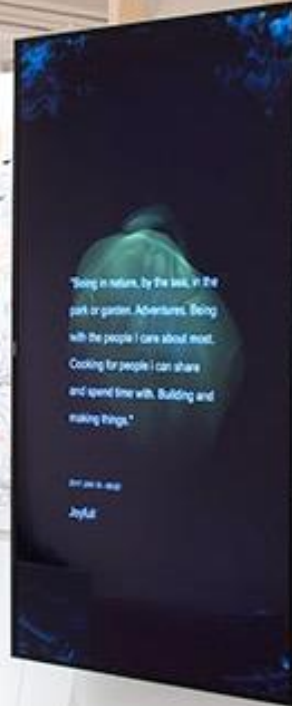
Spirit by IDEO

Spirit, your
social AI.

HELLO,
MY NAME IS

I'M

I'M PROBABLY FIT



Community

Successful aging depends on how well older people can interact with the wider world in their neighbourhoods and communities. Loneliness and social isolation are exacerbated in older age following retirement from work, the loss of a partner, children moving away or ill health reducing mobility. Research suggests that a large proportion of older people feel lonely some of the time or often, with the oldest most likely to feel this way.

This section looks at how designers can develop the new physical and digital enablers of connectivity, helping older people to age well in their communities. It looks in particular at examples from Japan, which is focusing its industrial companies on the needs of an ageing society through the IAUD (International Association of Universal Design), and Norway, which has an ambitious government-led plan for universal design.

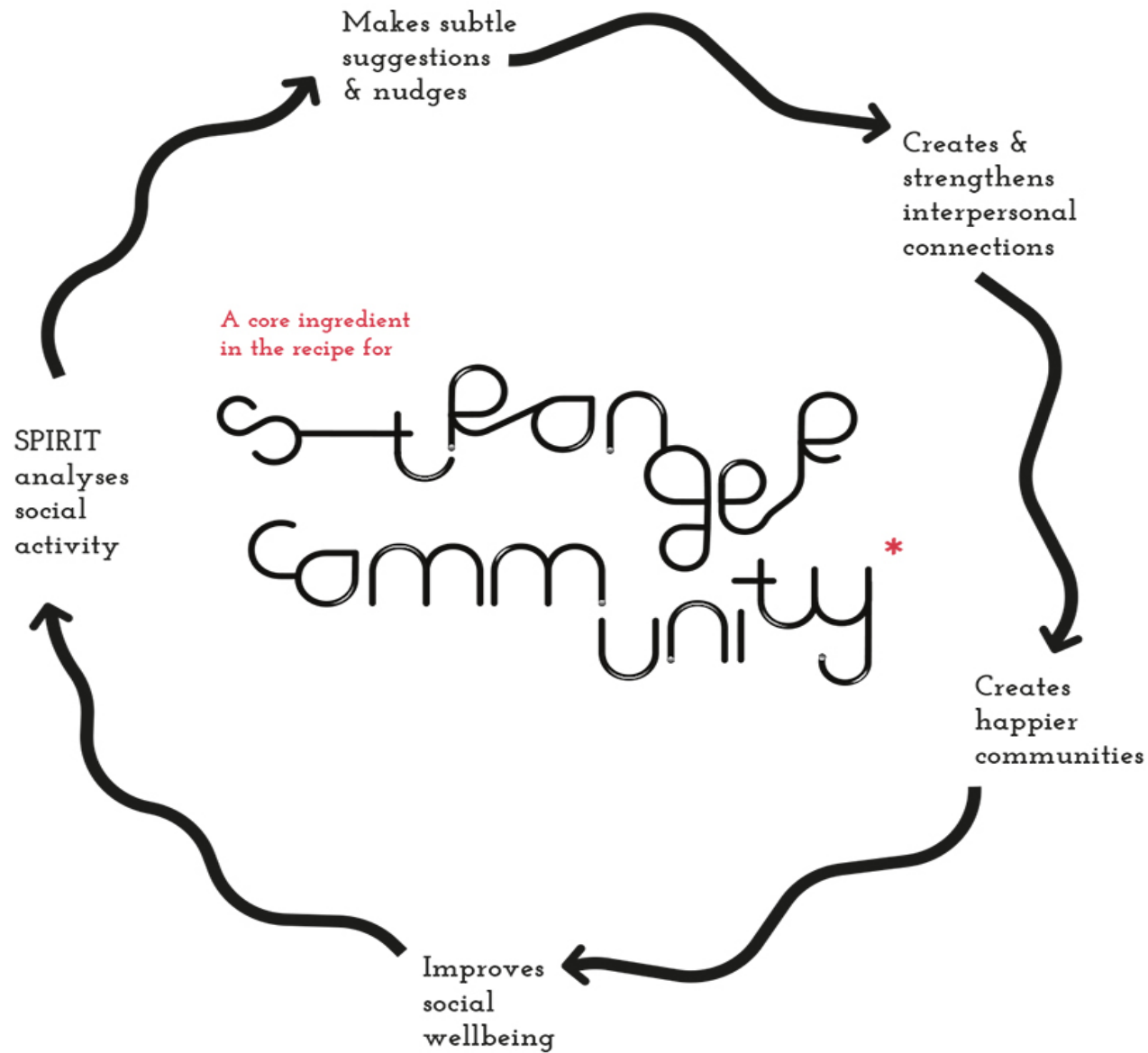
Design Introduction

Spirit
IDEO

This project explores how we might design strong communities for older people 20 years into the future. Spirit is an artificial intelligence persona designed to support our senior friends, but using the technologies of tomorrow. Spirit is free and open source.

Spirit's algorithmic analysis of that data to build a detailed profile – and to determine who and what help they need and physically healthy. Spirit then used the data to help us create potential therapy or interventions where a profile would be good for us.

As an interactive installation, Spirit questions the increasingly important, intimate and pervasive role that emerging technologies play in our lives. Spirit's design looks at it in particular to place human agency at the heart of what we design – and to suggest, rather than substitute, the richness of human experience.



It's an initiative powered by local councils as an opt-in service for individuals.

ASSETS versus DEFICITS

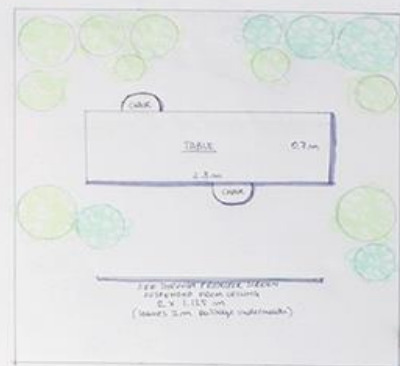


Identity

Exchange

Clara Gaggero Westaway and Adrian Westaway Special Projects

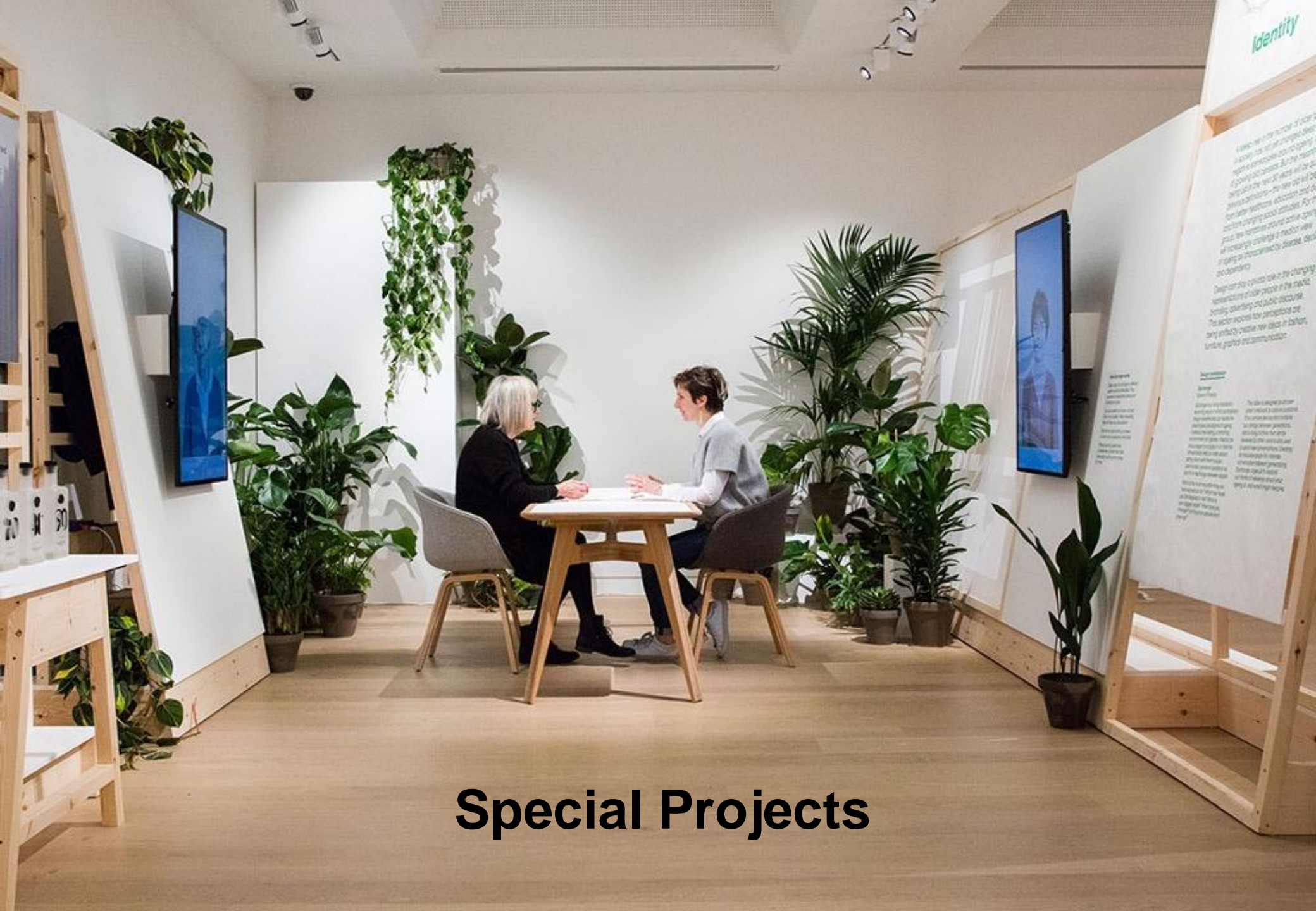




SPECIAL PROJECTS FOR NEW OLD





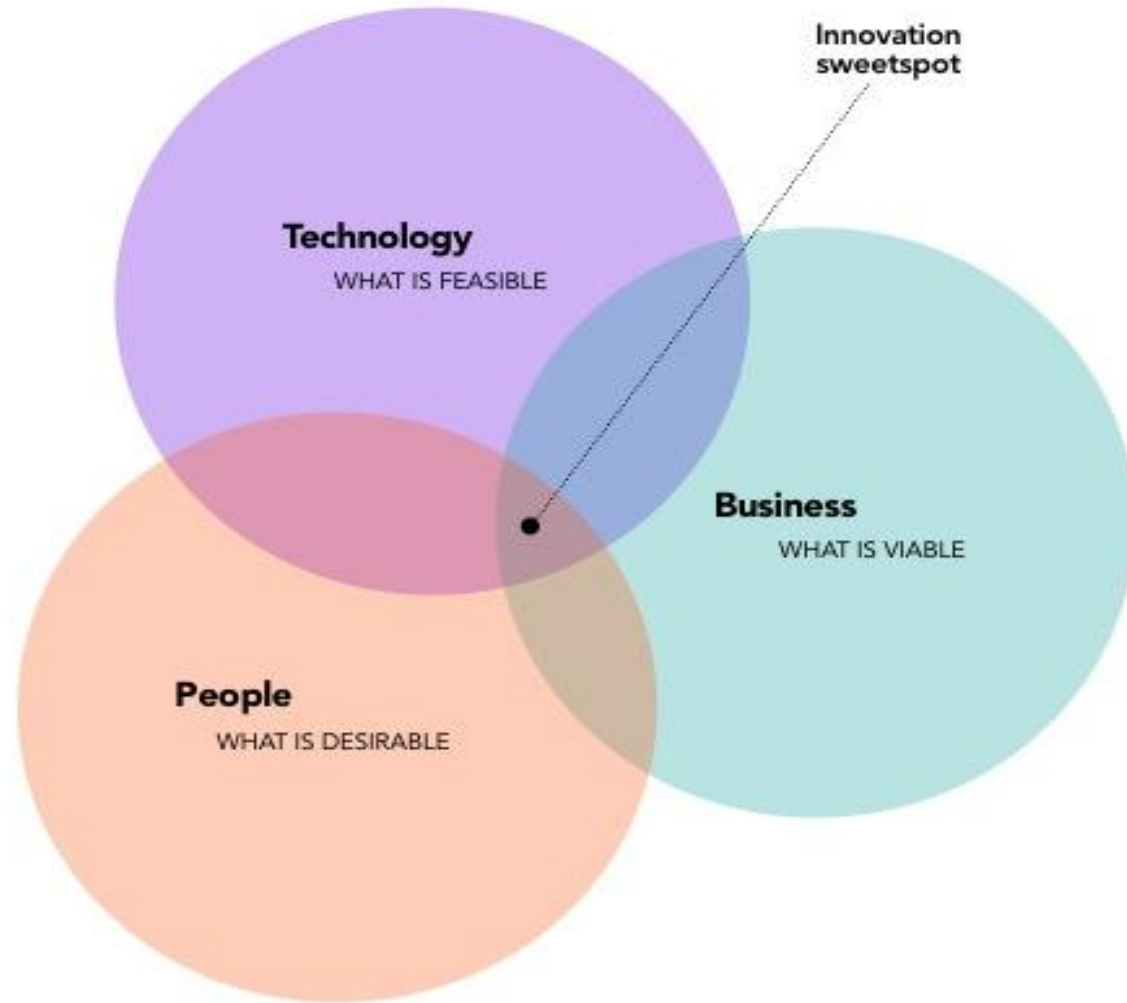


Special Projects





THE LANDSCAPE OF INNOVATION



A WORLD OF OPPORTUNITIES



THANK YOU



Royal College of Art
**THE HELEN HAMLYN
CENTRE FOR DESIGN**

