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The Future Design Can Make

Parsons School of Design held a networking event on how design shapes differences across business and society, called The Future Design Can Make. This event all started with a question, how we make change through thoughtful action and system change through design? Danish design played a big role in its history and how it can shape our society in today's world. To actually accomplish this, it takes the business side and the design world to come up with a strategy to change the way we see design worldwide.

Jesper Von Wieding started a collaboration between Design Denmark and governmental design institution because it is important to be in sync. This meant bringing out the love for design and creating an award that demonstrates the positive effects that design has on society. For example, the four categories are business, individuals, society, and special. The award is for those who can design something that makes a difference in the world. An app that won an award in the category society is called Be My Eyes, which is intended to help the blind. The way it works is by having them call you and this way you can read anything for them or help them in any way they may need your sight.

Another award winner is Noma, and Noma won in the category Special for packaging design in food. Noma puts together dishes with lots of details and colors because we don't only eat with our mouths but with our eyes as well. Jesper Von Wieding vision is a society of

wellbeing, in where people can work together to create and design things that can change our society in a positive way by building friendships and gaining trust as well.

Matilda McQuaid believes in three principles on how design can change society in which designers are already doing. These three principles are agencies, access, and action. Matilda demonstrated her point through a few designer's work. For example, Cristina Kim, who used textiles scraps in a creative way. Cristian decided to create a clothing line out of textile scraps from India. It's a whole process in which she collects the leftovers and how she combines them to the final masterpiece, a garment. This process gives jobs to more people and it also helps the environment through reusing leftover scraps. Cristian also saved money and used what she had to pay her employees.

A nonprofit organization came up with an idea through design to save lives. The challenge was how can they reduce people from dying of dehydration between Mexico and the United States border. They basically mapped out where most deaths accord and stationed pods of water in these areas. The design challenge was how to get people to recognize these water stations. They picked the natural water color everyone knows, blue. The water stations are blue and even a high blue flag is standing by it with a water sign. This organization has been active since the year 2000, with several hundred water locations.

Another example Matilda McQuaid spoke about is the proper representation of people with disabilities. She has an exhibition in mid-December called Access Plus Abilities. Designers redesign the disabilities icon to a more accurate one. Matilda believes everyone has a disability that may or may not be visible to everyone. These redesigned icons show a disabled person being active, being able to do more than what people think. We are used to seeing the wheelchair icon, but the redesigned one has the icon being mobile.

This networking event at Parsons School of design had interesting examples of how design can change the world for the better. A lot of times we may see design as a tool to get a job, but design is more than a tool is a way of helping others. Through this networking event, I have realized it takes time and a team to accomplish the vision or goal one has to change the world. We all have to think outside the box because there are lots of things we can accomplish through design.