

Schedule

Dates for submission of Entry Forms/Fees and Work

Thursday 20 November 2008

Deadline for Entry Form(s)/fee(s) for all projects (including Design Directions Plus)

Entry Forms/Fees should be sent under separate cover – **not** with your entry – to:
RSA Design Directions Registrations
8 John Adam Street
London WC2N 6EZ
UK

Monday 17 Nov – Friday 12 Dec 2008

Submission period for all project entries (except Design Directions Plus*)

Entries will be accepted at **Brooks Transport Services Ltd** on any weekday within the dates stated between 08:00-18:00, excluding weekends and bank holidays. Entries arriving after 18:00 on 12 December 2008 will not be accepted

Please remember that entries should be sent or delivered to:

Brooks Transport Services Ltd
Unit 2/15
Second Avenue
Bluebridge Industrial Estate
Halstead
Essex CO9 2SU
UK

All entry forms/fees should be sent or delivered to:

RSA Design Directions Registrations
8 John Adam Street
London WC2N 6EZ
UK

***Design Directions Plus**

Submission date for these projects (i.e. Action for Age and The Visit)
is Friday 9 January 2009

A changing world

personal care and surface covering products and services for a sustainable future

“Design is a creative activity whose aim is to establish the multi-faceted qualities of objects, processes, services and their systems in whole life cycles. Therefore, design is the central factor of innovative humanisation of technologies and the crucial factor of cultural and economic exchange.” (ICSID 2008)

“I believe in a better way” (Ben Harper 2007)

Introduction

It is seventeen years from now... 2025.

Can you imagine what the world will look like? What society will be like? What products and services we will all be using in our everyday lives? Cast your minds back to seventeen years ago (or ask parents and family!) – how different was life back then – back when we considered mobile phones to be a luxury and not a necessity; when the internet was an exclusive, niche market; when cassette tapes and walkmans were the new thing? Think how much has changed since then and imagine what might change between now and 2025 – the mind boggles!

Being prepared for an uncertain future is perhaps more important now than ever. As the world undergoes rapid and far-reaching changes – as economies transform and grow, as the world population increases and as the effects of climate change and resource constraints are felt more strongly – products and services can play a positive role far beyond their own direct influence. Their whole lifecycle will be imperative and building on their intimate relationships with consumers, enabling them to live more sustainably, could have a fundamental impact on how successfully we meet future challenges.

Future scenarios

This project introduces two different, but equally plausible, futures for 2025:

- Hive world – a centralised, consumerist society where government and large corporations are expected to solve problems. Trust in major brands is high.
- Patchwork world – a decentralised ‘do it yourself’ society where government and large corporations have not met people’s expectations.

The different worlds are based on social, environmental and economic factors and they raise some of the critical questions that you will need to consider in order to design products and services that will contribute to a sustainable 2025. Scenarios are plausible and consistent stories that we can use to explore possible futures. They are not predictions but provide stimulation to challenge our current assumptions, inspire creativity and add robustness to our thinking.

The future worlds are outlined in the map on the next page:

HIVE WORLD

A centralised, consumerist society

OVERLAP

PATCHWORK

WORLD

A decentralised 'do it yourself' society

Energy availability, systems & mix
The UK's electricity is centralised and relatively affordable and plentiful, gas is expensive.

Transport

Mobility has not changed much. Most cars are electric hybrids, trains are electric and few people fly more than once a year.

Desire for perfection

Mainstream culture is consumerist. Personal care and medicine have blurred and many products are tailored to personal genetics.

Technology

Digital paper is common-place. Nanotechnology, personalised medicine and synthetic biology are the technologies of the 2020s.

The internet & the world wide web

Everything and everyone is online and trackable. Most of the internet is under the control of governments and corporations.

Economy, disposable income

Economic growth is the main priority of the government. Society is consumerist and average disposable incomes are fairly high.

Where do people live?

Over 90% of people live in an urban environment. Rural communities have mostly withered away or are now holiday destinations.

Ecosystems

Most wild or previously fallow areas have been given over to intensive farming. Biodiversity is rapidly dwindling in the UK.

Local vs global

The world is a tightly interconnected network that focuses on getting water and food to wherever it's needed.

Response to climate change

35% decrease in carbon emissions since 2008. Some coastal areas have been abandoned; adaptation efforts focused on cities.

Home life & socialising

More than one in three people live on their own, fewer people have gardens and children are tracked online by their parents.

Shopping

Personalised products are highly popular and trust in brands is high.

Energy availability, systems & mix
A large portion of the UK's electricity is generated by over a million small and medium-scale renewable systems.

Transport

Mobility and congestion have dropped, driving is expensive and few people own cars. Flying is the preserve of the very rich.

Desire for perfection

Popular culture has fragmented into thousands of niche interests and there is a thriving grey-market for 'enhancement' products.

Technology

Open-source approaches have driven break-throughs in surprising areas.

The internet & world wide web

There are multiple webs, most of which are not under the control of any government or corporation.

Economy, disposable income

Economic growth is sluggish and many people have focused on minimising their living costs so that they can opt out of 9-5 work.

Where do people live?

Rural areas have become more attractive and many are nearly self-reliant for energy and food.

Ecosystems

Ecosystems are under great stress from rural sprawl but pockets of biodiversity survive in surprising places

Local vs global

The world remains interconnected virtually via the web and many people are more focused now on their local communities.

Response to climate change

40% cut in emissions since 2008. Millions of people live in vulnerable coastal areas and a recent storm has left 20,000 homeless.

Home life & socialising

More people live near their extended families and networks of friends. Flexible, modular housing is popular.

Shopping

Sophisticated online lending systems and peer-to-peer trading are now the norm.

2025



forum for the future
action for a sustainable world

A changing world

Brief devised in collaboration with Forum for the Future
Page 2/3

RSA

Project themes

You have two market 'themes' to work within for your concept design:

Personal Care

This covers everything we do and use to keep ourselves clean and well groomed. (The term personal care is also used to describe the industry that manufactures consumer products used for beautification and in personal hygiene – such as shampoo, shower gel, shaving foam, moisturiser etc)

Surface Covering

This covers everything we use to protect and decorate surfaces – from the construction industry to DIY at home – such as internal and external walls and fittings. Currently available products include paint, wallpaper, varnish, etc

The brief

Your challenge is to propose product solutions and/or services that would thrive sustainably in 2025. You must respond to the 'future scenarios' above and propose a product/service solution for both Personal Care and Surface Covering.

Something to consider:
The need, not just the product.

You may wish to develop concepts based on the products and services we use today (shampoo/hairdressers, paint/decorators for example) and how they may be used in the context of 2025.

You are strongly encouraged to consider the need rather than the product itself.

If shampoo is the product, some needs are:

- to have clean, presentable hair
- to care for and protect your hair
- to feel/smell clean and fresh
- to provide indulgence

If paint is the product, some needs are:

- to protect the surface
- to decorate the surface
- to provide ambience

So the question you need to ask yourself is, "what can I design to meet these needs in 2025?" Not, "how can I design a bottle of shampoo or a can of paint for 2025?"

Research

Your responses should be built on a strong human-centred research rather than assumptions – and across a range of users rather than just your near-peer group. Different people have different needs and requirements; your solution might respond to a user need yet to be identified. With this in mind, you are strongly advised to conduct some empathic research to ensure your designs are human-centred as well as fitting within the future contexts. You may also find it beneficial to research the technical aspects of the product themes outlined above. What might these tell you about the possibilities for future development?

Submission details

Your submission should consist of the following:

- written descriptions of the two concepts
- visual representations of the two concepts

One concept should be relevant to the theme of personal care, the other relevant to the theme of surface covering. Both concepts should fit into a plausible future world of 2025 considering the future scenarios given.

The written descriptions should be no longer than one side of typed A4 for each concept and should cover the 'big idea' around your concept and how it relates to the future context of 2025. It should also detail your research journey and people/experts/other disciplines with whom you consulted.

The visual representation should show a full cycle of how the concept works covering:

- the 'purchase' of the product/service
- the user using the product/service (including any support)
- the end-of-life of the product/service (where relevant)

and should be presented as a combination of the following:

- illustrations/drawings on A3 presentation boards (max 4)
- one sketch/scrapbook (including research and sketches)
- film/photography where relevant
- prototypes/models where relevant (photographs at the submission stage only. Shortlisted candidates may bring actual models to interview)
- all submitted work should carry an RSA label on the back; this is to ensure the safety of your work whilst in storage, and that it can be displayed for judging