

What is Socially Responsive Design? A Review of Theory and Practice

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Design Against Crime Research Centre



Arts & Humanities
Research Council

The Grippa research programme, mainly funded by AHRC, is a collaboration between the Design Against Crime Research Centre, Central Saint Martins College of Art & Design, University of the Arts London, and the UCL Jill Dando Institute of Security and Crime Science. Papers and other materials from the programme are at www.grippaclip.com and wider practical and research material on preventing bag theft at www.inthebag.org.uk



Schedule:

1. What is Design Against Crime (DAC) at Central Saint Martins?
2. Research Methodology
3. Is DAC Socially Responsive Design?

What is Design Against Crime?

Design out crime opportunities for crime and reduce criminal activity.

The main theme of our work at CSM linked to **'protection'** and **'empowerment'** against street crime and bag theft.

In order to apply **Design Against Crime (DAC)** philosophy to bag theft we have put anti-crime design into the public spotlight and given it a fashionable and trendy edge.

The philosophy behind the Centre is linked to a practice led **DESIGN RESEARCH AGENDA** and the simple idea that **secure design doesn't have to look criminal or ugly**. It suggests that beautiful design should also anticipate and design for crime i.e. address 'mis-use', 'abuse' as well as 'use'.

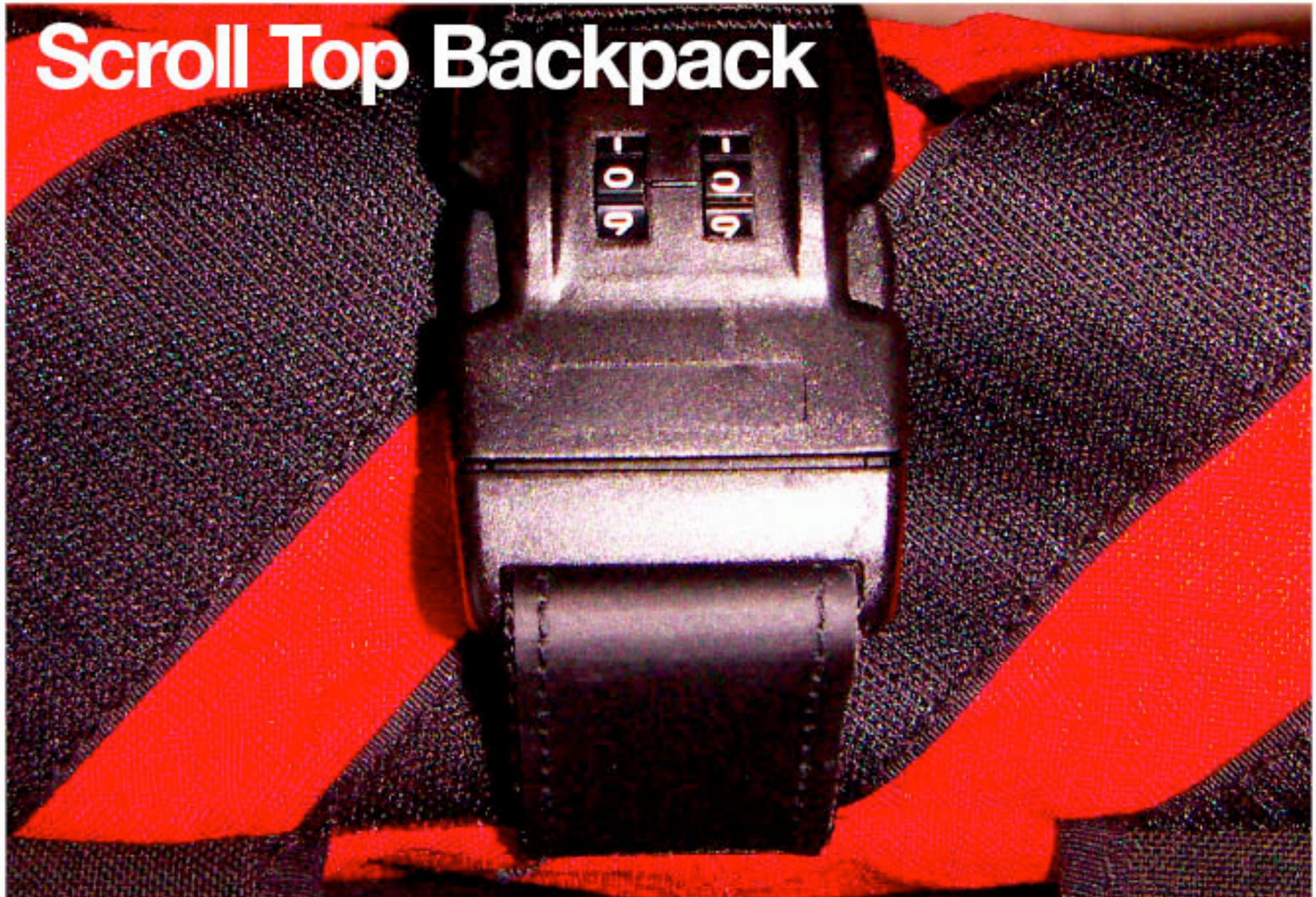
We try to ensure our Design Against Crime style or 'tone-of-voice' is never paranoid, domineering or authoritative. But is instead personal, humane, friendly & pro active.

Karrysaf practice led research project was founded by the **Design Council / UAL**. The results were a series of smartly designed crime-resistant bags.





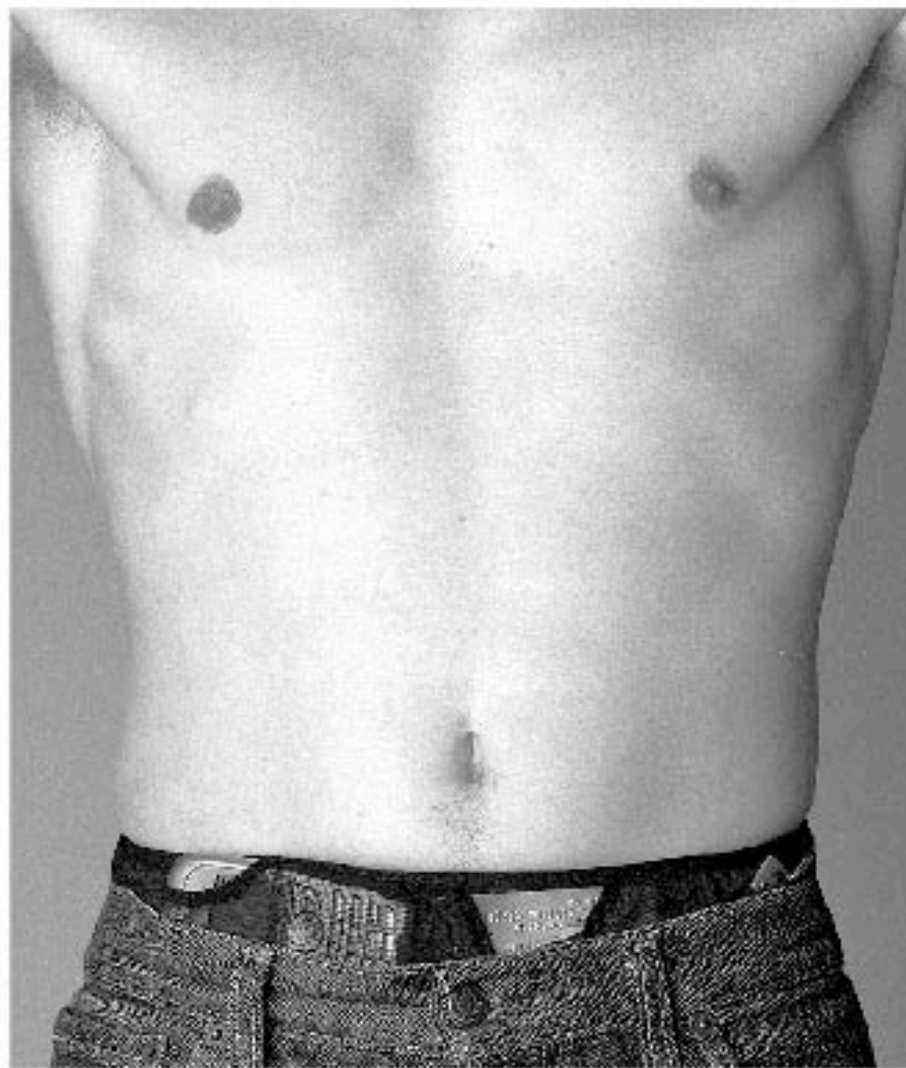
Scroll Top Backpack



Phonesafe



BodySAFE



In the Bag: MA Industrial Design



Karrysafe: To create anti theft
bags we looked at:

Perpetrator Techniques: Dip Lift

modus operandi



Removal of articles from a bag without the owner's awareness

Dip



Removal of the bag and contents without the owner's awareness

Lift

Think Thief

Perpetrator Techniques: Slash & Grab

modus operandi



Removal of articles from a bag, without the owner's awareness by cutting the fabric of the bag

Slash

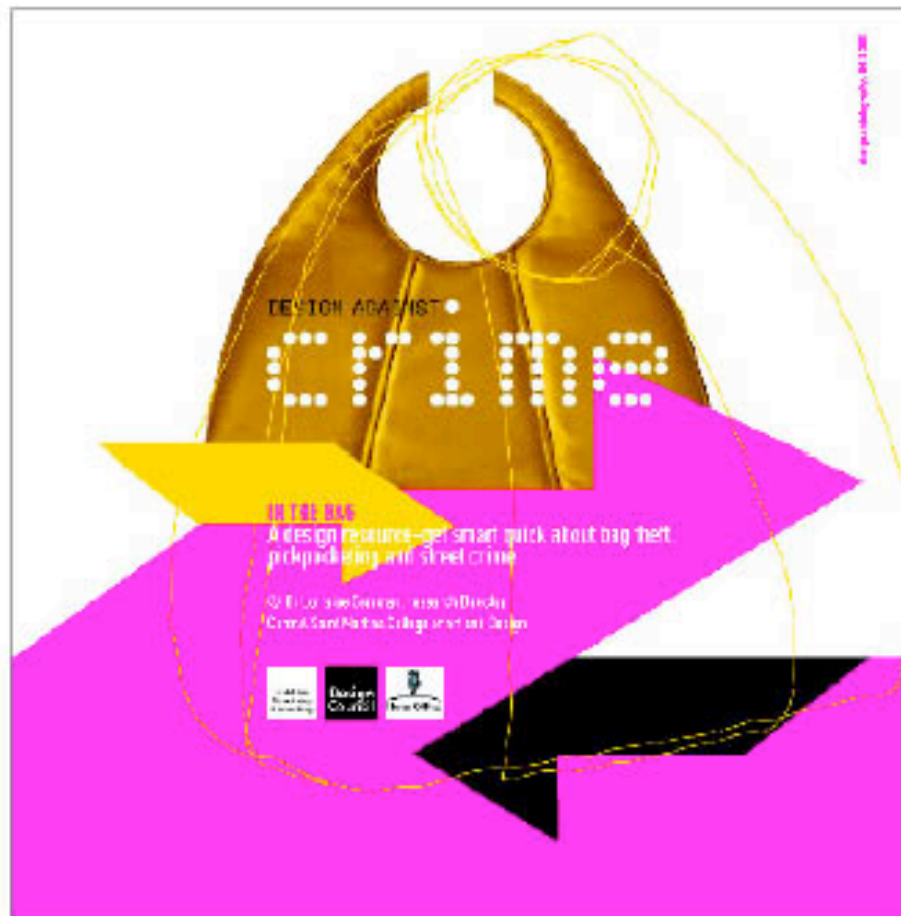


Removal of the bag and contents by grabbing it away from the

Grab

Think Thief

Design Against Crime 'In the Bag' CD-Rom



The Design Museum London 2000.





Smart 'Anti-Theft' Furniture Research Project.



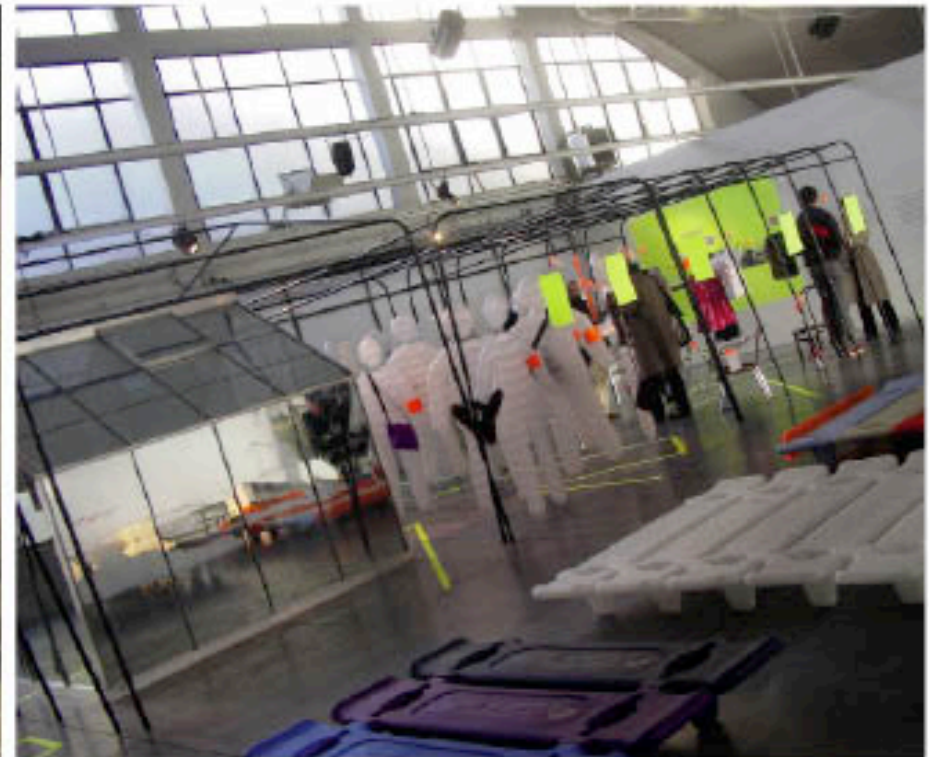
Don't Tempt Me.

**Exhibited at I Saloni, Milan,
Primavera, Barcelona, 2001.**

Milan, March 2001.



Milan, Spring 2001



**Manufacturers interviewed in
Milan, Italy in 2002 said:**

*'crime is not the responsibility of the
design, but is the responsibility of the
police'*

**But now in 2006 there is
manufacturing interest .**

DAC work at
Index Awards 2006
Copenhagen, Denmark
October - September 2005

DAC Awards 2006:

Sir Misha Black Award 2006

Innovation in Design Education

**Silver Winner - British Female
Inventor and Innovator Awards;
Education and Learning
Institution**

DAC work at

**Safe: Design Takes on Risk,
Museum of Modern Art,**

New York, USA

16th October 2005 - 2nd Jan 2006

DAC work at Safe: Design Takes on Risk, Museum of Modern Art



2. Research Methodology

The philosophy behind the DAC centre is linked to a practice based design research agenda; an iterative design process and expert advisory panel on all projects. Also the simple idea that **secure design doesn't have to look criminal** or ugly. It suggests that beautiful design can also address mis-use, abuse as well as use.

This practice-led research methodology results in the best possible design solutions for the people who are affected by the issue/research topic.

3. Is DAC Socially Responsive Design?

DAC can be described as
an ethical approach as ‘socially
responsive design’ linked to a
designers intervention, market
forces as well as corporate
responsibility.

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responsibility.

Comparable with: Design for ability

Physical user requirements



Design Aid : Activ walking frame by Tangerine.

*'Disability does not
mean you lose
your taste'*



**Design for ability understands
because you may be in a wheel
chair you don't/shouldn't have to
lose your taste for beauty.**

**DAC also understands too that
secure design doesn't have to
look criminal.**

Design is not just about function
or problem solving. Socially
responsive design against crime
addresses user/ misuser/ abuser
issues but also offers
creative solutions . . .

So how does DAC respond to social problems? Pedal cycles are an acclaimed sustainable transport resource, but:

BIKE CRIME FACT 5:

Fear of bicycle theft is known to be a significant deterrent to cycling. Evidence suggests more people would cycle if they believed their bike was safe from theft.



www.bikeoff.org

CITYBIKE SCHEMES



FLY PARKING



STREET PARKING STANDS



COVERED PARKING



Welcome to **BIKEOFF.ORG**

Please tell us your recommendations for improving bicycle parking facilities. To use this site click on one of the bike parking icons you recognize. Find the photo/s which closely match/es the type of parking you use or wish to comment on – and log your opinion/s in box near the image.

We are interested in your opinions re:

1. LOCATION OF THE FACILITY,
2. DESIGN OF THE FACILITY AND
3. MOST IMPORTANT – YOUR EXPERIENCES OF USING IT.

Puma/Vexed Generation/Biomega:

Puma's urban mobility range:

Anti Theft folding bike - Adam

Thorpe will talk about later.



4. Professor Paul Ekblom:

'Cook book solutions will not do . . .'

**Designing Out Crime Association
(DOCA)**

'Context is everything'

www.doca.org

A good bike parking scheme: PLS electronic card reading system, Ghent, Belgium



A bad bike parking scheme: Walthamstow, London



**How do we persuade our
engineers/ architects and
urban designers to anticipate
crime problems, and to
address anti-crime principles?**

Education, Education, Education
and Innovation, Innovation,
Innovation - that embodies what
**John Thackara calls 'design
mindfulness'.**

But we need social policy too.

We must anticipate crime and empower local councils/ government to make DAC happen. But market forces can't be ruled out either.

**Which is why we need small
avante garde companies to
address these DAC ideals in a
commercial context, to create a
climate to keep corporations
interested.**



UNIVERSITY OF THE ARTS
LONDON CENTRAL SAINT MARTINS
COLLEGE OF ART AND DESIGN CAMBERWELL
COLLEGE OF ARTS CHELSEA COLLEGE OF ART AND
DESIGN LONDON COLLEGE OF COMMUNICATION
LONDON COLLEGE OF FASHION

**Which brings me to
Adam Thorpe from
Vexed Generation who will
explain more.**

Socially Responsive Design

Adam Thorpe

Vexed Generation

Vexed Generation

- Established in 1993
- Improve individuals experience of urban environment
- Use clothing design and promotion as a medium for communication of social issues and tool for positive social change
- Design and market clothing products reflecting UK/ London social and environmental experience
- Name and mission statement

↳

vexed

Identify problems

-ve experience

generation

Generate solutions

+ve experience

Socially Responsive Design

- Ethically motivated - informed by society/ not the market (which is only one part of society)
- Uses social scenarios to catalyse design Uses design to catalyse social change
- Market interventionist - seeks to objectify and commodify social issues - catalyse the market
- Uses social research/scenarios to inform innovation and create economic opportunities
- Combines social imperative with commercial imperative - consumers can 'buy in' to an issue

Socially Responsive Design

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Socially *Responsible* Design

Concerned with the object and its use, the use it promotes (impact on society), and the nature of its realization and delivery – materials, method of manufacture etc (impact on society, the environment – ecological)

Prevention

Holistic

Socially *Responsive* Design

Concerned with the object and its use or the use it promotes (impact on society)

Cure

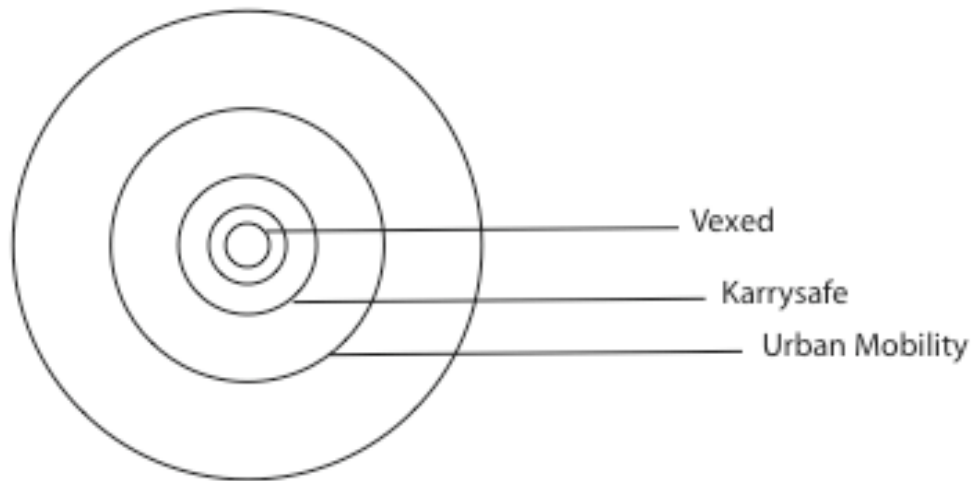
Issue based/situational

Socially Responsive Design

‘Design which takes as its primary driver social issues,
its main consideration social impact,
and its main objective social change’

Socially Responsive Design

3 examples of socially responsive design projects.



- The nearer the centre of the circle the more socially responsive
- At the centre the project identifies the problem as well as responds to it

Project 1. Vexed Generation

Some issues addressed by Vexed

- Air quality
- Civil Liberties- CJA
- Surveillance
- Genetic privacy
- Digital/data privacy

Project 1. Vexed Generation

Themes	Design brief
Mobility	<ul style="list-style-type: none">-Freedom of movement-Comfort-Durability-Adaptability
Privacy	<ul style="list-style-type: none">-Concealed identity-Concealed storage
Protection	<ul style="list-style-type: none">-Physical-Respiratory-Climatic

Project 1. Vexed Products

- 1994 The Vexed one-strap rucksack, the first and classic hands free carrying system



Project 1. Vexed Products

- 1994 Ballistic Nylon, slash resistant, high tenacity nylon MOD fabric utilised for the first time in Vexed Parka



Project 1. Vexed Products

- 1995/6 Filter collars, covering the nose and mouth into which a charcoal filter can be fitted to 'clean' urban air and conceal wearers identity.



Project 1. Vexed Products

- 2001 SABS – seen and be seen



Project 1. Vexed Retail Installations



White shop 1995/96

Project 1. Vexed Retail Installations



Green Shop 1996/97

Project 1. Vexed Retail Installations



Grow Room 1998/99

Project 1. Vexed Retail Installations



Stitch in Time 2000/2001

Project 2. Karrysafe

*London, 2001, 60% increase in reported street crime.
Crime is about opportunity, not just criminal behaviour
80% street crime is opportunistic-*



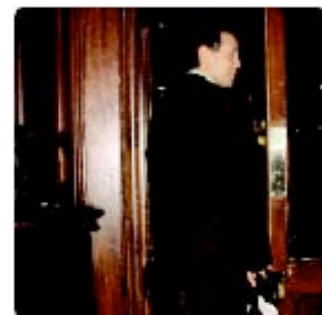
What is stolen ? : Top Six Hot Products

Project 2. Karrysafe

Theft techniques



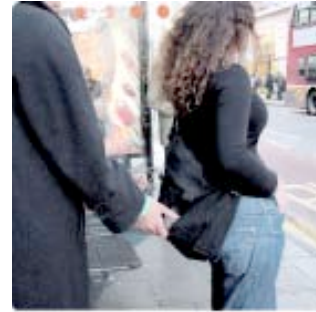
Dip



Lift

Project 2. Karrysafe

Theft techniques



Slash



Grab

Project 2. Karrysafe



Reduce the opportunity - Reduce the number of incidents

Project 2. Karrysafe

Karrysafe Screamer



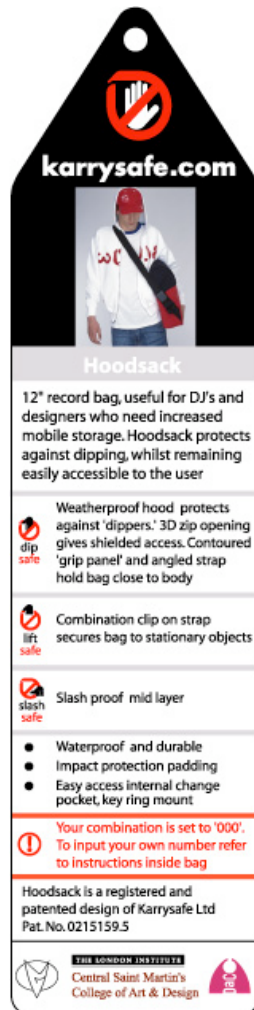
Project 2. Karrysafe

Scrolltop backpack



Project 2. Karrysafe

Hoodsack



Project 2. Karrysafe

Phonesafe



Project 2. Karrysafe

Advice website



Advice

Don't be a victim of crime- Get advice from the links or see the summary below



Self Protection Advice



Anti Attack Accessories



Suzy Lamplugh Trust



Secure It Yourself



Met Police



Jill Dando Institute of Crime Science



BTP



Home Office

Project 3. Puma Vexed - Urban Mobility



+



+ increase in cycle usage

= Urban Mobility

Project 3. Puma Vexed - Urban Mobility



Project 3. Puma Vexed - Urban Mobility



Project 3. Puma Vexed - Urban Mobility

Vexed/Puma/Biomega Bike



Socially Responsive Design

- Relevant**
- Useful**
- Innovative**
- Evolving**
- Market forming**
- Product differentiating -creates product value and USP**