

Nova exposição explora o design para o bem público

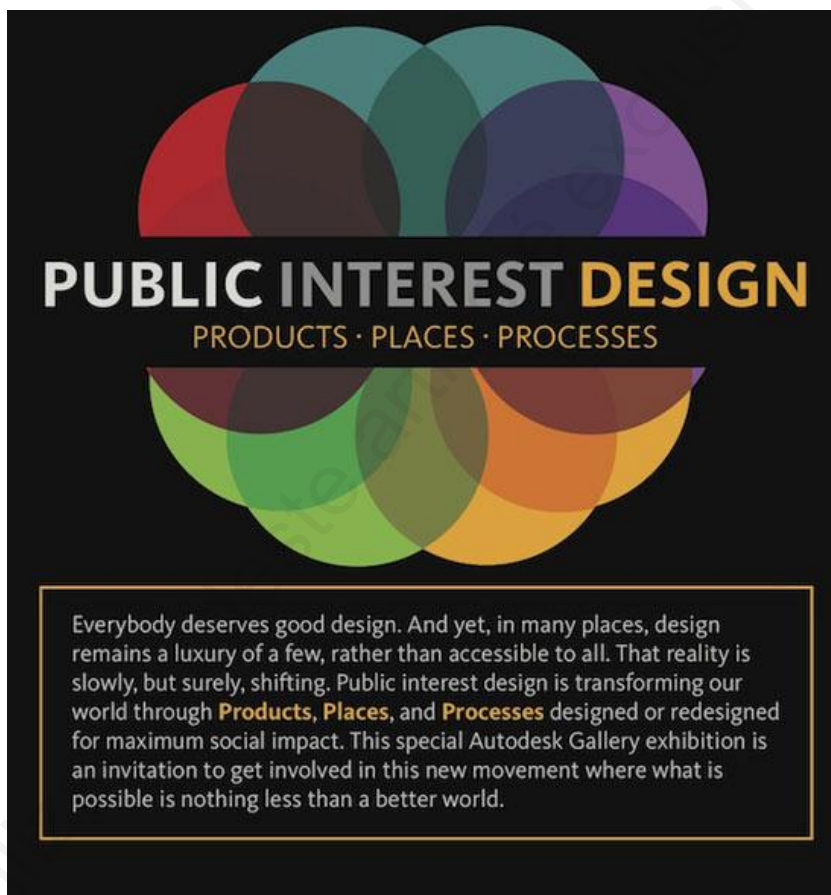
Bom design não se resume a criar um produto de boa aparência. Ele pode melhorar nossa qualidade de vida, tanto individualmente quanto coletivamente.

Na nova exposição "Design de Interesse Público: Produtos, Lugares e Processos", os curadores Courtney E. Marin e John Cary expõem 12 projetos que foram desenhados com o bem comum como ideia principal. Os visitantes da galeria encontrarão, por exemplo, a Embrace Nest, uma incubadora de baixo custo que foi desenhada para salvar vidas de bebês prematuros. Outro projeto, liderado por Yves Béhar, está na exposição por ajudar estudantes mexicanos na confecção dos próprios óculos de grau a um baixo custo, transformando-os em acessórios mais divertidos para o dia a dia.

A ideia do design como uma ferramenta para o bem comum está apenas começando a aparecer no consciente coletivo. Como os curadores relataram ao New York Times:

"Antigamente, jovens com aspirações humanitárias se tornavam médicos ou advogados, ou mesmo se inscreviam em ações humanitárias. Mas hoje em dia, muitos tentam, através do design, criar um mundo mais bonito e justo. Essa nova geração de designers possui uma crença de que todos merecem o bom design, seja em um rótulo de remédio - para que as pessoas consigam ler as informações ali escritas e compreendê-las com maior facilidade-, em um pocket-park, para que a cidade possa respirar melhor ou mesmo em uma experiência menos estressante em uma sala de emergência".

A exposição está na Autodesk Gallery, em São Francisco, nos Estados Unidos. E já a galeria está bem longe, vale dar uma olhada no infográfico que o blog TED publicou sobre o assunto:



PROJECT TYPES



PRODUCTS

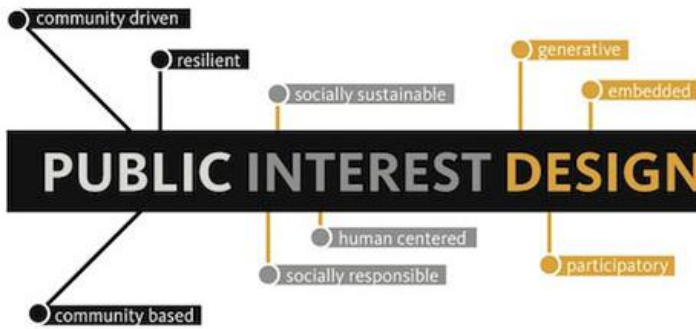


PLACES

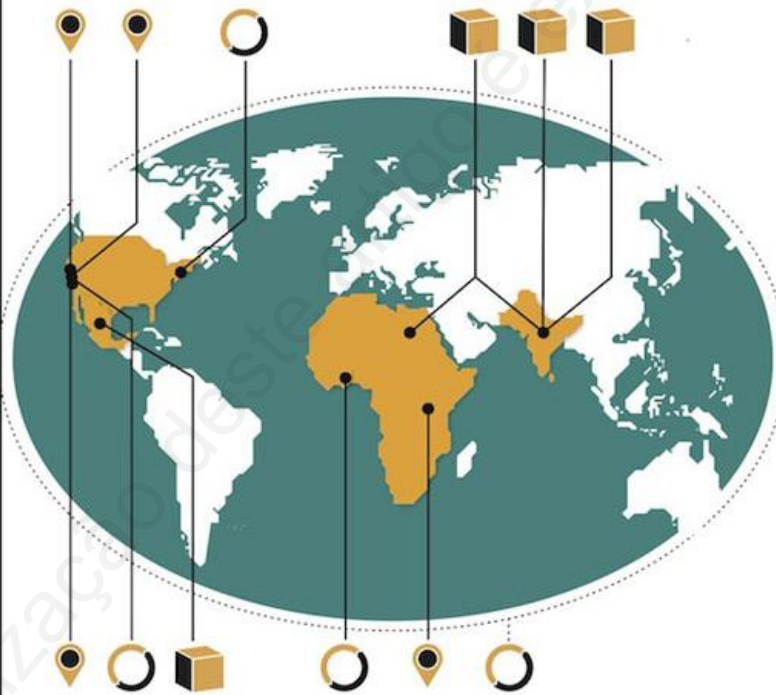


PROCESSES

ATTRIBUTES



A BETTER WORLD



PRODUCTS

EMBRACE THE FUTURE

1

20M

LOW-BIRTH-WEIGHT BABIES ARE BORN EVERY YEAR

450

OF THEM DIE EVERY HOUR

Project: Embrace Nest

Description: A low-cost infant warmer, including a sleeping bag, a heater, and a sleeve of phase-change material

Location: India

Entity: Embrace Global & Embrace Innovations

Websites: www.embraceglobal.org, www.embraceinnovations.com



2

SEE BETTER TO LEARN BETTER

MORE THAN

12M

CHILDREN AGES 5 TO 15 ARE VISUALLY IMPAIRED OF UNCORRECTED REFRACTIVE ERRORS

Project: See Better to Learn Better

Description: An eye exam and pair of customizable eyeglasses provided to school kids for just \$10

Location: Mexico

Entities: fuseproject, Augen Optics, Government of Mexico

Website: www.fuseproject.com



ILLUMINATING POSSIBILITY

3

1:4

PEOPLE WORLDWIDE DO NOT HAVE ACCESS TO RELIABLE ELECTRICITY

Project: d.light Solar Lamps

Description: Brightly colored lamps, which range in price from \$7 to \$40 and provide up to 12 hours of light

Location: Africa, India

Entity: d.light

Website: www.dlightdesign.com



4

FREEDOM TO MOVE

80%

OF THE WORLD'S AMPUTEES CAN'T



PLACES

A BUILDING THAT HEALS

AT ANYTIME,

1.4M

PEOPLE WORLDWIDE SUFFER FROM INFECTIOUS COMPLICATIONS ACQUIRED IN HOSPITALS.

Project: Butaro Hospital

Description: A 120-bed, 60,000sf hospital, built with local labor and material, designed to mitigate and reduce the transmission of airborne disease

Location: Rwanda

Entities: MASS Design Group, Partners in Health

Websites: www.massdesigngroup.org, www.pih.org

1



2

A PLACE TO CALL HOME

IN SAN FRANCISCO, AN ESTIMATED

10,000

PEOPLE SLEEP ON THE STREETS ON ANY GIVEN NIGHT

Project: Richardson Apartments

Description: A 120-unit apartment complex with extensive communal space, providing permanent, supportive housing for formerly homeless people

Location: San Francisco

Entities: David Baker + Partners Architects, Community Housing Partnership, Mercy Housing

Websites: www.dbarchitect.com, www.chp-sf.org, www.mercyhousing.org



3

LABORATORY TO LEARN

AIR IS UNFIT TO BREATHE IN NEARLY

15,000

SCHOOLS ACROSS THE U.S.

Project: Project Frog

Description: Component-built spaces and structures that are energy efficient, environmentally responsible, faster to construct, and cost competitive

Location: San Francisco

Entities: Project Frog

Website: www.projectfrog.com



4

RECLAIMING PUBLIC SPACE

SAN FRANCISCO'S STREETS MAKE UP

25%

OF THE CITY'S LAND AREA, MORE SPACE EVEN THAN IS FOUND IN ALL OF THE CITY'S PARKS



PROCESSES

1 CITIZEN-POWERED CHANGE

STATE AND LOCAL GOVERNMENTS IN THE UNITED STATES SPEND

\$2.5T

ANNUALLY, BUT HAVE EXPERIENCED SHARP BUDGET DECLINES SINCE THE 2008 ECONOMIC DOWNTURN

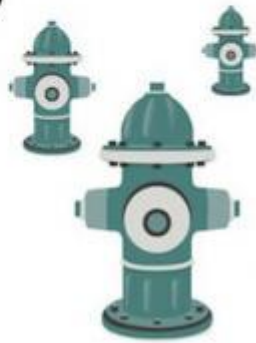
Project: Adopt-a-Hydrant

Description: Web-based platform that enables local community members to claim responsibility for shovelling out a fire hydrant after it snows

Location: Boston

Entities: Code for America, City of Boston

Websites: www.codeforamerica.org, www.adoptahydrant.org



1



2 EASING THE WAY HOME

VETERANS ARE

50%

MORE LIKELY TO BE HOMELESS THAN THE AVERAGE AMERICAN

Project: Street to Home

Description: A multi-organization initiative to reduce and end chronic homelessness among veterans in the Los Angeles area

Location: Los Angeles

Entities: Community Solutions, United Way of Los Angeles

Websites: www.cmtysolutions.org, www.unitedwayla.org

2

3 MAKING SANITATION SAFE

70%

OF PEOPLE IN SUB-SAHARAN AFRICA DON'T HAVE ACCESS TO MODERN SANITATION

Project: Clean Team

Description: A low-cost, in-home toilet that features removable cartridges and a process through which they are picked up regularly by trained technicians

Location: Ghana

Entities: IDEO.org, Unilever, Water & Sanitation for the Urban Poor

Websites: www.ideo.org, www.unilever.com, www.wsup.com

3



4

4 A PLATFORM WORTH SPREADING

SINCE ITS FOUNDING IN 2009, THERE HAVE BEEN NEARLY

5,000

TEDx EVENTS IN OVER 1,200 CITIES, IN OVER 35 COUNTRIES

Project: TEDx

Description: A global platform for shar-



EXHIBITION LINEAGE



2007
DESIGN FOR THE OTHER 90%
**Cooper-Hewitt, National
Design Museum**
Curated by Cynthia Smith

MoMA

2010
SMALL SCALE,
BIG CHANGE
Museum of Modern Art
Curated by Andres Lepik



2011
DESIGN WITH THE OTHER 90%: CITIES
**Cooper-Hewitt at the
United Nations Headquarters**
Curated by Cynthia Smith



2012
COMMON GROUND
Venice Architecture Biennale
Curated by David Chipperfield



2012
SPONTANEOUS INTERVENTIONS:
DESIGN FOR THE COMMON GOOD
**Venice Architecture Biennale
U.S. Pavilion**
Curated by Cathy Lang Ho

Autodesk®

2012
PUBLIC INTEREST DESIGN:
PRODUCTS, PLACES, & PROCESSES
Autodesk Gallery
Curated by John Cary & Courtney Martin

Autodesk®

Autodesk Gallery at One Market
One Market, Floor 2
San Francisco, CA 94105



Infographic design by Megan Jett

Fonte: Design Brasil [Portal], Disponível em:

<<http://www.designbrasil.org.br/noticias/nova-exposicao-explora-o-design-para-o-bem-publico>>. Acesso em: 19 out. 2012.