



# COMMUNITY



## INTRODUCTION

Communities can look like many different things. It can be a group of people who share the same interests, go to the same school or live near each other. Communities are essential to build ways to unite us. What does community mean to you, and how can design help bring people in your community together? What if we could help people access and make better use of public and shared spaces? What does a planet-friendly community look like? How can design help build an inclusive community, either in person or online, to tackle isolation? What are some of the issues and challenges in the communities you belong to and what would you design to help solve them?

## STARTING POINTS

The places we live and the people we live with and near all have a big impact on our health and happiness. V&A Innovate is asking students to come up with ideas that create more connected, sustainable and accessible communities for all. You can introduce one or more of the below starting points with your students.

### CONNECTING PEOPLE

Technology allows us to connect to people all over the world, but some people still feel alone where they live. Over 9 million people in the UK – almost a fifth of the population – say they are always or often lonely. Bringing people together can help us feel less alone, give us the space to listen and learn from each other. It can encourage us to do activities together, and help us feel part of our local community.

- > How might a public space or building be adapted to bring people together more?
- > How might technology reduce the loneliness felt by people living in the same neighbourhood?

### ECO-FRIENDLY

How people live together in a community can have a big influence on the planet and the climate. Our global population is growing and by 2020, 75% of the population of the world is expected to be living in urban areas. There are potential negative impacts of these changes, including more pollution and waste. However, this also gives us an opportunity to think about how we can make our communities more eco-friendly in the future.

- > How might the buildings in your community be kinder to the planet and the environment?
- > How might spaces in your community that aren't used very often be transformed for the better?

### ACCESSIBLE

Communities should be open and usable by everyone, whatever their age, needs and abilities. There are 13.9 million people with disabilities in the UK, making up 22% of the UK population. Many people with disabilities experience unnecessary barriers to how they can access and make the most of what their local area has to offer. Together we can think about how our local areas can change to be inclusive and accessible to all people.

- > How might the streets and spaces in your community be adapted to meet people's different needs?
- > How might your school be made more accessible for all students, parents and teachers?

## ONLINE RESOURCES

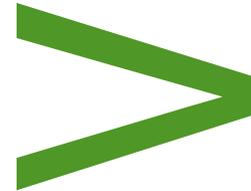
Watch branding and digital agency TEMPLO as they create a brand for a new UK based charity, Survivor of Torture, tracing asylum seekers' journeys to the UK.

Search over one million objects from the V&A Collections online, including ceramics, fashion, furniture, glass, metalwork, and more. [collections.vam.ac.uk](https://collections.vam.ac.uk)



Chair made with Wealdstone leg. Esther Calinawan, Kayleigh Littlemore, Leo Harrison, Marina Marbella, Marius Dinu and Tanya Galia with the Wealdstone Youth Workshop and Silo Studio, 2018. Plywood, polypropylene, paper pulp. © Victoria and Albert Museum, London

## > DESIGN TO BRING COMMUNITIES TOGETHER



### CHAIR MADE WITH WEALDSTONE LEG

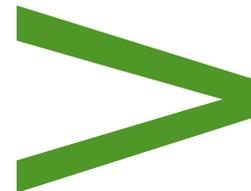
DESIGNED AND MADE BY ESTHER CALINAWAN, KAYLEIGH LITTLEMORE, LEO HARRISON, MARINA MARBELLA, MARIUS DINU AND TANYA GALIA WITH THE WEALDSTONE YOUTH WORKSHOP AND SILO STUDIO, 2018

The Wealdstone Youth Workshop, set up in 2018, gave north-west London teenagers who had experienced cuts to youth services the opportunity to be part of creating a new square in their neighbourhood. With designers Silo Studio, they designed a multi-functional leg for stools, chairs and benches that could be used in the square, and sold them to fundraise for the project.

### > ACTIVITY <

Can you think of places in your neighbourhood that could be redesigned to bring the community together?

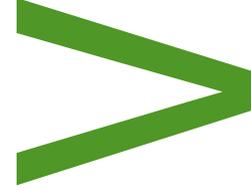
Who would you like to work with locally to help make this happen?





Bank Job, Hilary Powell and Dan Edelstyn, published by Hoe Street Central Bank, 2018. Screenprint with letterpress and foil blocking. © Victoria and Albert Museum, London

## > BANK NOTES TO CELEBRATE LOCAL PEOPLE



### BANK JOB

DESIGNED BY  
HILARY POWELL AND  
DAN EDELSTYN, 2018

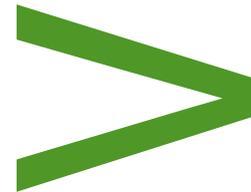
These banknotes were sold as part of a creative fundraising project in Walthamstow, north-east

London. Featuring local people, including a teacher and charity worker, half the proceeds went towards four local services including a youth centre and a food bank. The rest of the income went towards buying off the £1million debt owed by local people.

### > ACTIVITY <

Who would you include on banknotes celebrating people in your local area?

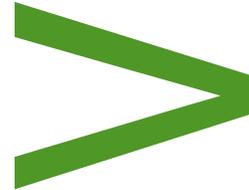
Are there any causes that you care about in your local area? What could you design that would help these causes to grow and get more support?





Uber Jump, Uber, about 2018. Metal. © Victoria and Albert Museum, London. Given by Uber Inc.

## > A BICYCLE TO SHARE



### DOCKLESS ELECTRIC BICYCLE

UBER JUMP, 2018

In 2018 the taxi company Uber bought the on-demand electric bike company Jump. As a sharing service, you don't need to own your own bike, meaning more people are encouraged to travel on two wheels, avoiding traffic and limiting pollution.

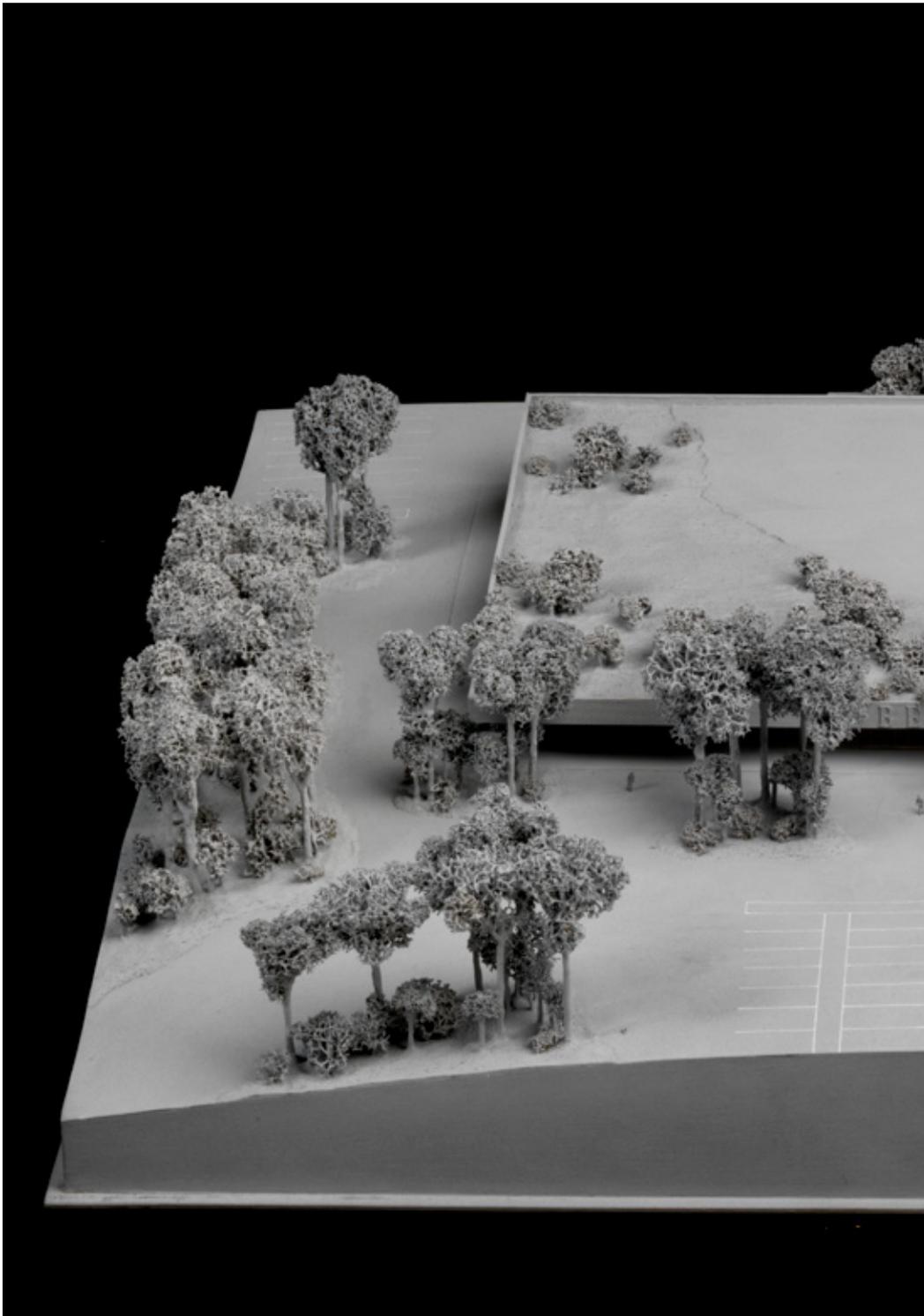
### >ACTIVITY<

What other objects or possessions could we share to make our communities more eco-friendly?

Watch curator Brendan Cormier explore the design of the Moulton Bicycle on our website for more inspiration.

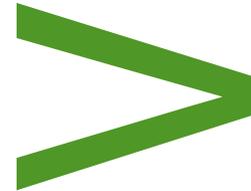


ECO-FRIENDLY > COMMUNITY



Model for BEST Showroom in wooded setting, James Wines and SITE (Sculpture in the Environment), 1980. Cardboard and plaster. © Victoria and Albert Museum, London

## > NATURE AS THE DESIGNER



### MODEL FOR BEST SHOWROOM IN WOODED SETTING

DESIGNED BY JAMES WINES AND SITE (SCULPTURE IN THE ENVIRONMENT), 1980

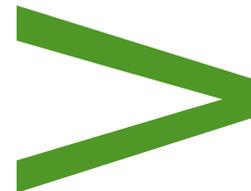
In 1972, the American mail order company BEST Products Inc. asked architecture and

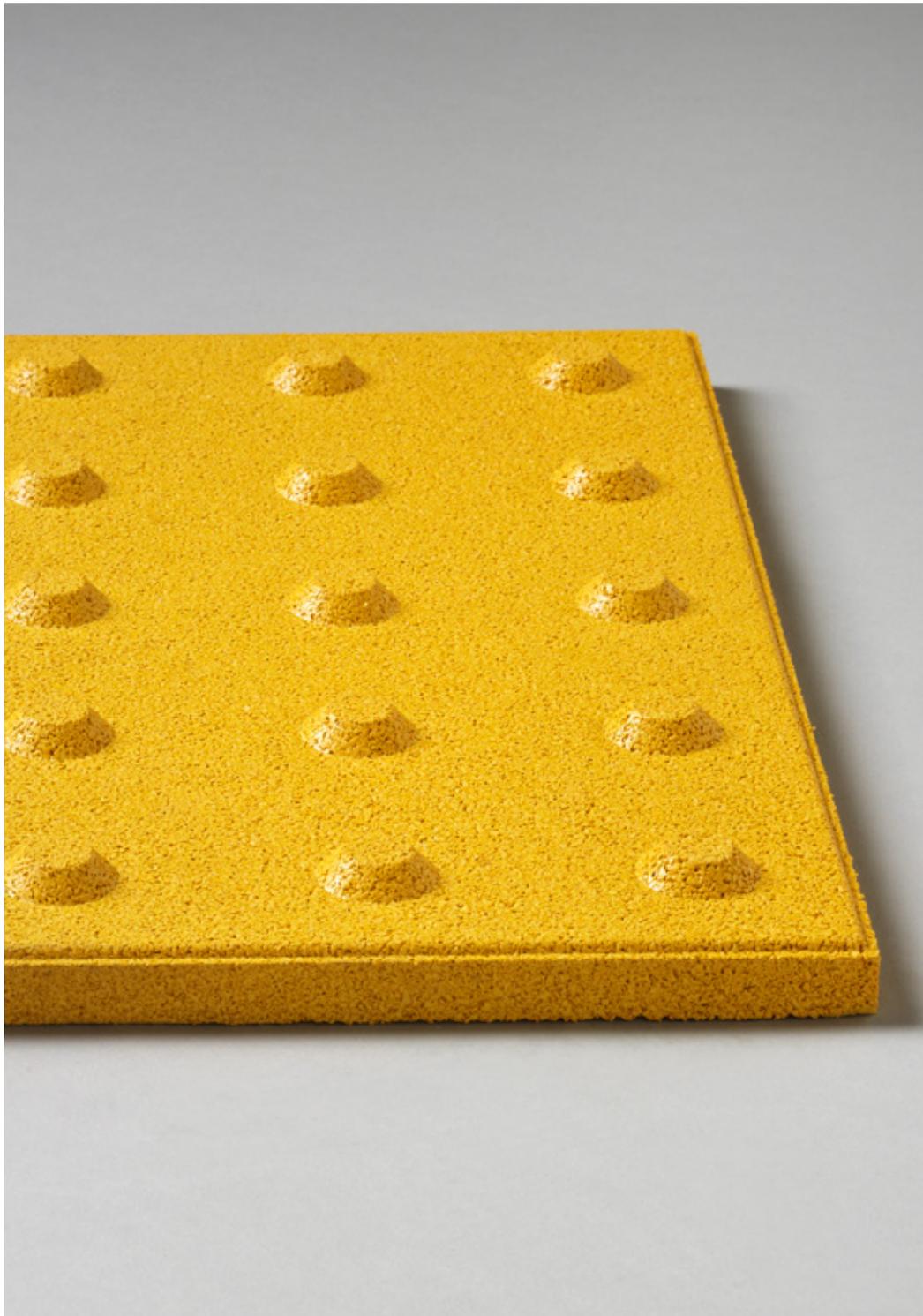
environmental artists SITE to design nine shops across the US. SITE wanted to design something different to normal retail parks through playful ideas and elements of surprise. In this design, SITE included an existing woodland directly into the building creating an outside-inside shopping experience.

### > ACTIVITY <

Take a walk around your local area. Draw or take photographs of the buildings and green spaces that you see.

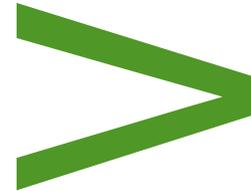
Can you think of any ways that buildings and nature could come together in your community?





Tactile Paving Slab, designed by Miyake Seiichi, ca. 1965, made 2016. Moulded polyurethane. © Victoria and Albert Museum, London. Given by Rupert Faulkner.

## > MAKING STREETS SAFER FOR ALL



### PAVING SLAB TO AID NAVIGATION

DESIGNED BY SEIICHI MIYAKE, 1965

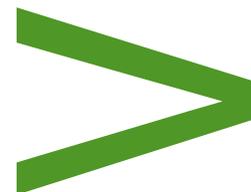
In 1965, Japanese inventor Seiichi Miyake came up with the first of his 'braille blocks'. They are designed

to safely direct visually impaired people along paths and to warn them of crossings and barriers. Japan introduced these tactile paving slabs at railway stations, then along city streets. Now they are used by countries around the world.

### >ACTIVITY<

Watch curator Brendan Cormier talking about the Tactile Paving Slab on our website.

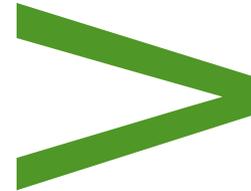
Take a walk around your local area. How many of these paving slabs can you feel under your feet? As you walk around, think about how moving around your local area could be improved for people who are visually impaired or blind.





Road sign, designed by Jock Kinneir and Margaret Calvert. Steel (or aluminium) coated with adhesive plastics. © Ian Francis, iStock Photo

## > A NEW ROAD SIGN DESIGN



### ROAD SIGN

DESIGNED BY  
JOCK KINNEIR AND  
MARGARET CALVERT

Before the 1960s, British road signs did not all look the same. Over five years, graphic designers Jock Kinneir and Margaret

Calvert created a new road sign system using fonts, colours and guidelines for showing destination names, and arrows and pictograms for warnings. By 1965, signs such as this appeared on A-roads throughout the UK and the system is still in use today.

### >ACTIVITY<

Look at some road signs and maps of your local area. What do they tell us about an area? What don't they tell us?

Can you think of other things it would be useful to know if you had limited mobility?

