

Category: Social Affairs

Project: First Aid Kit

What was the challenge?

Facing the European refugee crisis in Autumn 2015, we felt the urge to get active and follow our social responsibility as a design studio. Coming to places of shelter, refugees often have the same questions regarding safety, stay and medical help. The information needs to be easily understood by people from various geographical & cultural backgrounds.

What was the solution?

After getting in touch with the Austrian Red Cross, and observing several refugee shelters in Vienna, our solution was a communication tool based on pictograms. Shortly after, the language-independent, icon-based information system FIRST AID KIT was installed in various shelters. It supports the communication process between refugees and NGOs.

The system labels infrastructure, communicates dos & don'ts and also considers ethnical differences. E.g. In the Arab World, the sign for the Red Cross is a Red Crescent. We combined both symbols, which work in either reading direction. Also quite important are the medical icons for the first diagnosis.

What was the effect?

- Open Design Tool Kit for NGOs & others
- Cultural respect expressed through signs
- A new way to represent gender

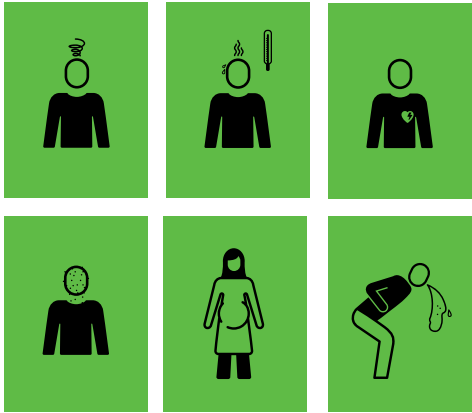
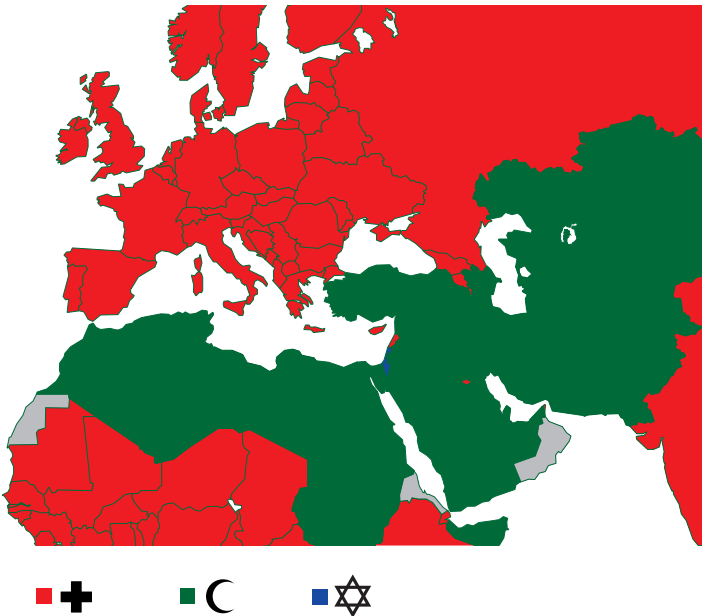
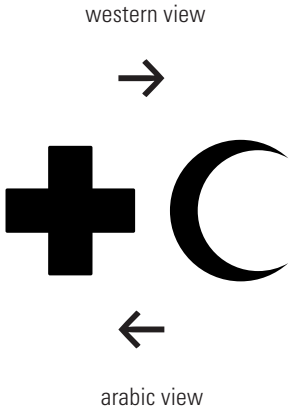
To make this voluntary initiative a true open design project, the FIRST AID KIT has turned into a package that can be freely downloaded from a homepage. Since being published in October 2015, it has been downloaded over 600 times and is in use in many places all over Europe. It also became part of the Biennale di Venezia 2016, and of exhibitions at the London Design Museum & Stedelijk Museum Amsterdam.

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representing cultural differences



medical diagnosis support



new ways of representing gender

open design tool kit



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