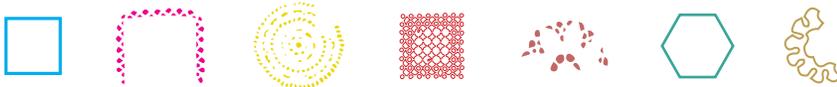


Category: **Research**

Project: **Diversity and Inclusivity by Design: Empowering Individuals**



N.B. Information graphics to assist in reading and understanding the projects within the exhibition space.

What was the challenge?

To design inclusively is to engage people deeply throughout the design process, to share practices and to amalgamate people's unique knowledge into design interventions. Our society is changing and as a result of various factors, political, economic and cultural disputes, we change the way we communicate, 'read' information and co-design.

Our research on diversity + inclusivity by Design (d+iD) investigates "what is enabled when designers design with, and for others?" We are challenging existing communication practices, to show how our information design processes could amplify, diversify and generate visual language that could inform, inspire and impact –where design acts inclusively regardless of disability, gender, ethnicity, vulnerability, language or age.

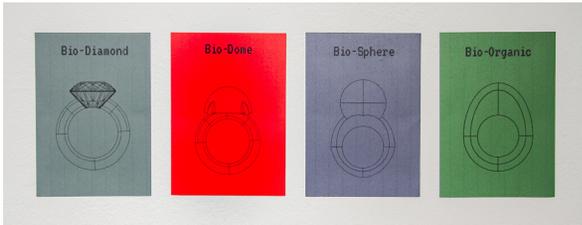
What was the solution?

In a series of co-design methodologies and participatory design workshops, we focused on enabling and empowering elements of design processes that can positively engage with marginalised groups with a focus on the divided Mediterranean island of Cyprus. Through an international exhibition, our design outputs act inclusively by creating a positive social impact. The exhibition as the solution to the challenge and its visual language has focused on developing a dialogue amongst industry experts, scholars, artists, designers and the general public for the opportunity to create a multicultural and multidisciplinary exchange of ideas. This engagement has increased the outreach of the project and demonstrated the merits of how creative user-centric processes, namely the principles of information

design, have the ability to create agency in marginalised voices. The exhibition outputs include multisensory objects to educate visitors through information design and haptic techniques addressing issues such as gender equality, political conflicts and hidden disabilities. Every exhibit informs the spectator through various materials and audiovisual methods.

This research project was co-funded by The Cyprus High Commission in London and is a collaboration with a team of designers and international creative industries.

*The team:
Hakim Ben Ahmed, Maya Angeli, Alina Dheere Babalsetsos, Alexandros Kosmidis, Dr. Anastasios Maragiannis, Maria Christina Papaleontiou, Dr. Stacey Pitsillides, Dr. Marios Psaras, Giulia Romagnoli, Mala Siamptani, Magdalene Theodorou.*



What was the effect?

The channels used for the dissemination of the research project have been multiple and far-reaching, leading to a perceptual change in how diversity and inclusivity are understood in the context of a co-design process. The distinguished London Design Festival (LDF) covered the exhibition; a nine-day event (LDF overall attracts every year approximately 580,000 people and an additional 1 million passer-by audience

from over 75 different countries). The outputs of the project are manifested in the form of an exhibition and catalogues and aimed to celebrate the works, by covering issues that extended to real-world discussions and debates regarding how design practices deal with diversity and inclusivity. The catalogue and exhibition are designed for the broad exposure and for engaging a wider multicultural audience.

Contact:

name: Dr. Anastasios Maragiannis
 company/organisation: School of Design
 University of Greenwich, d+iD
 e-mail: a.maragiannis@gre.ac.uk
 website: diversityinclusivity.design