

Method of Contextualising

 **Compack**

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V&A Museum

Now: Rapid Response Collecting

8th February 2023

Designing Communities with Empathy and Inclusivity: The Impact of Design on Our Lives

Design can really make a big difference in people's lives by creating communities that are more comfortable, convenient, and harmonious. But design can also have some negative effects on our communities if it's not done right.

For example, some designs may only reflect the viewpoints of privileged individuals, which can really hurt those who are less fortunate. This can lead to a lack of trust and disconnection between people, which ultimately harms the entire community.

That's why it's super important to approach design with empathy and inclusivity, so that everyone's needs are taken into account.



Object

Architectural Spikes (2014)

8th February 2023

A Design to Make People Uncomfortable

These Spikes made from polished steel are designed to make people uncomfortable. They have been used in public spaces to deter homeless people and other marginalized groups from resting or doing things they shouldn't.

This is an example of Hostile architecture, which can take different forms such as metal spikes, large stones, and sloping seats.



Q Would you have expected to encounter these objects in a museum setting?

Completely no. I have never imagined using these items for humans.



No, I did not expect to encounter in a museum.



Maybe, this is an iconic piece of work that clearly illustrates the horrible parts of human interaction with one another. We should be creating environments for all members of communities to thrive, feel comfortable and supported rather than the opposite.

Q How do you understand them differently in this context?

I could not understand what it was until reading the states. I feel this work has a problem in that it ignores the ethical rights of homeless people.



In this context, I understood them as examples of street furniture used in public space design and they illustrate the concept of "hostile architecture."



At first instance, this object did not get my attention. In the context of the exhibition, this object seems to be the result of humanity trying to solve an issue wrong. Wrong design to address the issue, it uncovered more issues and problems. It inspires us to philosophically enquire about its aesthetics, ethics, and politics.



Q How have the curators specifically contextualised them (through their modes of display, accompanying texts, or other gestures)?



It was next to the tube map, an example of urbanisation and being picked up as the first well-developed map in the section of 'The New City'. The tube map was the consequence of the positive side of urbanisation. On the other hand, these spikes symbolised the negative side of urbanisation.



The curators have contextualised the spikes by highlighting their use in controlling public spaces and their impact on marginalised populations such as the homeless people. There are different exhibits in this section, some symbolise the sense of community in the urban area, some of them suggest that design can also be destructive of the community.



All objects in the collection are illustrating specific issues, movements, and events of our history. This specific object represents unhelpful, hostile urban design.

Q Why were these objects included in the collection?

To convey that homelessness is a social issue that people must consider.



They were included due to their connection to the ideas about the differentiation between public and quasi-public spaces and the increased regulation of social boundaries through architectural design.



For one to visualise a complete realistic picture, the collection contains positive design objects as well as negative ones. If they would only display positive designs, they would be documenting and portraying an utopian city environment.



Q What are the stories of their acquisition?



If it is placed in front of grocery stores where homeless people prefer to sit down, stores could drive people away.



The story of its acquisition is not mentioned, but they are described as having gained notoriety in 2014 when they were photographed outside an apartment building in Southwark, London and a protest was started to remove them.



The spikes have been acquired in response to a specific issue and events of our history. They were newsworthy and they reveal truths about how we live.

Q What are their formal and material qualities, and how do these reflect broader contexts?

This work tells us about the possibility of banishing the shadowy parts of society out of our sight. I noticed that many similar cases happen in places we usually do not care about. One of the solutions to help homeless people might be to cooperate with everyone to find a way to be able to solve issues logically. For example, there are many ruins which rich people have bought for tax measures worldwide. These places should be provided to people who cannot pay rent.



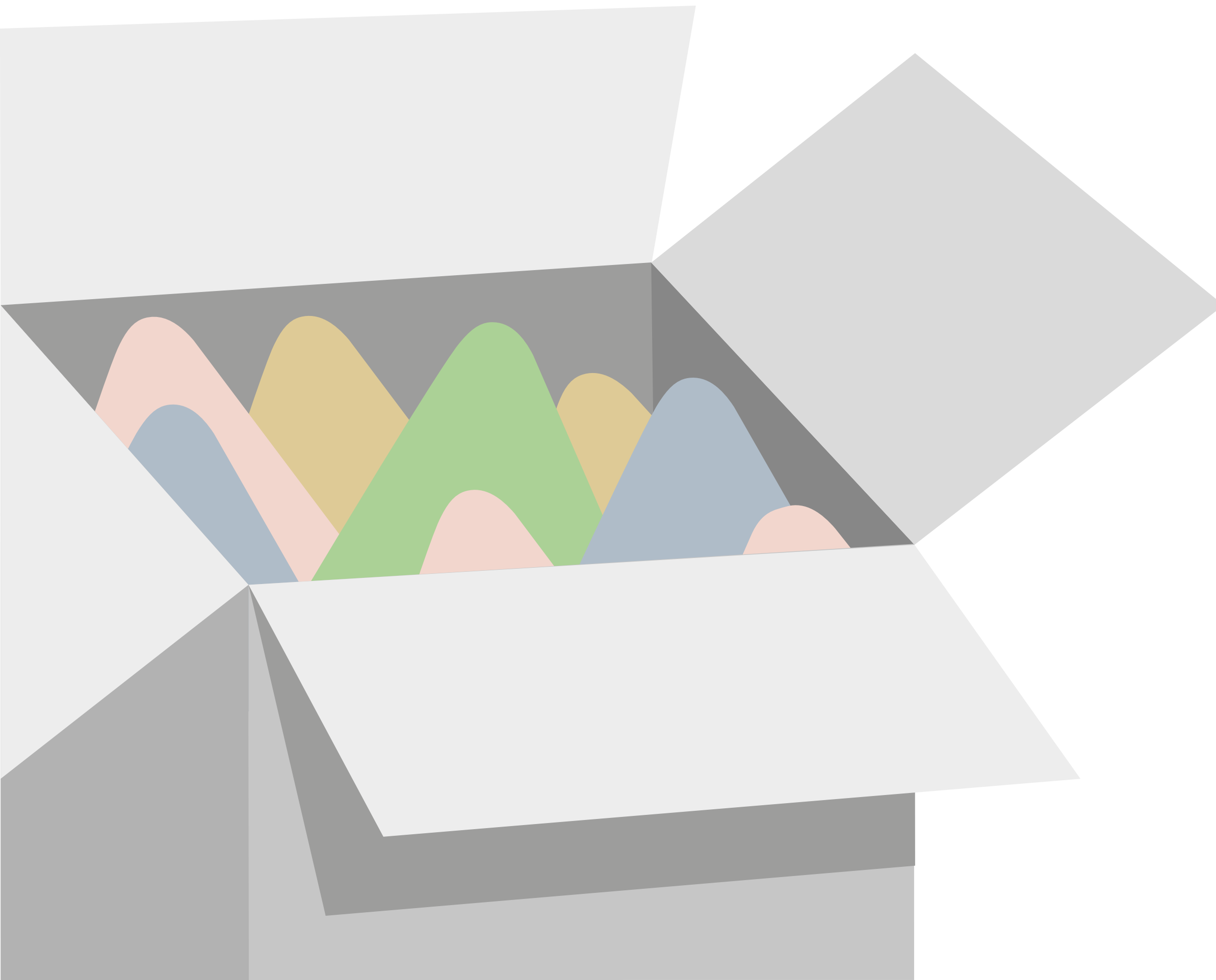
In terms of formal and material qualities, the spikes are made from cast, polished steel, with a cone shape designed to be uncomfortable to rest on and a cylinder that sits below the surface for installation. These qualities reflect the broader context of hostile architecture and the trend of using small street decor and furniture to control public spaces.



Design cannot solve some kinds of systematic problems.



What is our 'Position'?



- **As designers, we understand the impact of the architectural spike and its potential to affect us all.**
- We may not directly experience the effects of hostile design. However, as a community, we are interconnected and vulnerable to its harmful consequences. The exclusivity that underlies this type of design can permeate into other areas of our lives, which can impact us all.
- To combat this, we created a positive, inverted response to the Architectural Spikes. **As graphic designers, we are aware we can't change systematic problems, but we can use graphic design to create work that critiques and raise awareness.**
- In the design process, we sought to better understand the needs of those who may be impacted by hostile design, such as the homeless people. By doing so, we created designs that are supportive and friendly.

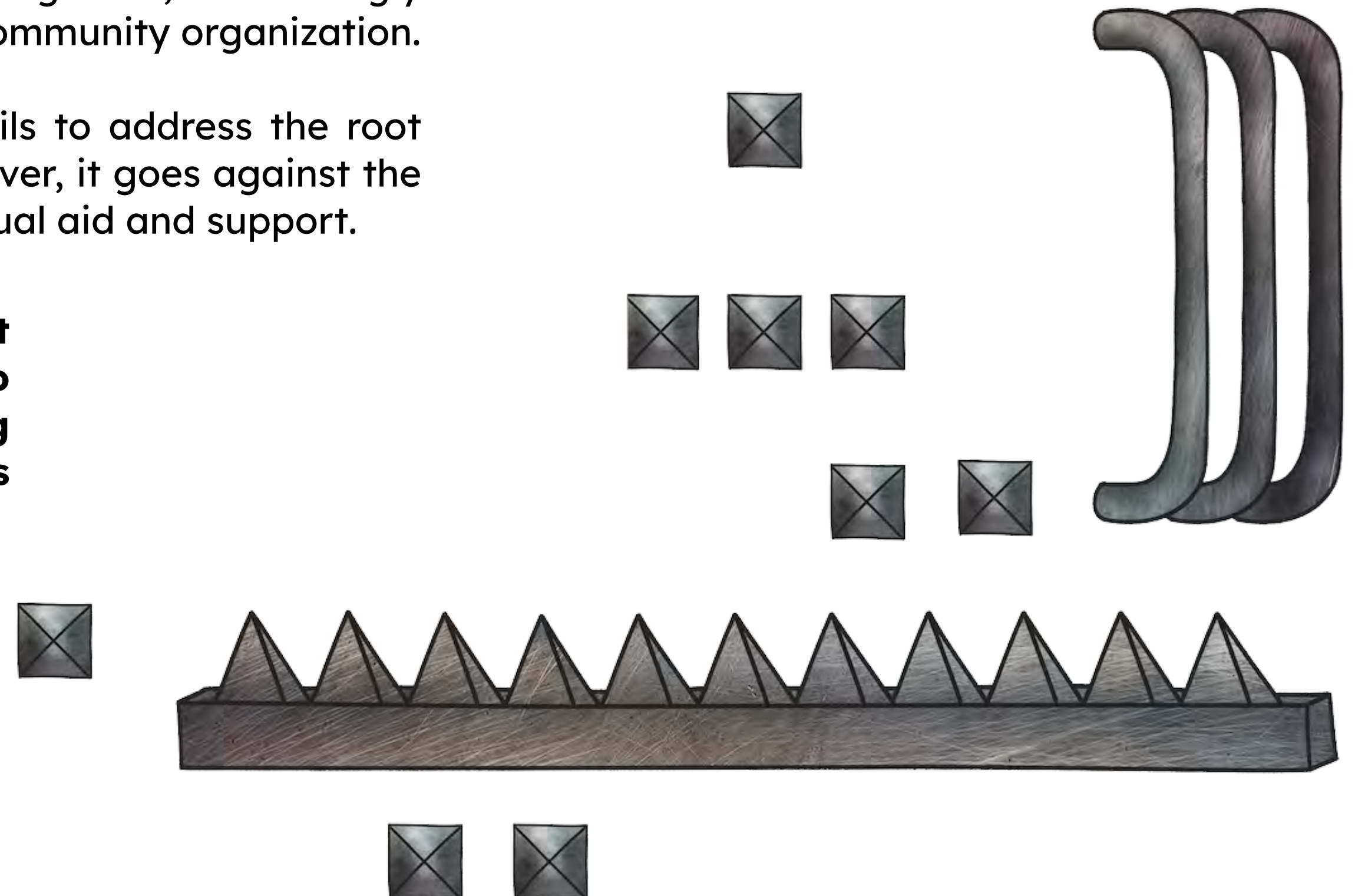
Research one: Investigating

► Challenge the Misguided Assumption

The underlying assumption behind the architectural spikes is misguided, as it wrongly assumes that driving away homeless individuals will improve community organization.

However, this approach has proven to be ineffective as it fails to address the root causes of homelessness and exacerbates related issues. Moreover, it goes against the fundamental principle of a community, which is to provide mutual aid and support.

As such, we want to propose an alternative design that challenges the notion of exclusion and instead seeks to improve the quality of life for individuals experiencing homelessness while also promoting awareness of this critical issue.



Research two: First Iteration

We looked for the positive approach through friendly illustrations and interactive elements

Purpose

By applying vibrant colors to typically hostile objects, we can challenge their original purpose and create a feeling of irony. This approach also prompts individuals to contemplate the concealed effects of such designs.

Outcome ideas

Painting colourful illustrations on roads.

Creating 3D models of hostile design objects and add interactive elements like hidden images, puzzles, or games to engage the audience and raise awareness about this issue.

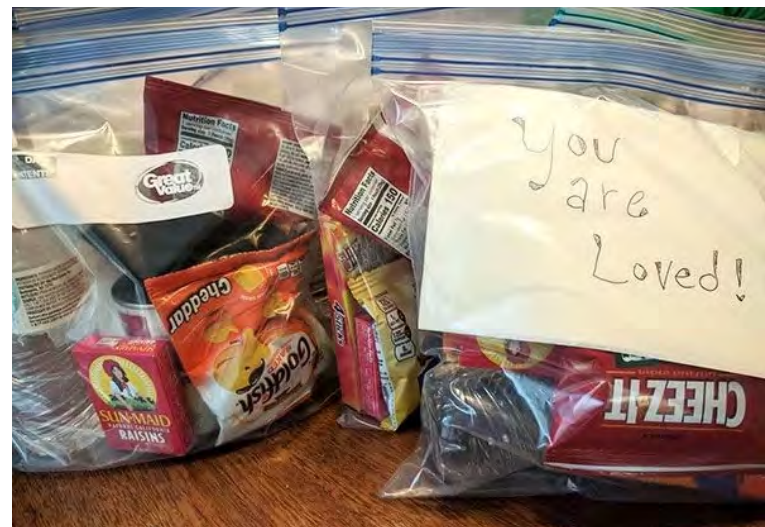


Research three: Second Iteration

A game would not solve anything as it could mask the problem and still be hostile?



▲ Lifesaving blankets



▲ Care packaging



What we reserched:

The possibility to help homeless people as a graphic designer.

Outcome ideas

Things to help the homeless, creating a map signposting shelters, creating some sort of care package.

Reference:

Making lifesaving blankets out of crisp packets

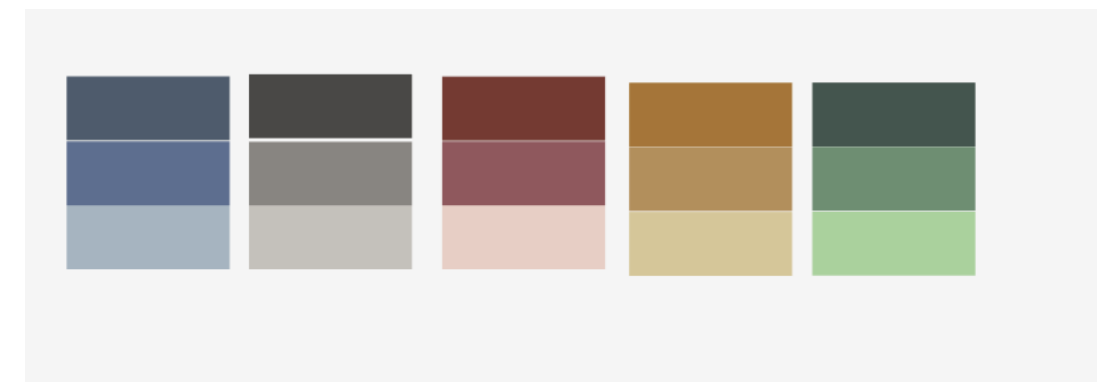
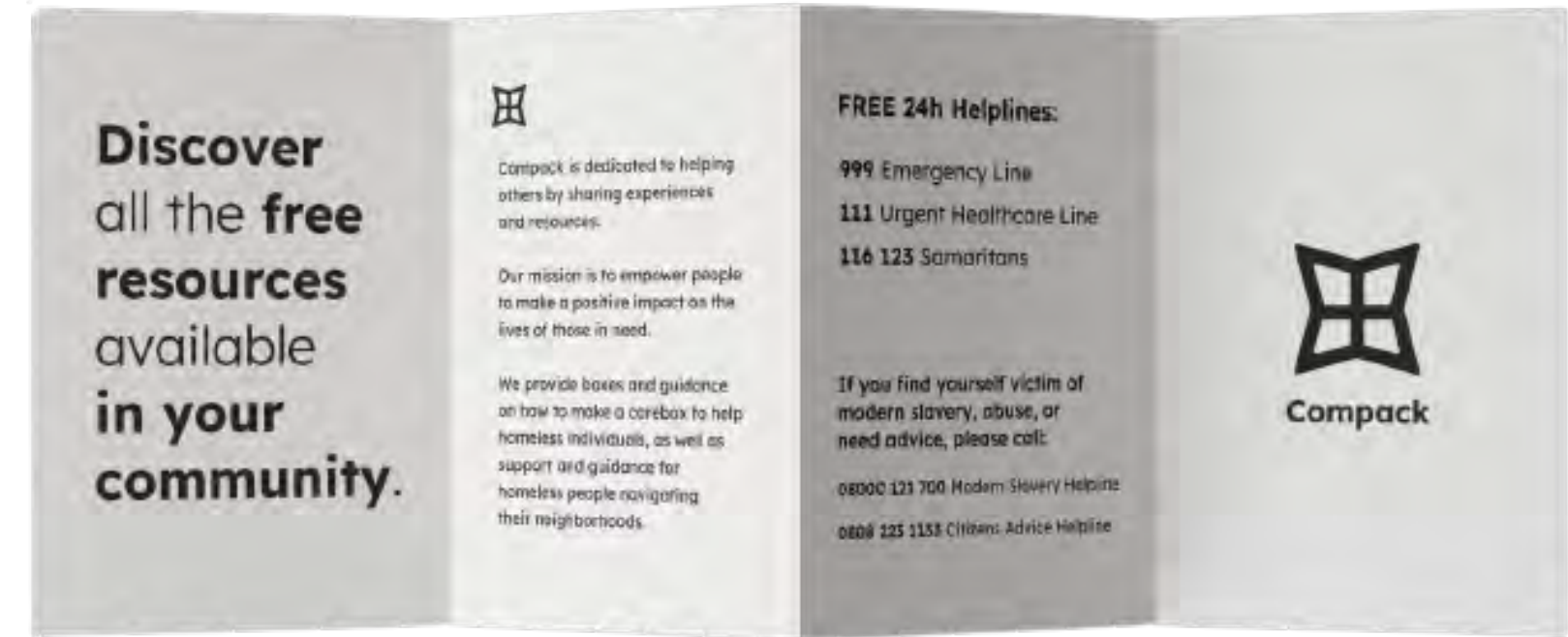
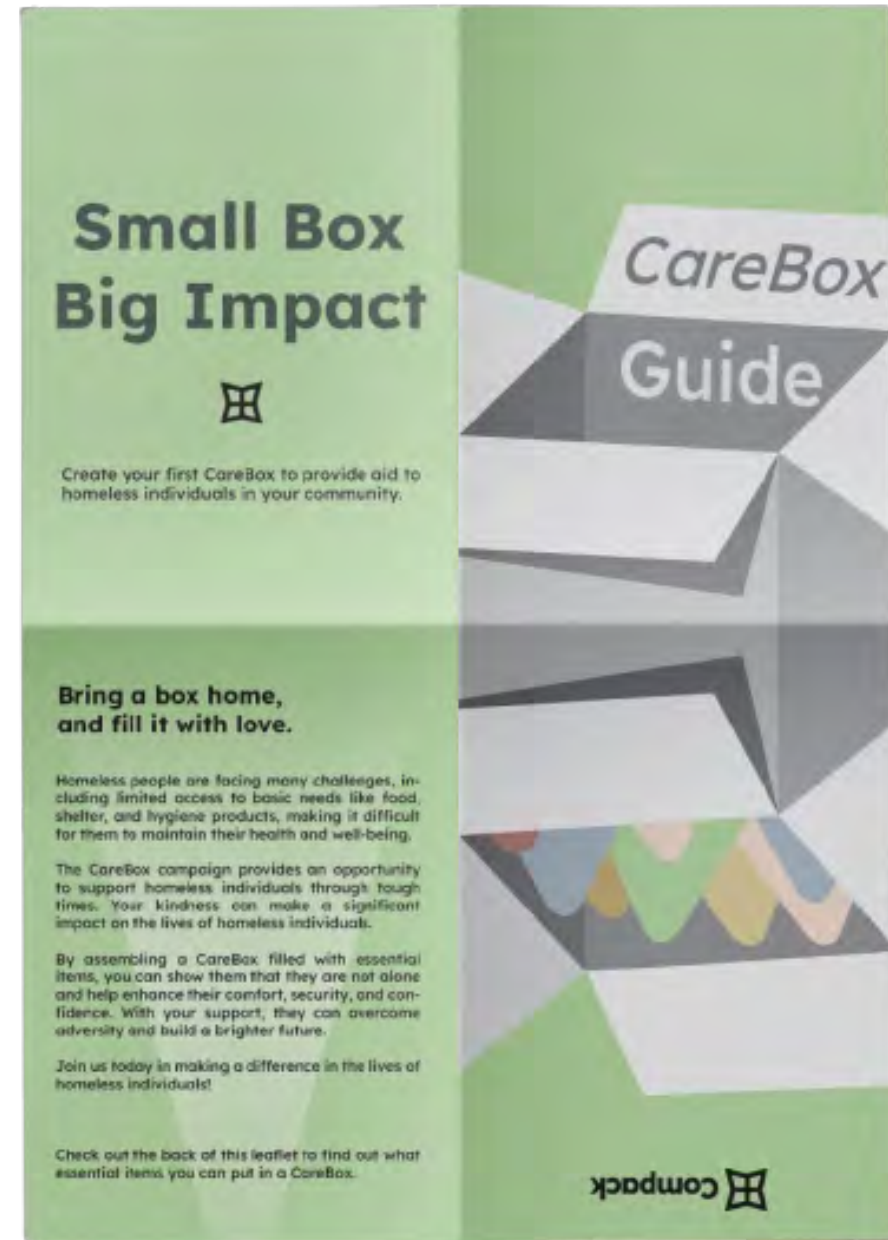
<https://www.kcl.ac.uk/making-lifesaving-blankets-out-of-crisp-packets>

How to Put Together a Care Package for the Homeless

<https://www.fredvictor.org/2020/01/07/how-to-put-together-a-care-package-for-the-homeless/>

How to make Homeless Care Kits that ACTUALLY help

<https://allgiftsconsidered.com/how-to-make-homeless-care-kits-that-actually-help/>

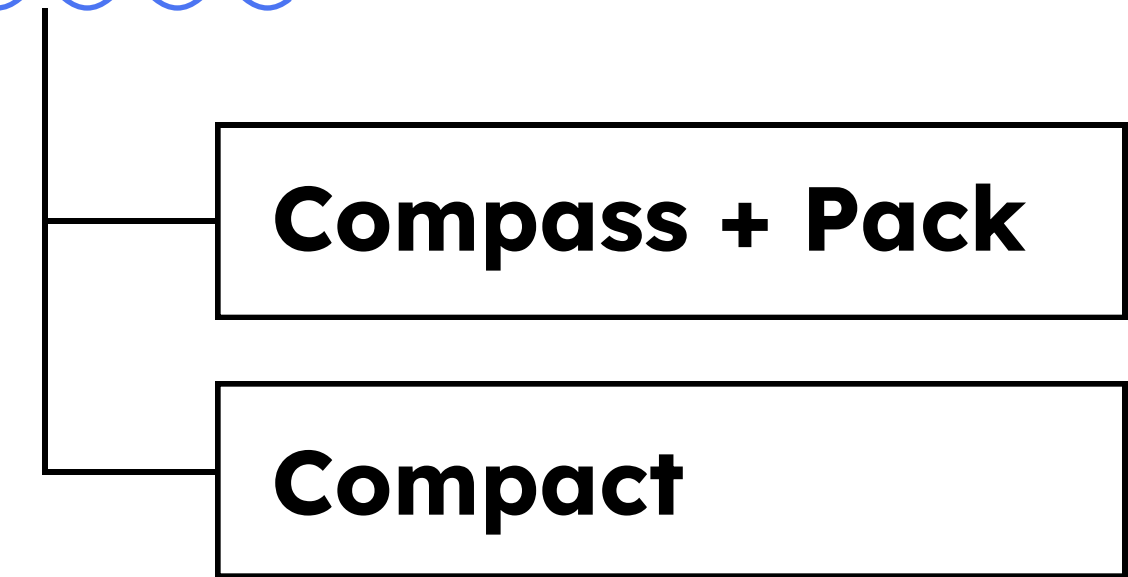


Visual Identity

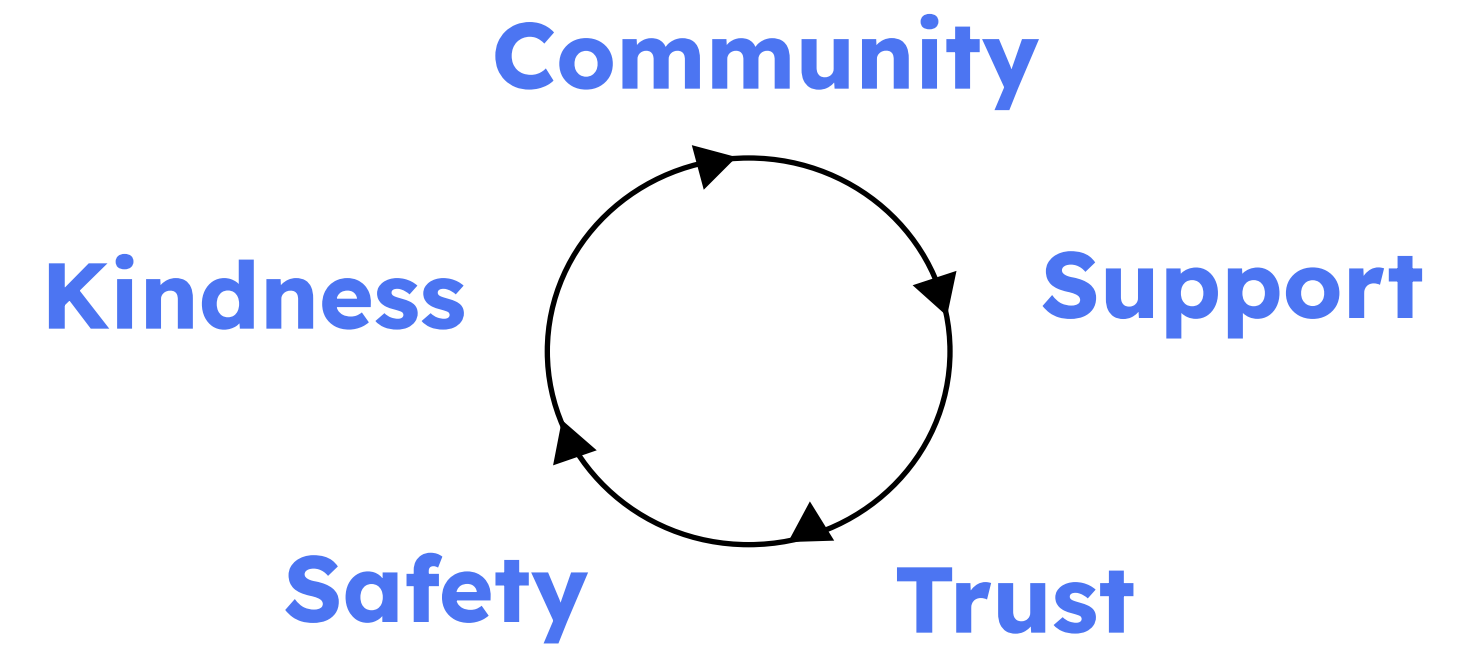


Small box, Big impact.
Help us support the homeless community.

What is Compack ?



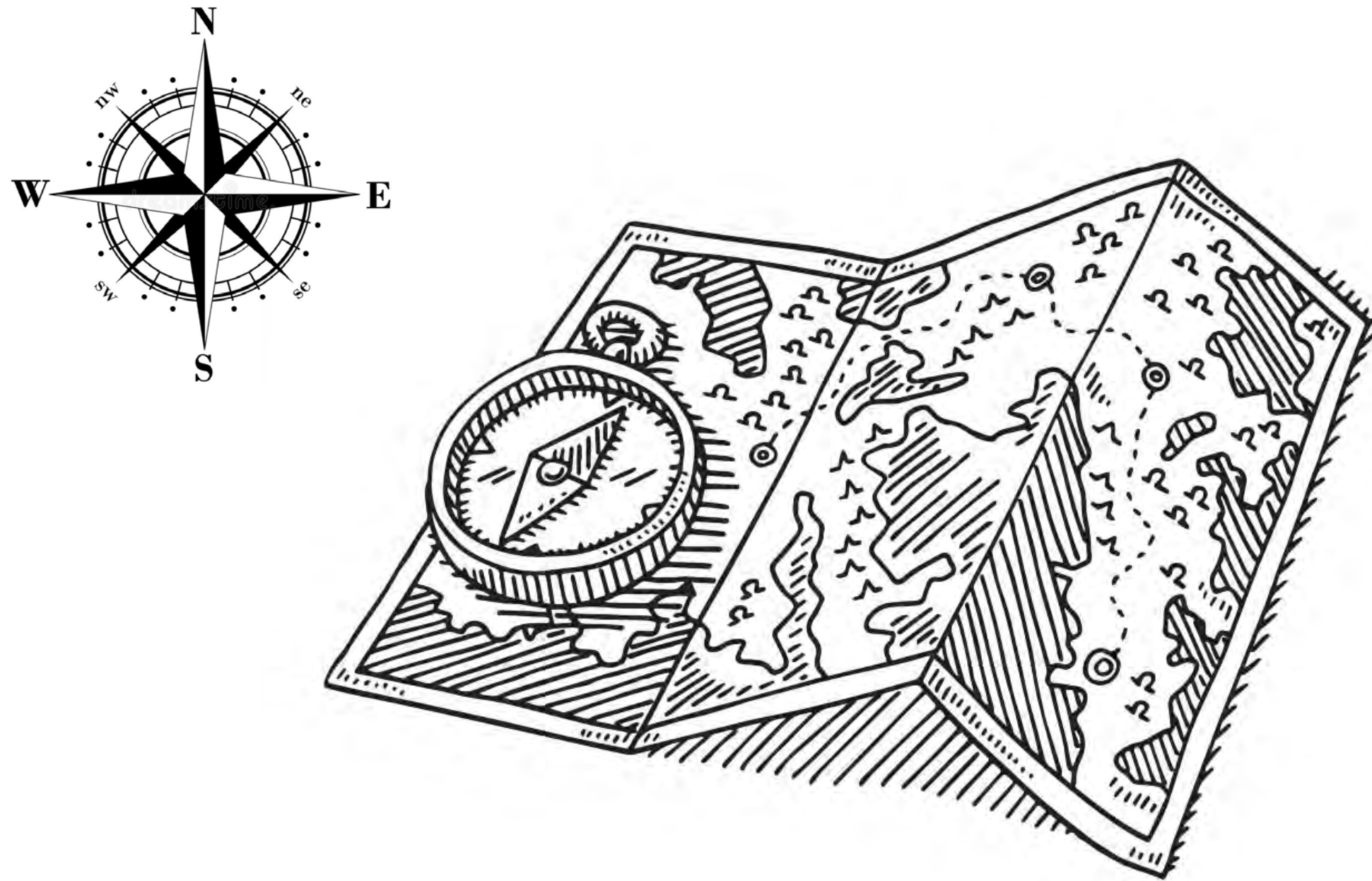
Key words:



Each keyword influences each other to create a virtuous circle

Visual Identity

Compack



The visual idea of the logo.

- The logo concept incorporates the spike to form a compass, symbolizing guidance and direction for the homeless. Our aim is to provide essential items and information to empower the homeless to seek support and necessities, thereby enabling them to navigate their lives with greater security and direction within their community.
- Moreover, the compass also represents guiding ordinary citizen to understand and prepare essential items for the homeless. Often, people desire to assist the homeless, but lack the perspective of those living on the streets. Educating people on how to help the homeless is critical to empowering them to lend their support.

Concept



Take a box home, and fill it with love

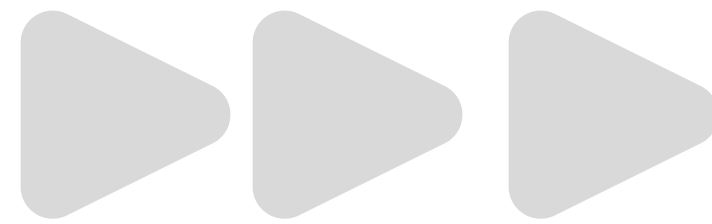
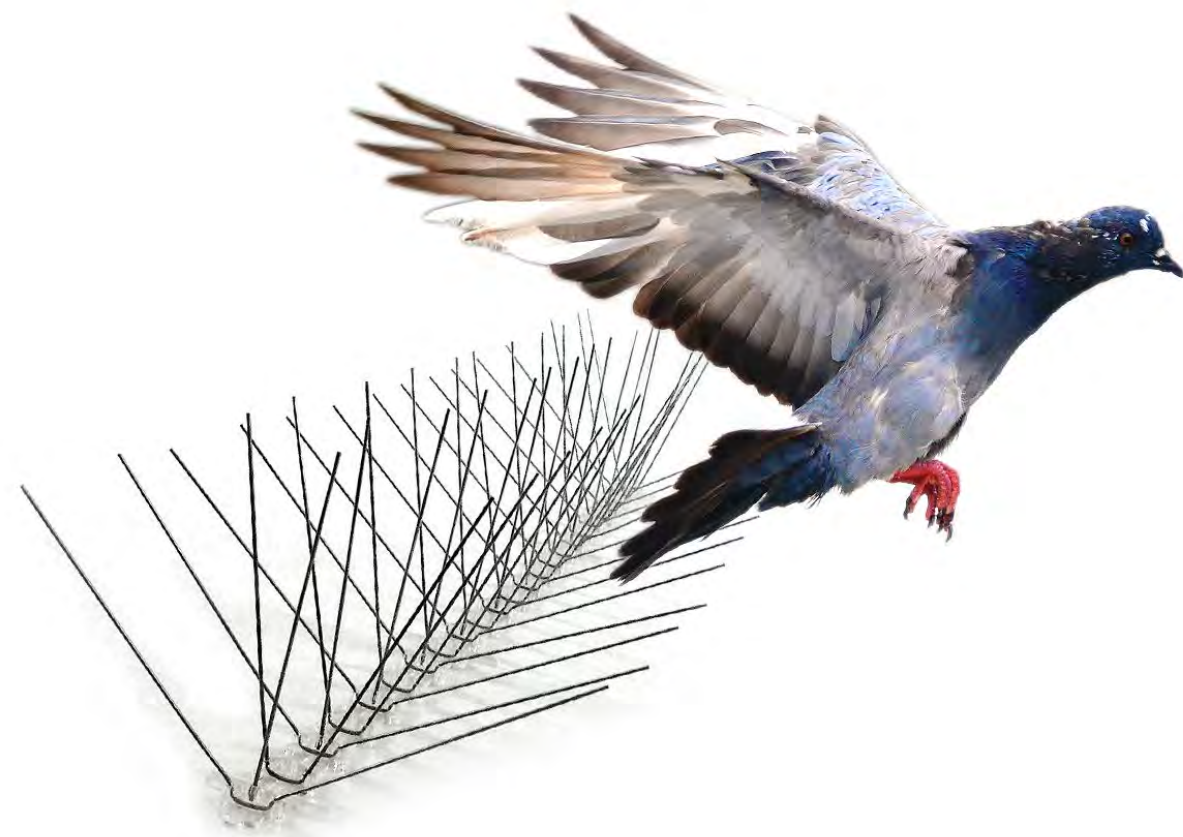
- Compack is a campaign aimed at providing homelessness individuals with essential items to support their living. The CareBox includes a selection of canned food, reusable items, hygiene products, weekly vouchers, and leaflets on local resources for support.
- To create these CareBoxes, we aim to call on members of our community to participate by taking an empty box home and following our detailed instructions on how to properly fill it. By doing so, individuals can gain a better understanding of how they can make a positive impact in the lives of those facing hardship.

Research four: Final Iteration

As a graphic designer, what can we do for the homelessness issue?

Design for...

- ✗ **Exclusion**
- ✗ **Boundary**

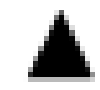


Design for...

- ✓ **Inclusion**
- ✓ **Awareness**



Design methods :



Via

methods of
investigating, we
drew on the concept
idea of the campaign.



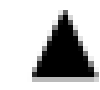
Via

methods of
cataloguing, we
catalogued items
and resources to share.



Via

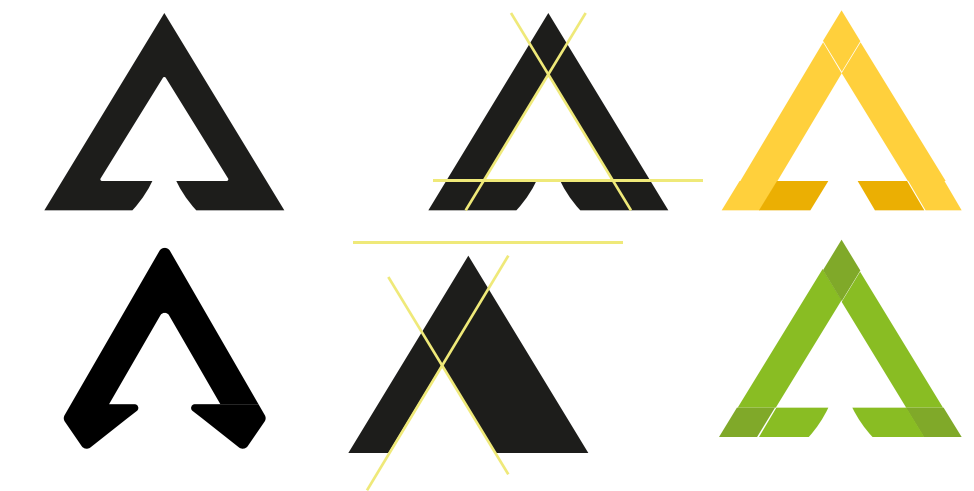
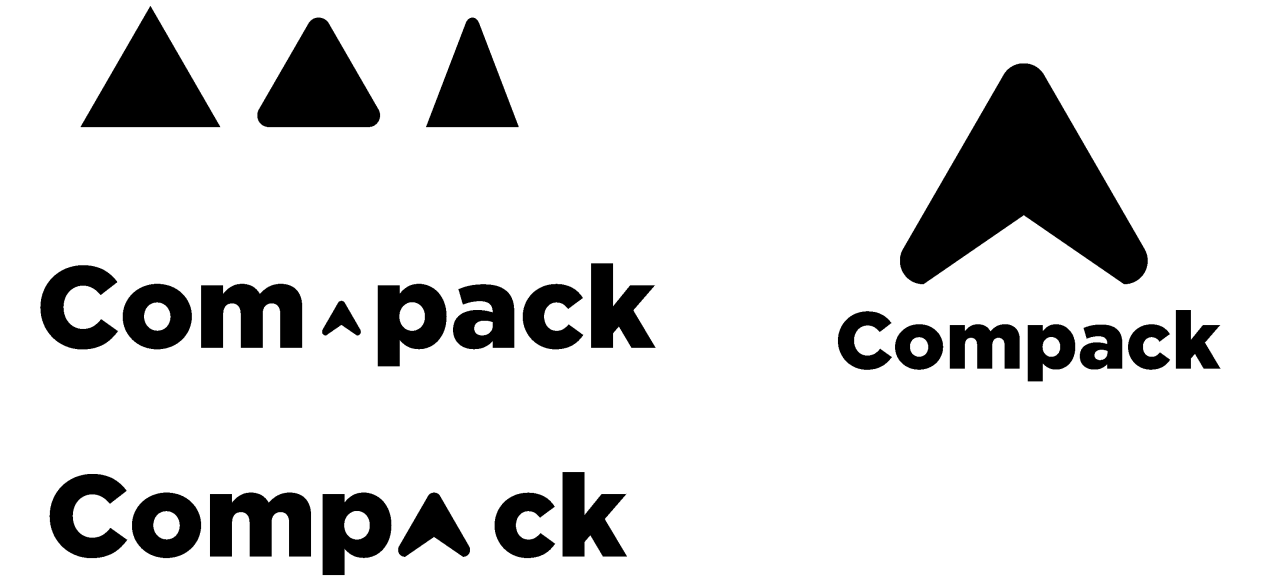
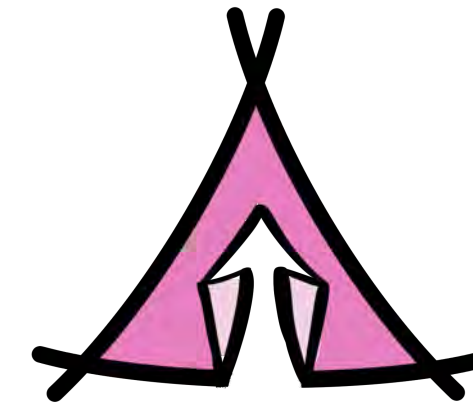
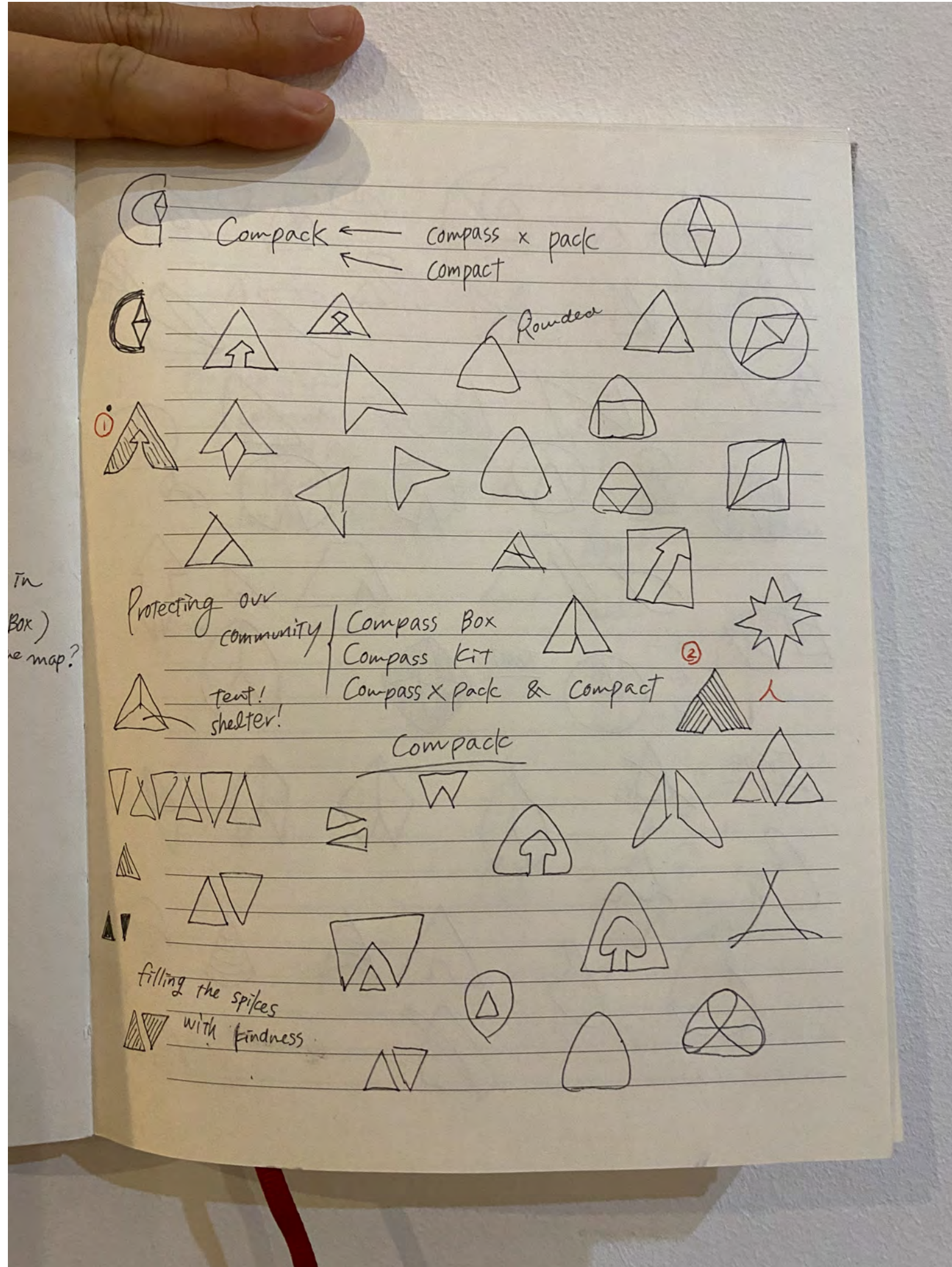
methods of
translating, we
transformed the
spikes visual meaning.



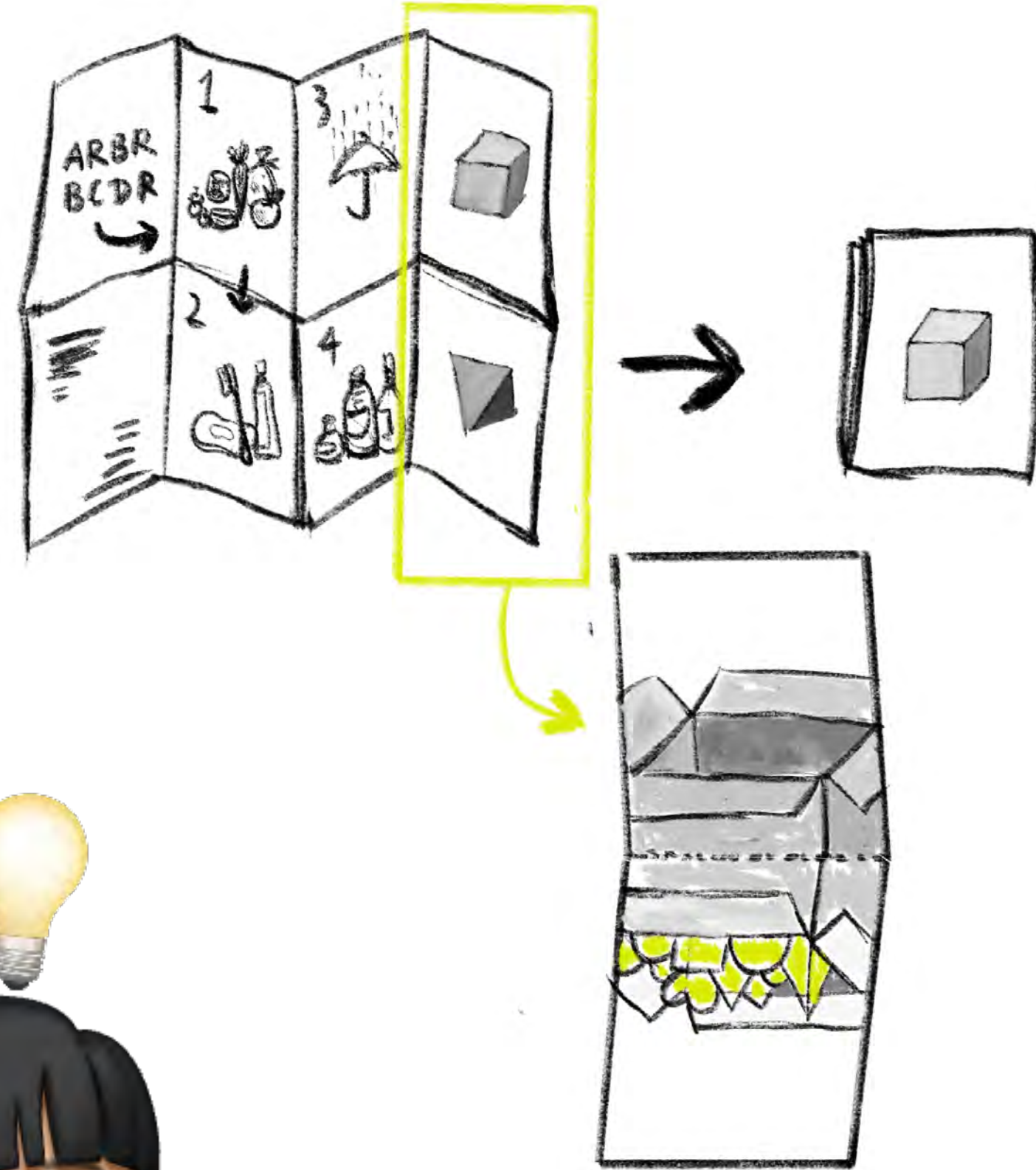
Via

methods of
iterating, we
designed a variety
of campaign elements.

Design : Logo Iterations



Design : First Steps Leaflet



METHOD OF CATALOGING

Items that can be included in a Compact care box for homeless people:

FOOD ITEMS

Non-Perishable consumables such are:

- Canned foods
- Instant food packets
- Snack bars
- Biscuits
- Gift cards or coupons

WEATHER PROTECTION

Clothing for different weather such are:

- Sunscreen
- Lip balm
- Hats
- Gloves
- Socks
- Scarves
- Blanket
- Rain Poncho
- Umbrella

HYGIENE ITEMS

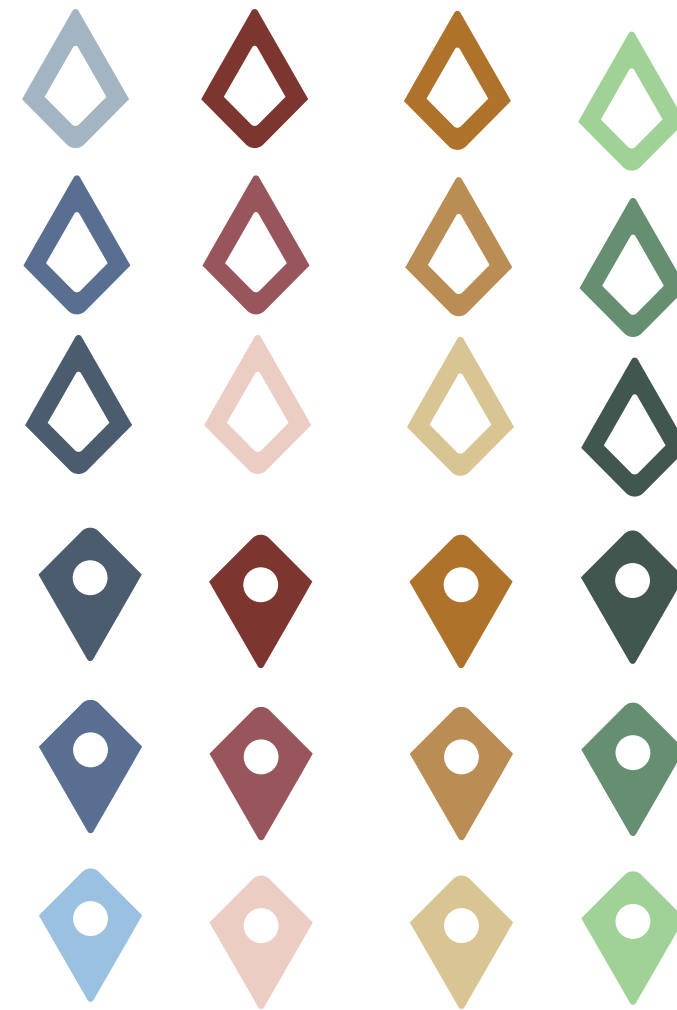
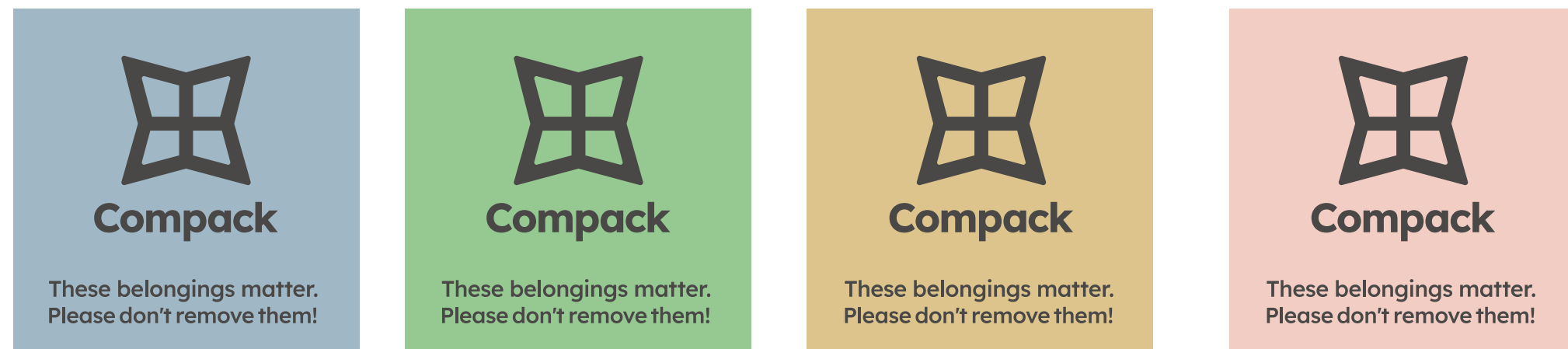
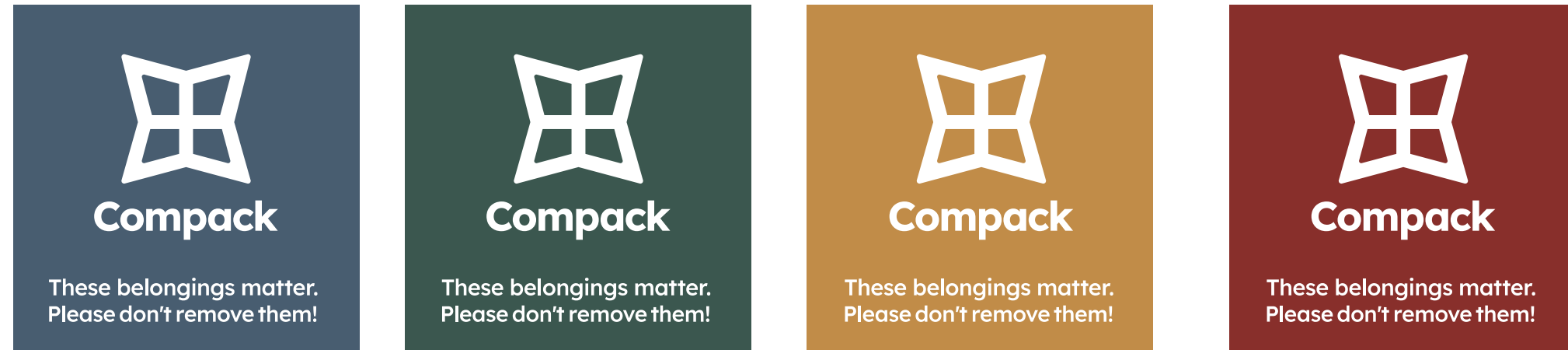
Toiletries such are:

- Toothbrush
- Toothpaste
- Soap
- Deodorant
- Sanitary pads
- Tampons
- Wet Wipes
- Hand Sanitizer
- Band-aids
- Antiseptic wipes

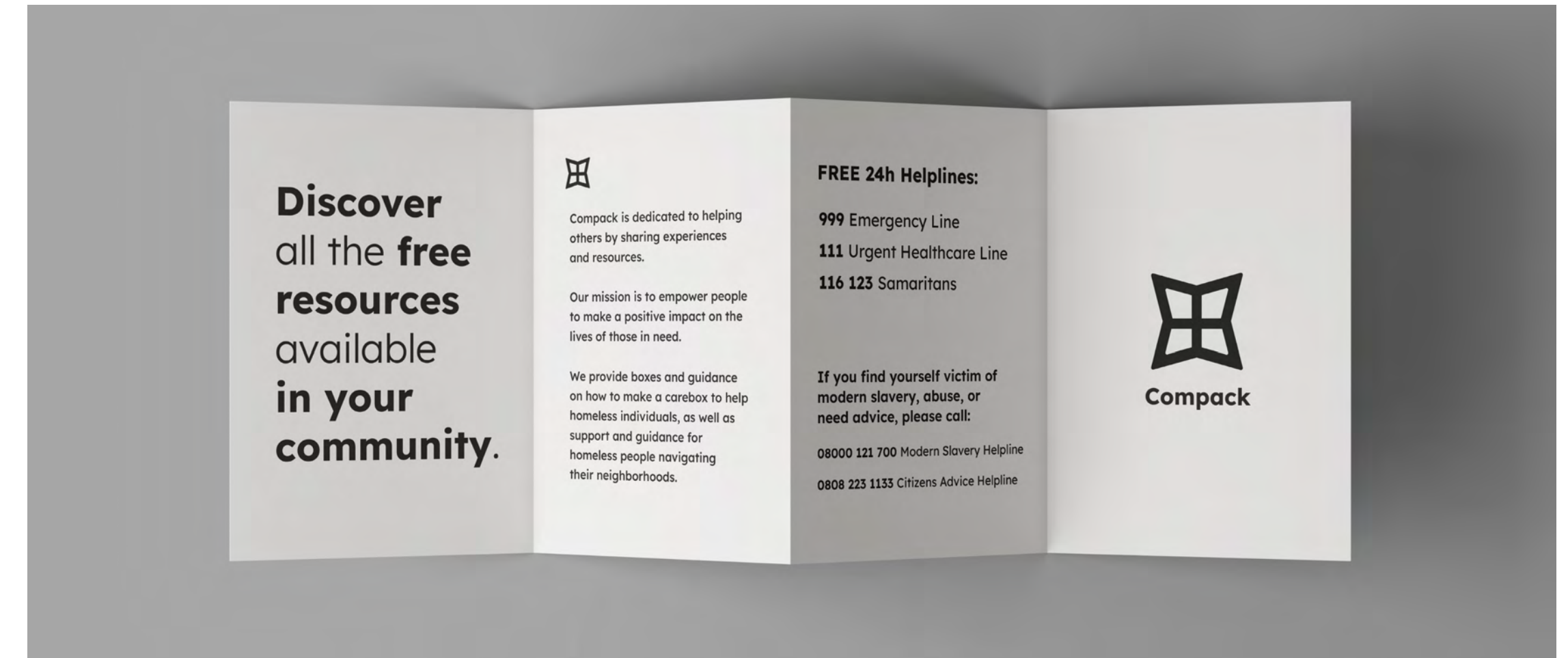
REUSABLE ITEMS

- Water bottle or cup
- Foil blanket
- Flash light

Discarded Iterations



Leaflet for homelessness

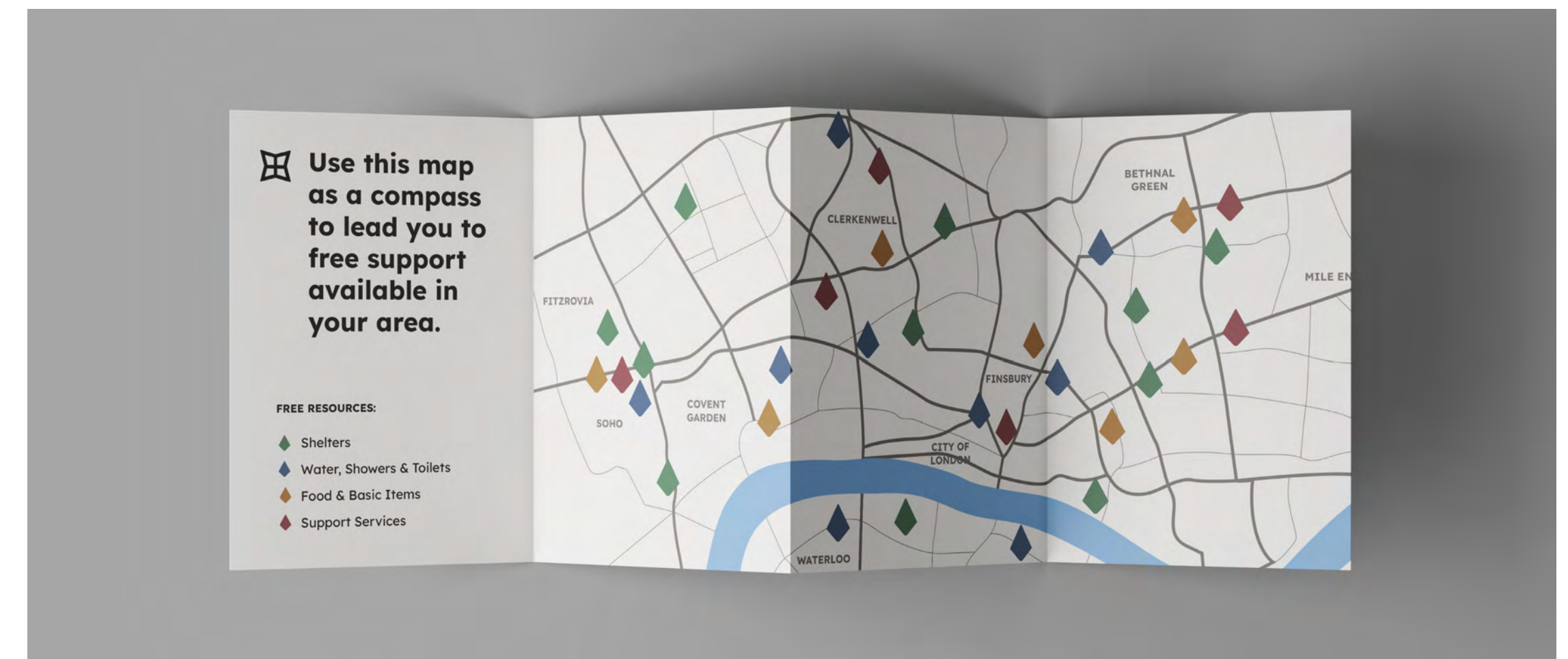


Function:

Showing a map and right information for homeless people to get free resources and support.

Purpose:

There are many organisations for homeless people. It is a platform for connecting homeless people to organisations.



Stickers

Function:

Tell people through stickers that homeless's belongings are not trash, especially when they leave the place with their belongings.

Purpose:

Communicate the homeless issue to society through a distinctive spike-shaped sticker.



Voucher ticket

Function:

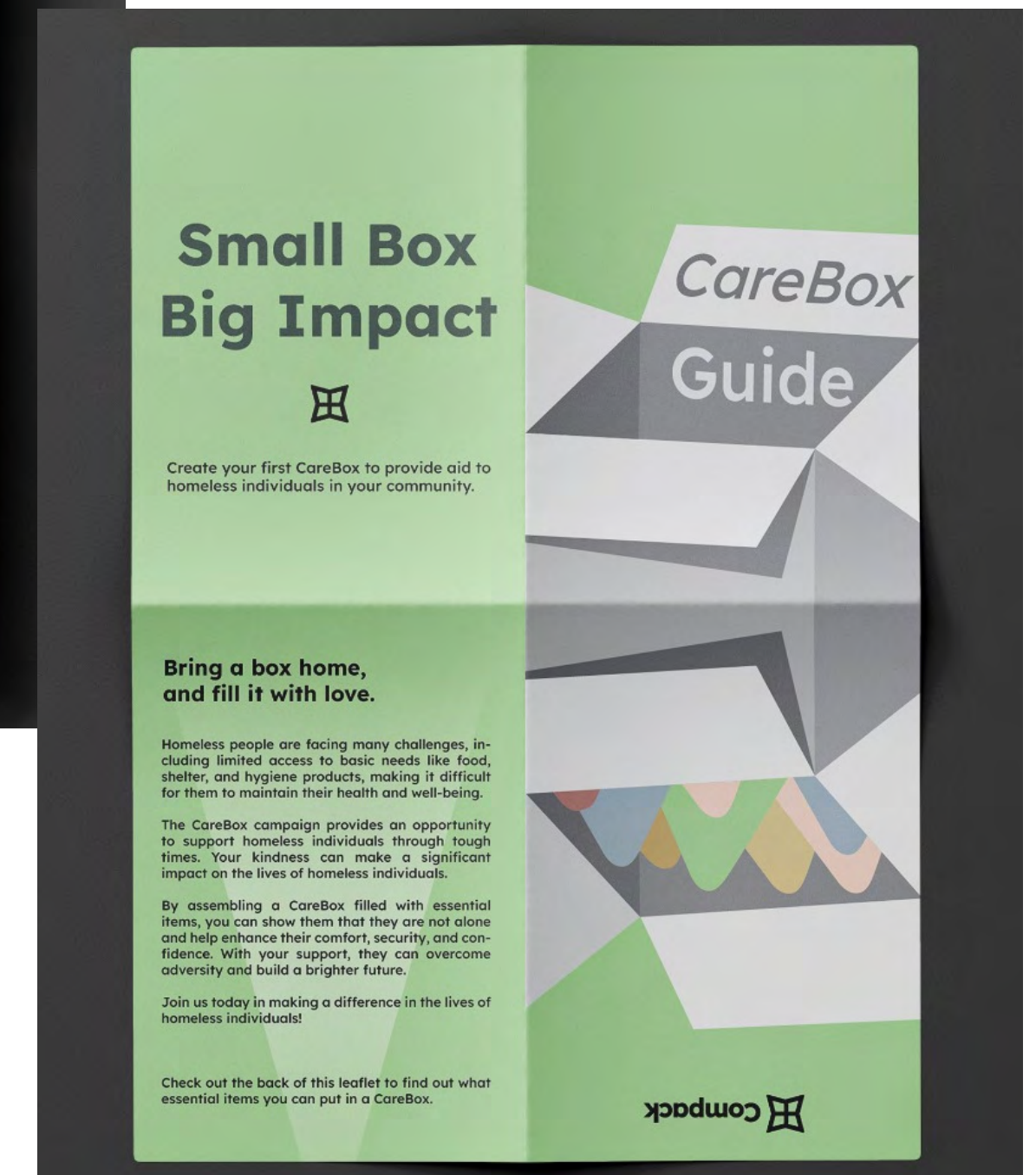
Providing free services to the homeless.

Purpose:

Giving tickets instead of giving money gives you assurance that your donation will be surely used for their life.



Leaflet for Citizens



Function:

It's a tool that allows you to learn how to support homeless people

Purpose:

Prevent miscommunication by giving a list of items that actually help homeless people.

THANK YOU!

