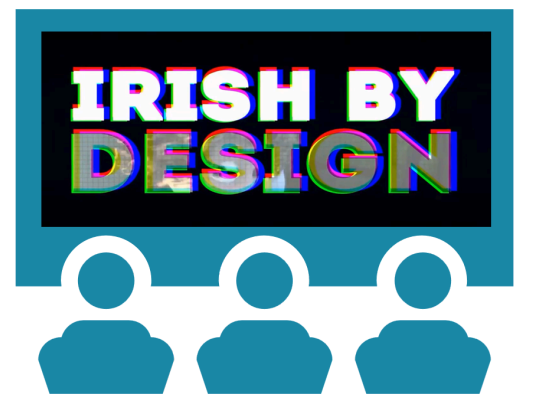


Transcript: Irish By Design



00:01 Design is ubiquitous, design is everything around us.

00:07 I do believe design can help make a better world, I know that sounds incredibly grandiose.

00:14 But I know it from experience of applying design, good design practice, to really really tough situations.

00:24 I think what's really important is that designers, they are engaged in a wider discourse

00:28 about the type of society that we want. What are the type of values that they have.

00:32 Because ultimately, they are baking those type of values into their designs.

00:36 Whether that's a design of a poster or a magazine or a chair or a table or a public service.

00:47 There's fashion design and graphic design and product design and interiors.

00:51 But really design comes into everything.

00:54 I don't care if you're working class or upper class, design is not something that is culturally distinct on that grounds.

01:01 Everybody experiences design.

01:16 I think that's one of the biggest challenges we have in Ireland is to get over the idea that design equals craft.

01:22 We need to expand the range when we talk about design,

01:24 we should demystify it and most of all we should plug it into other contexts where it has value.

01:30 It's always design and something and it's that kind of combination of design plus other disciplines,

01:34 that's where actual value is being created.

01:38 Design is really important to the healthcare, how the environment can help to support either the patient to get better or an anxious family, or indeed a staff member

01:43 When you consider any person's interaction with the hospital it's quite a scary thing, so you have to put yourself in the

01:55 position of the person and you have to design the experience for them so that they are put at their ease

02:00 and that it can be as pleasant as possible.

02:06 Say if somebody is going to be checking into the outpatient's department, you'd be looking at the way finding,

02:12 you'd be looking at the letter of appointment that they are going to get. As well as when they come to the building, and

02:16 they go up the escalator and access whatever place they are going to. You'll actually consider when planning the physical

02:23 environment, you'll consider the whole experience of the person. From the art on the walls, down to the light

02:27 that's coming in, what they hear, what they see, what they even smell.

02:31 All of the sense can be utilised to actually improve the patient and get them better quicker.

02:43 But the design point of view says you actually start from people,

02:46 and you actually go out into the world and understand their daily lived experience.

02:58 Design is optimistic because, it knows that there is a solution.

03:03 We just have to work through the problem.

03:05 And it sets out a structured systematic way of working through that problem.

03:14 Design has umm, about agency, that I have agency in the world, that I am able to create and co-create with others,

03:21 and I am able to shape the world around me and shape how I want the world to be.

03:25 For me that's the value of design, and I think that's particularly important in Irish society at the moment.

