

# P I D

# PUBLIC INTEREST DESIGN

APRIL 18 + 19, 2014  
ECOLE SPÉCIAL D'ARCHITECTURE  
PARIS, FRANCE

global

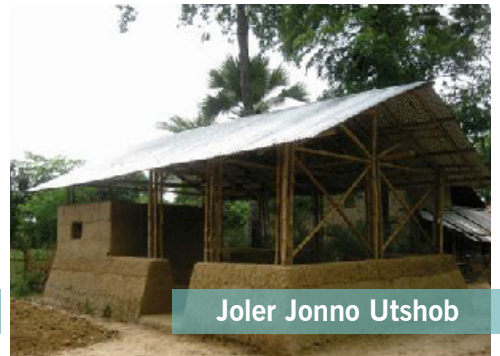
## PUBLIC INTEREST DESIGN - GLOBAL PROJECT WINNERS



Can City



Comunidad Ecologica



Joler Jonno Utshob



TAEQ Green Building Headquarters



Umusozi Ukiza "Healing Hill"



Walk [Your City]

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## ABOUT PUBLIC INTEREST DESIGN GLOBAL

Public Interest Design — Global is an opportunity to discuss the emerging practice of designing for social impact and how best to radically increase the value of design for the public good. Governments and corporations have begun to recognize that design can be a tool for democratic decision making, empowerment and engagement. While inclusive design practices worldwide are beginning to help communities use design to address their most critical issues and define resilient futures as they see fit, built environment professionals still remain at the margins of these lively debates and initiatives.

The two-day symposium will provide participants from a wide range of international expertise—architects, agronomists, conservation ecologists, business, economists, public health officials, members of government—with a chance to study how design can add value and momentum as communities tackle myriad problems. Design can help defend equity by bringing creative solutions to real priorities, but only if we work in extraordinary interdisciplinary teams and across networks. It's also high time we better articulate clear career paths for young public interest designers.

### Public Interest Design - Global Project Winners

- Can City – Sao Paulo, Brazil
- Comunidad Ecologica Saludable [Healthy Ecological Community] – Lima, Peru
- Joler Jonno Utshob – A Dug Well Pavilion - Tetulia, Sapahar, Naogaon, Bangladesh
- TAEQ Green Building Headquarters – Sakhnin, Israel
- Umusozi Ukiza “Healing Hill” – Butaro Doctor Housing – Butaro, Burera District, Rwanda
- Walk [Your City] – Raleigh, North Carolina



PROJECT OVERVIEWS



Can City

**CAN CITY**

**Location:** Sao Paulo, Brazil

**Issues:** Local Identity, Employment, Environmental Sustainability

**Summary:** Can City is a mobile aluminum foundry that melts cans collected on the streets of Sao Paulo to cast new products. The project has been initiated in the largest city in Brazil as a self sustaining system that creates employment and additional income for Catadores- waste collectors who pull carts by hand collecting waste materials to sell at scrap yards. Over 80% of recycling in Brazil is done by independent waste collectors Catadores.



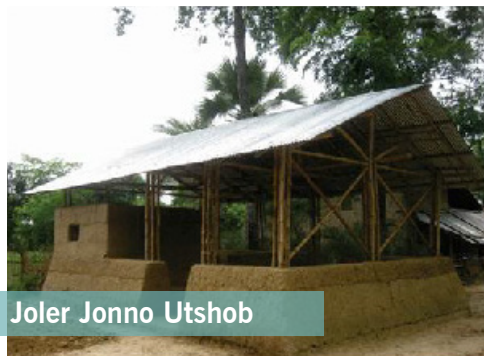
Comunidad Ecologica

**COMUNIDAD ECOLOGICA SALUDABLE**

**Location:** Location: Puente Piedra, Lima, Peru

**Issues:** Empowerment, Green Gardening, Health and Wellbeing, Food and Water Security, Access to Nature

**Summary:** Over 3 million people in Lima live in informal urban 'slums'. Lomas de Zapallal (LdZ) is one such settlement in Northern Lima. It has a population of 27,000 and is divided into 19 neighborhoods. The Comunidad Ecologica Saludable (CES) (Healthy Ecological Community) program is providing residents of Eliseo Collazos (EC). The project involves the design and implementation of 29 home gardens in EC. The FC project involves the investigation of fog water as an alternative water resource for drinking, household use and the irrigation of home gardens, community parks and reforestation.



Joler Jonno Utshob

**JOLER JONNO UTSHOB – A DUG WELL PAVILION**

**Location:** Tetulia, Sapahar, Naogaon, Bangladesh

**Issues:** Gathering Spaces, Water, Water Access, Sanitation

**Summary:** Joler Jonno Utshob – A Dug Well Pavilion provides an integral community space for gathering, shelter from the strong sun, access to potable water and a bathing facility for women. Constructed of mud, bamboo, corrugated iron sheet, broken clay tiles, lime and brick shurki, the project takes into consideration the ecologically fragile ecosystem of the site.



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## PROJECT OVERVIEWS



TAEQ Green Building Headquarters

### TAEQ GREEN BUILDING HEADQUARTERS

**Location:** Sakhnin, Israel

**Issues:** Cultural Heritage, Local Identity, Job Training, Environmental Education, Green Energy

**Summary:** The Towns Association for Environmental Quality (TAEQ) Green Building, located in Sakhnin, is home to the first environmental organization to arise out of Israel's minority Arab sector, which comprises 20% of the total population of the country. TAEQ is a municipal collaborative that organizes funds and resources from the six participating Arab municipalities for social, environmental, and economic development.



Umusozi Ukiza "Healing Hill"

### UMUSOZI UKIZA "HEALING HILL"

**Location:** Butaro, Burera District, Rwanda

**Issues:** Health, Local Sources, Job Training, Economic Development

**Summary:** Located on an adjacent site to the Butaro Hospital, the Butaro Doctors' Housing is designed to attract and retain skilled physicians at the new hospital. The construction process provided invaluable opportunities to further implement and scale MASS's on-site job training in sustainable construction for members of the community. The project is a second phase in a campus for world health, a new initiative of the Rwandan national government.



Walk [Your City]

### WALK [YOUR CITY]

**Location:** Started in Raleigh, NC

**Issues:** Civic Engagement, Health, Mobility, Smart Growth

**Summary:** Started as Walk Raleigh, now Walk [Your City] is an open-sourced "guerrilla wayfinding" project focused on helping anyone create safe and healthy walkable environments. Raleigh, NC is a rapidly growing city, older families are beginning to be displaced from downtown and new construction is forcing people to live closer together, however, there is still a prevalent driving culture. Walk Raleigh was directly targeting both citizens and municipal leaders who were overlooking the importance of establishing a culture of walkability.



## MODERATORS



### CINDY COOPER

**Co-founder and Director, Impact Entrepreneurs, Portland State University**  
**Co-founder and Advisor, Speak Shop**

Cindy Cooper is Co-founder and Director of Portland State University's Impact Entrepreneurs, a suite of educational, incubation and training programs that are unleashing the power of business for social impact locally and globally. An Ashoka U Change Leader, Cindy led the effort to garner PSU's prestigious designation as an Ashoka U Changemaker Campus. Cindy founded Impact Entrepreneurs' Social Innovation Incubator, named by Fast Company Magazine as one of "America's 51 bold and brilliant ideas to enrich our cities and our lives" and teaches entrepreneurship and social entrepreneurship at undergraduate and graduate levels. She received a Global MBA from Thunderbird Graduate School of Business with distinguished honors and a BA in Psychology/Spanish summa cum laude from Claremont McKenna College.



### SALMA SAMAR DAMLUJI

**Professor, American University of Beirut**  
**Chief Architect & Founder, DAW'AN MUD BRICK ARCHITECTURE FOUNDATION**

Salma is the Chief Architect and Founder of The Daw'an Mud Brick Architecture Foundation working on an architectural rehabilitation site at Masna'at 'Urah in Daw'an, Yemen. She is the recipient of the Global Award For Sustainable Architecture 2012, Paris The Locus. Prior to this she was Director of the Technical Office of The Chairman of The Works Department in Abu Dhabi when she invited international architects and artists (including Renzo Piano, Jean Nouvel, Herzog & de Meuron, Paul Andreu, Marc Quinn and Dale Chihuly amongst many others) to work on key projects she was in charge of, including the Abu Dhabi Grand Mosque. She received her PhD from the Royal College of Art in Architecture in 1987 and her undergraduate degree from AA School of Architecture in 1977. She began her career working with Egyptian Architect Hasan Fathy in Cairo and then worked as a Human Settlement Officer with the UN ESCWA and was involved in Bahrain, Yemen and Hadramut: the cities of Shibam and Tarim.



### RAUL PANTALEO

**Architect, studio tamassociati**

Raul is an Italian architect, born in Milan, he lives and works in Venice and Trieste. Graduated from the IUAV University of Venice. Holds an international certificate in Human Ecology attained through post-graduate studies at the University of Padua. Raul is project designer and consultant in the sectors of bio-architecture and urban re-qualification; he is currently involved in conducting laboratories in the processes of participatory and communicatory project development. In addition, he is involved with the practice of social communications and graphic design for various Public Administrations and non-profit organizations. Raul Pantaleo is one of the co-founder of "studio tamassociati", a practice which specializes in socially oriented projects in critical areas. Some of the current and completed projects include: The Salam Centre for Cardiac Surgery for the Emergency NGO in Sudan; Banca Etica (Ethic Bank) Headquarters in Padua (Italy); healthcare buildings for the Emergency NGO in Darfur, Sudan; also projects in the Central African Republic, Sierra Leon, Afghanistan and Uganda.

## MODERATORS



### JONATHAN KUNIHOLM

#### President and Founder of the Open Prosthetics Project

Captain Jonathan Kuniholm is the President and Founder of the Open Prosthetics Project, and the Founder of StumpworX, Inc., a prosthetic arm manufacturing company. Captain Kuniholm served in the United States Marine Corps from 1997 to 2006. He served as a combat engineer officer and platoon commander for the 1st Marine Division in Operation Iraqi Freedom II. In 2006, he was honorably discharged after being wounded in combat and losing his right forearm. He is a Member of the Board of the Given Limb Foundation, and is an advisor and past Chair of the Board of Able Flight. In 2009, he received the DESIGNsmith award from North Carolina State University, and received a fellowship from the National Science Foundation's Integrative Graduate Education and Research Traineeship Program in 2003. Mr. Kuniholm received an A.B. from Dartmouth College, and a B.S., M.S., and M.I.D. NCSU.

### MAGGIE STEPHENSON

Maggie Stephenson is senior technical advisor for Haiti at UN-HABITAT. From 2005 to 2011 she was based in Pakistan, where she worked with UN-HABITAT and the National Disaster Management Authority, supporting response and mitigation, based on people-centered approaches, to help the millions of people affected by natural disaster and conflict there. For the last twenty years, in Europe, Asia, and Africa, she has worked in architecture and planning education, urban government, housing and development, and post-disaster reconstruction for governments, the United Nations, nonprofits, and in the private sector.



### DEANNA VANBUREN

#### Founder and Director, FORUM Design Studio

Deanna is Founder and Director of Design Studio, in Oakland, California. At Forum, she is exploring how designing environments for the electronic gaming industry can have an impact on the public's appreciation of good design and on its demand for better quality in physical places. She is also applying design to alternative systems to incarceration, in order to create new spaces for justice that are reparative and support innovative policies in probation, incarceration and adjudication. She is a 2013 Harvard Loeb Fellow researching the impacts of art and design within the public realm. Prior to founding Forum, she was a Project Designer at Perkins+Will as well as a Project Team Leader at SMWM Architects. She holds an M.Arch from Columbia University and B.S. from UVA.



### VINAY VENKATRAMAN

#### CEO of Leapcraft

Leapcraft is a big data + design driven innovation company based in Denmark. He is trained as a product and interaction designer in India and Italy. In the past he has co-founded the Copenhagen Institute of Interaction design and the Big Data Viz academy in collaboration with Danish government agencies. He currently spends his time between creating new education curriculums, shaping policy initiatives for the Danish government and consulting large global companies on innovation around new product experiences and design strategy. He has helped shape product strategy for companies like Nokia, Intel, Novo Nordisk, Maersk line, Lufthansa Technik, Philips lighting etc. His passion lies in incubating new technology ideas, finding new models of sustainable socio-economic development using appropriate technologies. As part of this ethos he has initiated a research unit called Frugal digital (<http://frugaldigital.org/>) which strives to appropriate technology for developing economies.



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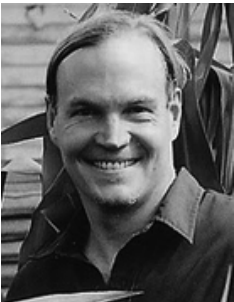
## CO-CHAIRS



### MARIE AQUILINO

**Professor, Ecole Spéciale de l'Architecture (ESA)**

Marie Aquilino is professor of architectural history at Ecole Spéciale de l'Architecture (ESA) in Paris and a specialist in contemporary urban redevelopment and risk mitigation. For the past eight years she has been giving seminars on the architect's role in disaster prevention, mitigation and sustainable recovery as a means of talking with students and professionals about architecture and social justice. Marie is also the author and editor of *Beyond Shelter: Architecture and Human Dignity* (Metropolis Press, 2011), which aims to inform, educate, and sensitize architects to the best practices of reducing disaster risk worldwide. She was recently honored by the French government with a Competences and Talents Visa to develop a program at ESA that educates and trains architecture students to work in the contexts of extreme need and crisis in the developing world. Marie is currently part of an international working group on the reconstruction of Haiti, and is a recent laureate of the Partner University Fund for her work there in Titanyen. Marie is also the co-founded Future City Lab, an international consortium of architecture schools studying the pressures on urban life. A respected specialist in post-disaster reconstruction, Marie speaks frequently at international conferences. Marie holds a Ph.D from Brown University in art and architectural history and is bilingual in French and English.



### BRYAN BELL

**Executive Director, Design Corps**

Bryan Bell, the founder of Design Corps, founder of the Public Interest Design Institute, and a co-founder of SEED. Bell has supervised the Structures for Inclusion lecture series for ten years which presents best practices in community-based design. He has published two collections of essays on the topic. Bell has lectured and taught at numerous schools including the Rural Studio with Samuel Mockbee. He has received an AIA National Honor Award in Collaborative Practice. His work has been exhibited in the Venice Biennale and the Cooper Hewitt Museum Triennial. He was a Harvard Loeb Fellow in 2010-11 and a co-recipient of the 2011 AIA Latrobe Prize which is focused on public interest design.





## SOCIAL ECONOMIC ENVIRONMENTAL DESIGN (SEED)

The SEED Network was established in October 2005, when a group of architects, designers, and other diverse experts in the public interest design movement convened for a roundtable at the Harvard Graduate School of Design. The group represented over 100 organizations, design advocates, and social activists. Their goal was to evaluate the existing social, economic, and environmental roles of architecture and design, and to strengthen those roles in low-wealth communities that struggle with a myriad of social challenges where they are needed most. The Network established a mission and set of principles as well as created an actionable tool, the SEED Evaluator, which establishes a process for public interest design projects to follow, functioning as a collaborative guide and communication tool to allow communities to define goals. The Evaluator provides for a significant involvement of the community, as public participation is an essential of public interest design. As a tool to measure results, the evaluator provides greater transparency and accountability in design projects.

### **Social, Economic, Environmental Design Mission:**

Every person should be able to live in a socially, economically and environmentally healthy community.

### **Social, Economic, Environmental Design Principles:**

**Principle 1:** Advocate with those who have a limited voice in public life.

**Principle 2:** Build structures for inclusion that engage stakeholders and allow communities to make decisions.

**Principle 3:** Promote social equality through discourse that reflects a range of values and social identities.

**Principle 4:** Generate ideas that grow from place and build local capacity.

**Principle 5:** Design to help conserve resources and minimize waste.

The SEED Evaluator was developed as an actionable tool for projects to achieve this mission and principles. It established a standard process for public interest design projects to follow and tracks the progress towards the community's goals. It functions as a collaboration guide and communication tool to allow communities to define goals and monitor the results of the project in achieving these. The Evaluator provides for a significant involvement of the community, resulting in greater transparency and accountability, and allows tracking a project through its entirety.

Completion of the SEED Evaluator can lead to SEED Certification, which evaluates, through a third-party review, the success of a design project in achieving the goals set by the community. SEED Certification has established the standard used by community organizers, leaders, designers, and funders to measure the public interest aspects of design projects.

The first educational program to use the term "public interest design" was initiated at Mississippi State University in the fall of 2010, followed by a program at the University of Texas in June of 2011. The first professional training was conducted in July of 2011 by the Public Interest Design Institute (founded 2011) and held at the Harvard Graduate School of Design.







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## SCHEDULE + REGISTRATION

### SCHEDULE

#### **Friday - April 18, 2014**

Morning Session: 9:00am to 1:00pm

Lunch: 1:00pm - 2:00pm

Afternoon Session: 2:00pm - 6:00pm

#### **Saturday - April 19, 2014**

Morning Session: 9:00am to 1:00pm

Lunch: 1:00pm - 2:00pm

Afternoon Session: 2:00pm - 6:00pm

### REGISTRATION

To register for Public Interest Design Global, please visit: [www.designcorps.org/pid-global](http://www.designcorps.org/pid-global)

Additional questions about the conference: [marie@designcorps.org](mailto:marie@designcorps.org)

### LOCATION

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