

Understanding Design
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Module - 06
Start of Section 3
Lecture - 33
Collaborating with unlikely partners

That was an interesting collaboration between people from completely different backgrounds and design sensibilities. Here the design students were exposed to a range of experts and also to people with special needs who may not have associated with any designers before.

Yes Nina, by working together individuals can contribute their best skills, while learning from other members in the team. They learned from each other by sharing information exploring options, debating the best solutions and by using their own skills. It is common to see designers teaming up with other designers or people from other disciplines; like sociology, psychology, engineering or even medicine. Whenever they need some specialized knowledge and experience. In this way designers get the perspective of someone who is fresh to the subject, while may be giving them the opportunity to learn something new as well.

Yes, design by its very nature is multidisciplinary.

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There are so many examples like this, let me tell you about a backpack that looked at the problem of heavy school bags that often children carry. In Barcelona, a stationery manufacturer Miquel Rius (Refer Time: 01:21) collaborated with the staff of a hospital to code design a backpack for children.

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It has compartments, avoiding the movement around the contents inside the backpack. This balances the weight so that the children's spine is protected; it has ergonomic and safety straps which fasten in front of the chest.

You have an example from industry.

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Of course; designers at Renault, the French automobile manufacturer teamed up with mechanical engineers, electronic engineers and chemical engineers to design a new car. They also called in doctors, skin specialist actually, from Biotherm, (Refer Time: 02:03) a maker of skincare products.

Why skin specialists?

I will tell you why, they came up with a new concept in electric cars.

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The Zoe Z E.

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The environment inside the car is controlled through new applications of technology; toxins in the air from surrounding traffic are filter out to improve the air quality for passengers.

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Noise is minimized, optimal levels of moistures are maintained using water and certain essential oils that prevents the passengers came from becoming dried out due to the air conditioning.

So, the skin specialists, and being an electric car it must be environmental friend too, those are pretty diverse sets of skills aren't they? (Refer Time: 02:53).

That is what design is all about; more and more collaborations between unlikely partners to come up with innovations. Let us watch another video and see how a contractor in an American city who was redeveloping a city block collaborated with architects, exterior designers, fabricators, visual communication designers and city officials.

Just follow the link to the next tab, to see the video.