

## Public Space Lecture 6/05

### Design as a social activity

- Sneila de Bretleville, ad for CalArts

### Safety

- ROSPA W11 Safety posters
- Abram Games
- Official H+S poster
- Judge this, book by Chip Kidd

### Recognition

- Bionazard symbol
  - meaningless but memorable
  - easy to draw with compass
  - international
  - not an object

### Clarity

- Judge this, Chip Kidd: Why do prescriptions drugs not have illustrations on the pack

### Durability

- Dieter Rams: As little design as possible

### Simplicity

- Chris Tinings, road signs, post-war

### Legibility

- Prof Phil Baines, Old signs
- John Kinnear + Margaret Calvert 1960s road signs, type, shape, function

### Wayfinding

- Barbican line
- Eric Spiekermann Amsterdam

## Visibility

- \* - London is changing, 2015 Campaign, data fed billboard

## Getting a point across

- Speakers' Corner

## Urgency

- David Wojnarowicz, Aids jacket

## Workshops

- Anja Groten

## Consultation

- Lorraine Leeson

## Representation

- Cephas Williams

## Place 'Identity'

- Milton Glaser: I ♥ NY
- Peter Anderson Design, identity for towns

## Movement

- Axel Peemoeller, moving type

## Temporality

- Carlidge Levene for Tate  
↳ pretensions? posing as fluid when is static

## Changeability

- SALT identity by Project Projects

## Time

- East x Paul Elliman: contemporary history, what used to be on the High Street

## What people actually want

- Rosalie Schweiker for Eastside Projects  
'do you want a social space? (Communal space)  
'no, a parking space'
- Does it work? Is design purely functional?

## Method

- Studio Moniker: placestone  
Memorial stones  
Quirky design, does it suit serious topic

## Placement

- Sheila Bretterville: 'At long last' its so important to have an environment responds to ur feeling and make it valid

Brasil: 'Visually polluted', too many ads, billboards