

DOO.co-lab

Urban. Activation. Laboratory



Malmö stad



MALMÖ UNIVERSITY





**DON'T
DESIGN
FOR
DESIGNERS**

**DESIGN
FOR
PEOPLE**



DOO.co-lab is an educational, design-led platform that develops strategies for sustainable design and social innovation in an urban majority world context. It is based in Cape Town, South Africa.



LIVE DESIGN.
TRANSFORM
LIFE.



Cape Town recently won the title of World Design Capital 2014. It won it by encouraging and endorsing creative strategies that create positive social change for the majority world context through design thinking.



theme 1

**AFRICAN INNOVATION.
GLOBAL CONVERSATION**

African ideas that speak to the world.

theme 2

BRIDGING THE DIVIDE

Design that reconnects our city and reconciles our communities.

theme 3

TODAY FOR TOMORROW

Sustainable solutions for people and planet.

theme 4

**BEAUTIFUL SPACES.
BEAUTIFUL THINGS**

Inspiring architecture, interiors, food, fashion, jewellery, craft, art.

WDC2014 has been split up into 4 themes that encourage various kinds of thinking around social change and transformational innovation.

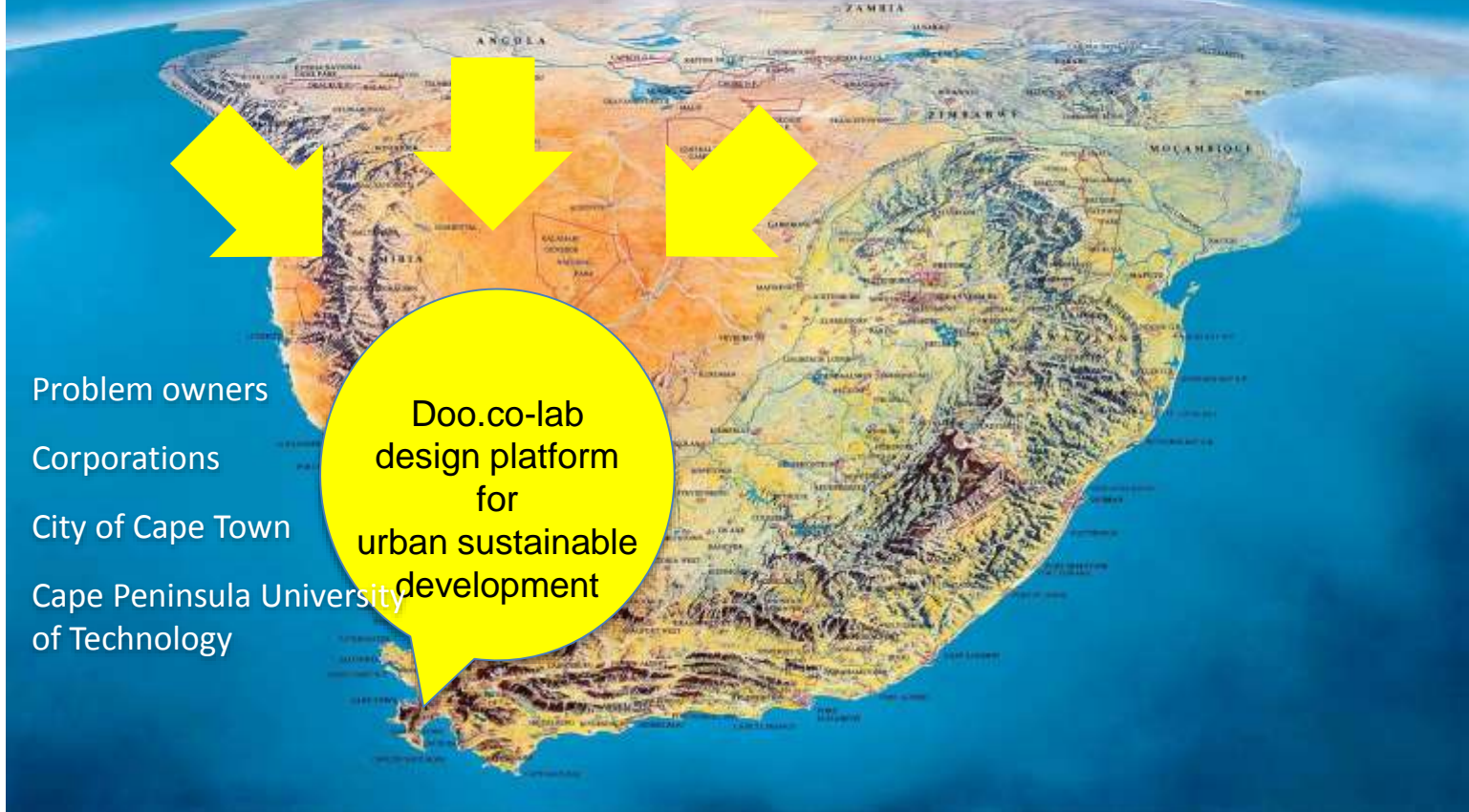


DOO.co-lab is based on a 'design lab approach' to urban sustainable development. It facilitates collaboration between local stakeholders, academia, private sector and public sector to explore possible futures in urban sustainable development.



DOO.co identifies local problem themes with shared interest from stakeholders and industrial partners.

Students from design schools



Sponsored problem themes are announced to attract design students.
Projects are selected and set up on site utilizing the platform network.
Designers come to participate in design for social change.
New design strategies for urban sustainable development are shared – locally and globally

The Pilot Project



Project group



Micke Svedemar (lecturer, project manager)

Amanda Bergknut (lecturer)

Lars Holmberg (lecturer)

Jörn Messeter (lecturer, assoc prof)

Student 1

Student 2



Rael Futerman (lecturer, project manager)

Boniface Kabaso (lecturer)

Micah Donnoli (student)

Olivier Sagboze (student)

The Pilot Project

November	Field studies Workshop
December	Concept development Prototyping Events
January	Evaluation



The Line
Nordic City Network,
Stadsbyggnadskontoret,
ISU,
mfl

February	Field studies Workshop
March	Re-design Prototyping Events
April	Evaluation



The Fringe

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