INCLUSION BY MOBILE.
Seniors, youngsters and the city

UNESCO ICT
Paris
RADARS Municipality of Barcelona
The project is implemented in Barcelona, Spain, in different districts of the city; in particular the partnership with ELISAVA Design School is now beginning in the San Pere–La Ribera–Santa Caterina area, in the neighbourhood of the city centre, full of contradictions and old stories. The project runs a mobile workshop using mobile phones as artefacts to create relationship between seniors, young people and the public space of the city.

The mobile platform is Radar, a network of prevention and community action in which the co-design and participation of neighbours, shop-owners, students, volunteers and professionals from institutions are involved in problem-solving. During the workshop the attendees co-design solutions to facilitate and improve human life conditions in the public spaces of the seniors’ communities, using young people and their mobile skills as radars of digital culture. Students work together starting with an applied project based on methodology to build more human and supportive neighbourhoods with design-based thinking and an innovation-oriented process.

The workshop consists of different phases (ideate, observe, test, prototype, iterate, learn) which result in new mobile services and products co-created based on seniors’ needs, especially the needs of women and migrants. ‘Inclusion by mobile’ is a counterweight against loneliness, social isolation and exclusion.
WE ARE THE NEW SLAVES
The design process.

The ‘inclusion by mobile’ of girls and women, especially those living alone in the city, is the main objective of the workshop. The project leaders consider public space and the design of public space as the first indicator of inclusion or exclusion and believe that mobile learning can foster open access and opportunities for all.

The other aim of the project is to contribute to creating a digital and human narrative about the life conditions of people over 75 who live alone in the city, via young people and mobile learning – a kind of participatory m-storytelling.

The workshop is developed on the basis of design thinking and mobile learning methodology, in order to foster and acquire digital and human knowledge of the processes of human-centred design based on needs in context, within a mobile learning framework.

‘Mobile inclusion’ includes psychological and sociocultural factors, cultural diversity, and intercultural, cross-cultural understanding, and responds to the needs identified by digital ethnography interviews and participatory analysis of the context – the public spaces shared by senior women and young girls.

The project focuses on public space and ‘inclusion by mobile’ in order to create an innovative approach, scalable in different realities and communities, to co-design our society starting from the squares, streets, shops and places we live day by day, and open this access to the world via mobile, giving opportunities for all.
Open Design School Project

the first european school of open design based on open culture values
The Open Design School is your choice. Since 2005, the Open design School is the first European School based on open culture values, peer-to-peer learning and digital manufacturing. Open Design is everything and Open Culture belong to everyone. Knowledge is spread freely through design as platform of collaboration and participation. We explore the openness of design to re-define education and how to learn with new models and values. Opening up the learning process, we can confirm open design is for everything: empathy, experiments, engagement, environment, ethnography and new unknown purposes. This is really about learning to disagree, debate, questioning everything and challenge each other with mutual respect. This is a matter of survival. We're are a team of people who want to make a difference.
V&A THE GLOBAL MIND DEP. Problems / solutions
ELISAVA takes part this week in the Digital Design Weekend, encounter of artists, designers, engineers, technologists and the public to celebrate and share contemporary digital art and design. The event, which coincides with the London Design Festival and V&A Engineering Season, will take place at V&A Museum, the world's leading museum of Art and Design that this is its sixth year in the initiative.

ELISAVA takes part in the Digital Design Week with the Open Design Workshop, an interactive installation co-created by design and engineering students Ágota SzK, Alberto Martínez, Claire Romain, Èlia Bagó, Ignacio Ezcurra, Juan Ezcurra, Judit Parés, Marta Fernández and Miquel Cardiel.

Collaborative action made in ELISAVA
The project is coordinated by Arianna Mazzeo, Managing Director of the Master’s Degree in Design and Communication of ELISAVA, with the tutors of the senior mentors, creatives and researchers Ramón Faura, Saúl Baeza (Hunch) and Dr. Albert Fuster, Academic Director of the School, as well as having the media partnership of Lottarox Agency.

Within this framework, the interactive installation “Problem & Solutions Department of The Global Mind” is the metaphorical experience of how an individual dialogue with everyone else’s thoughts, transforming into an infinite collaborative action based on the global values of open culture.

The website of the Open Design Workshop (www.opendesignworkshop.eu) is the digital realization of the same: an open database of the problems, solutions and the connections between them on the base of the empathy and collaboration process of the cognitive system and people mind. A new novel approach to think about design as inclusive and critical way of opportunity.
Seminar Room 4

PROBLEMS & SOLUTIONS DEPARTMENT
Activism and Civic Participation
Projects for Public spaces, libraries, museum as open lab
Peer to peer, Digital fabrication, co-design, public-private partnership, new sense of place, open culture
Governance and Policy Making. People at the center of smart city. Design School as change agent for a more sustainable city. Co-designing our neighbourhood
City and Environmental Planning
Piso Zero

Made by the students of ELISAVA’s Degree in Design, tutored by Dr. Daniel Cid, Scientific Director of the School, together with Leve projects (formed also by the professors in ELISAVA Francesc Pla, Adrianna Mas and Eva Serrats), «Pis Zero» has ended up becoming reality in the Raval neighbourhood of Barcelona in collaboration with Fundació Arrels and has been a finalist in the FAD Awards within the City and Landscape category. “We knew that, being in this category, we were not going to win”, said Eva Serrats in Yorokobu website. “But we submitted in provocation terms. We did not look for being the best or the worst project if interior design, but we wanted it to be understood as a city project”. The FAD jury has stressed “the value of promotion and sensitivity of the problem” of homeless people “that implies the construction process with no budget”.

This project originated three years ago as a research project about the temporary housing for the homeless and its interest took it to develop in the exhibition «Piso Piloto», which could be seen in the Centre de Cultura Contemporània de Barcelona and the Museo de Antioquia of Medellín. Afterwards, Barcelona’s City Council gave a flat in the historic quarter of Barcelona, where it could have been put into practice as a real pilot apartment adapted to the idiosyncrasy and needs of a collective that is at risk of social exclusion.

www.pisopilota.org
Skill Training
Design Education

empathy
storytelling
scenarios
visuals
place making

Open classes: what if the city is the open lab?
Job Creation

How the project relates to job creation: the potential of the initiatives to create new job opportunities and social orientated business.

Fablab
Municipality
University
Students
Community
City
Coffee
Sustainability
Open Design Festival Cape Town
Co-design talk.
Be change agent