УДК 7.067

SOCAL DESIGN AS A PURPOSEFUL TRANSFORMATION OF SOCIAL REALITY

*Ю.В. Царь, студент группы 10508119 ФММП БНТУ,
научный руководитель – старший преподаватель М.В. Храмцова*

Резюме – социальный дизайн является одним из главных помощников в формировании гражданского общества любой страны. Создание новых социальных структур, изменение социальной реальности, улучшение взаимосвязи людей с обществом является активной деятельностью социального дизайна. Условие, при котором могут быть достигнуты наибольшей эффективности проектные дизайн-технологии в области решения социальных проблем – это поддержка данного вида деятельности со стороны государственных структур.

Resume – social design is one of the main helpers in the formation of civil society in any country. Creating new social structures, changing social reality, and improving individual's relationship with society are various applications of social design. The condition under which project design technologies can be the most effective in solving social problems is the support of this type of activity by government agencies.

Introduction. High-quality design should not only please the eye, but also offer convenient solutions to existing problems, including social ones. More and more investments fall into social design, more and more talented experts enter this field of activity.

Main part. Social design is the creation of new social conditions - in cities, corporate cultures or communities - which leads to increased creativity, social justice, greater sustainability and a healthy connection with nature. It uses system design, critical thinking, human-centered design, strategy, game mechanics, social change, collective leadership, imagination and beauty to make people think differently and become more resilient and resourceful. This is a rapidly growing area with exciting career opportunities. Global corporations use it to ignite creativity and commitment within cultures, some funds are introducing it into projects to eradicate poverty and improve human health. The government uses it to invent new approaches and circumvent archaic bureaucratic processes. Designers use it to create a life for themselves filled with purpose and influence.

Social design is used in neighbouring areas to combat crime and homelessness, in the cities of the American Rust Belt for their revitalization, in India, to give a boost to the economy, across Africa, to connect hundreds of thousands of women to prenatal and child care, in Kenya to mitigate violence, and in the US to inspire citizens to stop sending almost as much edible food to landfills as they eat. Guided by the ideal of equality, the dedication with which architects and designers strive to achieve even small improvements in living conditions opens up new perspectives for the design, policy and management of the public and pri-

vate sectors. Social design increases people's awareness of vital needs: health, security, peace, education, ecology, human rights. Social design seeks to change people's behavior in order to further improve their lives. However, this activity is not volunteering. It represents a professional contribution to the economic development of the country and the livelihood of its population.

The defining characteristic among case studies lies in the choice of their sphere of influence. Hilary Cottham and her London company, Participant, worked locally. After working at the World Bank as an expert on urban poverty, working in Zambia for them, working on the London Experiment on the Reconstruction of School Buildings, in 2007 Cottam founded Participant together with innovative strategist Charles Ledbeater and entrepreneur Hugo Manassei. Participant creates new types of public service that respond to the great social challenges of our century. Participation in the project teams includes ethnographers, psychologists, sociologists, economists and other experts. Its partners are cities, public institutions and private enterprises. Its clients are diabetics, prison inmates, disadvantaged families, youth at risk, the elderly and obese persons. The Part process is not about creating things, but rather designing ways to make good things easier and better - crystal clear definition for service design, one of the main ingredients of social design. As Ms. Cottham explains, her method is quite simple: "Working on a project should be collaborative, it should be about putting people first and working as part of an interdisciplinary team; innovative - we are talking about creative solutions to problems and brand new solutions; delightful - I hope that the decisions are attractive and the process is fun; affordable - a promise to fulfill something within existing budgets and often save money; And, most importantly, practical - simple solutions that really work every day. " Projects begin with pilot projects (the prototyping phase that distinguishes the design approach) and, if successful and evaluated by partner agencies, continue to be fully deployed. Not only architecture, but also substantive design focuses on social issues. An important feature of this design is the use of the most affordable materials.

Conclusion. Success in combating social problems is possible only with comprehensive measures, but thanks to design, as a discipline aimed at improving the lives of people, there is a chance to find non-standard, but working methods for solving problems and look at them from another angle.

ЛИТЕРАТУРА

1. Родькин, П. Дизайн и проблема действительности / П. Родькин // Корпорация социального дизайна 2005. – Режим доступа: http://www.socialdesign.ru/projects /center/design/index3.htm. – Дата доступа: 25.02.2018.
2. Социальный дизайн [Электронный ресурс]. – Режим доступа: http://apsp.pro/socialnyj-dizajn/. –Дата доступа: 11.03.2021.