

PARALLEL SESSIONS CLUSTER 22@BARCELONA

DESIGN CLUSTER

SPEAKERS:

Isabel Roig, General Director of the Barcelona Design Center (BCD).

Sascha Haselmayer, Managing director of Living Labs Global Interlace-Invent ApS.

Rosa Clotet, Architect at Llongueras Clotet Arquitectes.

M.^a Josep Planas, Director of Planning and Quality at Sant Joan de Déu Hospital in Barcelona.

Moderator: **Sònia Monclús**, Design Cluster Manager, BCD Business Innovation Department.

Barcelona is committing to initiatives which will add value to the city, and has chosen design as a strategic sector. Evidence of this commitment is the collaboration agreement signed during this Symposium which will give rise to the Barcelona Design Innovation Cluster, a 22@ project which anticipates a series of activities which should situate the Catalan capital as a global focal point of excellence in design innovation. The session also analysed the way in which this discipline can radically improve two such different sectors as urban mobility and the interior design of medical centres.

“Presentation of the Strategic Plan for the Barcelona Design Innovation Cluster”

The Barcelona Design Innovation Cluster was created at the end of 2008 and is based on a study carried out over a four-month period analyzing the trends and sectors which carry the greatest specific weight in Barcelona, with the objective of identifying the city’s main design and innovation challenges. The General Director of the Barcelona Design Center (BCD), Isabel Roig, commented, “We are trying to situate the city in a more competitive context, promote innovation and obtain a firm commitment from the companies and organizations that carry out the projects. [...] It is necessary to pool our efforts if the Design Cluster is to become a reality.”

In order to meet this challenge, a strategic grouping of the primary economic, institutional, educational and innovation agents of the sector will be created, strengthening the Barcelona Design brand. Another step is to involve both companies that include design elements in their innovation processes, products and services, and training, technological and research support organizations.

The Barcelona Design Innovation Cluster will operate in four areas: the city, the health sector, comprehensive services and transport. The “city” block will focus on the conceptualization, design and implementation of models, services and elements in the public sphere which will allow residents and tourists to enjoy the city through greater mobility, accessibility, efficiency and ecology. The “health” group will

conceptualize, develop and implement services and models to improve health and well-being which include criteria of efficiency and effectiveness for both the user and the institution through design. “Comprehensive services” will aim to develop and implement business models which integrate design directly into the product, service and sales channel, as well as to apply strategies to monitor the entire value chain and provide companies with market intelligence. According to Roig, the objective of the fourth and final sector, “transport experiences”, is to design and implement transport elements which provide interior design solutions for both collective and individual transport.

With this schedule of projects it will be possible to fulfil the agreement between BCD and the Barcelona City Council, which has been officially christened as the “Barcelona Design Innovation Cluster: Design and Innovation, a Business Opportunity”. The name contains the word “cluster”, representing a sort of umbrella which brings together organizations, businesses and other actors participating in the initiative.

“Design and city: Mobility. The experience of Living Labs Global Interlace”

Living Labs Global Interlace is an initiative funded by both public and private capital and backed by the European Commission which, in conjunction with businesses, universities and public institutions, plans and implements pilot projects for customers whose products incorporate innovative digital and mobile services. The managing director, Sascha Haselmayer, commended the fine use that Barcelona has made of design, not only as a source of income but as a *modus vivendi*. “The city uses design in a truly unique way, adding to its attraction and generating strength.”

The Managing Director of Living Labs Global Interlace pointed out that design is the basis of new markets if used correctly. The link between designers and innovators is rather weak, and it is still a trying task to get them to work together and to open their horizons to new industries. “Design is a clear business opportunity, and today this is one of the driving forces of new products and services. We can make a remarkable contribution to improving people’s quality of life.” Haselmayer commented that the use of design as the creator of new markets should take place in cities, which “are our future market leaders because they are in direct contact with the customer and are able to react.”

The biggest challenge is mobility. 3% of public transport users in Europe spend more than two hours a day on a train or bus in their commute to and from work. According to Haselmayer, this is an enormous outlay of time and productivity and makes a huge impact on the environment.

The expert assured that we are beginning a new stage which is focused on the user as the centre of power. “The change in paradigm is not based on technology, but rather on business and service models. The user is no longer the mere operator of technology – he has become the centre of power. This means a slight shift in this centre of power, involving many changes. Coffee is no longer just coffee, but rather a product which is immersed in logistics and so on.” For Haselmayer, it is essential to reorganise the context surrounding digital services so that the user is able to use them appropriately. His commitment is to a change in our logic so we can provide services the customer can use. We have to redesign the context of services so we can provide them to the customer.”

The manager of Living Labs Global Interlace stressed the concept that “a connected city is one where the customer holds the power, where design is applied to services, and where the consumer can choose and adapt these services.” Haselmayer also pointed out the need to expand the concept of design applied to public services. “Why do we not export design?” he asked. “We should work to export innovation. We would save ourselves time, money and resources.”

More information: http://www.livinglabs-europe.com/biog_sascha_haselmayer.asp.

“Money and health. Service design: Sant Joan de Déu Hospital ”

The Sant Joan de Déu pediatric Hospital in Barcelona is planning an internal and external architectural restructuring in order to provide room for families. Design and creativity are key factors here to avoid stress and to make the children feel more at home. A hospital with an open future, designed for children and created for families. Finding a team of architects who understand this concept and can take on this remodel without having to close the centre is the hospital’s triple challenge, explained the centre’s Planning and Quality director, María Josep Planas, and architect Rosa Clotet.

“We want to transform the centre, turn it around without having to interrupt business, and create a space conceived solely for children, not for adults,” commented Planas. This requires the complex task of coordinating health workers, architects and designers, bearing in mind that the centre is one of the largest in Catalonia and that each year more than 25,000 patients are treated and upwards of 400,000 surgical interventions are performed.

The enlargement and renovation project derives from a strategic plan drawn up in 2004 which recommends coordinating “science and humanism”. In Planas’s opinion, this requires “state-of-the-art technology and excellent facilities, as well as a hospital which is comfortable for children and inviting for families.”

She pointed out that the concept of a paediatric hospital conceived and created for children did not emerge until 1989, when the UN drew up the charter on hospital patient rights. Later, the United States took the initiative and built the first hospital aimed exclusively at children. From here, we see a virtual explosion of the family-centred care model. “A child admitted into hospital care represents both the child and the parents.” A school of thought emerged which defends the family and allows parents to accompany their children to surgery or to the ICU.

From that moment on, children’s hospitals began to be built following the care model that allows children to live with their parents throughout their hospital stay. The family-centred model is an ally for paediatric doctors: reassured parents means more relaxed children. According to Planas, “We have evolved from the biotechnical pattern to the current model, where comfort is a priority. Architects must now think about how to design spaces which avoid stress, making the child more comfortable and familiar with his or her surroundings.”

Designing a paediatric hospital: How to reach children and adolescents without renouncing the overall building concept

One of the head persons responsible for the Sant Joan de Déu Hospital remodelling project -architect, interior designer and industrial designer Rosa Clotet- defined the priorities and the design envisaged for the new building. "The inside of a children's hospital cannot be designed independently from the rest of the structure; it must be part of the overall project." For Clotet, a paediatric centre must allow children to be children, whether they are there for a short visit or a lengthy stay. Colours and shapes are the key to fulfilling this objective, which is not as easy as it may sound. "We must attract, captivate and amuse the child. We want to create a magic world that stimulates their curiosity and contributes to relaxation."

This challenge can be met by an appropriate use of light, shape and colour. The space must be designed such that the child knows where he is and which way is outside. "Contact with nature and the outdoors are relaxing for the child. There is nothing worse than a disoriented child in a hospital who doesn't know the way out, or what room he or she is in and on what floor." Light will help to orient the child, generating a magic effect in dark areas.

As long as it is used properly, colour can engage the imagination and develop our senses. It helps a child to recognise the space they are in, so the idea, according to Clotet, is for hospital rooms to be painted different colours so each child recognises which is his and becomes familiar with it.

Shapes are also essential for children to feel comfortable with their surroundings. Curved lines will take precedence over straight ones, and multi-purpose benches will be used in waiting rooms so that children can move about freely and work off tension.

The Debate

During the question and answer session, the question was asked why Living Labs concentrates part of their work in Mataró and Sant Cugat del Vallès. Sascha Haselmayer explained that for the last five years the company has been working in both cities, using them as a living laboratory. Services are exported from Mataró, and family services are located in Sant Cugat.

Isabel Roig added, in relation to the creation of the new design cluster, that despite the fact that it is located in Barcelona, the Barcelona Design brand is open to any interested Catalanian city. The debate concluded with a request for information regarding the proposed project schedule and participation requirements for design companies interested in becoming involved in the cluster.

Roig explained that in order to participate in the cluster, design must be used intrinsically, whether through supply or demand, and must explicitly recognize the four large work areas defined by the new cluster.

KEY IDEAS

Isabel Roig, General Director of the Barcelona Design Center (BCD).

- We must situate Barcelona as an international design headquarters

“The combined efforts, knowledge, innovation and commitment of companies and organisations in various sectors will make the Barcelona Design Innovation Cluster a reality, with the aim of transforming Barcelona and Catalonia into an area of international excellence in design and innovation.”

- The top challenges for the design cluster are creating new markets and attracting investment capital

“The main challenges for the Barcelona Design Innovation Cluster are the creation of new markets, the creation of new services for participating companies, a better context for innovation and the engagement of investment and talent, with the participation of companies in need of design and the companies that offer it.”

- Health, transport, city and comprehensive concepts are the cluster’s four main areas of activity

“The BDIC will carry out projects in the health sector; in transport -both public and private- for increased mobility; in public city services and in business models which integrate product and design. Each area of activity has an action plan, which will be put in motion over the following months.”

Sascha Haselmayer, Managing Director of Living Labs Global Interlace-Invent ApS.

- The use of design generates new markets: We need designers who work like businessmen

“Markets and demand create innovation, and that process is helped by design. Design must be related to markets and business. It is not a question of deciding whether we are designers or managers – we need to be versatile. We need more designers who work like managers and who move towards changing industry and generating impact.”

- The beginning of a new era, focused on the user as the centre of power

“We are at the beginning of a change in paradigm which is not based on technology, but on business and services models. The user becomes the centre of power and not the mere operator of technology. This is a shift which will involve many changes: coffee is no longer just coffee – it is product involving services, logistics, etcetera.”

- We have to reorganize the context of digital services so the user can use them appropriately

“We need to change the logic with which we provide services to the user. I am talking about design – design applied to service. We need to ask ourselves why the user is not using digital services, and at the same time redesign the service context so we can provide these services to the customer.”

M.^a Josep Planas, Planning and Quality Director at Hospital Sant Joan de Déu in Barcelona.

- Sant Joan de Déu, a family-oriented paediatric hospital

“Sant Joan de Déu paediatric hospital is contemplating a full restructuring which involves a triple challenge: creating a family-oriented hospital, finding a team of architects able to understand this challenge, and carrying out this renovation without having to close the centre.”

- Science and humanism working together will allow us to create a new children’s hospital

“The joint application of science and humanism is the ultimate aim of the Sant Joan de Déu Hospital renovation project. We need excellent facilities and high-level technology in combination with a hospital which is comfortable for children and inviting for families.”

- A family-centred model is a doctor’s ally: reassured parents means more relaxed children

“An open floor plan and the presence of the child’s parents help to relax the patient and improve the quality of their stay at the hospital. We have shifted from the biotechnical pattern of the past to the current model in which comfort is a priority. Architects must create spaces which avoid stress and which help the child to become familiar with his or her surroundings.”

Rosa Clotet, Architect at Llongueras Clotet Arquitectes

- The inside of a children’s hospital must bear the overall building project in mind

“The inside of a children’s hospital cannot be designed independently from the rest of the structure; it must be part of the overall project. Herein lies the success of a unified project. The objective is to create a space which is inviting for the child.”

- The objective: Children can still be children, even in hospital

“The design challenge of the Sant Joan de Déu Hospital in Barcelona is to allow children to still be children, even though they are in hospital. Different variables such as the need for movement, age ranges and opportunities to interact with the surroundings through the use of imagination should all be taken into account.”

- An appropriate use of light, shape and colour can help a child to feel relaxed

“In order for a child to feel comfortable inside the hospital, light, shape and colour must be used appropriately. It is important to design a space which helps to orient the child so he can find his virtual way outside. Light can help to generate this magical effect.”