DESIGN FOR LIFE

Jeremy Myerson, Helen Hamlyn Professor of Design Royal College of Art.

Iain McKinnon, Co-founder, Director of Operations and Inclusive Design at the Global Disability Innovation Hub.

Tama Duffy Day, Principal Gensler Global Senior Living Practice Gensler.

John Mathers, former Design Council CEO and current Chair of the British Design Fund and campaign for Healthy Ageing by Design.

Peter Maxwell, Director of Design for the London Legacy Development Corporation.

@agileageing   @isostandards   agileageingalliance   #agileageing   #bettertogether

In association with

AgileAgeingAlliance   ISO   CLARION HOUSING GROUP
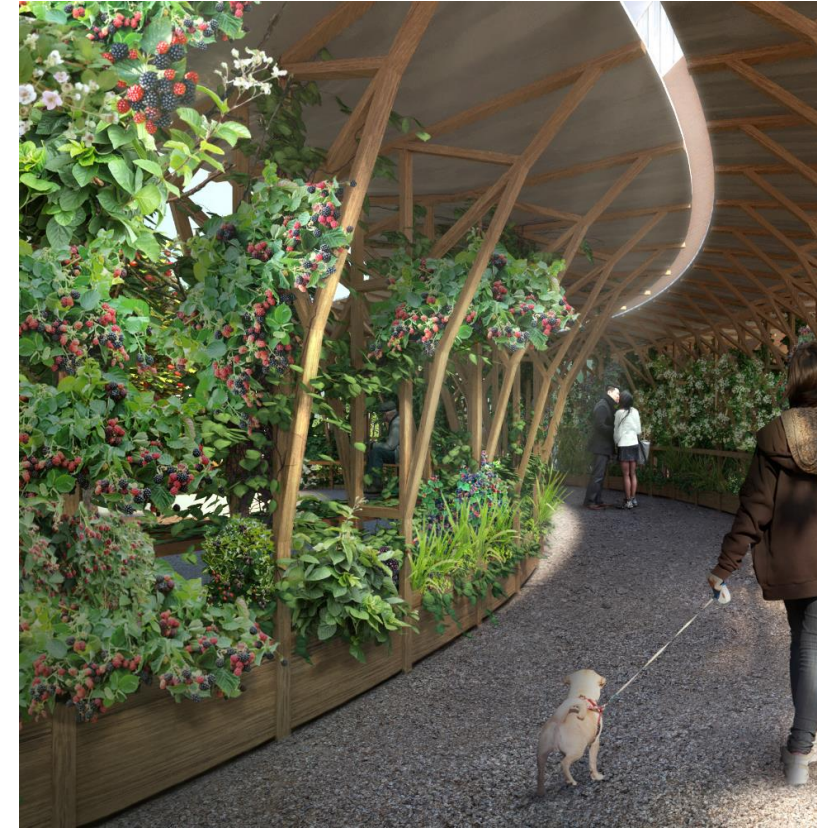
Teeter-Totter Wall at US-Mexico border

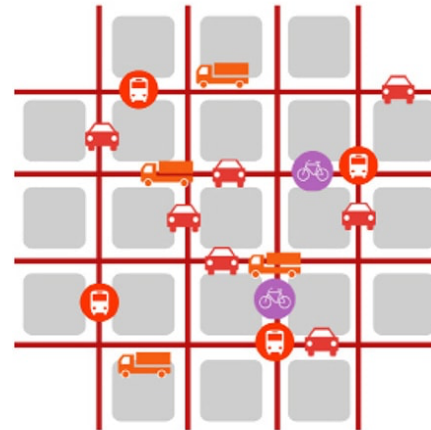Design Museum's Design of the Year 2020

Public, Private and Privileged

The 15 Minute City
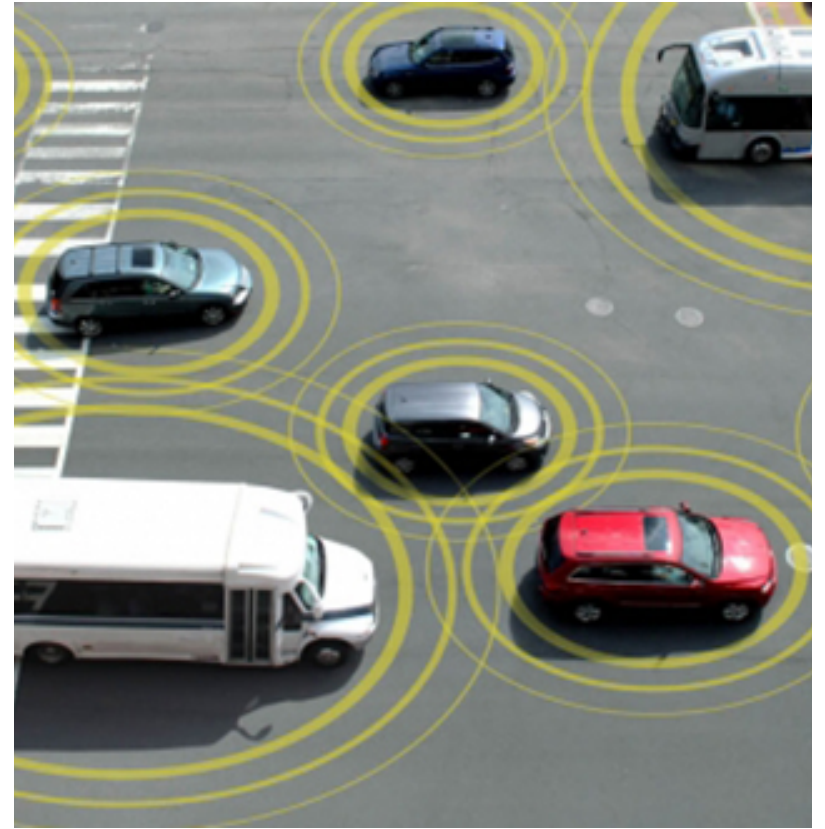

SUPERBLOCKS MODEL

Current Model

Superblocks Model

- PUBLIC TRANSPORT NETWORK
- BICYCLES MAIN NETWORK (BIKE LANE)
- BICYCLES SIGNPOSTS (REVERSE DIRECTION)
- FREE PASSAGE OF BICYCLES
- PRIVATE VEHICLE PASSING
- RESIDENTS VEHICLES
- URBAN SERVICES AND EMERGENCY
- DUM CARRIERS
- DUM PROXIMITY AREA
- ACCESS CONTROL
- BASIC TRAFFIC NETWORK
- SINGLE PLATFORM (PEDESTRIANS PRIORITY)

Driven by data

ABOUT GENSLER

1965
FOUNDED

50
OFFICES

100%
EMPLOYEE-OWNED

6000+
EMPLOYEES

1000+
UNIVERSITIES REPRESENTED

80+
LANGUAGES SPOKEN

1000+
DESIGN AWARDS
WON GLOBALLY

●Washington, D.C.

VOTED ONE OF THE MOST
INNOVATIVE
COMPANIES OF 2019
BY FAST COMPANY

VOTED ONE OF THE
BEST PLACES
TO WORK 2020
BY GLASSDOOR

#1 ARCHITECTURE
FIRM OVERALL
BY *ARCHITECTURAL
RECORD & ENGINEERING
NEWS RECORD*

Gensler

RETHINKING LONGEVITY IN AN AGE-INCLUSIVE WORLD

1. RECONNECT WITH NATURE

2. REDEFINE PUBLIC AND PRIVATE SPACES.

3. EMBRACE TECHNOLOGY.

4. ENCOURAGE A DIVERSITY OF SPACES TO PROMOTE WELLNESS.

5. ELIMINATE AGEISM.

Gensler

EQUITY and the 20 Minute Neighborhood

NEIGHBORHOOD BASED EMPLOYMENT

MICRO MOBILITY + PUBLIC TRANSPORTATION

RETAIL + SHOPPING

HEALTH CARE FACILITIES

GROCERY STORES

THE INTERNET AS A PUBLIC UTILITY

HOUSING DIVERSITY

LOCAL SCHOOLS

AFFORDABLE HOUSING

PARKS + OPEN SPACE

WALKABILITY

SAFE STREETS

Gensler

OUR FOCUS IN 2021
FOR THE FIRST TIME IN HISTORY, PERSONS AGED 65 OR ABOVE OUTNUMBER CHILDREN UNDER FIVE YEARS OF AGE GLOBALLY.

AGE-INCLUSIVE DESIGN AND STANDARDS

ADOPT TECHNOLOGY TO ASSIST LIVING INDEPENDENTLY

PROMOTE WELL-BEING FOR ALL

Gensler

THANK YOU!

TAMA DUFFY DAY, FIIDA, LEED-AP

GLOBAL SENIOR LIVING PRACTICE LEADER, PRINCIPAL
TAMA_DUFFYDAY@GENSLER.COM

Gensler

About MOBIE

1

" Home is the most important piece of architecture in our lives.
It crafts the way we live, and how we grow as families and communities. A well-designed home can enhance the way we live and promote our well-being. "

George Clarke MOBIE Founder

"I started MOBIE to create a generational shift in home building"

MOBIE
Ministry of Building Innovation and Education

HOME
+
EDUCATION
+
ENGAGEMENT
+
INNOVATION

INNOVATION + EDUCATION

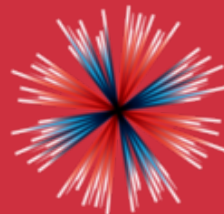## ARE VITAL TO THE CREATION OF BETTER QUALITY HOMES

Design Age Accelerator

Accelerating innovation, scale-ups and building connectivity in Healthy Ageing

Design Age Accelerator
#LivingLongerBetter

UK Research and Innovation

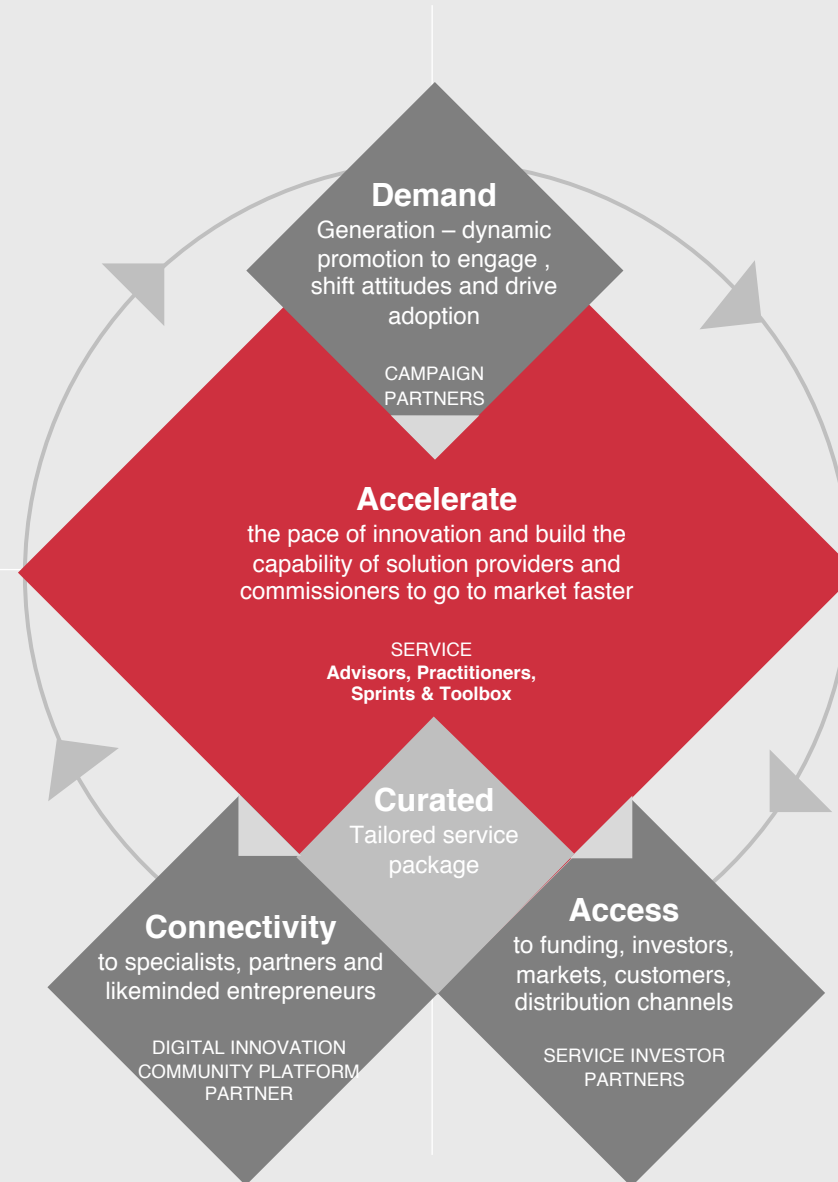INDUSTRIAL STRATEGY

© DESIGN AGE ACCELERATOR

What is it?

At its core the DAA is about accelerating the pace of innovation in the Healthy Ageing market, encouraging and supporting early stage entrepreneurs, encouraging scale-up and building connectivity

To do this successfully the DAA will need to create demand and encourage adoption

A key outcome will be the access and connectivity that will come from the work at the core and the community that is created within the Healthy Ageing 'ecosystem'

Design Age Accelerator
#LivingLongerBetter

Demand
Generation – dynamic promotion to engage, shift attitudes and drive adoption

CAMPAIGN PARTNERS

Accelerate
the pace of innovation and build the capability of solution providers and commissioners to go to market faster

SERVICE
Advisors, Practitioners, Sprints & Toolbox

Curated
Tailored service package

Connectivity
to specialists, partners and likeminded entrepreneurs

DIGITAL INNOVATION COMMUNITY PLATFORM PARTNER

Access
to funding, investors, markets, customers, distribution channels

SERVICE INVESTOR PARTNERS

"The healthy ageing market is ready for a disruptive, independent proposition that pulls different resources together."

Ian Spero, Founder Agile Ageing Alliance and publisher of Neighbourhoods of the Future

Design Age
Accelerator

#LivingLongerBetter

The Challenge

How can this Multi-generational Neighbourhood Programme attract young user-centred design thinkers and entrepreneurs to both accelerate the innovation opportunity and be involved in the development of new standards?

LONDON LEGACY DEVELOPMENT CORPORATION

PETER MAXWELL
DIRECTOR OF DESIGN

AAA ISO AGEING SOCIETIES LEADERS FORUM

QUEEN ELIZABETH OLYMPIC PARK, LONDON
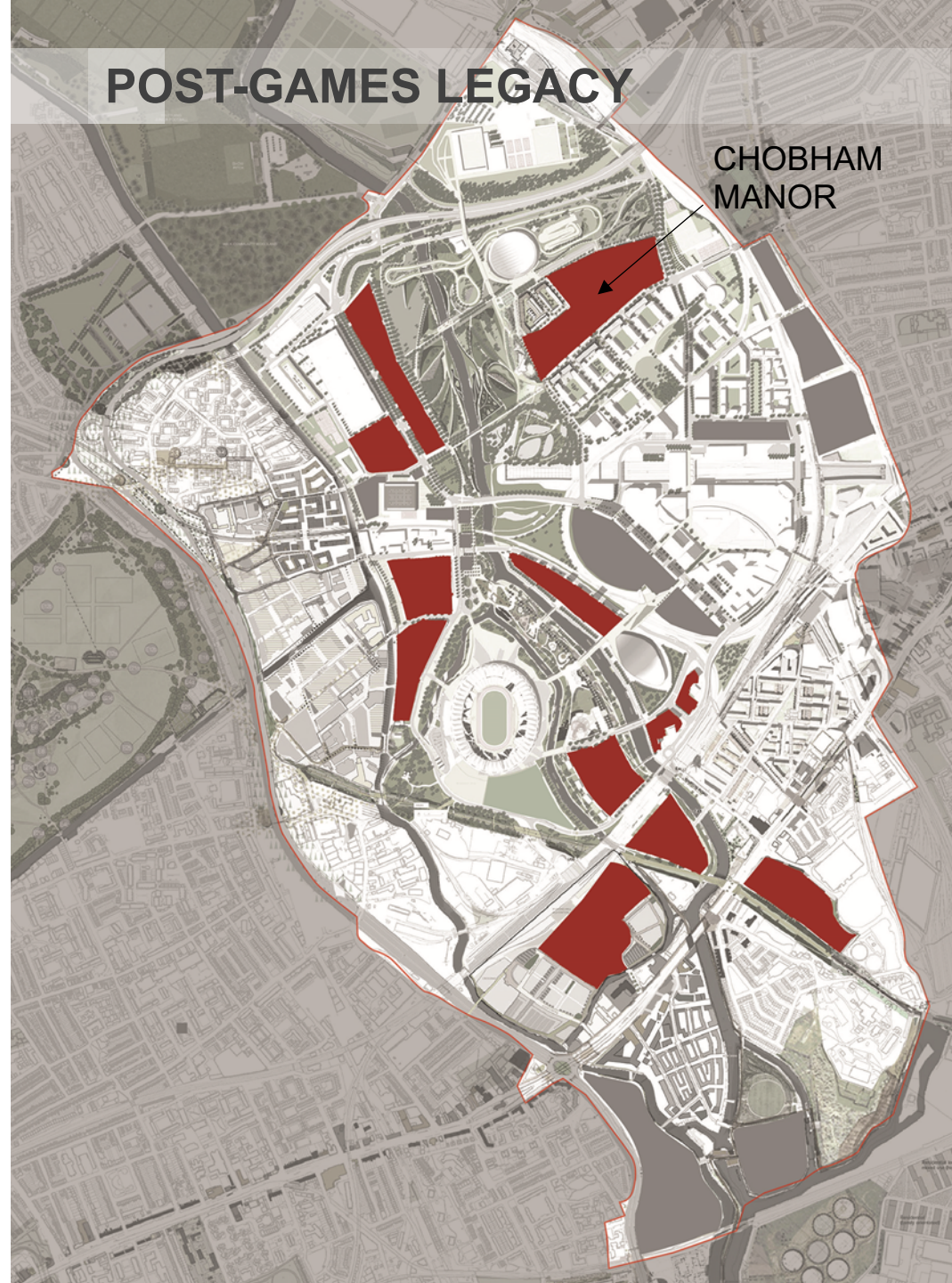
STRATFORD

CITY OF LONDON
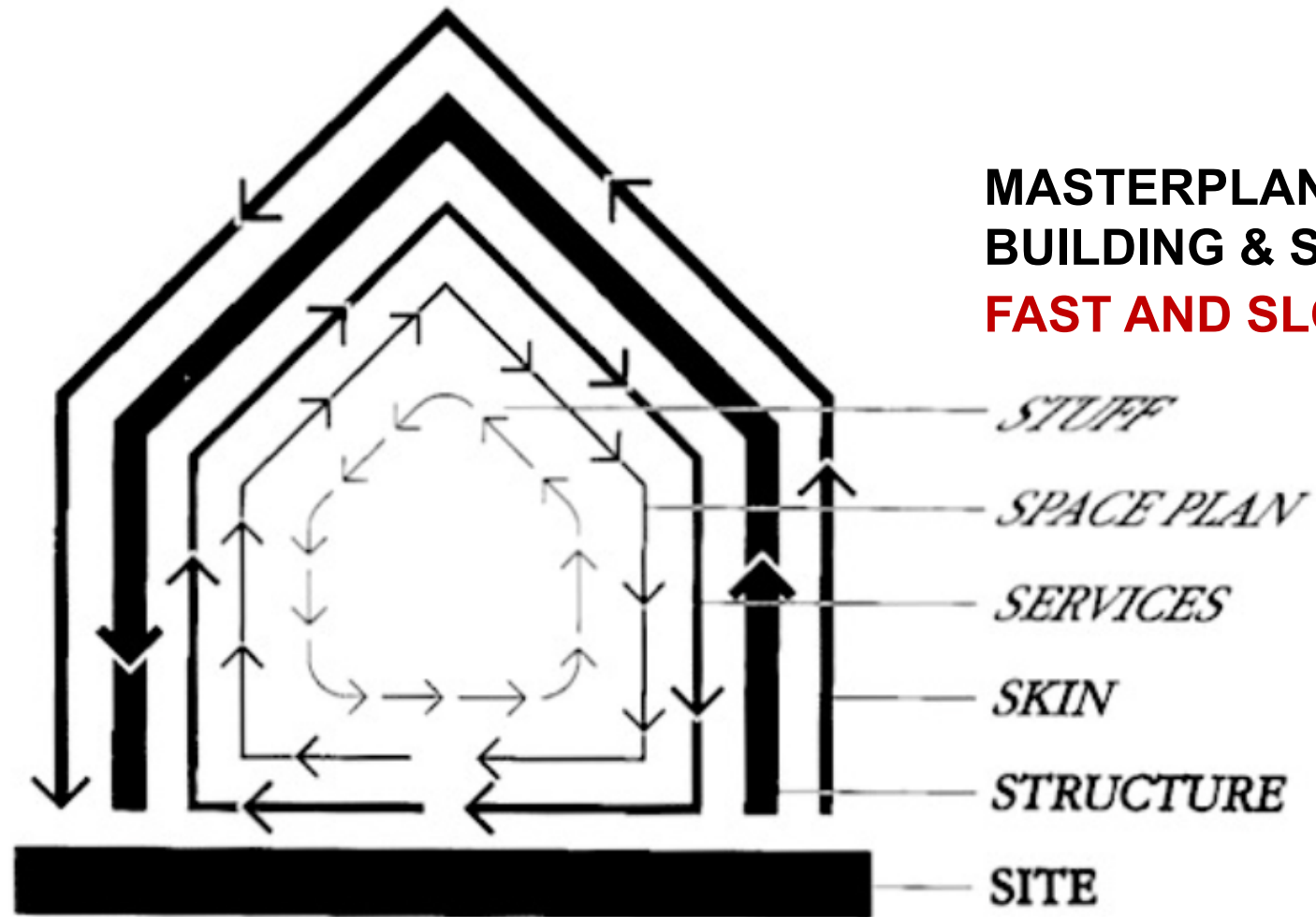
HOUSES OF PARLIAMENT

CANARY WHARF

OLYMPIC GAMES (2012)

POST-GAMES LEGACY

CHOBHAM MANOR

PARK RE-OPENED AFTER 12 MONTHS
560 ACRES OF PARKLAND
6.5km CLEANED UP WATERWAYS
4300 NEW TREES
4 OLYMPIC VENUES RETAINED

PLANNING GRANTED FOR:-
5 NEW MIXED USE NEIGHBOURHOODS
5500 NEW HOMES – FAMILY HOUSING / AFFORDABLE HOUSING
JOBS
3 SCHOOLS
NEW PUBLIC REALM

MASTERPLANNING
BUILDING & SPACES
FAST AND SLOW LAYERS

STUFF

SPACE PLAN

SERVICES

SKIN

STRUCTURE

SITE

'How Buildings Learn', Stewart Brand

MASTERPLANNING & ITS DEFINITION THROUGH A NEW STANDARD?

ACCESS TO NATURAL ENVIRONMENT

ORIENTATION AND LAYOUT

TRANSPORT CONNECTIONS

LOCATION OF AMENITY & COMMUNITY SPACE

WALKABLE NEIGHBOURHOODS, PLOTS & BLOCK SIZE

VARIETY OF HOUSING TYPES

STREET, LANDSCAPE & PUBLIC REALM STRUCTURE

BUILDINGS
AND SPACES
DEFINITION?

ENOUGH SPACE?

ADAPTABILITY

USE

STANDARDS – DESIGN, INCLUSION, SUSTAINABILITY

UNDERSTANDING HOW NEIGHBOURHOODS, BUILDINGS AND SPACES WORK

BOTH FOR THE COMMUNITY AND TECHNICALLY

HOW TO CAPTURE CONTINUAL LEARNING AS PART OF ANY STANDARD

Post occupancy evaluation

Multi-generational living