

using design to
remain relevant
while lowering costs

Barry Quirk
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“a bee puts to shame many an architect in the construction of her cells. But what distinguishes the worst architect from the best of bees is this, that the architect raises his structure in imagination before he erects it in reality.”

Karl Marx, Capital

design & public services

- * part-polemic, part-manual
- * service design
- * social design
- * strategic design
- * case studies
- * toolkits



It's not just about this ...

Limehouse Library



Idea store Whitechapel



it's not about soft furnishings but the application of hard disciplines!

elections!



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OFFICIAL BALLOT, GENERAL ELECTION
PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000

ELECTORS FOR PRESIDENT AND VICE PRESIDENT (A vote for the candidates will actually be a vote for their electors.) (Vote for Group)	(REPUBLICAN) GEORGE W. BUSH - PRESIDENT DICK CHENEY - VICE PRESIDENT	3 →	← 4	(REFORM) PAT BUCHANAN - PRESIDENT EZOLA FOSTER - VICE PRESIDENT
	(DEMOCRATIC) AL GORE - PRESIDENT JOE LIEBERMAN - VICE PRESIDENT	5 →	← 6	(SOCIALIST) DAVID McREYNOLDS - PRESIDENT MARY CAL HOLLIS - VICE PRESIDENT
	(LIBERTARIAN) HARRY BROWNE - PRESIDENT ART OLIVIER - VICE PRESIDENT	7 →	← 8	(CONSTITUTION) HOWARD PHILLIPS - PRESIDENT J. CURTIS FRAZIER - VICE PRESIDENT
	(GREEN) RALPH NADER - PRESIDENT WINONA LaDUKE - VICE PRESIDENT	9 →	← 10	(WORKERS WORLD) MONICA MOOREHEAD - PRESIDENT GLORIA La RIVA - VICE PRESIDENT
	(SOCIALIST WORKERS) JAMES HARRIS - PRESIDENT MARGARET TROWE - VICE PRESIDENT	11 →		
	(NATURAL LAW) JOHN HAGELIN - PRESIDENT NAT GOLDHABER - VICE PRESIDENT	13 →		
	WRITE-IN CANDIDATE To vote for a write-in candidate, follow the directions on the long stub of your ballot card.			

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the three challenges

- * secure services for people in need
- * help people, communities, businesses and localities to thrive
- * on a significantly lower cost base

path dependent designs

1867 patent on
QWERTY keyboard
(Sholes & Glidden)



relevant
DESIGNS

open
standards

network
effects

best
practices

old
orthodoxies

the past is often a foreign country



Norwich Council City Treasurer's Department
receiving its first computer in 1957

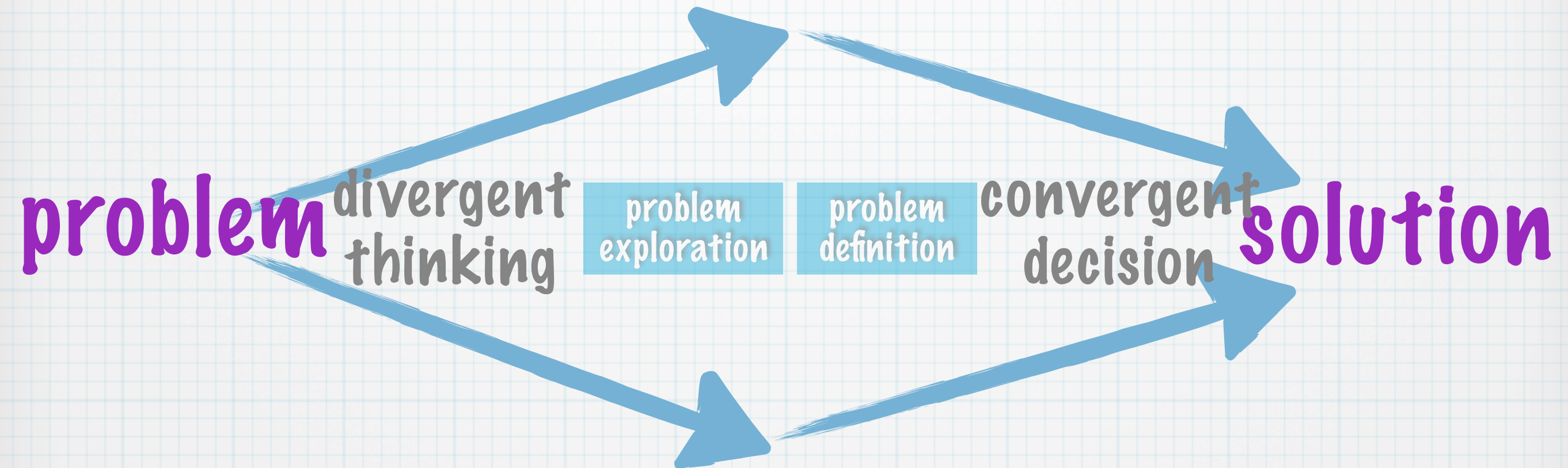
are we relevant 'til 2030?

- * 19th century buildings
- * 20th century services
- * 21st century needs

“needs are liquid; while most of our services are frozen”

“the public sentiment about a building in an area should not be confused with the relevance of the services currently delivered from it”

design - a different process



especially when "expert professional domains" are as much a barrier to change as a lever for change

what design also offers

- * open possibilities at the start
- * low cost tools of prototyping (trialling)
- * emphasis on “look and feel”
 - * on visualisation; and
 - * tangible service artefacts
- * fast learning as to what works and what doesn't

so when driving change

think **DESIGN** act

thank you

www.barryquirk.com

Twitter feed



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