



## Open Call Project Introduction WDC Taipei 2016

Selected Team	Country/Region	Project
<ul style="list-style-type: none"> <li>• 5% Design Action</li> <li>• Eindhoven University of Technology</li> <li>• Royal Philips B.V.</li> <li>• Technische Universität München</li> <li>• Emphatic Design</li> <li>• National Taiwan Tech</li> <li>• Industrial Technology Research Institute</li> <li>• Leap Year Design</li> </ul>	Taiwan, the Netherlands, Germany, and Denmark	Next Design for Aging Society
<ul style="list-style-type: none"> <li>• IxDA Taiwan</li> <li>• CONTINUUM</li> </ul>	Taiwan and the USA	Taste of Home
<ul style="list-style-type: none"> <li>• AGUA</li> <li>• Basurama</li> </ul>	Taiwan and Spain	(RE)Create Taipei
<ul style="list-style-type: none"> <li>• Alice Wang Design</li> <li>• British Council Taiwan</li> </ul>	Taiwan and the UK	The Food Project
<ul style="list-style-type: none"> <li>• REnato Lab</li> <li>• United Nations University</li> </ul>	Taiwan and Germany	Green Ocean Project
<ul style="list-style-type: none"> <li>• Chinese Institute of Urban Design</li> </ul>	Taiwan	OPTOGO - Citizens of Tomorrow

### **Next Design for Aging Society**

*5% Design Action + Eindhoven University of Technology; Royal Philips B.V.; Technische Universität München; Emphatic Design; National Taiwan Tech; Industrial Technology Research Institute; Leap Year Design*

The Next Design for Aging Society project focuses on health enhancement, health management, and health care, and aims to develop new concepts of service design, product design, system design, and space design that will achieve the project's goal of "next design for [an] aging society" in Taipei City. Using the design process, participating organizations will research new ways to effectively organize and improve Taipei's elderly care system and improve workplace quality for staff in care institutions. Outcomes and experiences will be exchanged with other countries and regions through international conferences, integrating different design approaches and knowledge to create a comprehensive elderly care system that can be adapted for use in different countries and regions.



### **Taste of Home**

*IxDA Taiwan + CONTINUUM*

Through Taste of Home, IxDA Taiwan and CONTINUUM aim to create a community-based system that provides healthy meals to young workers while engaging “empty nester” mothers and local farmers. The intent of this initiative is to empower “empty nester” mothers in Taipei City and local farmers in Taiwan to work together to provide healthy daily meals (at a sustainable, affordable price) to busy young city workers. This innovative system will take the produce grown and harvested by local farmers and distribute it to the “empty nester” mothers, who will in turn cook and serve the food to the young city workers.

### **(RE)Create Taipei**

*AGUA + Basurama*

(RE)Create Taipei is a project focused on recreation for its own sake. Knowledge is acquired through action, experimentation, and participation, and (RE)Create Taipei will provide a way to understand how to work with what is available in a given environment, from discarded household or industrial materials to abandoned public space. Through a program consisting of research, training, empowerment, and reflection with strong local community engagement and consultation, the project will culminate in the building of an art installation—a public playground made from found materials—in the Taiwan Air Force Innovation Base. All issues related to the development of the project will be discussed collectively and publicly, including the design, problems to be addressed with every specific prototype, and all details regarding the actual intervention. Research, documentation, and reflections in the form of maps, videos, pictures, and texts will also be made publicly available.

### **The Food Project**

*Alice Wang Design + British Council Taiwan*

The discussion around food is critical in the contemporary global community. Not only does food play an essential role in daily life, but it is also tied up with a variety of important societal and environmental issues. In an effort to bring attention to the global human right to access healthy, safe, and sufficient food, the theme for the 2015 Milan Universal Exposition was “Feeding the Planet, Energy for Life.” Inspired by this mission, Alice Wang Design and British Council Taiwan will create a food hub in Taipei City that will provide a unique food experience to the public; the project aims to raise people’s awareness about the importance of a balanced diet and general food production safety. Visitors to the food hub will receive food education and learn new creative ways to incorporate healthy food practices into their daily lives. In an effort to make cooking a fun and educational experience for visitors, well-known chefs and designers, including British contemporary food design duo Bompas & Parr, will be invited to experiment in the space.

### **Green Ocean Project**

*REnato Lab + United Nations University*

Taiwan-based REnato Lab, in collaboration with user experience researchers at the United Nation University, will build an innovative sustainable solution for product manufacturing, repair, and recycling. The concept for the repair, reuse, and recycling of household and industrial goods and waste centers on a butterfly shaped refiguring of the current Taipei City recycling system. The key interaction with the public will



come in a form of a Reverse Vending Machine. Placed in popular spots around the city, residents will be encouraged to place their disused or broken household items into the machine where they will be repaired, reused or recycled. Though intensive user research and analysis, the Green Ocean Project will re-assess the lifestyle of Taipei residents and reconsider current waste awareness and collection methods to make consumption more sustainable while still being effortless for the consumer.

### **OPTOGO - Citizens of Tomorrow** *Chinese Institute of Urban Design*

After Taiwan declined to participate in the 2015 Milan Universal Exposition, OPTOGO, Taiwan's first crowdfunded social action organization, made its way to Milan and organized a series of activities to ensure the island nation was well represented. In 2016, OPTOGO will draw on its experience in social inclusion and public participation to change the face of Taipei City. In an effort to give a voice to the city's communities, the Citizen of Tomorrow project aims to make public policy more transparent and provide a mouthpiece for citizens—from social media engagement and a printed newspaper to interactive platforms such as workshops and a forum.

### **About Open Call**

In the autumn of 2015, World Design Capital (WDC) Taipei 2016 issued a call for proposals for social design projects that used the city as the fundamental element. Open Call was born from a need to engage directly with the international design community to encourage a cohesion with local design organizations under the concept of WDC Taipei 2016 core concept of "Adaptive City." International organizations were asked to collaborate with local Taiwan-based partners, and within just days, submission came flooding in from around the globe.

Open Call organizers received 49 proposals from 19 countries and regions, many of which came from internationally renowned design studios such as design thinking and design strategy firm IDEO; US-based MIT Media Lab; Dutch architecture firm MVRDV; and OPTOGO, Taiwan's first crowdfunded social action organization that travelled to Milan to publicly protested the lack of representation at the 2015 Milan Universal Exposition.

A ten-person strong jury was called on to select just 6 projects from among the 49 submitted proposals. As Dublin City architect and participating juror, Ali Grehan, noted: "It is very welcome that there are many very strong proposals within the submissions. I gave the highest marks to projects that are rooted in a local Taipei context, either an issue or an area, and therefore are unique to the Taipei WDC year, inspire local interest, and leave a positive legacy."

The final list of 6 successful proposals was announced on December 31, 2016, at the WDC New Year's Eve of Design event in Taipei. For more information on the Open Call projects, please visit the WDC Taipei 2016 website: <http://wdc2016.taipei/en/>.

