

# TEACHER EXHIBITION NOTES

## NEW OLD

12 JANUARY – 19 FEBRUARY 2017

### INTRODUCTION

As our population ages rapidly, the exhibition looks at how design can help people lead fuller, healthier and more rewarding lives into old age, asking the question: how can designers meet the challenge of a rapidly ageing society? From robotic clothing to driverless cars, this exhibition rethinks design approaches to ageing.

Curated by Jeremy Myerson, Helen Hamlyn Professor of Design at the Royal College of Art, and sponsored by the Helen Hamlyn Trust and AXA PPP healthcare, the exhibition is organised into six sections - Ageing, Identity, Home, Community, Working and Mobility.

### WHAT TO EXPECT

Each section features a special design commission by a leading designer or design team, creating new solutions for demographic by Yves Béhar /fuseproject, Konstantin Grcic, Future Facility, Special Projects, IDEO and Priestman Goode will feature in the show. NEW OLD examines how innovation and design can reimagine how we live the later stages of our lives.

### HIGHLIGHTS FROM THE EXHIBITION

The exhibition is split into the following sections;

#### AGING

##### **Special commission: Power Suit by Yves Behar, fuseproject**

Prototype assistive robotic clothing with motors and sensors to help the wearer's natural movement in the torso, hips and legs. Helping to enable the wearer be mobile for longer.

##### **ElliQ by Yves Behar, Fuseproject**

ElliQ is an emotionally intelligent robotic device designed to behave as a companion for a user who lives, or spends long times alone; also allows friends to contact them remotely to check on them. The centrepiece of the room is a vertical blind in the form of the OMA-designed barcode flag for the EU.

#### WORKING

##### **Head in the Sky by Konstantin Grcic**

A galvanised metal mesh structure that visitors can sit and walk on. It acts as an outdoor 'office' for working and thinking, and refers to a 1475 iconic painting by Antonello da Messina of St Jerome in his



Image: ElliQ by Yves Behar, Fuseproject

Study; An older person working in a semi-outdoor environment and companionship between humans and machines.

## HOME

### **The Amazing Apartment by Future Facility**

A double-sided self-service apartment where key facilities are taken care of 'behind the scenes' in service corridors that have access to appliances and services.

From a restocked fridge to a full laundry service, without making the occupant feel less independent, this concepts allows for a vision of assisted living through property development, design and data collection.

## IDENTITY

### **Exchange by Special Projects Studio**

A living installation exploring how participatory design experiences can tackle the stigma and stereotypes of ageing.

A special pool of volunteers will occupy one side of the discussion table, with visitors encouraged to engage in an informal conversation by posing an open-ended and personal question. Questions are recorded on the table top made of paper.

When the volunteers are not present there will be video content simulating the exchanges.

## COMMUNITY

### **'Spirit' Artificial Intelligence platform by IDEO**

Exploring community wellness 30 years in the future and a deadly epidemic: loneliness in old age. 'Spirit' is an AI assistant designed to understand social bonds between individuals and facilitate social interaction based on likes and ideals.

### **Paro the Seal**

Paro is a robotic companion designed to reduce stress in dementia patients which visitors can interact with.

Visitors can interact with the 'Spirit' hood and Paro the Seal, indicated by floor stickers

## MOBILITY

### **Scooter for Life by Paul Priestman/Priestman Goode**

A prototype of a scooter that could 'grow' with the user from a child's scooter through add-ons as the user's needs develop through their life.



Image: Paro the Seal

## PARTICIPATION TABLE

Visitors are asked to tell the Design Museum when they think old age starts.

To coincide with NEW OLD, the Design Museum commissioned an exclusive survey from Ipsos Mori on attitudes to ageing in the UK, their survey found the average was 73 years old. What do your students think?

### ACTIVITY SUGGESTIONS

There are many different aspects of the exhibition that can be explored – some sections allow students to interact with exhibits. Please look for interaction opportunities or ask staff if you are unsure of their location.

The use of sketchbooks and pencils is welcomed in the gallery, and will support all of the suggested activities listed below. Students are also encouraged to take photographs (without flash) to record their visit.

The following activity is a starting point for school and sixth form groups visiting the exhibition:

#### Design your own

**Task A:** Use an existing object from a Design Museum gallery or one that students own to think of how it could be adapted for an older person. This could involve simplifying the controls for those who have no experience of a particular medium, adapting the product for someone with limited mobility or enhancing it so that it can be used by sufferers of memory loss.

**Task B:** Ask the volunteer in the Identity section a question and they will in turn ask you a question. Some example questions can be found below. Students should also think of their own.

*Do you have any regrets? What are your ambitions? If you could talk to you at my age what would you say? What is the most important thing that you feel someone should learn about life?*

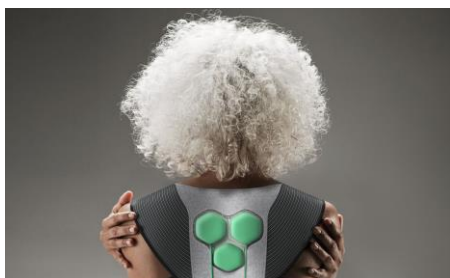


Image: Powersuit by Yves Behar



Image: Head in the Sky by Konstantin Grcic

## **EXHIBITION GUIDANCE**

Objects in the exhibition are on open display rather than in cases. Care should be taken when moving around the exhibition and most objects should not be touched. Any objects that can be touched will be clearly signed. We would be grateful if you could brief your students accordingly.

Depending on your group and your itinerary for the visit, we would recommend that you set aside approximately 40 minutes to explore this exhibition.

Photography is permitted without flash; however filming is strictly prohibited in the exhibition.

Please ensure that you read our school visit Terms and Conditions document before making your visit.

**This exhibition contains mature content and may not be suitable for younger students.**

**Design Museum, 224-238 Kensington High Street, London, W8**

**6AG**

**Daily 10am – 5.45pm**

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