



Royal College of Art

DESIGN AGE[®]
INSTITUTE

HOUSING LIN 2024 - A FESTIVAL OF IDEAS



COLUM MENZIES LOWE

27th February 2024

180 YEAR HISTORY



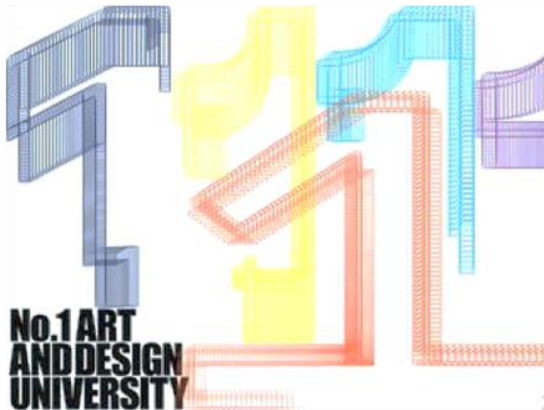
ACCELERATOR
OF THE YEAR
WINNER



Royal College of Art
INNOVATIONRCA

UK Business Angels
**ANGEL
INVESTMENT
AWARDS 2019**

 @UKBangels
#UKBAAwards



30 YEARS OF INCLUSIVE DESIGN EXPERTISE



THE NATIONAL STRATEGIC UNIT FOR DESIGN AND THE HEALTHY AGEING ECONOMY

**Helping people live longer, healthier, happier
lives through better designed products,
services and environments**

THE NATIONAL STRATEGIC UNIT FOR DESIGN AND THE HEALTHY AGEING ECONOMY

With funding from:

- **Research England**
- **Innovate UK**
- **Dunhill Medical Trust**

A THREE WAVE TSUNAMI

Future of Ageing population
Government Office for Science, 2016

Maximising the Longevity Dividend
International Longevity Centre, 2019

■ Demographic shift

By 2040 30 million people in the UK will be over 60

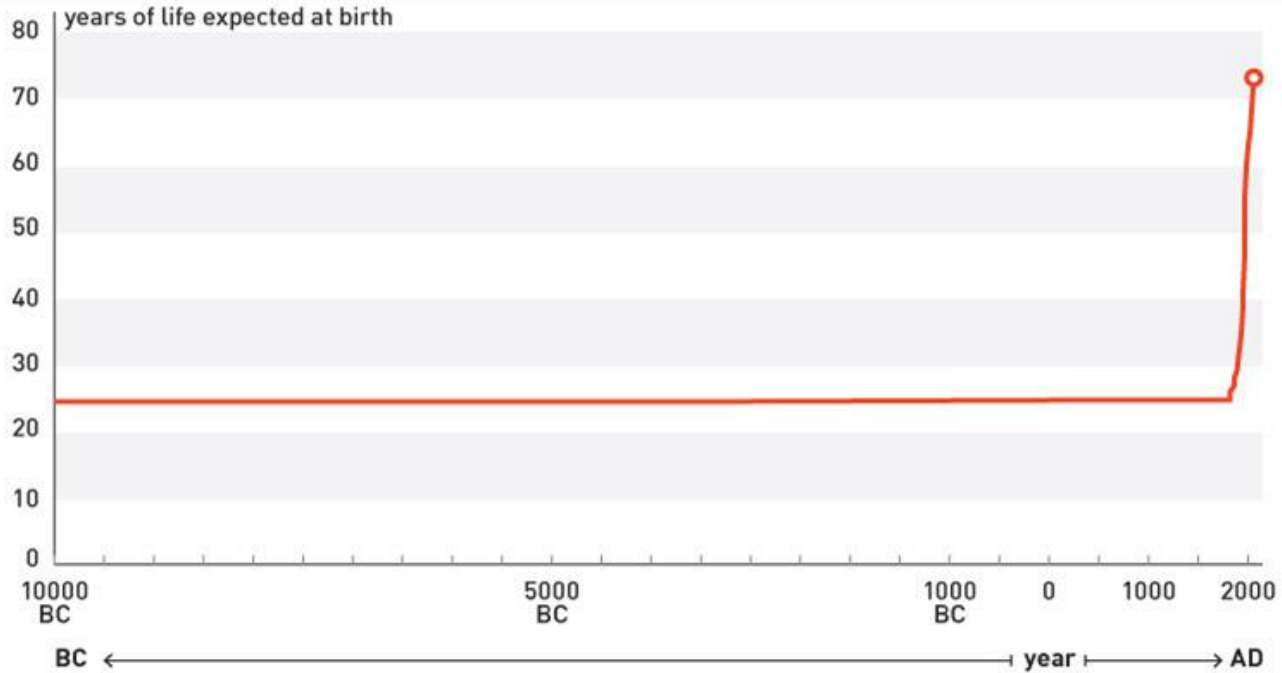
■ Financial time bubble

By 2040 over 55's will account for 63p in every pound spent
(Over 50s already hold 70% of all household wealth)

■ Technology proliferation

70% of older adults are now online, rising to virtually 100%
by 2030 (if not already)

GLOBAL LIFE EXPECTANCY (10,000 BC TO TODAY)



Source: Cato Institute, Our World in Data. Life expectancy is believed to have been 20-30 years prior to 1820. Age 25 is selected as an average.

THE NATIONAL STRATEGIC UNIT FOR DESIGN AND THE HEALTHY AGEING ECONOMY

- **Research**
- **Innovation**
- **Advocacy**



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Out of Office:
guidance on working from home as we age

Dr Katherine Baker
Associate Professor of Physiotherapy, Northumbria University Newcastle

Dr Emilee Zirkus
Senior Lecturer, Inclusive Design, Loughborough University

WORKING FROM HOME AS WE AGE
NORTHUMBRIA & LOUGHBOROUGH UNIVERSITIES / PENTAGRAM



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HOME MOBILITY

CENTAUR ROBOTICS LIMITED / NYKER DESIGN



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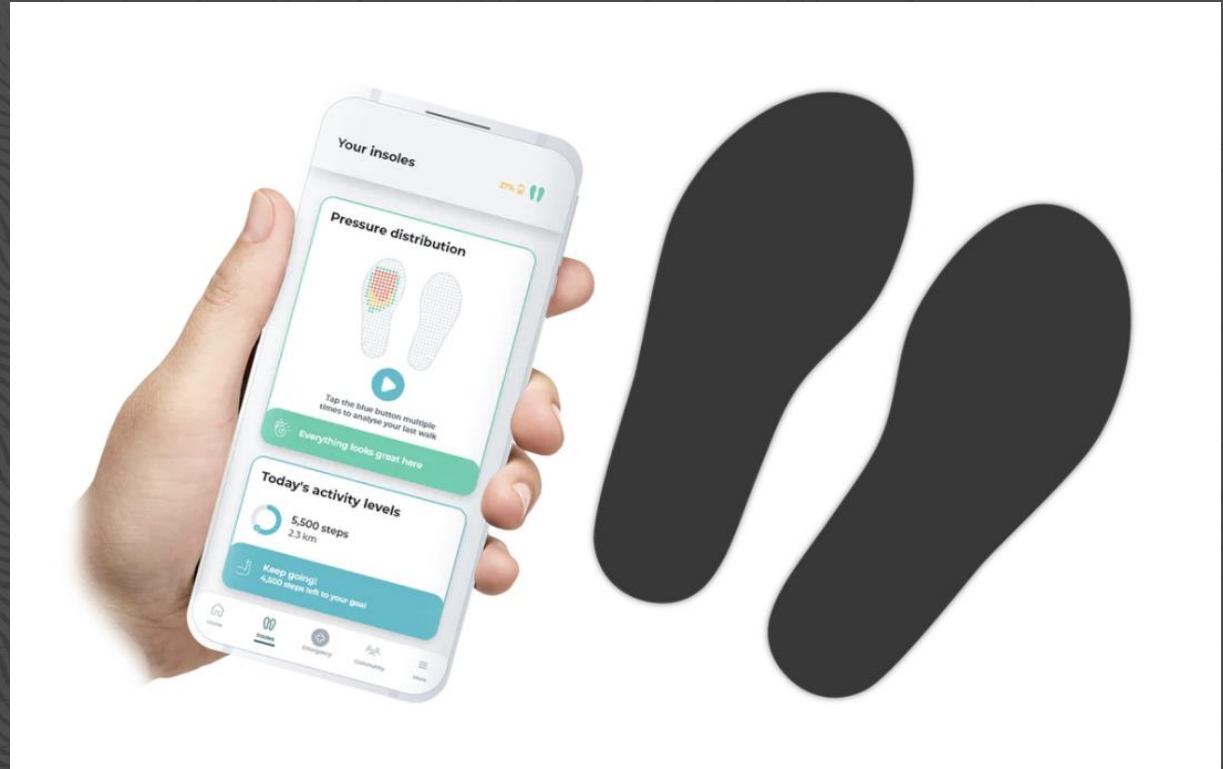


SUPPORTING LIVING
PRO-CARE / INVISIBLE CREATIONS



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PERSONAL MOBILITY
INTELLAGE / WALK WITH PATH

RESEARCH ENGLAND 2



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HOME WORKOUTS
TRAINER JIM / RODD DESIGN

IDEA 1

There is no such thing as old

**THE WORLD HEALTH
ORGANISATION
CHARACTERISES OLD
AGE AS STARTING AT
60 YEARS**



Maria Branyas Morera - 116
Guinness World Records

**THE WORLD ECONOMIC
FORUM HAS RECENTLY
DEFINED OLD AGE AS
PEOPLE WHO HAVE AN
AVERAGE OF 15 MORE
YEARS LEFT TO LIVE**



Maria Branyas Morera - 116
Guinness World Records

**OLD AGE IS ALWAYS
FIFTEEN YEARS
OLDER THAN I AM!**

Bernard Baruch



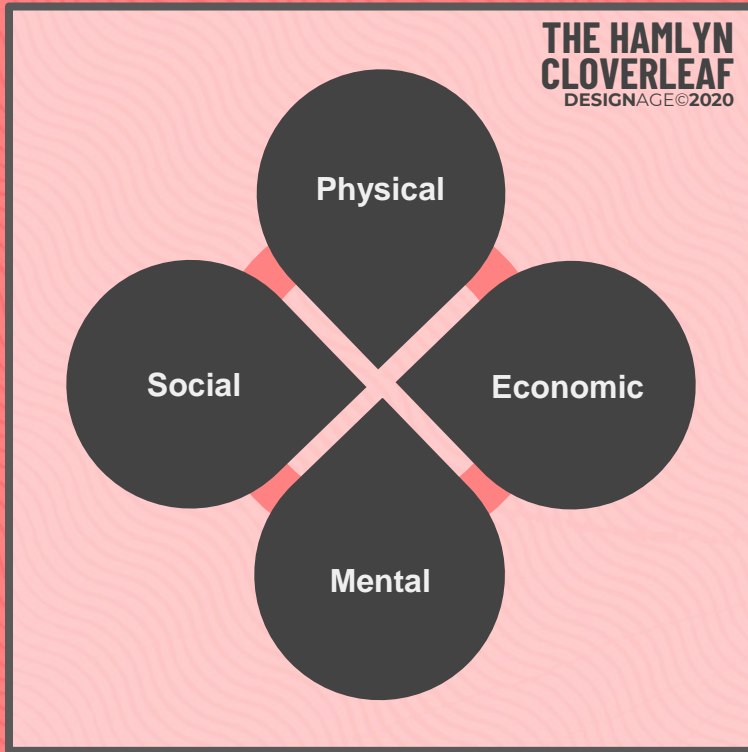
Maria Branyas Morera - 116
Guinness World Records

IDEA 2

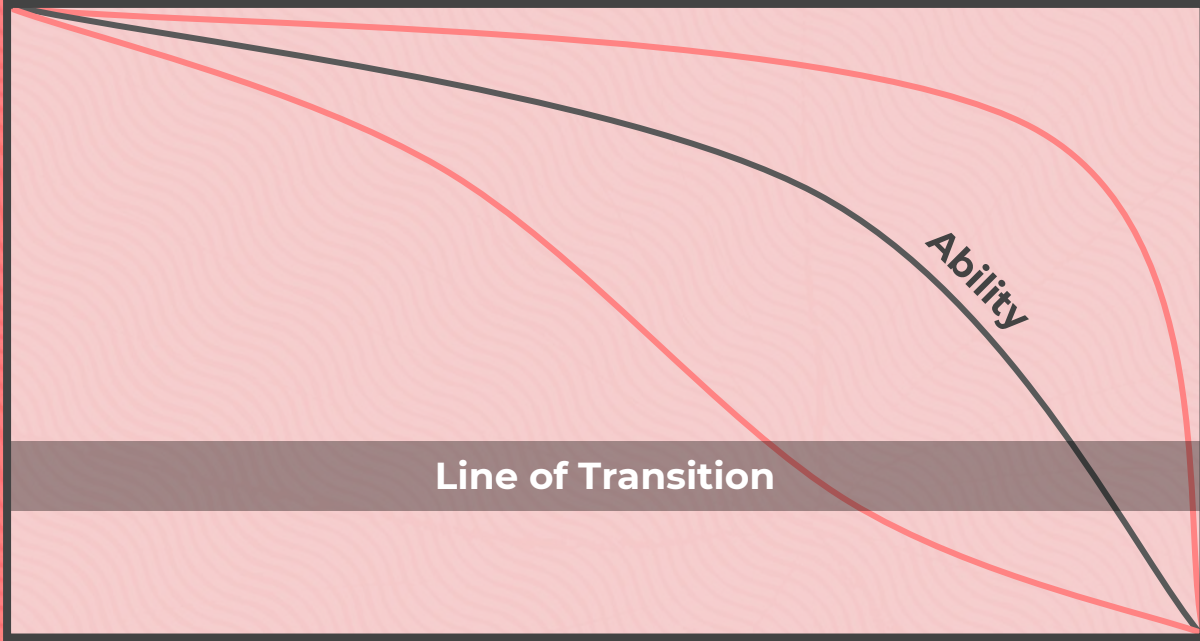
Healthy ageing is a design challenge

The key dimensions of a good later life include health, financial security and social connections. These priorities were evident regardless of age, gender, ethnicity or socio-demographic characteristics

Later life in 2015: An analysis of the views and experiences of people aged 50 and over © Centre for Ageing Better 2015



A FRAMEWORK FOR EXPLORING LIFE'S TRANSITIONS



IDEA 3

Design for your future self

DESIGN FOR YOUR FUTURE SELF

Roger Coleman



AGEISM IS THE PREJUDICE AGAINST OUR FUTURE SELVES



Dr Carole Easton OBE
Centre for Ageing Better

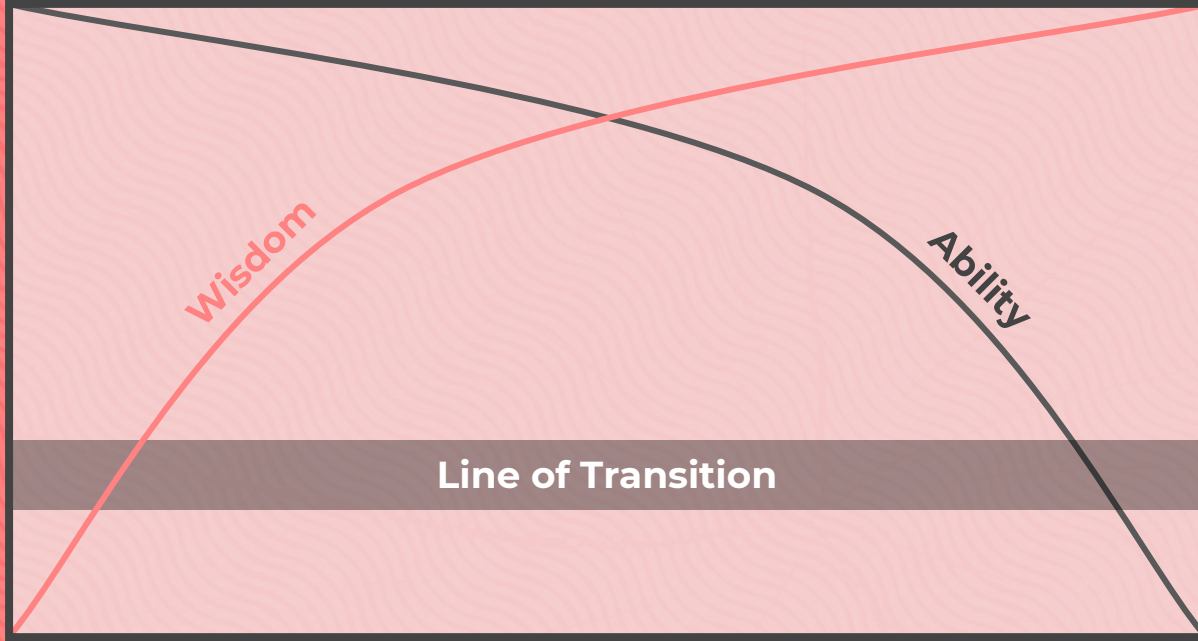
IDEA 4

With age comes wisdom

AGEING is the process during which structural and functional changes accumulate in an organism as a result of the passage of time. The changes manifest as a **decline from the organism's peak** fertility and physiological functions until death.

Nature Portfolio

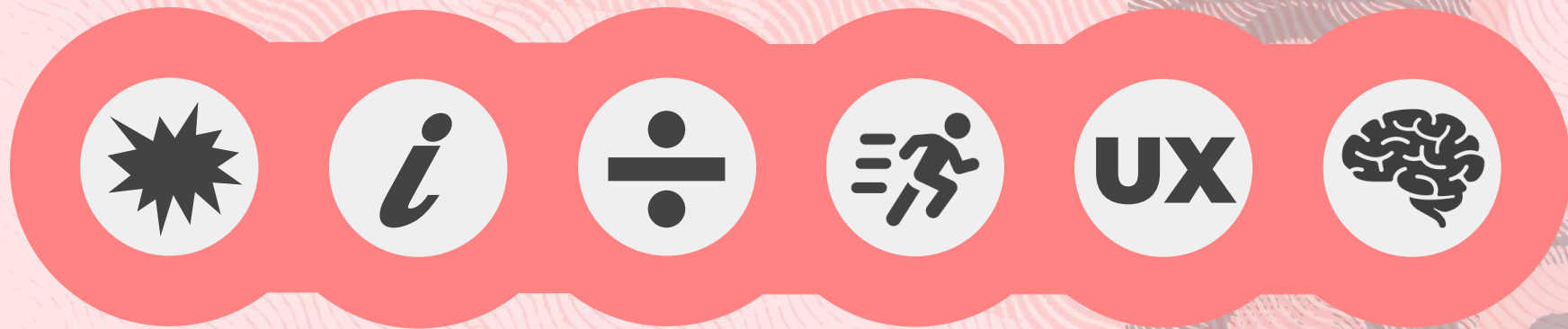
<https://www.nature.com/subjects/ageing#:~:text=Ageing%20is%20the%20process%20during,and%20physiological%20functions%20until%20death.>



Wisdom (*'wɪzdəm*) *noun*. the ability or result of an ability to think and act utilizing knowledge, experience, understanding, common sense, and insight. Accumulated knowledge, erudition, or enlightenment. The quality of having experience, knowledge, and good judgement; the quality of being wise.

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PSYCHOLOGY OF (IN)ACTION



TRIGGER

INFORMATION

EVALUATION

ACTION

EXPERIENCE

REFLECTION

WISDOM



KNOWLEDGE



FILTER

SELF REFLECTION

DECISIVENESS

ACCEPTANCE OF UNCERTAINTY

EMOTIONAL REGULATION

PROSOCIAL BEHAVIOURS

SOCIAL ADVISING

SPIRITUALITY

BEHAVIOURS

SD-WISE-7 / Jeste-Thomas Wisdom Index

THE WISE CONSUMER

THE SAN DIEGO WISDOM SCALE

SELF REFLECTION - HEALTHY CYNICISM

DECISIVENESS - MISSION DRIVEN

ACCEPTANCE OF UNCERTAINTY - LAISSEZ FAIRE

EMOTIONAL REGULATION - LESS IMPULSIVE

PROSOCIAL BEHAVIOURS - EXPERIENCE DRIVEN

SOCIAL ADVISING - ENDORSEMENT

SPIRITUALITY - ETHICAL PURCHASING

DESIGN AGE IDEAS NO. 1-4



<https://designage.org/wp-content/uploads/2023/10/RCA-Design-Age-Ideas-Report-October-2023.pdf>



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THANK YOU



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27th February 2024