



Society for Responsible Design

Graduate Sustainable Design Exhibition

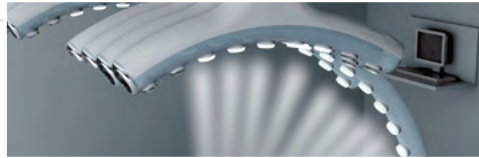
# FRESH IDEAS

and solutions to creating  
our sustainable future





responsible design will significantly  
contribute to more sustainable practices



## Welcome

### Open your mind, consider some alternate perspectives

The SRD Change 10 exhibition is the culmination of a collaborative process uniting the wisdom and knowledge of tertiary educators, practical working expertise of design professionals and new creative enthusiasm of final year graduate project research. The result promotes fresh ideas, solutions and ways, through which society can be made more sustainably aware and responsible.

The SRD Change series is a project of the Society for Responsible Design and this year is part of Sydney Design 10 presented by the Powerhouse Museum. SRD Change presents its seventh annual exhibition, showcasing projects that inspire and challenge convention. Selected from design disciplines across Sydney's leading tertiary institutions, these Graduate projects address issues of sustainability, social equity and community.

The thinking embraced by these projects, highlights how responsible design can significantly contribute to more sustainable practices across all design streams such as industrial design, architecture, fashion, visual communication, interiors, landscape and all design forms. This insightful exhibition confirms the importance of higher education as an integral element to enabling change. SRD Change is designed to promote greener graduate projects completed in the previous year as well as nurturing ideas for candidates in upcoming years of study.



concepts to direct business and government  
towards the latest in green innovation

promoting greener graduate projects

## CONTENTS

- |    |  |    |   |
|----|--|----|---|
| 01 | SRD Change 10                                | 20 | Jessica Robertson <i>Slow Palette</i>     |
| 02 | Welcome                                      | 22 | Monica Ungsuprasert &                     |
| 03 | Contents                                     | 23 | Peggy McNamara <i>Rising Tides</i>        |
| 04 | Adam Long <i>RapidCharge</i>                 | 24 | Renzo Barriga-Larriviere <i>Fire Cube</i> |
| 05 | Ben Moorcroft <i>Inflected Landscape</i>     | 25 | (Rita) Xiaoyi Zhu <i>Make MeMe</i>        |
| 06 | Basia Nowacki <i>Taste Waste</i>             | 26 | Samuel Luke <i>SR Design Comic</i>        |
| 08 | Ben Elbourne <i>Benchmarks</i>               | 27 | Sabina Popin <i>Fortue Stove</i>          |
| 09 | Benjamin McMahon <i>Ribbon</i>               | 28 | Sara Spence <i>Love Bottle</i>            |
| 10 | Dan Anderson <i>Voltra</i>                   | 29 | Tim Tompson <i>Together</i>               |
| 12 | Edward Sackett <i>Sustainable Rings</i>      | 30 | Sponsors and Presenters                   |
| 13 | Elizabeth Carruthers <i>Fashion Ecologic</i> | 31 | Society for Responsible Design            |
| 14 | (John) Xin Dong Che <i>Halo</i>              | 32 | Sponsors and Credits                      |
| 15 | Fiona Morris <i>Eco Fridge</i>               |    |   |
| 16 | Gilo Holtzman <i>Urban Agritecture</i>       |    |   |
| 18 | Olivier Vancaillie <i>Zephyr</i>             |    |   |
| 19 | Michelle Lee Huertas <i>Community Campus</i> |    |   |

## RapidCharge

### Electric Vehicle Charger

“By 2015, there may be up to 700,000 electric vehicles just in North America – all needing to be recharged.”

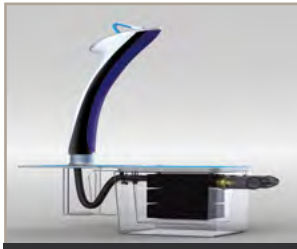


B. INDUSTRIAL  
DESIGN (HONS)  
UNSW

RapidCharge is a charging point for electric vehicles, capable of delivering the power required for an 80% battery charge in less than ten minutes. The system is flexible and modular, designed to be implemented in service stations, specialty charging stations and as an add-on for public enterprises.

The RapidCharge system features a universal coupling that identifies the vehicle it is connected to, and applies the correct charge curve. Power management components are located separately in a rotationally moulded casing.

The design addresses grid and power management, fail-safe safety for users and vehicles, streamlined installation processes, minimisation of material input per service, design for rapid assembly and end of life disassembly, simplified maintenance procedures, and enterprise marketing potential.



The RapidCharge system protects critical electrical components.



The interface is flexible for many business models.



The vehicle connection, designed to SAEJ1772 Standards eliminates all potential hazards, making dangerous amounts of electricity safe.

## Inflected Landscape

### An integration of time, form & purpose

The former maritime industrial site located within the steep topography of the Balmain Peninsula has resulted in a severe manipulation of the underlying natural landscape. The irreversible damage inflicted on the site is most evident by the twenty-metre cut into the sandstone geology, as well as the artificial concrete expanse of reclaimed land below. The scars of the sites former use illustrate a shift in value from the previously desired - to the now undesired - qualities of segregation and isolation. The 'Inflected Landscape' asks the question: How can the dramatic nature of the cut into the Balmain peninsula be critically utilised to create a new urban form of greater value and purpose for the future? This new urban form is created by inflecting the site's underlying natural characteristics with its contrasting industrialised composition and ultimately demonstrates how former maritime industrial sites can creatively contribute towards a sustainable future.



Permeable spaces provide opportunities for temporal moments of inflection within the sandstone cut



The crystalline form reflects both natural and industrial aspects of the site



Contrasting values of light, temperature and materials are used to achieve a dynamic transitional experience.

“Environmentally Sensitive Design principles are incorporated within proposed design language to build upon the palimpsest nature of the post-industrial site.”



B. LANDSCAPE  
ARCHITECTURE (HONS)  
UNSW

- One of several projects from Landscape Architecture UNSW that formed a series of proposals for Sustainable Sydney 2030  
www.sydney2030.com.au
- First Prize Award 2009 Australian Institute of Landscape Architects (AILA) NSW; Future Leaders Student



# Taste Waste

## waste = food = life

### Design Proposition for Interactive Exhibition

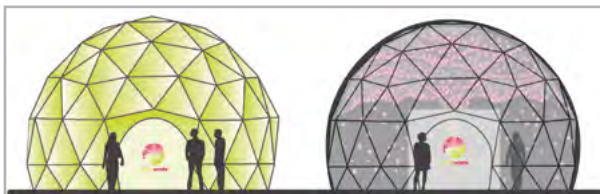
Taste Waste is an interactive exhibition, which immerses the audience in a visual and sensory environment. The experience illustrates the model of Cradle to Cradle; a method of designing products and systems that work in an ecological rhythm with the biological and technological spheres of our world.

The exhibition has 3 visual components in a compact circular space. As you enter the space, an *interactive floor* visually represents how the users' ecological footprints can have a positive effect within the harmonious environment of the exhibition. The environment is centred around a *cherry tree* which illuminates nature's beautiful cycle. As the fruits of the tree fall to the ground, becoming nutrients for the soil and finally the tree itself. At the base of the tree lies an *interactive circular table-top*, designed to reveal how both technological and biological cycles relate to certified Cradle to Cradle products.

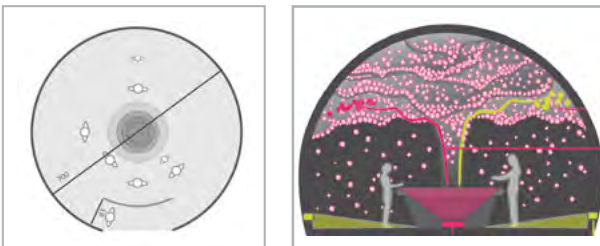


B. DESIGN (VISUAL  
COMMUNICATION (HONS)  
B. ARTS (INTERNATIONAL  
STUDIES) UTS

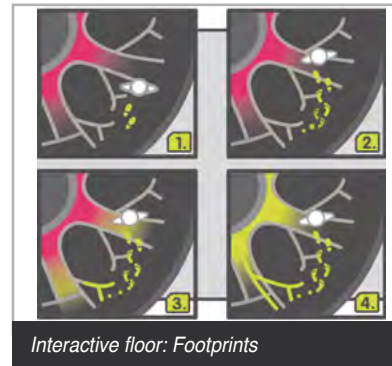
- Exhibition and interactive multi-media that examines the Biological and Technological waste cycles
- Reviews the "waste" process in relation to several product types to assess current and future positive alternatives



Structure of Exhibition: Dome



“  
a method of designing products & systems that work in an ecological rhythm with the biological & technological spheres of our world  
”



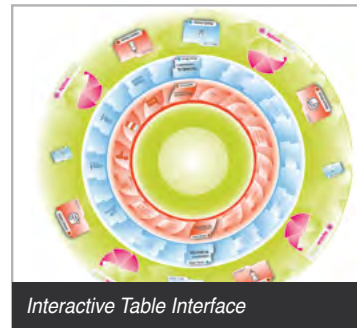
Interactive floor: Footprints



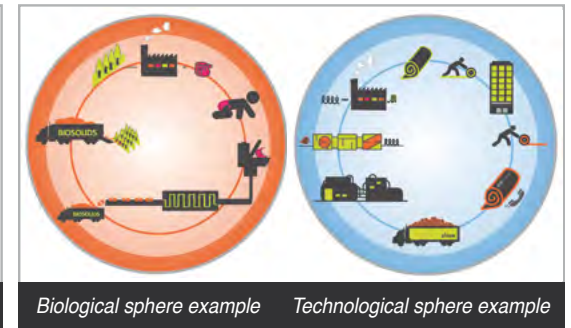
Graphical Style



Interactive cherry tree with user engagement: HOW DOES NATURE TASTE WASTE?



Interactive Table Interface



Biological sphere example

Technological sphere example

## Benchmarks

### Rematerialising waste

A mulch bench for festivals that reduces soil damage and a recycled concrete bench for public seating.

“  
Waste only exists  
when you have  
more than you  
can use”



BACHELOR OF DESIGN  
(COFA) UNSW

■ Practical examples and exploration of utilising industrial and agricultural “waste” as a resource



Mulch Bench



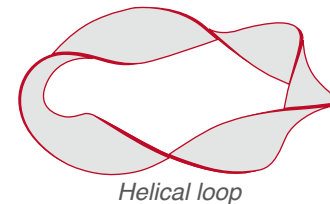
Recycled Concrete Bench

## Ribbon

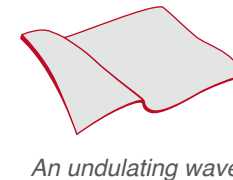
### A next generation ceiling fan

Ceiling fans are an inherently more sustainable and affordable method of facilitating thermal comfort, a viable alternative to energy demanding air conditioners. Ceiling fans use a fraction of the energy to create a comfortable interior, yet there is very little deviation from the typical axial type ceiling fan on the market.

The Ribbon's unique fluid blade design reconciles the air intake principles of a centrifuge fan with a simpler form. Whereas conventional ceiling fans disperse air in a plume directly beneath the blades, the Ribbon's blades create a vortex, causing air to be dispersed throughout the room. The design redefines the idea of what ceiling fans look like and how they operate. Their function is to facilitate airflow, that they look like a fan is incidental.



Helical loop



An undulating wave

The forms that define the fans unique blade



The Ribbon ceiling fan improves air circulation

www.benmcmahondesigns.com



B. DESIGN (INDUSTRIAL  
DESIGN (1st Class HONS)  
UTS



# Voltra

## Electric Motorcycle

Enhancing desirability with more environmentally responsible motorcycling.

The Voltra is an alternative-fuel motorcycle which conveys through product semantics and user experience design, the sense of excitement, exhilaration and culture not currently addressed in the alternative-fuel motorcycle market but which is so important to the appeal of motorcycles to the riding community. The Voltra is the result of research into motorcycling history, society and culture, styling, product semantics and user experience as well as technology, materials, manufacturing and environment. The project covered a wide gamut of skills from concept generation and evaluation to basic design detailing for proof of feasibility.



B. INDUSTRIAL  
DESIGN (HONS)  
UWS

- Reducing embodied energy through manufacturing process of the motorcycle
- Ensuring the materials have after life use
- Retaining some modularity, as electronics become more efficient they can be upgraded



Images from the concept exploration phase



Rider's view of the Voltra

“

Bringing sex-appeal to more environmentally responsible motorcycling

”



“The final design outcome: The Voltra”

“  
Values in  
traditional forms  
can be reassessed  
to make more  
meaning with  
less.”



BACHELOR OF  
INDUSTRIAL DESIGN  
UWS

■ Herein lays the paradox:  
“How can something that  
causes so much death and  
destruction truly represent  
love or beauty?”

## Reconceptualising jewellery

Contemporary jewellery designed to engage with the user on an emotional / semantic level. Traditional jewellery has relied heavily on precious materials to communicate meaning. The sourcing of these materials can come at a significant human and environmental cost. This project combined aspects of contemporary jewellery and industrial design to create an innovative and empathic design process. The primary aim of this project was to explore various ways (e.g. materials, processes and design) a wedding ring could reflect the meaning of 'love' without the use of precious materials.

The project's final design solutions – four rings, a web-based tool and a proposed company called ESSENSE – focus on designing, marketing and distributing customized wedding rings that communicate emotional and personal meanings in an ethically and environmentally friendly way.



*Hou Ola wedding ring set  
using special woods to  
reveal natural values*

*Semper Amemus ring set with  
couples etched fingerprints*

*below: the hidden price of precious gems and metals*

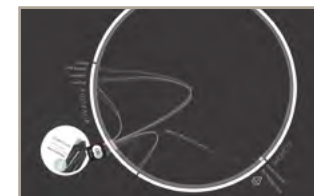
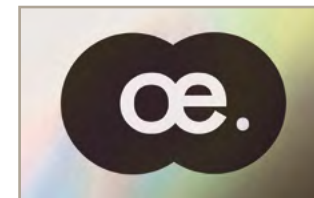


## Fashion Æcologic Environmental Labelling for Apparel

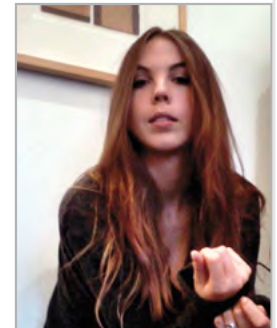
Designed to increase knowledge and awareness of the link between fashion and crucial issues of poor health, poverty and impacts on the environment.

The aim of the project was to create a simple visual language to communicate the social and environmental effect of fashion items. The result, a label system that displays total ratings for water use, dye process, ethical labour, resources/materials and carbon emissions. By making this information visible, customers are encouraged to make better choices and place pressure on the fashion industry to improve its processes.

• an interactive panel displays relative distance materials have travelled with a range of other data to enable clearer understanding of the total ecological footprint.



“  
accessories  
may be just  
as ecologically  
damaging as  
other fashion  
items”



B. DESIGN (COFA)  
UNSW

■ A label that allows people  
to immediately gauge what  
effects on our environment,  
culture and society the  
product embodies

■ Encouraging and practicing  
standards that add value for  
people and the environment



## Halo LED

### The revolutionary surgical light of the future

The "Halo" conceptual surgical light substitutes High Power LED's for halogen lights to offer efficient illumination with consistent and stable lighting to the surgical field. LED's have longer service life, 30% reduction in energy consumption, and being made out recyclable aluminium, can achieve a higher level of environmental sustainability.

The innovative design of this surgical light enables: reduction of unnecessary human communication errors by using robotic hands free remote control system; more stable illumination to specific areas of surgical interests; reduced heat generation that could affect surgical outcome; and achieves greater sustainability.



B. INDUSTRIAL DESIGN  
UNSW

- Long service life of LED's: lasts 40 times longer than halogen bulbs in existing surgical lights
- Very low maintenance
- "Hi-tech" advances with low-energy lighting



Adjustable focusing



Multi-Beam technology



Better shadow-less technology



Hand free control technology

## Eco Fridge

### Designed to reduce the eco impact of modern food preservation

The thermoelectric module reduces energy consumption by as much as 50%. A high-impact vacuum-tensioning process is used to create the insulation which itself is made from recycled material further reducing the embodied energy. The Eco Fridge is a modular system that is available in three varying sizes. Each module has an individual cooling system, allowing the user to alter the temperature of individual modules. The central remote control allows the user to monitor and modify: temperature, energy consumption, food that has been stored and food that has been consumed. Additionally the remote notifies the user if food items are about to pass their use-by-date. All these steps assist in the reduction of food wastage.

The Eco Fridge offers consumers the opportunity to take control of their energy usage and aid in the reduction of energy consumption within the home.



Central Remote Control

Single Eco Fridge module



Eco Fridge Range

“

*A thermoelectric module combined with an innovative process that utilises recycled insulation materials*

”



B. INDUSTRIAL DESIGN  
(HONS) UWS

- Specific temperatures within each module better suits the foods stored
- Typical individual settings are for 3, 5 and 8 degrees celcius



## Urban Agritecture

### agri-housing: a synergy between agriculture and domestic living

Urban agritecture is a design concept that speculates on a new urban order, a social vision that addresses contemporary problems of urbanism with emphasis on the pressing issue of servicing the city dwellers with fresh food. A synergy between agriculture and domestic living the 'Bays agri-precinct' and the 'Agri-Housing' student cooperative projects create an affordable and sustainable living system approach. This design proposition in its form and program seeks to create a place for socio-enviro ecological belonging between the building occupants and the locals through the cultivation of food for sustaining city living.



MASTER OF  
ARCHITECTURE  
UNSW

- Significantly reducing carbon footprint of city communities
- More efficient cultivation methods
- Transportation and water usage savings
- Energy harvesting plus on-site waste management



urban agriculture

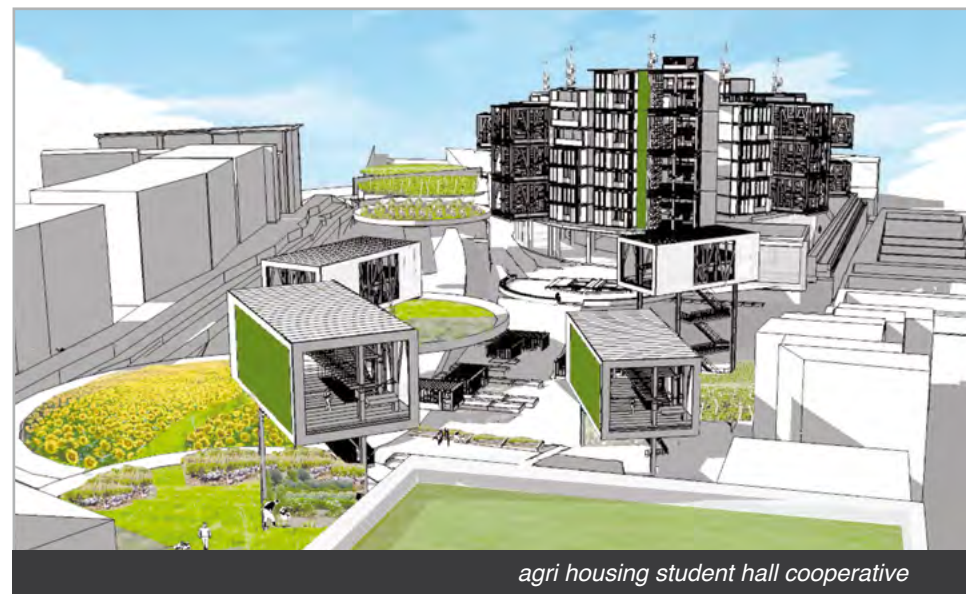


agri housing interior

“  
envisage living in a vibrant community,  
grow your own food...  
all in one building”



- Q. "How long do we rely on current food industry practice for city food supply?"
- Q. "Are we able to reverse some of the ecological harm past agricultural practices have done?"
- Q. "Can we empower communities through positive change?"



agri housing student hall cooperative

## Zephyr Modular Wind Turbine

Zephyr was designed to create a new type of wind turbine, which could handle the wind patterns of the built environment.

It is also designed to be built almost entirely from recycled material. This type of wind turbine design also has the potential to yield a higher electrical production per square metre than commercial photovoltaic panels. It carries the same benefits of creating the electricity at the source of demand reducing the need for large infrastructures. Zephyr is extremely versatile as it can create electricity in locations which conventional renewable energy generation technologies such as photovoltaic cells could not do.

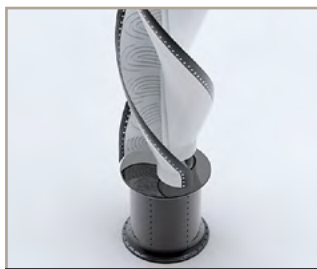
“Zephyr ... makes energy from a breeze”



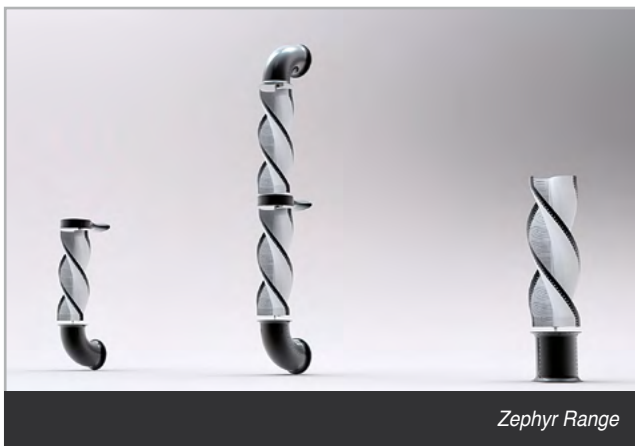
B. INDUSTRIAL DESIGN  
UNSW



Blade Assembly Detail



Free Standing Zephyr

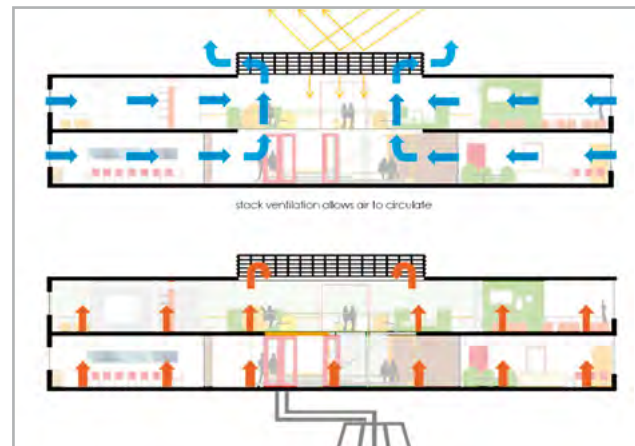


Zephyr Range

## Community Campus Learn . Play . Live

Education or to educate: the giving of intellectual, moral, and social instruction - an enlightening experience.

In an age of tv, xbox, budget deficits and staff shortages this ideal 'enlightenment' of students is often a difficult concept to achieve. The Community Campus rises to this challenge. It is a rethinking of the part our public schools play within our communities; a chance to involve the community in the educating process and re-design the man-made school environment into a more environmentally and socially sustainable hub. Students, teachers and the public come together in a safe and engaging environment to work, learn, play and live.



www.michelleleedesign.com

“The school of the future will be more than classrooms and textbooks; it is the hub of the community. A socially and environmentally sustainable complex where the community can come together to learn, play and live”



BACHELOR OF DESIGN IN  
INTERIOR DESIGN (HONS.)  
UTS

- Use of transparent double glazed solar panels reflecting 90% of heat
- Geothermal earth loop aids temperature regulation
- Internal stack ventilation with louver controls allows better air circulation



“

*Through this hands-on slow design process, I was not only educating myself, but also able to educate the consumer of the origins of my garments.* ”

## Slow Palette

### Slow Fashion and Textile Design

This semi-couture women's-wear fashion collection was produced in a Slow Design framework.

In opposition to the current Fast Fashion culture premised on mass production, mass consumption and mass disposal with no regard for environmental consequences or human values – Slow Palette is created using techniques, products and practices that are traditional, sustainable and ethical; specifically Local, Transparent and Collaborative.

Using natural and dyed Merino wool from Dubbo – sourced from a local supplier – I was able to make unique garment forms with Nuno felting and wet screen-printing textile techniques. These garments are made-to-order to the wearer's specifications. All steps in the process of creation are focused on forging more garment value for the wearer. For me each garment is a work of art that, as a collection, shows my vision for fashion striving for sustainable values.



B. DESIGN (FASHION  
& TEXTILES) B.ARTS  
(INTERNATIONAL  
STUDIES)  
UTS



'Freeze-dried' photography by Jennifer Chua



No fabric waste– “sewn” together with wool by Nuno felting technique.

Photography by Jennifer Chua



Artwork on the body; wet screen printing technique meaning each garment is unique to the wearer.



Can be worn in different ways with long Nuno Felted scarf wrap for a closer garment / wearer relationship.

Photography by Nyk Sykes



Simple designs, with traditional artisan workmanship aimed at reducing the disposable consumer culture.



MASTERS OF  
ARCHITECTURE  
USYD

peg\_mac@hotmail.com M: 0415 428 808



MASTERS OF  
ARCHITECTURE  
USYD

monica.ungsuprasert@googlemail.com M: 0401 266 359

# Rising Tides

## Adapting to Sea Level Rise in Lake Macquarie

Flanked by a channel and the ocean, Blacksmiths beach is a captivating recreational site. However it is this union of land and sea which makes the area particularly vulnerable to the imminent threat of sea level rise. The low lying and fragile dunes offer little long term protection to the town.

Conceived from the idea of a coastal walk, the project emphasizes the ephemeral qualities of time and place. Proposed architectural interventions strengthen existing natural barriers creating impermeable layers of defence for the town. The rehabilitation of the dunes allows for the absorption of the lateral velocities inflicted by the sea.

Over time the architecture becomes a remnant in this dynamic landscape.



Surf Life Saving Club



Tidal Pools



Master Plan



Southern Pavilion

“  
Conceived from the idea of a coastal walk, the project emphasizes the ephemeral qualities of time and place.  
”



Rock Pools





**B. INDUSTRIAL DESIGN**  
UTS

- Made from AAC Concrete, a more environmentally friendly, energy efficient, natural insulation concrete material
- Internal water tank for water collection, added insulation and fire suppression
- Elevated gardens to support bush life
- Efficient use of space within the structure doubles as a living space

## Fire Cube: Living with Bushfires

Fire shelter for everyday use in the bush

After the Victorian Bushfires of 2009, the Royal Victorian Commission concluded that all properties in bushfire-prone areas should be equipped with a concrete shelter. Most people living in the bush will only experience a destructive bushfire attack that endangers them and their property once in their lifetime (if ever). Conventional fire shelters do very little to promote fire safety into everyday life and are only useful in midst of a major fire emergency. 'The Fire Cube' proposal is a shelter that can provide fire safety during a bushfire attack and that delivers an innovative solution that is affordable, socially and environmentally relevant to the bush-life values and provides an alternative to drastic measures such as concrete bunkers or underground shelters, thus promoting the ownership of a fire shelter without imposing a major or unnecessary-perceived economic investment.



Top area doubles as an extra living space and a safer vantage point



Fire Cube Interior



## Make MeMe

Slow down fashion

Make MeMe creates sustainable womenswear, with knitwear as a special signature. It has less wastage, is free size and can be carried through from season to season by adding and removing layers. It is designed to combat the rapid turnover of trendy pieces that are disposed of at the end of each season while following sustainable principles. This collection includes simple forms that combine subtle femininity and elegance, inspiring ethical thought and action through the use of green, organic, quality fabrics, craftsmanship and local production.



“  
*How we consume  
shapes the future  
of the planet.*

Katharine Hamnett

”



**BACHELOR OF FASHION  
& TEXTILE DESIGN**  
UTS

# Comic Guide to Socially Responsible Design

## Helping young designers find their ethical position

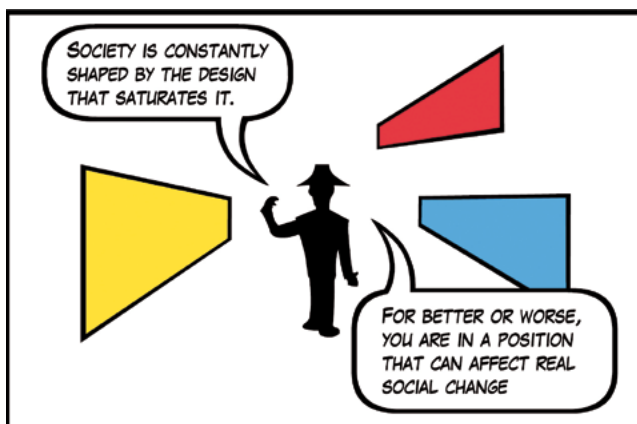
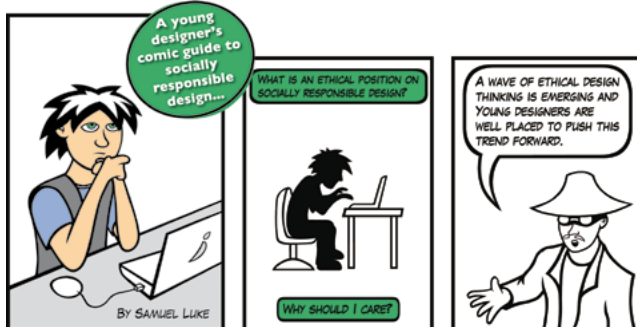
As a demographic that will steer the future direction of graphic design, young designers must be led to consider practical applications of socially responsible design as they transition between university education and industry.

“  
Every design says something of the designer  
”



B. DESIGN (VISUAL COMMUNICATION)  
(HONS)  
UWS

This short comic narrative, which was published with an exegesis, attempts to model several reflective problem-solving scenarios that can assist young designers to form their ethical position. This format will also demonstrate the potential of using a narrative-based methodology to promote socially responsible design.



What designers can do... see: [www.srdchange.org/exhibits.html](http://www.srdchange.org/exhibits.html)



“  
The end users of the fortué™ sustainable stove will be developing communities, globally  
”

## Fortue Stove

### Minimizing the risks from cooking fuels in developing communities

2.5 billion people worldwide rely on solid fuel energy for cooking. Burning solid fuel for energy releases harmful toxins into the air, in developing countries people cook indoors on open fires, this causes Indoor Air Pollution (IAP).

The proposed solution is to provide a safer, cleaner, healthier household environment by significantly reducing emissions from cooking fuels with the implementation of the fortué™ stove. By achieving a viable alternative to solid fuel which the fortué™ stove will run on, there is the opportunity to create revenue for the communities, thereby allowing financial and ecological sustainability.

The fortue stove has features which allow the user to cook safely both in terms of fuel use and protection from flame. Its unique structure allows the user the flexibility of cooking outside and inside, as the wind guards act both as a wind deterrent for outside use and as a protection from the flame for children and animals. The diagram below left offers a simple explanation of how the use of methane or biomass can create a cycle of economic and wellbeing sustainability for developing communities.



Methane Gas diagram



The Fortue Methane Gas Stove



B. INDUSTRIAL DESIGN  
UTS



“

*From love, can grow respect,  
and respect encourages us  
to do the right thing.*

”

■ Fully recyclable and biodegradable form of plastic made from plant starch PLA (Polylactic Acid)

■ Challenging food, drink and medical packaging companies that use large quantities of plastic with a practical and sustainable alternative

■ In commercial development



B. DESIGN (HONS)  
(COFA) UNSW



## Love Bottle

### A compostable bottle for H2GO

This project is an exploration of a product that generally holds low love and low respect with a consumer; a water bottle. Product love is reflected in the way we use a product. If we look after a product, use it on a regular basis and ensure it is used responsibly we are showing signs of product love and respect. Responsibility is the key concept within the framework of my water bottle. Working with h2go I have created a bottle designed to encapsulate the six qualities needed to create love. Communication, interaction, awareness, through senses and design. Applying these to a product increases initial desire that can be followed by love. In the design process I have focused strongly on consumer interaction. This interaction can act as an umbrella for the five other ideas. Interaction is communication and awareness. Engaging the senses, provoking thought, can create interaction and design is used to bring all of these ideas together within a product.



Love Bottles, 2010 Photos: Prudence Upton

## Together

### Demand responsive bus service

Too many community based sustainability projects fail in implementation. Focusing too much on new technologies often leads to shortfalls in providing value for business or to the individual user. The costs of driving a private motor vehicle are rapidly increasing due to oil shortages, parking costs, and increasing tolls. 'Together' is designed to be a community backed, cooperatively run bus service that will provide individuals with a cheap convenient alternative 'door to door' transport, as costs of running a private motor vehicle continue to escalate.

“

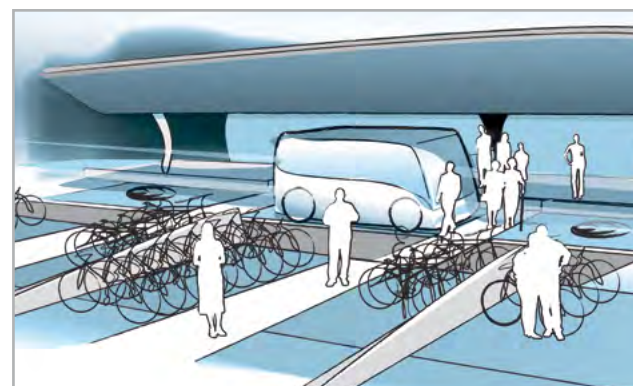
*never spend  
another cent on  
petrol* ”



Booking software interfaces



Map of service operation in  
Rouse Hill



The vision for integrated local transport

timtompson.com



B. DES (INDUSTRIAL)  
(HONS) & B. ARTS (INTL)  
UTS

- 100% renewable energy
- Reduces dependency on foreign oil
- Part of an integrated green transport network
- Removes the need for many private vehicles
- Uses existing infrastructure
- Minimal investment to activate



## Pyd. design centre



is nestled in the new design hub of Waterloo, in a purpose-built space, bringing together inspiring design showrooms, a cafe and event spaces.

pyd. is providing SRD Change 10 an exhibition space spreading over three levels. pyd. features a range of design objects and interior products for the home including bathroom accessories, lighting, flooring, contemporary and one-off antique furniture, textiles and door hardware to complement the exhibition.

pyd. offers this venue in support of SRD and young designers promoting innovative design concepts in recognition of the synergistic approach taken by all to move towards a more sustainably designed future.

## Sydney Design

hosts one of its most dynamic programs in 14 years with a city-wide program of more than 70 events and activities supported by an engaging theme 'tell us a story'. This contemporary design festival runs for 16 days from Saturday 31 July to Sunday 15 August. The program has been produced by the Powerhouse Museum in partnership with more than 50 cultural institutions, organisations and individuals across Sydney.

The 'tell us a story' theme will reveal the many captivating stories behind design ideas, objects and processes. It will invite participants to create meaningful conversations with others around design, and enable people to connect with design on a more personal level.



[sydneydesign.com.au](http://sydneydesign.com.au)



[adobe.com/au](http://adobe.com/au)

## Adobe Systems Pty Ltd

Adobe and SRD have enjoyed a partnership in promoting the new values in good design over several years. It is through collaboration and creativity that many solutions for our future will arrive, so this is a natural progression and investment in our rising design stars that's bound to deliver a continuing flow of positive results for years to come. Many will appreciate the depths of research and clever solutions that will spring from this cooperation and we are proud to be associated with and support such projects in Australia and worldwide.

*SRD thanks Adobe for the provision of their Creative Suite 5 software packages as major prizes for the leading exhibitors.*

## SRD

**The time for just talking about sustainability needs to change.**

There are many great ideas, as shown by the 140+ displayed at these annual showcases. Now is the time for substantive action. We need industry, individuals and government to start investing in these solutions and encourage their development to bring them to market via several options.

Firstly, we've set up the framework for an annual A\$25,000+ "PANGAEA Prize" for the design voted best of show at the next SRD Change. This would give a major kickstart to a young designer's career and provide significant funds towards establishing a profitable business from their concept. With wider industry support we track, mentor and assist their progress. The prize would provide real incentive for design students to place responsible design at the heart of their final projects. It promotes the idea of sustainability, as the Archibald Prize promotes art. We need business, individuals, trusts or government to come forward to provide this funding.

Secondly, we could employ micro-financing and start funding projects collectively within the sustainable design and green community. We assess the costs the most promising designs will take to get to market and raise the money online via sites like kickstarter.com or our own.

Thirdly, government needs to provide tax breaks for greener, low-carbon, responsible products, projects and services. Businesses, start-ups and entrepreneurial financiers would be encouraged to fund and develop sustainable projects. Contact your local member to encourage this. By working together with governments, corporations and universities, we can really start to make substantive things happen. As we've always maintained, many of the world's toxic issues can be eradicated through clever design thinking, research and application.

The SRD is an incorporated, not-for-profit, volunteer-based, registered environmental organisation that has explored the relationship between design, the environment & social responsibility since 1989. For 21 years the major objectives have been to support and promote collaboration between educators of all design streams, designers using responsible design practices, manufacturers and the public to advance information, research and education for significantly better built and living environments, products, services and resource management.

SRD activities are largely funded by membership subscription which is open to all with a genuine interest in responsible design. Members include businesses, design practices, individual designers, design students, educators and environmentally aware members of the public. SRD is a part of International networks and also promotes and participates in International eco design and related events such as ConnectED 2010 with co-writing and presenting a conference paper on the SRD Change series. Other activities in 2010 include a university Pro brief with UWS, Live Futures participation and several speaking engagements. SRD membership details and benefits are online. Your input to assist us to create our sustainable future by design is invited.



“  
promoting the  
exchange of ideas,  
experimentation  
and encouraging  
creation of the  
next level of  
sustainability  
”



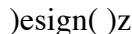
GREG CAMPBELL  
SRD CONVENOR

[www.srd.org.au](http://www.srd.org.au)  
[www.changedesign.org](http://www.changedesign.org)  
[www.srdchange.org](http://www.srdchange.org)





Our much appreciated sponsors for SRD Change 10



SRD acknowledges the greatly appreciated contributions made by many more than those listed below in creating this exhibition. **LOGO / GRAPHICS** Maya Brasnovic / UWS ProBrief team; Plus Basia Nowacki, Samuel Luke + the whole C10 team **EXHIBITION** Ben Moorcroft, Jessica Robertsson; Exhibition tower & walls from SRD M.A.D.E. Accountable 1995; Reused Exhibition plinths Natacha Brochard / COFA **SPONSORSHIP** Gilo Holtzman **HOSPITALITY** Cheryl **CATALOGUE** Basia **WEB** Sam, Renzo, Sabina **PR** Michelle and the team **INKIND** Business support: Colquhoun's Chartered Accountants; X-Board, 100% recyclable and biodegradable, kindly supplied by Dalton / Imedia; Heineken Lion **UTS** for use of their meeting space in Ultimo; Input from Design and Architecture Lecturers and departments from many Universities **PLANNING and SUPPORT:** Cheryl Campbell, Rupert Francis and the whole SRD Executive **PROJECT manager/curator:** Greg Campbell\_ )esign( )z



**Environmental Credentials:** PRINTING fishprint: Computer-To-Plate + Waterless printing + low VOC Vege Inks process PAPER Focus Quality Paper: 105gsm RePrint 100% Recycled offset: 90% Post Consumer Fibre + 10% Pre see REAP guide [www.srd.org.au/reap.htm](http://www.srd.org.au/reap.htm) + greener print guide [www.srd.org.au/gppg.htm](http://www.srd.org.au/gppg.htm)

Publisher: Society for Responsible Design Inc. Copyright August 2010 Designers: SRD Change 10 team  
Director: Greg Campbell Editors: Selena Griffith ISBN 978-0-9805464-4-6

[www.srdchange.org](http://www.srdchange.org)