PHILIPS

Lighting University

Design trends:

creating
people-focused
smart cities

Light+Building
Expert speaker program

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Design trends shaping cities
How can designers can create products and services that mesh with human behavior, aid in solving our problems, and live up to current societal trends?

It's a key question discussed by Pierre-Yves Panis, Head of Design at Philips Lighting along with architect, urban designer and developer Guy Perry who expands on this theme, sharing his experiences researching cities and their impact on people's well-being.

Watch the video on: https://www.youtube.com/watch?v=aUQRDNthsF0&feature=youtu.be

According to Guy Perry, President of Cities and Strategy for the ESSEL group, his goal is to create people- focused smart cities. Many of the world's largest cities are unhealthy places to live. In order to change this, he says that we must restructure cities to create more opportunities for activity, in turn leading to healthier lifestyle patterns and a more sustainable life.

Two of the biggest challenges facing cities today are:

1. Non-communicable, chronic disease is the leading cause of death globally (50% comes from the environment and how we are shaping our lifestyle patterns)

2. Competition between the virtual world and urban environment – we are spending much more time than we are designed for in a sedentary activity – screens – not moving

In order to measure whether an environment is healthy, Mr. Perry studies cities across 11 principles that contribute to a healthy lifestyle.

By providing information on multiple case studies and sharing extensive research, Mr. Perry presented evidence for why we need to take a new approach to designing our cities. Healthy cities need to improve their scores across all 11 principles by engaging in responsible urbanization. Our ultimate goal should be to encourage people to interact with the environment as well as with one another.

Pierre-Yves Panis, Head of Design at Philips Lighting, mentioned that it is critical for a designer to observe - to look at value drivers to new experiences
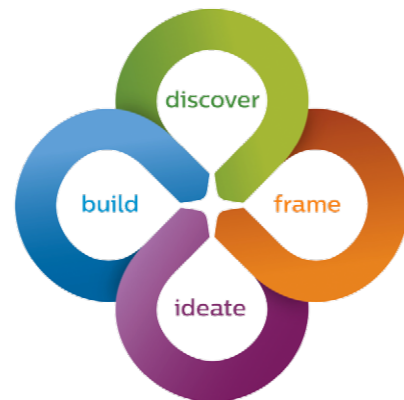
1. Attract and engage – provide identity

2. Empower and augment – convenience and augmenting and personalizing experiences

3. Well-being – is the trend of the 21st century – better balance between life and well-being

4. Sustainability – new sustainable technologies and approaches are leading to more thoughtful use of buildings and systems

Examine the value drivers across four domains:

1. Flexible living and enjoyment at home – your home will capture data and suggest scenes

2. Identity and atmosphere in cities – light acts as a structural element in cities

3. Memorable – exciting shopping experience – Lifi provides an accurate means of creating experiential potential

4. A workplace you love going to – the office environment will offer customizable products and services as part of new eco-systems. Important to co-create products and services.

The Philips Lighting approach to design thinking is called co-create

Discover – Frame – Ideate – Build
4 stage approach

Discover
summarize findings in experience flow

Frame
example canvas – does it make sense

Ideate
example steps – involve internal and external partners

Build
example methods, rough solutions, mock ups

> " We must rethink our cities to be **places that are based on human metrics.**"
>
> **Pierre-Yves Panis** – Head of Design at Philips Lighting

While focusing on the end user, design helps solve problems and create meaningful experiences. Nowhere is this more evident than in our cities, where an unhealthy lifestyle is having a major impact on life expectancy, health care costs and well-being. One way to combat this challenge is to design cities that engage with citizens, allows them to be active, and encourages a healthy lifestyle.