How can service design & art therapy create happy sustainable homes? [Poster]

This item was submitted to Loughborough University's Institutional Repository by the/an author.


Additional Information:

• This is a poster presented at the DesRes Conference 2015, Loughborough University.

Metadata Record: https://dspace.lboro.ac.uk/2134/26752

Version: Published

Rights: This work is made available according to the conditions of the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0) licence. Full details of this licence are available at: https://creativecommons.org/licenses/by-nc-nd/4.0/

Please cite the published version.
How Can Service Design & Art Therapy Create Happy Sustainable Homes?

Abstract
This research will use art therapy and service design to create a social innovation for sustainability and happiness in the home. It will first try to establish the ideal home for happiness and sustainability and create a set of guiding principles for this. This will then be used to structure art therapy sessions with a chosen UK community in order to inform and co-create a service design that will facilitate and encourage a happier and more sustainable living for UK homeowners. This group was chosen as they have the greatest freedom to change their domestic lifestyle or environment when compared with those renting. This service design will be trialled on a UK community and the results will be recorded and examined against the theoretical criteria for happy and sustainable homes and whether it can be considered or has the potential to become a social innovation.

Research Questions
How can art therapy inform and initiate a service design for happiness and sustainability in the homes of a UK community?

- What is the ideal home for happiness and sustainability?
- How can this be used to shape and direct art therapy sessions that will inform a service design?
- What are the results (i.e. advantages, disadvantages) of using art therapy to inform a service design?
- How can this service design create and inform future social innovation?

Problem
Current UK home environments and practices are unsustainable and difficult to change. There is a lack of time and creativity in everyday life to allow people to be inventive and personally reflect to make any long-lasting changes to these deep-seated domestic routines and spaces.

Solution
Create sustainable alternatives, using service design as a platform that satisfy needs in a more fulfilling way, actively enhance or contribute to happiness and allow for personal creativity to accommodate varying individual needs.

What is Service Design?
An area of design that is primarily focused on creating a holistic customer experience using tangible and intangible mediums to nurture new socioeconomic value in society. End users are treated as co-designers during the conceptualisation, construction, and implementation of the service design (Stickdorn & Schneider, 2011).

What is Art Therapy?
A form of psychotherapy traditionally used to treat people with a range of emotional and physiological problems that uses art media as its central tool for communication and analysis (BAAT, 2014).

What is Social Innovation?
A novel solution to a social problem that is more effective, efficient, sustainable or equal than existing solutions and for which the value created is primarily for the benefit of society as a whole rather than for private individuals (Phillips Jr et al., 2008).

Contribution Aims
- To explore the use of art therapy to inform the development and creation of a service design
- To use existing knowledge to create a set of guiding principles for the domestic space in relation to happiness and sustainability
- To expand the knowledge of social innovation in domestic spaces
- To explore the link between creativity, intrinsic motivation and happiness in a new context
- To explore the link between happiness and sustainable social values in a new context

Approach
Criteria for the ideal happy and sustainable home are created from the initial data collected using photo elicitation. This will then be used to guide and structure art therapy sessions with a UK community. The work created from this will inform a service design to help the residents of this community achieve happier and more sustainable domestic lifestyles. This service design will be prototyped and trialled on the community and its impact will be recorded.

Research Journey

CONTACT INFORMATION
Emily Corrigan Doyle
1st Year PhD Student
Service Design mini CDT
School of the Arts
Loughborough University
Leicestershire LE11 3TU, UK
e.corrigan-doyl@lboro.ac.uk

SUPERVISORS
Dr. Carolina Bozic-S-Telles
Design School
Loughborough University
Dr. Kathy Pui Ying Lo
School of the Arts
Loughborough University