

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 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.

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)

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 Sustainability?

Meeting the needs of the present without compromising the ability of future generations to meet their needs (the World Commission on Environment and Development, 1987)

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.

What is Service Design?

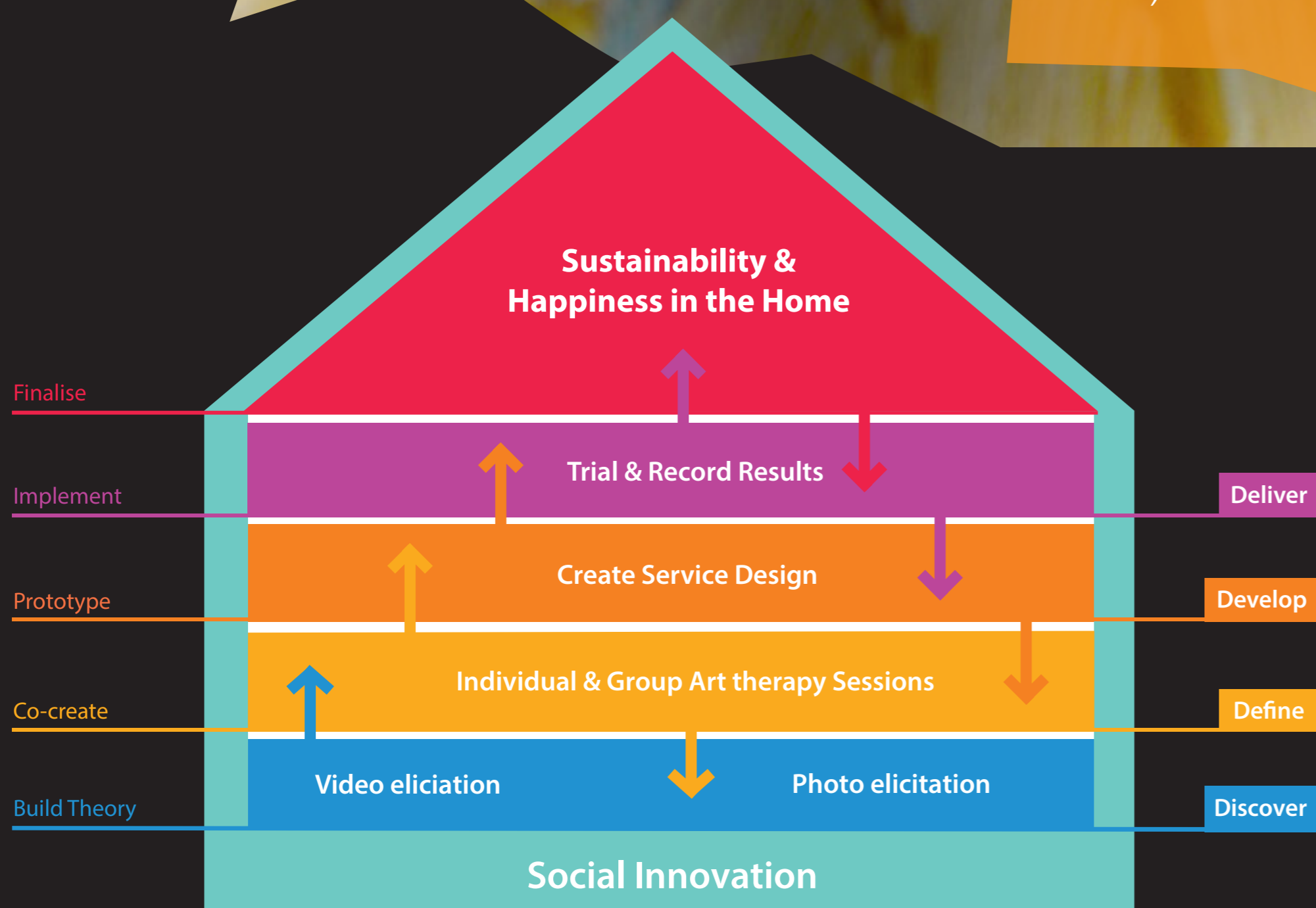
An area of design that is primarily focused on creating a holistic customer experience using tangible and intangible mediums to nurture new socioeconomic value in society. End users are treated as co-designers during the conceptualisation, construction and implementation of the service design (Stickdorn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

What is 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 (Phills 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



Research Journey



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