

# Creating a Service Design for Happy Sustainable Homes using Art Therapy

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## Aim

To explore ways that service design informed by art therapy can facilitate or encourage a domestic lifestyle change towards happiness and sustainability in the homes of a UK community and through this create and/or inform a social innovation in this area.

## Target Group

Homeowners with families have been the chosen focus for this research as they have the greatest freedom to change their domestic lifestyles or environment when compared with those renting but are also those with the least amount of time and resources to maintain happy and sustainable lifestyles due to their hectic daily routines and responsibilities.

## Research Questions

How can art therapy inform 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 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)

## 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.

## Methods

### Photo Elicitation

Participants are instructed to create a visual narrative of their experiences at home for 2 days (1 working and 1 non-working) using photography and are then questioned on the significance of the images captured.

### Art Therapy

Group art therapy sessions are held with family members of the same household to explore the resulting concepts more deeply.



## Contribution Aims

- To explore the use of art therapy in informing 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



## CONTACT INFORMATION

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