

Where does design fit into the world of policy making?

Design is a discipline that imagines multiple futures. Challenges the steadfast and the certain. Considers different perspectives – indeed every perspective.

For policymakers, using design is a route to a more holistic view – letting you live the impact of every decision, feel every ripple in your pond.

Design gives us the tools and techniques to create prototypes for testing and stories for sharing – rendering policy real for the makers and the users.

Used well it can make us all visionaries, lending insight and foresight. It exposes the issues we face, revealing all the complexities of our multi-dimensional world. But it also gives us the tools to explore and develop joined-up answers.

Design in policy is an approach at work today. Internationally. Nationally. Locally. It's shaping the policies, processes and procedures and places that govern life today.

Data and disease. Artificial intelligence and emotional wellbeing. Urban structures and virtual worlds. Our food. Our money. Everything.

This matters, more than ever.

It's time for better understanding. And we're here to provide it.

We have come together to make design for policy more effective. More accessible and applicable. More visible. More valuable. Exploring how it could be better understood, better harnessed and, simply, better.

We're doing research that nobody else is. Assessing, testing, evaluating, exploring, discovering, sharing. We're using design to inform and create new futures.