

From the global economy to our personal lives, so much is shaped by our workplaces, our factories, and our supply chains.

We see it all through the lens of design.

Not just the products we create, but our approach to critical-creativity.

Not just the way we use new tools, but the way we work with each other.

Design empowers us to explore the intersections between work, technology, and society, to cast light on innovative ideas in ways no other discipline can. To transform the what and how and when of work.

We're imaging, prototyping and testing new computational design processes.

We're investigating new uses for virtual reality, augmented reality, machine learning and AI.

We're charting data-driven, solutions-oriented approaches for harnessing the physical and digital tools of the future.

We're reimagining collaborative workflows, visualising social, professional and innovation networks, using the designers-eye view to shape the future of factories and workplaces.

This matters – more than ever.

New technologies are emerging faster than ever, becoming ever more integral to our lives. And while they offer incredible leaps in communication, commerce and healthcare, not every impact has been positive.

Design-led research offers the perspectives that other kinds of research cannot – letting us look critically at how technology *really* touches people's lives, by enabling people to reshape the systems they use to work, be innovative and harness creativity.

Applying the design research lens to factories and workplaces we're not just helping create better products and shaping future businesses. We're working on a better world.

