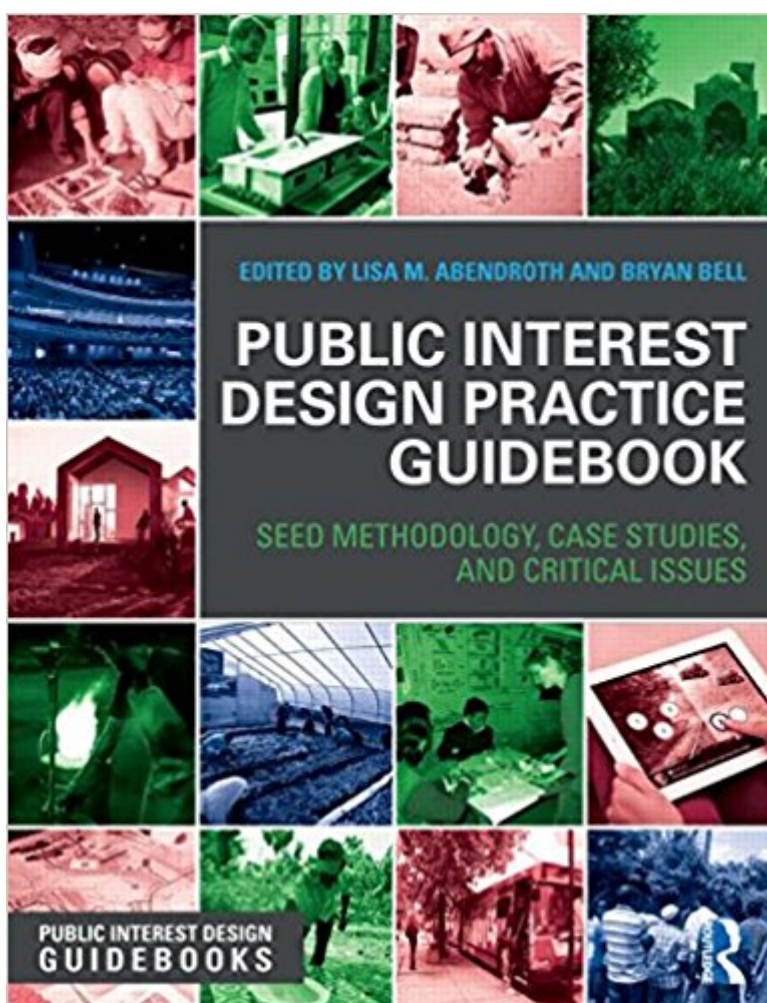


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# Public Interest Design Practice Guidebook: SEED Methodology, Case Studies, And Critical Issues (Public Interest Design Guidebooks)



## Synopsis

Public Interest Design Practice Guidebook: Seed Methodology, Case Studies, and Critical Issues is the first book to demonstrate that public interest design has emerged as a distinct profession. It provides clear professional standards of practice following SEED (Social Economic Environmental Design) methodology, the first step-by-step process supporting public interest designers. The book features an Issues Index composed of ninety critical social, economic, and environmental issues, illustrated with thirty case study projects representing eighteen countries and four continents, all cross-referenced, to show you how every human issue is a design issue. Contributions from Thomas Fisher, Heather Fleming and David Kaisel, Michael Cohen, Michael P. Murphy Jr. and Alan Ricks, and over twenty others cover topics such as professional responsibility, public interest design business development, design evaluation, and capacity building through scaling, along with many more. Themes including public participation, issue-based design, and assessment are referenced throughout the book and provide benchmarks toward an informed practice. This comprehensive manual also contains a glossary, an appendix of engagement methods, a case study locator atlas, and a reading list. Whether you are working in the field of architecture, urban planning, industrial design, landscape architecture, or communication design, this book empowers you to create community-centered environments, products, and systems.

## Book Information

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## Customer Reviews

'Public Interest Design pulses with community, equity, place and democracy. Its legacy of knowledge and practices, seamlessly interweaving design with community, is its DNA. Now, at this morphogenic moment, when PID is more than ready to prosper and grow, comes the Public Interest Design Practice Guidebook. With its many cases, process tools and SEED methodology, this book will fuel and energize PID culture and practice. It will fortify PID's role and value and without question, help shape and transform 21st century design.' - Paula Horrigan, Associate Professor, Cornell University, USA

'This book is written for those that seek a new kind of design practice. The kind of practice that values on-the-ground engagement and thinking about the systematic impact of design labor. A practice that does not dictate form but rather seeks a radically contextualized understanding of "Public". Those new practitioners will find the critical essays and case studies found in this book to be invaluable tools.' - Quilian Riano, Founder and Principal, DSGN AGNC, USA

'Bryan Bell and Lisa Abendroth have dedicated their respective careers to igniting the spirit of public interest design that exists within all of us who are charged with creating the constructed legacy of our time. If you have ever had the inclination to work on behalf of others whose needs are far greater than our own, then you will find the instruction, wisdom and inspiration contained within this book invaluable.' - R. Steven Lewis, SEED Network founding member, USA

Lisa M. Abendroth is a professor at Metropolitan State University of Denver in Colorado, USA. She is a SEED Network founding member, a SEED Evaluator coauthor, and a 2013 recipient of the SEED Award for Leadership in Public Interest Design. Bryan Bell is the founder of Design Corps in North Carolina, USA, and cofounder of the SEED (Social Economic Environmental Design) Network. Bell was awarded a National AIA Award and was a National Design Award Finalist. His work has been exhibited at the Venice Biennale and the Cooper Hewitt, Smithsonian Design Museum.

Awesome book - great message!

Public Interest Design Practice Guidebook: SEED Methodology, Case Studies, and Critical Issues introduces the standards and rigor that are needed to build Public Interest Design into a practice that has a major global impact. Included are the fundamentals, a step-by-step methodology and other tools. Groundbreaking is the documentation to lay out the case that "every issue is a design issue" which is supported by an index that covers 90 critical issues addressed by design. This is the third publication by Bryan Bell, and like his first two, this sets a new

benchmark. While visionary the lessons are all grounded in real projects. Bell's first book, *Good Deeds Good Design*, 2003, proclaimed "Design for the 98% without Architects" for the first time which has now become the rallying cry for this movement. In 2008, *Expanding Architecture: Design as Activism* called for designers to be pro-active and Tom Fisher introduced the term Public Interest Design. Lead editor Lisa Abendroth, a communication designer, brings clarity of message to the Public Interest Guidebook that will work for the professional, the student and most importantly the public.

If you believe that design solutions are most profound when they build off the expertise and priorities of those most affected by them - then you will appreciate this book. If you are a designer or educator who wants to better understand the practice of Public Interest Design - or a community member who wants to understand what to ask for when working with design professionals - this book is for you. If you have the desire to work with communities who do not often get a say in the way their physical environment is shaped - but you don't know where to begin - start here.

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