



WORLD  
27 APRIL  
2016

WORLD  
DESIGN  
DAY



DESIGN  
IN ACTION

**ico-D**  
International  
Council of Design  
leading creatively

Flit  
FAK-06  
2016

# design in action!

world design day 2016

## Every year World Design Day (WDD) is celebrated on 27 April—the anniversary of the founding of the Council.

This year, as part of this global celebration, ico-D invites you to share examples of great design in your city or community throughout all of the month of April. The theme of WDD2016 is **Design in Action!**

*One of the great things about design is that it can make such a big impact on everyday life. From the bike paths that make zipping around the city safer and faster, to the telephone that connects you to your friends and families, to the way-finding that helps you not get lost and the high-tech gear that helps you do the sports you like, good Design, meaningful Design, is constantly in Action!—helping, directing, improving, creating. We want to see **Design in Action!** where you are—in your region, and in your life.*

### **There are many ways to celebrate!**

All design disciplines and forms of expression are welcome. Share by sending us the documentation of what you see or what you do: videos, photos, drawings, maps—here are some kickstart ideas:

**go public on local design**—organise local talks or presentations about examples of Design in Action!

**take us on a tour**—organise a walk with members of the design community, touring your city and surroundings in search of local examples of Design in Action!

**design together**—bring people from various disciplines to frame and solve local design problems. Send us the documentation!

**open your studio**—share your Design in Action! showing the community examples of what great design means to you and how design can help the world and solve problems.

**document your process** by expressing the Design in Action! statement by sharing examples of great design in your community!

**work with local governments** to recognise World Design Day and take a stance on the community impact of the profession.

**participate on social media** by sharing your discoveries of innovative designs that create surprising solutions to meet local needs or designs in any discipline that positively affect the environment around you.

### **How to participate**

1. Share your responses on the **WDD Facebook** group:  
[facebook.com/groups/icograda.wcdd](https://facebook.com/groups/icograda.wcdd)

2. On **Instagram**, use the hashtags: **#WDD2016 #Designinaction** and tag **@theicod**

### **For more details**

Visit WDD Project Page:  
[ico-d.org/projects/world-design-day](http://ico-d.org/projects/world-design-day)

Contact ico-D secretariat:  
[secretariat@ico-d.org](mailto:secretariat@ico-d.org)

The WDD2016 visuals were designed by the multi-talented Russian poster designer Peter Bankov. Working between Moscow and Prague, Bankov also works “between terrible design and beautiful, national and anti-national, West Slavic and East Slavic, European and Asian design.” Founder of Design Depot studio and editor of KAK magazine, Bankov has managed to produce over 800 posters, what he calls his “design opuses.” [www.bankovposters.com](http://www.bankovposters.com)