

PRESS RELEASE
For immediate release
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ico-D is a Council of independent Member organisations—a global network that shares common issues, commitments and standards. Members create a unified voice for the global design community and drive a high level dialogue on the leading role design plays in society, culture and the economy.

ico-D is the world's largest representative of the international community of professional designers.

Montreal Design Declaration 2017

Montreal (Canada)—On 24 October 2017, representatives of the international community of designers, architects, planners and landscape architects signed the **Montreal Design Declaration** at the first international **Design Summit Meeting**. The Declaration proclaims the potential of design to achieve global economic, social, environmental and cultural objectives and includes a dramatic call to action to professionals, educators and governments as well as a list of proposed projects. The Design Summit Meeting was conducted within the framework of the “World Design Summit,” an event that included a multidisciplinary Congress and Exhibition. The signing ceremony was conducted on 24 October 2017 at the Palais des Congrès in Montreal, and signed in the presence of three UN agencies (**UNESCO, UN-Habitat, UN Environment**) by the fourteen international organisations and partners who collaborated to draft the document and four additional design organisations. The Montreal Design Declaration lists in an Annex more than 600 national professional associations, universities and design promotion entities, from 89 countries, that are represented by these international organisations.



Consultative status
with UNIDO
Observer status
with WIPO and ISO
NGO in operational
relations with UNESCO

Lead Corporate
Partner: Adobe

The Montreal Design Declaration is a milestone marking the launch of a global collaborative effort to utilise the potential of design for the benefit of all, and concludes: «All people deserve to live in a well-designed world.»

“UNESCO believes that Culture and Creativity furthers the implementation of the 2030 Agenda and the New Urban Agenda.”

— Jyoti Hosagrahar, United Nations Educational, Scientific and Cultural Organisation (UNESCO),
Director, Division for Creativity

“The Declaration reflects two grand achievements. For the first time, the design community, across many disciplines, is speaking with one voice. This consolidation permits the second achievement—the international agencies are eager to collaborate with a united design world. These achievements impact every designer.”

—David Grossman, International Council of Design (ico-D), President 2015–2017

A PROCESS OF INTERNATIONAL COLLABORATION

Preparations for the Design Summit Meeting and the Declaration began in 2010 and entered high gear with the establishment of a Steering Committee consisting of representatives of the World Design Summit Organization, International Council of Design (ico-D), International Federation of Housing and Planning (IFHP) and International Federation of Landscape Architects (IFLA). Two Pre-Summit Meetings were held in Paris in 2017 and four Working Committees were established: Social, Cultural, Environmental and Economic, to collaboratively draft the Declaration and identify potential projects.

DECLARING DESIGN AS INVALUABLE TO OUR FUTURE

The Montreal Design Declaration defines the Value of Design through eight bold propositions:

- 01** Design is a driver of innovation and competition, growth and development, efficiency and prosperity.
- 02** Design is an agent for sustainable solutions.
- 03** Design expresses culture.
- 04** Design adds value to technology.
- 05** Design facilitates change.
- 06** Design introduces intelligence to cities.
- 07** Design addresses resiliency and manages risk.
- 08** Design fosters development.

The Declaration is a **Call to Action**. On one hand, it is a call to governments, educators, civil and private sectors to engage with design, utilize and recognize it through Design Advocacy, Development of Design Metrics, Development of Design Policies, Development of Design Standards, Enhancement of Design Education. It is also a call to designers themselves to step into a leadership role, reconceiving themselves as “ambassadors” of end-users, calling for more Responsive, Responsible and Vigilant Design, and Recognition of Design in the face of global challenges.

“Whatever happens, we did it, we have signed this declaration, and have committed ourselves to keep on this track. Good will has to become action.”

—Albert Dubler, International Union of Architects (UIA), Past President

As part of the intent to go forward, the Declaration outlines a list of 20 proposed **Projects**. These include a range of collaborative projects to: develop metrics to measure design impact; develop a common and inclusive language to communicate the value of design; launch projects to help raise living standards, healthcare, transit; make design available to low-income populations; and to create mechanisms for ongoing, improved dialogue and collaboration with governments so that these intentions become reality. Projects also proposed creating models of design education for youth and to promote lifelong learning; to showcase how design improves sustainability and resiliency, to create resources, tools and standards of accreditation to support designer communities, and finally, to carry out projects that will generate statements of support for the Declaration itself, so that its message and agenda spread far and wide.



During the Summit Design Meeting the participants engaged in a lively discussion centering on the need to develop new approaches to growth and development that focus on sustainability and social equality.

“The Montreal Design Declaration is here! “All people deserve to live in a well-designed world. Design is, in fact, often about co-design. And this has been the process applied for shaping the Declaration itself. A series of co-designing, face-to-face sessions, including online working groups, allowed many international organisations to collaborate in a unique way and to have this world premiere gathering. In a context that is becoming more complex, volatile and uncertain, we all aligned to have this Declaration ready in order to think about and act on the future in a designerly way. Design and co-design will allow us to transform the planet we live on, and the Montreal Design Declaration is a tangible sign of this movement. Join, share, spread and let’s design.”

—Alok Nandi, Interaction Design Association (IxDA), Vice President

“An important step towards global cooperation, teaming up to impact on societal challenges. The design sector still clearly has to learn each others’ languages—architects and service designers have much in common but use a different vocabulary.”

—Bart Ahsmann, The Bureau of European Design Associations (BEDA), President

The Declaration positions design as a tool to solve social, cultural, environmental and economic issues. The signatories have immense hope for the future to work with governments and the business sector to make the world better.

The signing ceremony for the Montreal Design Declaration was conducted on 24 October 2017 at the Palais des Congrès in Montreal.

MONTREAL DESIGN DECLARATION SIGNATORIES

DESIGN SUMMIT MEETING STEERING COMMITTEE

Mr. Alain Dufour

Secretary General, Design Summit Meeting
Chair of the Summit Meeting Steering Committee

International Council of Design

Mr. David Grossman, President 2015–2017

International Federation for Housing and Planning

Ms. Regitze Marianne Hess, Special Advisor
Mr. Flemming Borreskov, President

International Federation of Landscape Architects

Ms. Kathryn Moore, President

World Design Summit Organisation

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Chair of the Board of Directors

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The Bureau of European Design Associations

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Design for Social Innovation and Sustainability Network

Ms. Carla Cipolla

Global Planners Network

Ms. Eleanor Mohammed

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Mr. Alok Nandi

Service Design Network

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International Union of Architects

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World Green Building Council

Mr. Jonathan Laski

World Urban Campaign

Mr. Jeffrey Soule

World Urban Parks

Ms. Sandra V. Murillo-Morales

IN THE PRESENCE OF:

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Director, Division of Creativity, Culture Section UNESCO

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Program and Planning Officer, UN-Habitat

Ms. Martina Otto
Head of Cities Unit, UN Environment

Ms. Nancy Pollock-Ellwand
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LINKS

Montreal Design Declaration Official Website:

<http://montrealdesigndeclaration.org>

(Please download the pdf and share widely)

Montreal Design Declaration Facebook page:

<https://www.facebook.com/montrealdesigndeclaration>

ABOUT ICO-D

The International Council of Design (ico-D) is an international non-governmental organisation founded in London in 1963 and based in Montreal since 2005. ico-D is a world body for professional design representing more than 140 organisations in 67 countries and regions globally, including national professional associations, educational institutions and promotional bodies. As a member-based network of independent organisations and stakeholders working within the multidisciplinary scope of design, we promote the value of design practice, education, research and policy. The Montreal Design Declaration reflects the Council's core values and vision.

ico-d.org

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