

**27 APRIL**

World Design Day

HOW

ARE

YOU

DESIGNING

TODAY

?

World Design Day 2015 | Design kit

**ico-D**

International  
Council of Design

leading creatively

A decorative background at the top of the page featuring a network of yellow nodes and lines, resembling a molecular or digital structure. The nodes vary in size and are connected by thin yellow lines, creating a complex, interconnected pattern.

# 27 APRIL

## World Design Day

Every aspect of tomorrow is being designed today. And you are designing it.

### How?

As part of **World Design Day (WDD) 2015**, ico-D invites you to reveal your designing process—to uncover how you evolve ideas when designing for our future.

Show us your brainstorm—in whatever form.

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### How are you designing today?

#### Points of Departure

The following suggestions are a point of departure for the many solutions World Design Day may inspire, and all design disciplines and all forms of response are welcome. Here are some kickstart ideas:

- Go Public on Process—organise local talks/debates/lectures/presentations about designing and the value of the designing process.
- Design Together—bring people from various disciplines to frame and solve local design problems.
- Open-Studio tours to share with the public the environment in which you design, helping them to see the process, the inspirations, the invisible steps, and who is involved.
- Celebrate Designing Processes by working with local governments to recognise World Design Day and highlight the community impact of the profession.
- Document Your Process by expressing your “How are you designing today?” statement—in any medium.

#### How to share it

World Design Day is driven by our Members and community. Share your event | initiative | statement | expression by sending us videos, photos, drawings, maps, and everything - to inspire others and spread the word!

Share your response: WDD Facebook group, Twitter and Instagram using **#WDD2015**

#### For more details

Visit WDD project page: [bit.ly/wdd2015](http://bit.ly/wdd2015)

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