

MEANING CENTRED DESIGN AWARDS 2022

The Context.

How we approach and manage our wellbeing has evolved. As the world closed its doors and we retreated into various states of lockdown and isolation, the global pandemic reframed our health needs and priorities. Our attention diverted inwards. We sought to improve our own mental and physical health as a coping mechanism to dealing with the compulsory separation from our friends, families, work colleagues and social lives.

The lockdown home signalled major shifts in meaning across multiple categories. Brands adapted quickly and new, more robust ecosystems formed alongside evolving behaviours and commercial challenges. Now the world is slowly coming to terms with living with COVID-19, we are looking firmly outwards beyond the lockdown home with renewed energy and a new perspective of what it means to be healthy.

The global pandemic not only heightened our self-awareness, it also highlighted the continuing need for us to act as a single, global community to create more sustainable business models and ecological solutions. By forming better habits and daily rituals, we can live longer and happier, and sustain the quality of our lives. Equally, by creating more sustainable commercial ecosystems, we can create a perpetual cycle of learning and sharing for generations to come.



Lee Twycross Recipe Design

The 2021 Meaning Centred Design™ Awards set an extremely high benchmark in creative thinking and design execution. It was inspirational to see the high calibre of work submitted and so many disruptive ideas challenge meaning across multiple categories.

The 2022 brief aims to build on the common themes in the last two years as we look towards **'Maintainable Wellness'** and how this will shape the products and services we develop in the future.

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The Brief. 'Maintainable Wellness'

Wellness is a fundamental factor in how we perform in our daily lives. We now have a more holistic understanding of our wellbeing, both from a personal and a social perspective. We feel a greater connection to our inner selves and our environment than ever before. People are finding a greater sense of purpose through **eating well, sleeping more, exercising regularly, nurturing valued relationships, and embracing our shared responsibilities as a human race** over the resources we consume.

How can design enhance our relationship with wellness?

How will the services we use, the products we buy, and the environments we engage with sustain our re-energised point of view and understanding of our wellbeing?

How can we optimise new wellness products and services to pre-empt the mental and physical health challenges that lie ahead?

And how can we ensure that these solutions are environmentally responsible and commercially robust?



Alex D'Souza Winner 2021 - The Lockdown Home

After completing my major project Viu at Brunel I entered it into a few awards and competitions, a highlight being the Meaning Centred Design™ Awards. Coming from the well respected Recipe Design agency gave the award a certain draw over others.

The briefs were interesting and in-depth, but gave enough flexibility to apply to a wide variety of projects. I felt Viu had similar values to the 'lockdown home' brief and put together an application using the simple specifications. The communication from the team was consistent and clear throughout the process, and I was really pleased to have won the overall award and received some great feedback!

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Your Submission.

The aim is to create a disruptive design solution (product, brand, experience etc.) that responds to the idea of **'maintaining wellness'** and what this will mean for people in the coming years. Your submission should be well-articulated, framing the emerging opportunities and challenges which sit within the context you have investigated and exploring the converging spaces of **Health and Home**.

By carefully identifying an existing or evolving need, your designs will show evidence of user research, challenge existing meanings in your chosen category and showcase your ability to translate insight into a coherent design solution.

Submissions are open to existing students and recent graduates of all design disciplines.

When submitting work, please select which design discipline is demonstrated most prominently in your concept. Your submission can combine multiple disciplines, but should centre on one of the following:

3D Design	Product, Industrial, Furniture or Structural packaging etc.
2D Design	Graphics, Branding etc.
UX Design	Service, Experience, App, Website etc.

To enter, entrants should submit a portfolio of up to 5 pages explaining:

- Your chosen direction and interpretation of the brief
- How the idea is challenging meaning
- The research you carried out to inform your solution
- Your initial development and concept work
- Descriptions of the details of the final concept (CMF spec, Brand Guidelines, Wireframe or Technical drawing etc.)
- Visualisation of the final concept

The criteria.

1. Submission must contain a document portfolio of up to 5 pages, uploaded as a PDF document with a maximum file size of 20MB. Submission portfolios will be viewed digitally.
2. Submissions may also include a short video of up to 2 minutes long to support the entry, which can be shared as a link within the portfolio or uploaded additionally as an MP4 file.
3. Entrants must be currently studying an undergraduate or postgraduate degree (or equivalent level) or have graduated since January 2021.
4. Submissions must be uploaded to the Meaning Centred Design Awards website by midnight on Friday 29th July 2022.