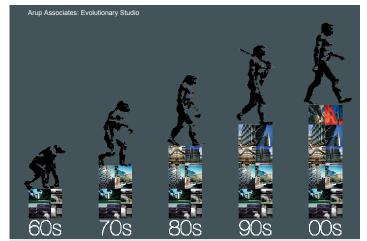
Unified Design: from multi-disciplinary to pan-disciplinary thinking

Mike Beaven, Arup Associates





expected to increase and even double in size from 2bn to 4bn by 2030.



are chronically malnourished, more than 1bn people now have a BMI that makes them clinically overweight, and at least 300M are obese



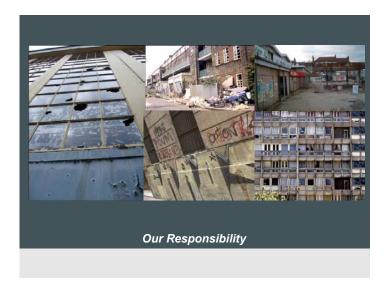
Who do we really Design for?

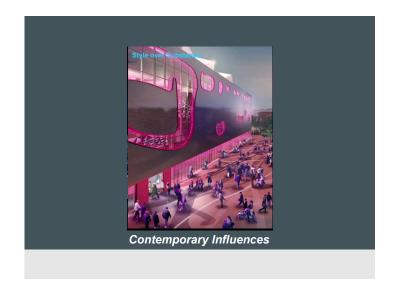
Design for People













"Our vision of a sustainable environment – is one which allows *all* those interacting with it to reach their 'natural potential'."

The physical environment is the framework for all human experience...

Who do you live with? In 76 countries regarded as 'hotspots', including the United States, Brazil, Australia and Kenya, the number of households grew annually by 3.1% while the population increased just 1.8%



The physical environment is the framework for all human experience...

Improvisation

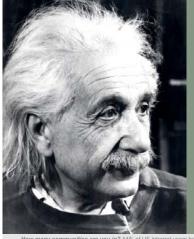


How do we design people back into the Design Process?

Our Challenge



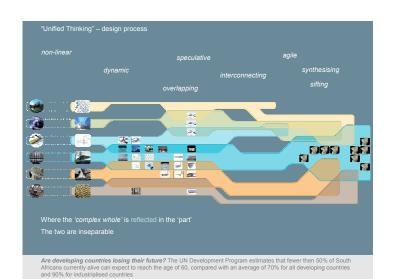
How fragile is your system? Increased descrification and drought represent a serious threat to human health. Droug increases the susceptibility of some forests and rangelands to fire, often resulting in severe episodes of air pollution

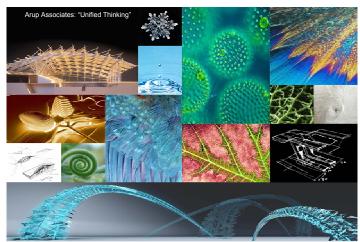


"Insanity: doing the same thing over and over again and expecting different results"

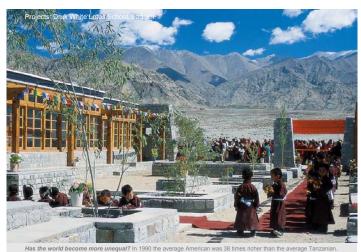
Albert Einsteil

How many communities are you in? 44% of US internet users have contributed their thoughts and their files to the online world





How will you move around? "With the opening of the high-speed rail, Taiwan island will become Taiwan city. Travel times and costs will dramatically decrease, communications between cities will be far easier and Taiwan city can compete with the top Asian cities like Hong Kong and Shanghai



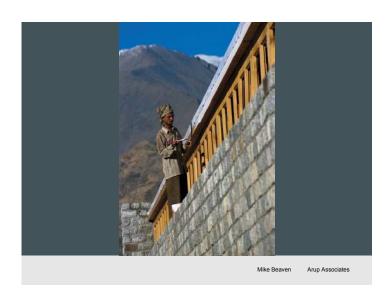
has the work pecume more unequal in 1990 the average American was so times noted that the larger fartzalliant. Today the average American is of times richer, Purchasing power parity income in lower income countries as a group is one-thirteenth of that in high-income countries

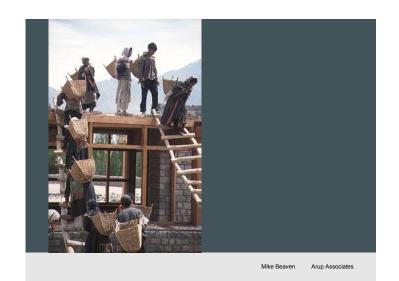


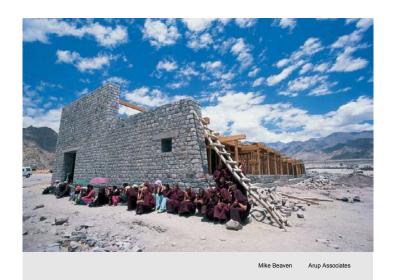
Has the world become more unequal? In 1990 the average American was 38 times richer than the average Tanzanian.

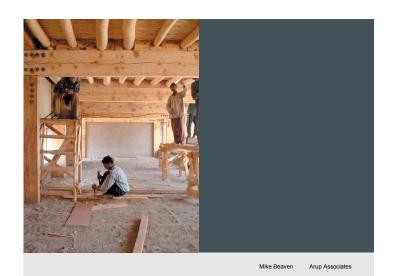
Today the average American is 61 times richer. Purchasing power parity income in lower income countries as a group is one-thirteenth of that in high-income countries

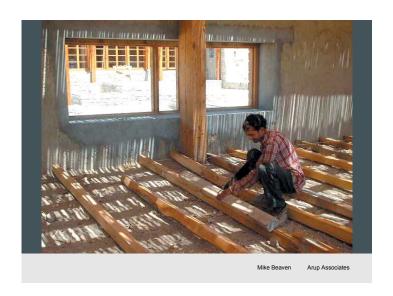


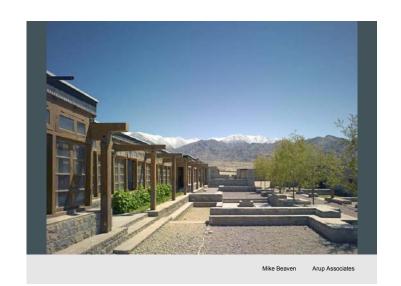


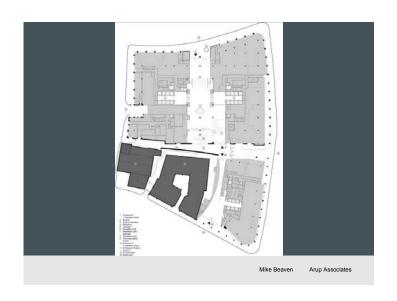




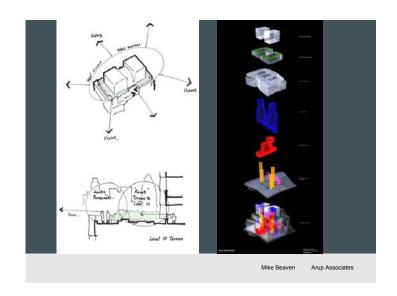




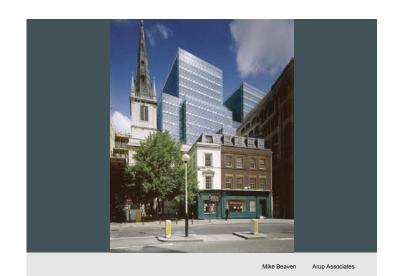


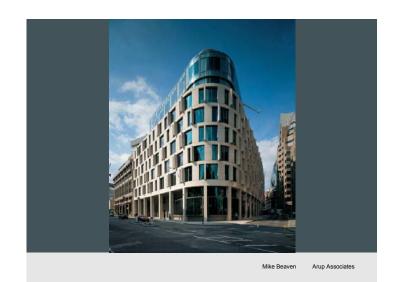






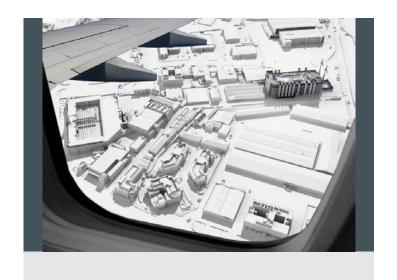


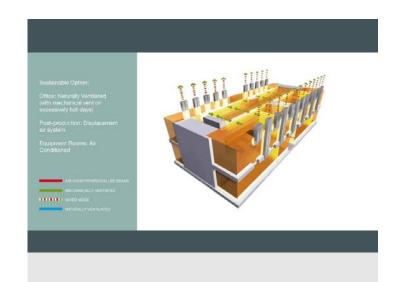


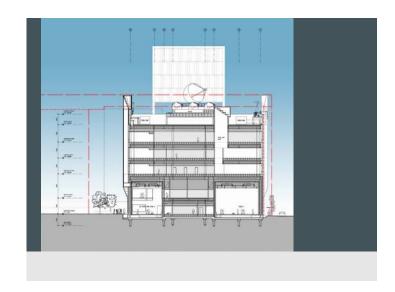














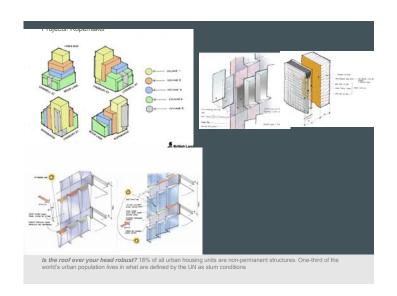


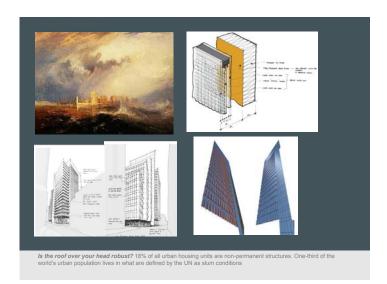






Is the roof over your head robust? 18% of all urban housing units are non-permanent structures. One-third of the world's urban population lives in what are defined by the UN as slum conditions

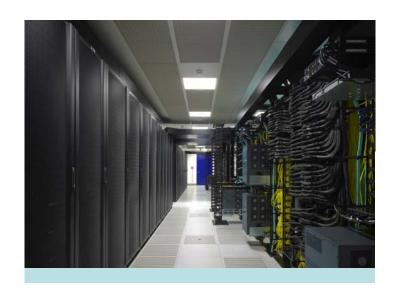






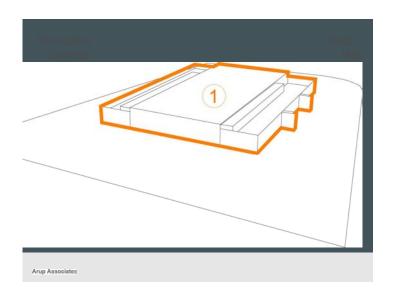


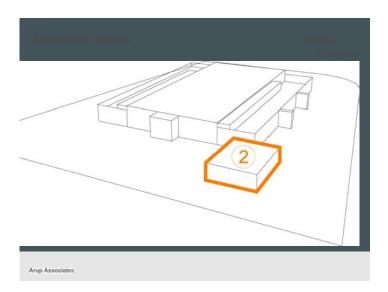


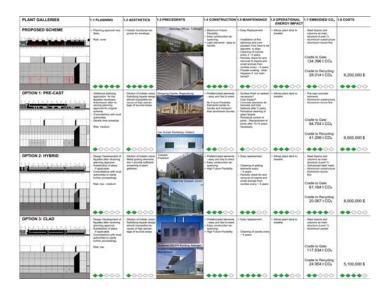










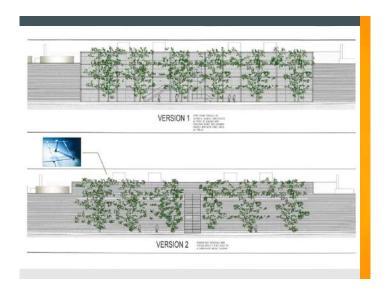




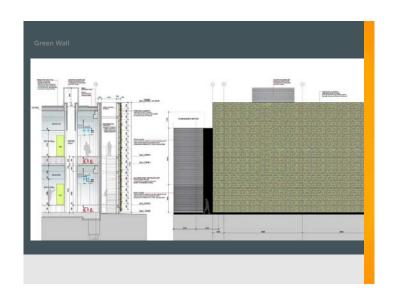










































A New Way of Working