

Designs for Safer Streets

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DESIGN AGAINST CRIME
Research Centre

Image provided by Clear Channel

The Brief

The Designs for Safer Streets client project, sponsored by Clear Channel, was run by BA (Hons) Product and Industrial Design for 13 weeks from March to June 2022, supported by the Design Against Crime Research Centre at Central Saint Martins. It asked BAPID students to consider the wicked problem¹ of violence against women and girls and to find ways to positively use design, to protect, empower, educate and make a difference.

Designs generated are diverse and build on empathy in unexpected ways, attempting to challenge everyday sexism, sexual harassment, racism and other cultural issues that impact on actual crime, as well as fear of crime.

This brief was conceived in collaboration between the Design Against Crime Research Centre, Clear Channel's Product Development team and the Women and Gender Equality Crew, a newly formed employee network.

1. Rittel, H.W. and Webber, M.M., 1974. Wicked problems. *Man-made Futures*, 26(1), pp.272-280; Buchanan, R., 1992. Wicked problems in design thinking. *Design issues*, 8(2), pp.5-21.

Development of Project



Clear Channel's 'Living Roofs'-designed to support native biodiversity and bring greenery back into urban areas - provided a key starting point for this project, addressing multiple drivers of social and environmental sustainability.

Given the success of the 'Living Roofs,' Clear Channel wondered if their infrastructural assets, as well as the plethora of interactive billboards across their ecosystem, could be of value in addressing safer streets. The project started with students discussing how existing Clear Channel infrastructure could be used to promote safety and reduce violence within the UK. There was also an understanding that students had free rein to tackle the brief without addressing Clear Channel's infrastructure.

The 12 BA Product and Industrial Design students working on the project produced varying outcomes, incorporating themes such as reeducation, activism, wayfinding and personal safety. Results were later presented to the Clear Channel Team and shown at the CSM Degree Show in June. What follows documents some of those outputs.



Images provided by Clear Channel

Empathy Lines

Emily Cornuaud

'Empathy Lines' is a game that involves physical activities, using different line formations to discuss 'awkward' subjects. It rethinks the playground as a resource for playful learning, taking sex education out of the classroom and into a safe, shared space.



In UK schools, the sex education system is failing our young people, by not preparing its students to enter healthy relationships, practise consent and be better people.

Co-produced with students and staff at The Cumberland Community School in Newham, the development of 'Empathy Lines' has been a deeply collaborative experience. Lessons developed for the game are aimed at 11-16 year old secondary school students for KS3 and KS4 PSHCE curriculums. Created and tested with pupils in Newham, 'Empathy Lines' was found to open up engagement and facilitate playful yet deep discussion and dialogue. Boys and girls were given equal roles to play, in discussing and defining where sexism can be challenged.

Mom's Lounge / Kids Playground

Garrett Liu

A safer and more accessible bus stop for female caregivers, their children, and people with disabilities. Its features include designated space for prams, wheelchairs and child friendly inbuilt design activities.



Inspired by amusement parks and playgrounds, the extended bus stop strives to create a safe and comfortable waiting environment for mothers, children and people with disabilities through effective wayfinding and infrastructure adaptation. The majority of family care work is undertaken by mothers and women. Transporting children via public transportation takes a lot of effort and can be a stressful activity as all caregivers must ensure the safety of their dependants.

Lighthouse

Ali Hossain

'Lighthouse' is a system of street lighting owned by communities, allowing them to opt in and register harassment on their streets. The intensity of the lighting signals when violence against women (VAWG) has increased within geographical areas based on information received from a community-backed information network.



This project was founded on the insight that most women do not report basic forms of harassment to the police. The proposed product would allow women to anonymously report the location and nature of harassment through a mobile app. The information is collated and presented on a public touch point map that details the level of harassment in a given area. The touch point includes lighting, with the intensity corresponding to the level of risk, providing enhanced visibility and non-invasive information sharing. As needed, this offers a secondary solution to promote safer streets.

Pink Lights

Ariel Anqi Yao

Utilising existing Clear Channel billboards, 'Pink Lights' work as community hubs with interactive maps, to publicise period product donation boxes and information about period poverty.



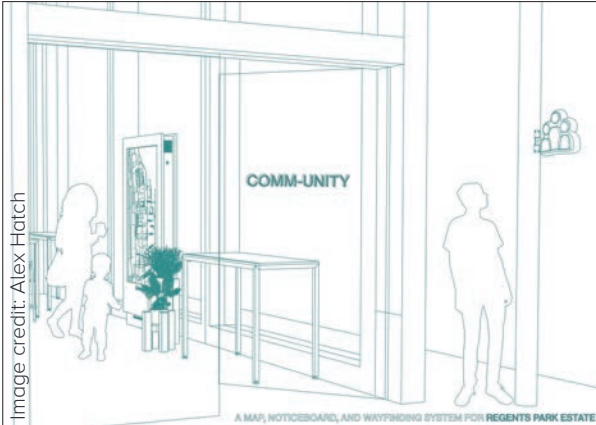
Image credit: Ariel Anqi Yao

For centuries, until now, periods have been a taboo subject to talk about in public. Due to the shame of this topic, created by society, the problems surrounding period poverty have largely gone unnoticed. Fragile groups like schoolgirls and homeless women experience period poverty on an unimaginable level, reducing female confidence and feelings of safety in public spaces. While sanitary products are still not free in England, donation boxes on streets would make them more accessible to women whilst shedding light on a long-hidden subject. An interactive map system pinpointing the location of toilets and boxes could also work to improve the experiences of those who menstruate.

Additional Projects of Merit

COMM-UNITY

Alex Hatch



Wayfinding

'COMM-UNITY' is a community engagement project, manifested as a digital noticeboard, map, and wayfinding system for Regent's Park Estate, London, aiming to empower citizens through better knowledge of their neighbours and surroundings.

'One of the Lassies'

Shannon Daly



Activism

'One of the Lassies' is a campaign and framework designed to kickstart discussions with men and women about sexism and misogyny in football spaces. The production of scarves with slogans and a corresponding fanzine utilises traditional football artefacts to tell the stories of female football fans and involve clubs, leagues and associations in doing more to combat the issue of misogyny in football.

Additional Projects of Merit

abuvor

Asli Dirik



Personal Safety

‘abuvor’ is a mobile app proposal aimed at helping women end partner violence and abusive relationships. It is disguised as a ‘period tracker’ app so as not to be easily detected by abusive partners. It aims to offer therapeutic counselling and other forms of empowerment to get women to take action to end abuse.

Upstander Spot

Francesca Lili Zheng



Education

The ‘Upstander Spot’ is a pop-up street furniture exhibition for public spaces, sports or musical events, where people who are waiting to go in can sit, watch and interact with a screen featuring stories and films about violence prevention. Here, content is specifically focused on what bystanders can do to help deter, thwart or prevent VAWG, with an interactive web page for people to access more information.

Students Involved

Alex Hatch

Ali Hossain

Ariel Anqi Yao

Asli Dirik

Emily Cornuau

Farjana Munim Choudhury

Francesca Lili Zheng

Garrett Liu

Haneef Oleed

Shannon Daly

Yashvi Agrawal

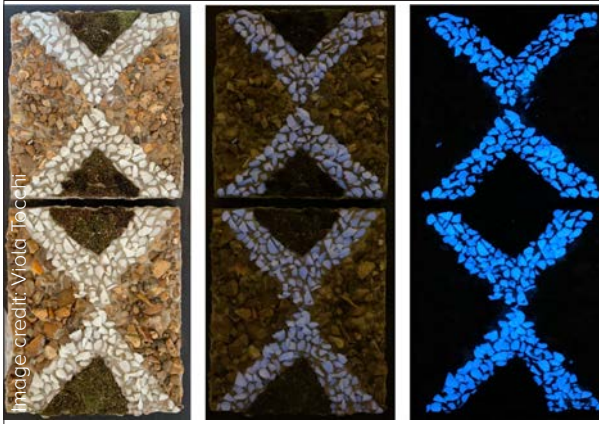
Yizhu Liu

Additional Projects of Merit

STARGUIDE

Viola Tocchi

Working with the Public Collaboration Lab, Camden Council and Design Against Crime



Infrastructure

'STARGUIDE' is a collection of luminous tiles, or found stones to be painted on by school children with luminous paint. During the day it captures solar energy, creating a 'star' path during the night. This project aims to help local children and communities regain ownership of dark or scary spaces, giving them an active role in reshaping the urban environment by lighting up safer paths.

Domestic

Wilma Woolf

MA Fine Art, 2020



Activism

'Domestic,' is an installation documenting all the women who have been killed in the UK at the hands of male violence since 2013. This important work consists of eight individual plates, placed on a table, representing eight years of data. The woman's name, relationship to her killer, and specifically designed icons by the artist create a visual language to communicate the cause of death. This work was invited to the House of Commons for International Women's Day 2022.

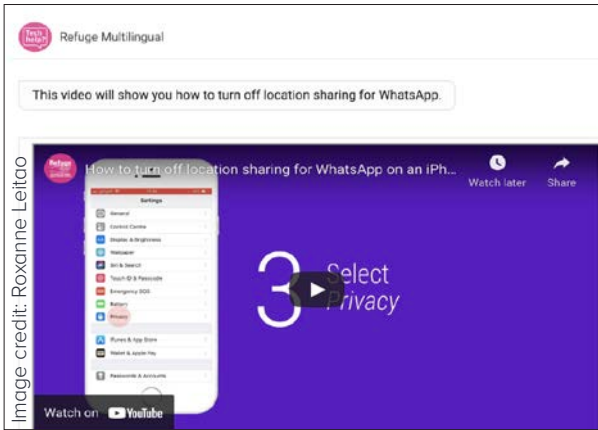
Additional Projects of Merit

Refuge Chatbot

Roxanne Leitao

For PhD (with DACRC) completed 2021 and in partnership with Refuge

Personal Safety



Many victims of domestic abuse report being tracked, monitored, and harassed by abusers. Too many women are scared to get help or be seen consulting with others to protect themselves. The 'Refuge Chatbot' empowers survivors to learn how to take charge of their digital footprint by giving anonymous advice on how to manage online privacy and safety.

EROS

Eleanor Ross

Self-Initiated Brief from BA Product and Industrial Design

Personal Safety



'EROS' concentrates on the normalisation of sex and intimacy as an art and sensory experience. 'EROS' uses carefully designed objects to allow solo or partner interaction, exploring a reintroduction into intimate settings following trauma. Creating skin to skin contact, exploring external erogenous zones and highlighting levels of comfort, 'EROS' can be used to bridge the gap into relationships following violence.

Next Steps for Student Projects



Image credit: Emily Cornuaud

Emily Cornuaud's Empathy Lines has been painted onto the grounds of Cumberland Community School for use by students and teachers from the 2022 Autumn term. To be used in KS3/KS4 PSHCE lessons, it will begin as a pilot scheme with the hope for additional funding opportunities in other London boroughs.



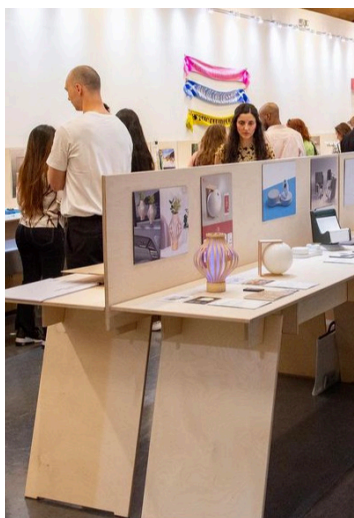
Image credit: House of Commons

Wilma Woolf's Domestic was invited to be shown at the House of Commons on International Women's Day 2022 and then specifically discussed in the House of Commons Chamber by Rosie Duffield MP. Her work has also been shown at Tate Modern, the Lethaby Gallery and in a solo show at Richard Saltoun Gallery. Further work and upcoming shows by Wilma can be found at @wilmaworks or www.wilmaworks.com

RE: FORM



CLASSIES
RONNIE



Images provided by Emily Cornicaud

A Message from the Womens Group

The Women and Gender Equality Crew at Clear Channel were extremely excited to take part in this year's partnership with Central Saint Martins. Women's safety on the streets is something that every female identifying or feminine presenting person is acutely aware of as they navigate their daily lives. Whilst we knew that the students would create incredible projects, what we were most impressed by was not only the breadth of research, but also the various angles by which the topic was approached by the students.

Street safety is an all-encompassing topic, and seeing the students tackle it from lenses such as Islamophobia, football culture, and period poverty was inspiring and necessary to understanding how street furniture can play a part in making our streets safer.

As a business that is intertwined within local communities, our responsibility does not end at our office doors. And while we take pride in ensuring our street furniture is clean, safe, and useful for the general public, it is also important for us to understand how we can provide safeguards to protect the public. The students did an incredible job, and we can't wait to see how these projects can evolve and influence ideas surrounding safety and street harassment.

About BA (Hons) Product and Industrial Design

BA Product and Industrial Design at Central Saint Martins is a Queen's Anniversary prize-winning undergraduate course recognised for its outward-looking disposition and the creativity and employability of its graduates. As part of the Product Ceramic and Industrial Design programme, students and staff work with industry leading clients to express a commitment to an ethos of creative ambition, collaboration, and making through design as a practice that transforms.

About Design Against Crime

Design Against Crime started as a practice-led design research 'initiative' at Central Saint Martins (CSM) in 1999 and was formally recognised as a Research Centre in 2005 by the University of the Arts London (UAL). Over the last few years the centre has grown and continues to work on and deliver award-winning research-led projects. DACRC is informed by and aligned with an awareness that disruption of crime and radical creative change often emerge as a result of the inclusion of diverse voices and broad underlying issues. Our team adopts a user, misuser and abuser driven innovation approach that includes diverse communities in the co-creation process, including government departments, businesses, local communities, prisoners and returning citizens. This approach has generated a strong, socially responsive design methodology² as well as co-created design benchmarks, crime prevention strategies and crime diversion projects.

2. Gamman, L. and, Thorpe, A. 2016. What is "socially responsive design and innovation"?. In The Routledge Companion to Design Studies (pp. 317-329). Routledge. Vancouver

Clear Channel's Platform for Good

Clear Channel's purpose is twofold: a Platform for Brands & a Platform for Good. We're aware of the responsibility that we have towards society and know that we can play a part in making our world a better place to live.

As an Out of Home media and infrastructure company, we're a very physical part of the communities in which we operate and we believe we have a responsibility to give something back to those communities. We have a proud tradition of working on projects that go beyond just advertising and have a positive social impact in local communities.

Working with Central Saint Martins is just one of the ways in which we demonstrate our commitment to being a platform for good as we partner with organisations that share our values in making a positive contribution to society.

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A Special Thanks To

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