

# OUTCOME OF DESIGN

## *manifesto*

### OUTCOME

*noun.* the way a thing turns out; a consequence

### DESIGN

*noun.* the arrangement of elements or details in a product or work of art

*verb.* to create, fashion, execute, or construct according to plan

Beauty and function, two great pillars of design, are important but not enough. It is time to elevate the practice of design **by amplifying active measures for sustaining people, place, and planet.**

How do you envision the ideal built environment of the future?

- + We believe that we can collectively **reimagine and reshape an evolving practice** of interior design that is first and foremost in the service of people, communities and our ever-changing world.
- + We believe that the purpose of interior design is to **enhance the quality of life for all people.**
- + We believe that **design outcomes can be quantitative and/or qualitative**, range from the individual to the community, economy, and planet, and include objective business outcomes balanced with subjective human experience.
- + We believe that when we measure the impact of design through proven outcomes, we gain a **competitive edge and communicate the value** of our work directly.

Join us as we build momentum through a new community of practice focused on the outcome of design.

How can you participate?

*Design is an agent of change for the greater good.*

#ASID #OutcomeOfDesign  
#DesignBeyondTheCamera  
#DesignForGreaterGood  
#BeAnOutcomeChampion

### ASID OUTCOME OF DESIGN

*program.* a community of practice around demonstrating the value of design through proven outcomes

The time has come for our profession to activate design: **we must validate our design solutions, communicate the value of design, and elevate the practice of design.** We have a moral imperative to design spaces that are healthy, safe (both physically and emotionally), and inclusive; spaces that put people first.

This work of creating **design with measurable impact** benefits all of us and will shape generations to come. Using both *human-centered and evidence-based design*, we can create a foundation that provides **positive impact and outcomes for all people and the design profession at large.**

This program will evolve according to **the needs of the profession, the people they serve, the places they create, and the planet we inhabit.** Interior design professionals are invited to join the conversation and learn from projects and peers on how to implement **research to action.**

PEOPLE



PLACE

PLANET



Sign up to receive resources and updates on how you can apply Outcome of Design!

Visit the **ASID Outcome of Design content hub** for more information: [learn.asid.org/outcome-of-design](https://learn.asid.org/outcome-of-design)

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