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

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

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