

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

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