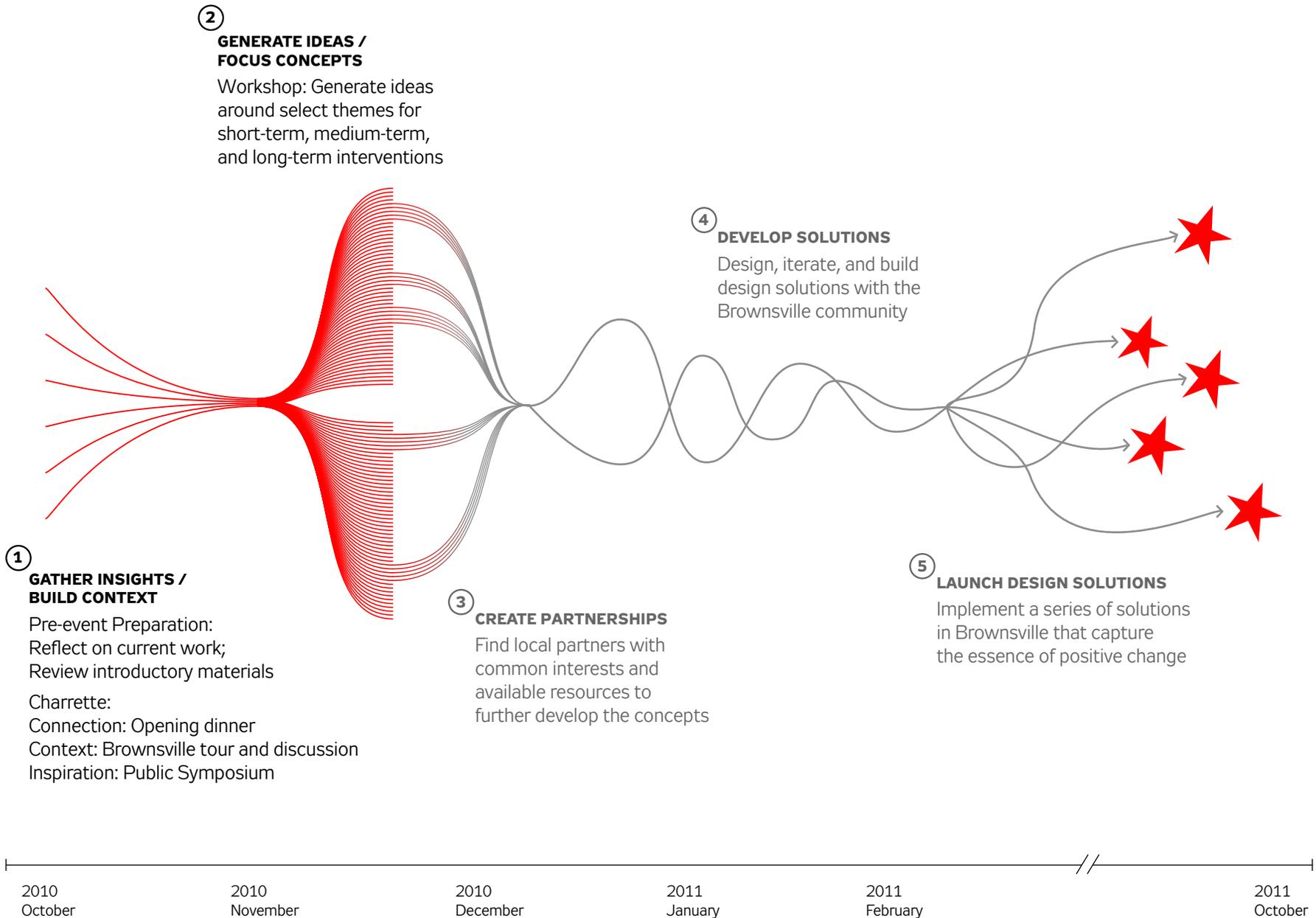




THE DESIGN DIFFERENCE CHARRETTE
PROCESS, DESCRIPTION, METHODOLOGY

JAPAN SOCIETY
NOVEMBER 1-3, 2010
NEW YORK, NEW YORK USA



JAPAN SOCIETY | THE DESIGN DIFFERENCE CHARRETTE, DESCRIPTION

WHAT

A design charrette is a staged series of activities, where people representing multiple disciplines (design, policy, journalism, community activism) collaborate in creating ideas to tackle a highly defined challenge.

The challenge for this charrette is part of a sustained effort to create positive change in the Brownsville neighborhood of eastern Brooklyn, New York.

We have two primary goals for the charrette:

1. Generate ideas that the Brownsville Partnership might implement in the shorter term to help with the process of change in Brownsville.
2. Utilize the design process and the tools of design thinking in the real-world setting of Brownsville to create social innovation, and then document the process so that it can serve as a model for others to employ in their own work.

WHO

22 participants from Japan, Thailand, Vietnam, and US will participate in the design charrette in New York from November 1–3. Each participant was selected based on their unique and relevant professional and personal perspectives.

INPUTS

The event is structured as a series of activities that will build relationships, establish context, and create the conditions for collaboration and co-creation.

Monday, November 1: Connection

An opening dinner to welcome all participants will be held at the Top of the Times in the Times Square neighborhood in Manhattan.

Tuesday, November 2: Context

Participants will conduct field research in the Brownsville neighborhood, and learn about the pertinent social issues during a discussion session.

Tuesday, November 2: Inspiration

In a public symposium at the Japan Society, participants will draw inspiration from a moderated discussion about the influence of physical space on social and personal behavior.

Wednesday, November 3: Collaboration

Small groups of participants will engage in a variety of workshop activities to generate new ideas and imagine possible solutions to help build a stronger Brownsville community.

OUTPUT

The synthesized ideas from the charrette will be shared with the public, and with local design partners who will further refine the briefs and carry multiple initiatives forward in Brownsville.

We will also publish a document of the project process for others to reference or model for their work in social innovation.

NOVEMBER 3 WORKSHOP AGENDA

The charrette will be held in the Murase Room on the main floor of the Japan Society.

9:00–9:30	Coffee, light breakfast / Small group assignments
9:30–10:15	Overview of the process / Field observations
10:15–11:15	Small group session #1
11:15–11:30	Break
11:30–12:30	Small group session #2
12:30–1:45	Lunch
1:45–2:45	Small group session #3
2:45–3:00	Break
3:00–4:00	Group share back
4:00–5:00	Refreshments in the Japan Society library

Full agenda and logistics details for the entire charrette (November 1-3) to follow.

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Attendees will be divided into 3 small groups of 6-8 people each. The groups will include a mixture of people from diverse backgrounds.

During the workshop, we will hold a series of 3 small group brainstorm sessions of one hour each.

Each of these sessions will focus on 2 of 6 prevailing topics of interest in Brownsville. These topics are broad categories that would benefit from innovative ideas within the community. The 6 themes include: food, housing, retail, environment, transportation, and health. Each theme will be explored separately for half of each work session.

In addition to addressing select topics of interest, each group will focus their sessions on generating ideas around a particular timeframe. The timeframes are 3 weeks, 3 months, and 1 year. These timeframes are symbolic of the types of interventions needed:

- 3 weeks: small and quick interventions, with limited resources
- 3 months: medium-sized solutions, co-created with partners
- 1 year: longer-term investments, with infrastructural orientation

The workshop is designed so that through the worksessions, each group has a chance to address each of the topics, and each of the timesframes.

The goal of the workshop is to generate ideas that the Brownsville Partnership might implement in the shorter term to help with the process of change in Brownsville.

SMALL GROUP WORK SESSION 1		
<p>GROUP 1</p> <p>Topics: FOOD HOUSING</p> <p>Timeframe: 3 WEEKS</p>	<p>GROUP 2</p> <p>Topics: RETAIL ENVIRONMENT</p> <p>Timeframe: 3 WEEKS</p>	<p>GROUP 3</p> <p>Topics: TRANSPORTATION HEALTH</p> <p>Timeframe: 3 WEEKS</p>
SMALL GROUP WORK SESSION 2		
<p>GROUP 3</p> <p>Topics: FOOD HOUSING</p> <p>Timeframe: 3 MONTHS</p>	<p>GROUP 1</p> <p>Topics: RETAIL ENVIRONMENT</p> <p>Timeframe: 3 MONTHS</p>	<p>GROUP 2</p> <p>Topics: TRANSPORTATION HEALTH</p> <p>Timeframe: 3 MONTHS</p>
SMALL GROUP WORK SESSION 3		
<p>GROUP 2</p> <p>Topics: FOOD HOUSING</p> <p>Timeframe: 1 YEAR</p>	<p>GROUP 3</p> <p>Topics: RETAIL ENVIRONMENT</p> <p>Timeframe: 1 YEAR</p>	<p>GROUP 1</p> <p>Topics: TRANSPORTATION HEALTH</p> <p>Timeframe: 1 YEAR</p>