

CHEAD

Council for Higher Education in Art & Design



The 'Wind funnel' in the Senedd, National Assembly for Wales

Hugh Pearman, 2005

Art & Design – a Wider Responsibility CHEAD Annual Conference

Park Plaza Hotel, Cardiff, 21 – 23 March 2007

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Introduction and Briefing

Sustainability, the environment and social inclusion are no longer matters of concern for certain sectors of our society. Instead they are matters that affect us all. The creative and cultural industries are in a key position to help society and the economy find solutions to some of the serious challenges they present us with. For these industries are global in nature, involve both hi-tec manufacturing as well as craft skills, embrace new technologies and in many ways drive their development, support the development of major brands as well as niche designers, yet, for example, according to a recent publication only one in 10,000 products are designed with the environment in mind. In addition, we are aware of the social role that the creative and cultural industries can play in supporting greater inclusion and in aiding social mobility, yet how much attention are we really paying to issues such as demographic change. For example, the UK the population is projected to grow by nearly 10 million by 2054, but this will be due to increased life expectancy as 40% of people will be over 65 by 2050.

Such issues are giving rise to a number of questions that hopefully we as key members of the art and design education community can start to debate. For example:

- As different ages now listen to the same music, wear similar brands and have other similar interests, what does age now mean and how do we as designers, marketers and technologists respond to differing conceptions of age in an aging population?
- We discuss recycling, our carbon foot print, but what are we really doing to address our ever-increasing consumption levels?
- Why don't we have real methods for the safe disposal of the goods we design?
- How can consumers be encouraged to pay for the real costs of the goods they consume?
- What will the implication be for the creative industries of increasingly concerned consumers?
- Can technology help alleviate the pressure on the environment by responding to our need for individuality and satisfy the demand for niche markets?
- How can art practice support greater cultural engagement and social integration?

Purpose

Our keynote speakers have been asked to get us thinking about these and other questions along with possible answers. Our ideas will be taken forward in workshop groups, as each delegate will be assigned to a group for the period of the conference. At each workshop session a further presentation will be given and the task for each session will be for the group to come up with three key actions that the group feel could be taken forward through the curriculum, teaching and learning strategies or research.

A CHEAD Executive member will be in each group to help facilitate the discussions.

On the last day there will be a panel discussion where the ideas and suggestions from the groups will be debated with all the delegates.

The suggestions will be circulated through the conference report and CHEAD newsletter.

With best wishes for an enjoyable conference!

Dr Frances Corner
Chair CHEAD

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Art and Design – A Wider Responsibility

Wednesday 21 March

Afternoon

Time	Room	Activity
From 12.30 noon	Park Suite 1-4	Registration & welcome reception Buffet lunch
13.40	Plaza Suite	Delegates seated
14.00		Welcome and introduction to the Conference Dr. Frances Corner, Chair, CHEAD
14.15		Welcome to Wales Peter Tyndall, Chief Executive, Arts Council of Wales
14.30		<i>Session 1</i> Leadership and emergent agendas in A&D Rt Hon Lord Smith of Finsbury Director, The Clore Leadership Programme
15.30 - 15.40		Tea & Coffee
15.45		Delegates reconvene
15.50- 16.45		<i>Session 3</i> Sustainability in Communities, Building Design and Materials Mike Tooby, Director, National Museum of Wales
18.00	Park Suite	Pre-dinner drinks, pay bar
19.00	Laguna Restaurant	Dinner Set menu for delegates in Park Plaza Hotel

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Thursday 22 March 2007

Morning

Theme: Sustainability - Materials

Time	Room	Activity
09.15-09.30	Plaza Suite	Tea/coffee
09.25		Delegates seated
09.30		Summary of day 1, intro to day 2 & outline of afternoon excursions Dr. Frances Corner, Chair, CHEAD
09.40		<i>Session 1</i> Sustainability in Fashion Design Katherine Hamnett, Katharine Hamnett London Ltd
10.30-11.15		<i>Session 2</i> Cradle to Cradle Design: Eco-effective design Professor Dr. Michael Braungart EPEA International Umweltforschung GmbH
11.15-11.30		Coffee
11.30 - 13.15	Civic Suites 1-4	<i>Session 3</i> Delegates move their preselected groups for presentations/workshops. Workshop leaders: 1. Crime, safety and design Dr. Lorraine Gamman, Design Against Crime Research Centre <i>AND</i> Sustainability and linking education and practice Alan Strong, University of Ulster 2. Understanding and responding to the needs of disabled and older people. Julia Cassim, Helen Hamlyn Research Centre 3. Sustainable products and policy Professor Martin Charter, Centre for Sustainable Design 4. Sustainable materials in architecture. Linda Farrow, White Design Associates Ltd
13.15-14.00	Laguna Restaurant	Lunch

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Thursday 22 March

Afternoon

Time	Room	Activity
14.00 – 16.15		<i>Coach departs for Cardiff Bay.</i> Visits in and around Cardiff Guided tours available for: Richard Rogers Welsh Assembly Building
17.40	<i>Laguna Restaurant</i>	Delegates assemble for Civic Reception
18.00	<i>Cardiff City Hall</i>	Civic Reception
19.00 ish (Seated by 19.15)	<i>Marble Hall, Cardiff City Hall</i>	Annual Dinner (black tie, posh frocks)
After dinner		After dinner speaker Geraint Talfan Davies Chairman, Institute of Welsh Affairs

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Friday 23 March

Theme: Sustainability – Communities

Time	Room	Activity
09.15-09.30	Plaza Suite	Tea/coffee on arrival
09.25		Delegates seated
09.30		<i>Session 1</i> Introduction to final day Frances Corner
09.40		<i>Session 1 cont.</i> Materiality and Sustainability in Fine Art Practice Stephen Turner, Fine Artist
10.30	<i>Syndicate rooms</i>	<i>Session 2</i> Workshops Groups remain as in Thu Session 3, workshop leaders rotate
10.25	<i>Syndicate rooms</i>	<i>Coffee/tea</i> (to be served in workshop rooms)
12.15	Plaza Suite	Session 4 Final presentation of workshops results in main room
12.45		Summary and close of conference Chair: Dr. Frances Corner
13.00		Performance Levi Tafari, Poet
13.30-14.30	<i>Laguna Restaurant</i>	Lunch, delegates depart

Speakers' Biographies

Professor Dr. Michael Braungart

Michael Braungart is founder of EPEA Internationale Umweltforschung GmbH, Hamburg, Germany and co-founder of MBDC McDonough Braungart Design Chemistry in Charlottesville, Virginia. Michael Braungart's work has been published in numerous journals on science, public affairs, design and environment in Europe and the US.

After completing his studies in Process Engineering in Darmstadt, Germany, Michael Braungart went on to explore the chemical processes of industrial production techniques with the Chemistry Department at Konstanz, Germany. He subsequently spearheaded the formation of the Chemistry Section of Greenpeace International. By the time he completed his PhD in Chemistry at the University of Hannover in 1985, he had assumed leadership of Greenpeace Chemistry. Michael Braungart is currently professor of Process Engineering at the University Lüneburg and guest professor at the Darden Business School in Charlottesville, Virginia.

In 1987, Professor Michael Braungart founded the Environmental Protection Encouragement Agency (EPEA) in Hamburg. At the heart of EPEA is the "Intelligent Products System" (IPS), which creates products oriented toward a life-cycle economy and earned the Océ-van der Grinten Award in 1993. In addition to his achievements within the EPEA, Michael Braungart also serves as Scientific Manager of the Hamburg Environmental Institute, the non-profit research center which edits the "Top 50 Study", a ranking of the environmental quality of companies of the chemical industry.

Working in concert with designer and dean William A. McDonough in their product design and development firm, McDonough Braungart Design Chemistry, Michael Braungart's work addresses topics from particles to policy. He has initiated world-wide scholarly and scientific inquiry into the adverse environmental and physiological impacts of industrially-produced consumer goods. In addition, Braungart's EPEA co-authored the Hannover Principles of Design: Design for Sustainability, which serve as development guidelines for the World's Fair in Hannover, 2000.

Professor Michael Braungart currently concentrates his efforts at McDonough Braungart Design Chemistry and EPEA Internationale Umweltforschung by working with major industrial producers, such as Nike, Monsanto and Interface on issues of materials assessment, waste and energy balances, life-cycle design, and designing for disassembly. He is also active in designing new products, and was instrumental in the creation of the compostable fabric line Climatex@Lifecycle™ with William McDonough.

Dr. Julia Cassim

Julia Cassim is a Research Fellow and co-ordinator of Inclusive Business RCA. Her career as a writer, designer and researcher has focused on making museum collections of art and artefacts cognitively and physically accessible to people with sensory or learning disabilities.

Julia studied fine art and art history, first at Manchester College of Art and Design and then at Tokyo University of Fine Arts and Music where she received a postgraduate sculpture scholarship.

Much of her career has been spent in Japan since the early 1970s. She worked as arts columnist of The Japan Times, and founded a non-profit organisation for visually impaired people to access museum collections. She also curated and designed award-winning exhibitions for audiences with visual impairments and learning disabilities. Into the Light - Museums and their Visually Impaired Visitors, her book published in Japan, draws on this experience.

Returning to the UK in 1998, Julia joined the Helen Hamlyn Research Centre the following year. She was awarded an MPhil from the Department of Archaeology at the University of

Newcastle-upon-Tyne in 2002 for a study building on her work with visual impairment and the arts in Japan

Professor Martin Charter

Martin Charter is the Director of The Centre for Sustainable Design (www.cfsd.org.uk) at University College for the Creative Arts (UCCA) and a former Visiting Professor of Sustainable Product Design at UCCA before joining full-time. Since 1988, he has worked at Director level in 'business and environment' issues in consultancy, leisure, publishing, training, events and research. Prior to this he held in a range of management positions in strategy, research and marketing in gardening, construction, trade exhibitions, financial services and consultancy including being a launch Director of Greenleaf Publishing and Marketing Director at the Earth Centre. Martin is the former co-ordinator of one the UK's first green business clubs for SMEs and presently also directs a regional network focused on 'producer responsibility' issues related to the electronics sector. Martin is a member of international advisory board of CARE electronics network, judge on the ACCA's sustainability reporting awards and a member of South-East England Development Agency (SEEDA) Waste Market Development Group, BREW South-East advisory board, is an assessor on the DTI's Technology Programme and also sits on sustainability advisory boards of P&G and InterfaceFlor in Europe. Martin is former editor of the Journal of Sustainable Product Design, The Green Management Letter and Greener Management International (where he retains Editorial Board involvement).

Martin has previously been an advisor on sustainable innovation to Hampshire's Natural Resources Initiative, an advisory board member of the Sustainable Trade and Innovation Centre (STIC) and SEEDA's Environmental Technology Taskforce, a member of the UK Design Museum's judging panel of Design Sense and member of ISO and BSI groups on 'Integrating Environmental Aspects into Product Development' (ISO TR 14062). He is a regular international conference speaker and author and editor of various books and publications including Greener Marketing (1992 and 1999), The Green Management Gurus [e-book] (1996), Managing Eco-design (1997), Sustainable Solutions (2001). Martin has an MBA from Aston Business School in the UK, and has interests in sustainable innovation, green(er) marketing and creativity.

Linda Farrow

Linda, a graduate of the University of Wales, has 14 years experience in strategy, policy, operations and research in a number of public and private sector organisations.

Throughout her career, Linda has worked on projects with a strong environmental dimension. Recent work at the Environment Agency includes project management of the introduction of new environmental legislation that reduces the life-cycle impact of major industry and encourages efficiency savings through waste minimisation.

In her role at White Design, Linda is responsible for business development, programme and practice management and client liaison. Her extensive environmental knowledge also provides the wider context for White Design's sustainable low energy approach to design.

Dr. Lorraine Gamman

Dr. Lorraine Gamman is employed as Reader in Design Context, in the School of Graphic and Industrial Design at Central Saint Martins School of Art and Design, London. She is Director of the Design Against Crime Research Centre located in the School of Graphics and Industrial Design which she set up in 2000. She is also Vice Chair of Designing Out Crime Association (DOCA). She wrote her PhD on shoplifting at Middlesex University and currently directs practice-based Design Against Crime research projects in between writing crime articles. Her publications include Gone Shopping, the Story of Shirley Pitts, Queen of Thieves (Penguin 1996, film rights sold to Channel 4 in 1997) and the CD-Rom 'In the Bag', (2000 available from the Home Office Crime Reduction website). She has published widely on visual culture, including Female Fetishism: A New Look (1994). Her work has attracted research funding from the Arts Humanities Research Council, Design Council, Home Office, Department of

Health, British Transport Police and Transport for London (TfL). Her most recent co-written papers are 'Thinking Thief' published in the Royal Academy of Engineering's Journal, *Ingenia* 2003 and "Bike Off! Tracking the design terrains of cycle parking: reviewing use, misuse and abuse" was published in *Seeing is Believing, Crime Prevention and Community Safety Journal*, November 2004, and disseminated by TfL.

Katherine Hamnett

Rt Hon Lord Smith of Finsbury

Chris Smith was educated at George Watson's College, Edinburgh, and Pembroke College, Cambridge where he took a double first in English. He was a Kennedy Scholar at Harvard, and completed his Cambridge PhD on Wordsworth and Coleridge in 1979. He was a Labour councillor for Islington Borough for five years, and was chairman of housing from 1981 to 1983. In 1983 he became MP for Islington South and Finsbury. In 1992 he joined the Shadow Cabinet as Shadow Secretary of State for Environmental Protection, and two years later moved to heritage, then Social Security and Health. When Labour came to power in 1997 he became Secretary of State for Culture, Media and Sport. He returned to the back benches after the 2001 election, where he retained his commitment to the arts and heritage.

Chris is currently Chairman of the Wordsworth Trust, Chairman of the Donmar Warehouse, a member of the board of the National Theatre, Chairman of Classic FM's consumer panel, and is on the advisory council of the London Symphony Orchestra. He is a Visiting Professor in Culture and the Creative Industries at the University of the Arts London, an honorary Fellow of Pembroke College Cambridge, and Chair of the London Cultural Consortium. He was Chair of the Judges for the Man Booker Prize for Fiction 2004, and remained MP for Islington South and Finsbury until the 2005 election when he stepped down after 22 years. He was given a peerage in June 2005.

Alan Strong

Alan Strong is a Senior Lecturer in Environmental Engineering at the University of Ulster, and is leader of the Sustainable Development Group and Course Director for the MSc Infrastructure Engineering.

He is recent Regional Chair of both the Institution of Civil Engineers (ICE) and the Chartered Institution of Water & Environmental Management, holding national appointments with the ICE Environment & Sustainability Board, Energy Institute, UK Sustainable Development Panel and the Quarry Products Association. In recognition of his innovative approach to education and sustainability, he was awarded one of the coveted 'Spirit of Telford' 2007 Awards by ICE as part of the 250 year celebrations for Thomas Telford.

Alan has worked with other Higher Education Academies – GEES and CEBE – in evaluating the role of sustainable development in the curricula, using his experience with 8 built environment disciplines at University of Ulster. His research work is driven by links between sustainability and a range of key activities such as waste, water, transport and SD measurement, working across the sectors of health, education and urban regeneration.

He also holds Northern Ireland appointments, from government and regional councils, in Sustainable Development, Waste Management, Sport and Environmental technologies, acting as a consultant on sustainability to major development projects.

Mike Tooby

Mike Tooby was Director, National Museum and Gallery, Cardiff, 2000 - 2006. He has recently switched role to be Director, Learning and Programmes, for the wider organisation of Amgueddfa Cymru - National Museum Wales. From 1992 to 2000 he was founding curator of Tate St Ives, and previously worked in Sheffield and Glasgow, where amongst other interests he curated exhibitions and generated research on the role of emigre artists from the north of England in Canada. His key personal interests centre on the relationships between curating and engaging with audiences, particularly in settings where issues of local identity are in play.

Stephen Turner

Stephen Turner trained at The University of Leeds. A Commonwealth Scholarship took him to the prairies of Canada where he gained his MFA. Whilst there he became impressed by the way in which, historically, the native indians had evolved a sustainable culture, in harmony with their environment (and how 'western' culture had not). These ideas had a formative impact on the artists' later work.

Turner's work questions how we live with nature; our transient presence is explored in relation to more enduring natural cycles. He is engaged in research for the RANE (Research into Art Nature & the Environment) project at University College Falmouth and has just published a book 'Seafort' which documents his art action on a derelict fort eight miles out in the Thames Estuary (ref. www.seafort.org).

He is a member of the Cultural Consortium of Medway's Local Strategic Partnership, and a member of council of the Arts Council of England (south east).

Peter Tyndall

Peter Tyndall (Chief Executive)

Peter Tyndall has been Chief Executive of The Arts Council of Wales since 2001. He has led a major process of change including the implementation of a new regionalised structure.

Peter is strongly committed to developing world-class arts for the people of Wales within a strategic context. His vision for ACW encompasses a dual emphasis on world-class quality and access for all. He believes that the arts can make a major contribution to the development of Wales helping to create employment, build communities, support the Welsh language and regenerate our built environment. Above all, he wants to see a Wales which values and celebrates creativity and which is internationally recognised for the quality of its arts and its artists.

Prior to joining ACW, Peter was Head of Education, Training and Cultural Affairs for the Welsh Local Government Association.

Originally from Dublin, Peter has lived and worked in Wales for more than 25 years.

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Name of Participant	Position	Institution
Professor Stuart Bartholomew	Principal & Chief Executive	The Arts Institute at Bournemouth
Guy Beggs	Director, Creative Industries Centre	Sir John Cass Department of Art, Media & Design, London Metropolitan University
Lisa Benton	Lecturer - Design Practice / Surface Design	York St. John University College
Professor Tom Cassidy	Professor of Design	School of Design, University of Leeds
David Clews	Subject Centre Manager	The Subject Centre for Art, Design & Media, University of Brighton
Dr. Bryony Conway	Dean of School	School of Art & Design, University of Wolverhampton
Dr. Frances Corner	Head of College	London College of Fashion
Dr. Paul Coyle	Head of College	University College for the Creative Arts
Dr. Barbara Dass	Senior Lecturer	University of Ulster
Professor Huw Davies	Head of School of Creative Industries	School of Creative Industries, Napier University
Professor Jeremy Diggle	Associate Dean, Research	Faculty of Arts, University of Plymouth
Sheelagh Douglas	Pro Rector Corporate Resources	University of the Arts, London
Martin Downie	Director of School	Liverpool School of Art & Design, Liverpool John Moore's University
Dr. Linda Drew	Acting Head of College	Chelsea College of Art & Design
Catherine Fehily	Programme Area Manager	Staffordshire University
Professor Ron George	Head of School	Bath Spa University
Steve Gill	Director of Research	University of Wales Institute Cardiff
Mrs. Simone Goodwill	Vice Principal	Leeds College of Art & Design

Name of Participant	Position	Institution
Professor Paul Gough	Executive Dean and Pro-Vice Chancellor	University of the West of England, Bristol
Professor Steve Hawley	Head of School of Art	Manchester Metropolitan University
Richard Heatly	Principal	Herefordshire College of Art & Design
Professor Ian Howard	Principal	Edinburgh College of Art
Mrs. Emma Hunt	Dean of School	University of Huddersfield
Simon Ives	Director	Northbrook College
Alison Johnson	Assistant Dean of School	School of Arts & Media, The University of Teesside
Barbara Anne Jones	Assistant Principal	Cleveland College of Art & Design
Professor Gaynor Kavanagh	Dean	University of Wales Institute Cardiff
Mr. Gordon Kennedy	Dean, School of Architecture, Design & Built Env.	School of the Built Environment, Nottingham Trent University
Mr. Dave Keskeys	Dean, School of Arts	The University of Northampton
Mark Lamey	Head of Department	Department of Design, University of Central Lancashire
Derek Lawther	Dean	Newport School of Art, Media & Design, University of Wales Newport
Dr. Andrea Liggins	Dean	Swansea Institute
Martell Linsdell	Head of Programme - Contemporary Fine Art Practice	York St. John University College
Tracy Mackenna	Head of School of Fine Art	Duncan of Jordanstone College of Art & Design, University of Dundee
Ms. Tracy Mackenna	Head of School of Fine Art	Duncan of Jordanstone College of Art & Design, University of Dundee
Dr. Bashir Makhoul	Head of School	Winchester School of Art, University of Southampton
David Manley	Dean	University of Derby
Chris McIntyre	Dean	University of Hertfordshire
Barbara Milligan	Head of School	University of Portsmouth
Dr. Gerard Moran	Dean of Faculty	De Montfort University
Dr. Simon Ofield	Dean, Faculty of Art, Design & Architecture	Kingston University

Name of Participant	Position	Institution
Mrs. Jeanette Paul	Head of School of Design	Duncan of Jordanstone College of Art & Design, University of Dundee
Professor Ian Pirie	Assistant Principal	Edinburgh College of Art
Malcolm Plastow	Head of School, Visual & Communication Arts	Buckingham Chiltern University College
Neil Powell	Director of Undergraduate Studies	Norwich School of Art & Design
Ann Priest	Dean, School of Art & Design	School of Art & Design, Nottingham Trent University
Gary Pritchard	Associate Dean (L&T)	Newport School of Art, Media & Design, University of Wales Newport
Peter Roach	Head of Department of Media, Art & Design	University of Westminster
Elizabeth Rouse	Pro Rector Academic Development & Quality	University of the Arts, London
Mr. Liam Scanlan	Director of School of Media	The Arts Institute at Bournemouth
Professor Paul Seawright	Professor of Photography	University of Ulster
Peter Slater	Executive Dean	Buckingham Chiltern University College
Brenda Sparkes	Chair of the Association of Fashion & Textile Courses	School of Art & Design, Nottingham Trent University
Professor Eric Spiller	Vice Principal	University College Falmouth
Lynne Staley-Brookes	Principal	Plymouth College of Art & Design
Professor Flavia Swann	Dean of School of Arts, Design & Media	University of Sunderland
Dianne Taylor	Head of College	University College for the Creative Arts
Barbara Thomas	Academic Leader - Q&D	University of Bolton
Professor Brian Thompson	Associate Dean of Art & Design	University of Sunderland
Professor David Vaughan	Principal	Cumbria Institute of the Arts
Professor Chris Wainwright	Dean of School of Art	Central Saint Martin's College of Art & Design
Jim Walmsley	Vice Principle	Herefordshire College of Art & Design
Professor Maureen Wayman	Pro-Vice Chancellor Quality & Standards and Dean of Faculty	Manchester Metropolitan University
Mr. Emund Wigan	Principal	Leeds College of Art & Design
Paul Wilgeroth	Deputy Dean & Director of Learning & Teaching	University of Wales Institute Cardiff

Name of Participant	Position	Institution
David Willshaw	Principal & Chief Executive	Cleveland College of Art & Design

CHEAD (Council for Higher Education in Art & Design)
3rd floor, Woburn House, 20 Tavistock Square, London WC1H 9HB
Tel/Fax: +44 (0)20 7387 2134 Executive Secretary: Christoph Raatz (e-mail: c.raatz@thead.net)