

## Centre for Life - The Value of Research: *MDI Project Brief*



- “How can innovation and design communicate the value of research to the public?” ●

### Context:

The human body is a fascinating machine. Considerable research has been undertaken throughout history to understand how we function. Most would agree that research into new medical technologies or drug treatments are a worthwhile endeavor. However, the depth of research into the human body has wider reaching implications.

It is taken for granted that within computer animation, characters will have realistic facial expressions or that current generation gaming consoles can recognize a person and instantly log them in. These technologies are made possible through research into the human body, but how aware is the public of this research and how can we, through design and innovation, communicate the value of it to engage and inspire?

### Why?

**Northumbria University** and the **Centre for Life** have formed a new strategic partnership. This partnership will feature a number of exhibitions highlighting research into and around the topic of the human body. The first event will center around the bodyworlds exhibition coming to the Centre for Life: <http://www.bodyworlds.com/en.html>

To compliment this exhibition, researchers from Northumbria University will be presenting their current research projects. Using skills and knowledge from **MA Multidisciplinary Innovation** we will attempt to design a coherent experience for public exhibition that will present Northumbria University's research alongside the bodyworlds exhibition within the Centre for Life in an interactive, creative and entertaining way.

As our client is the strategic partnership, the challenge will be to do this in a way that satisfies both parties. It is expected that this project will have a tangible outcome and consequently has been awarded funding. The level of funding will be confirmed at a later date, but we will be expected to deliver within the £5000 to £10000 range. With this in mind one question that could be posed is what can be achieved at the upper and lower ends of this range.

## Understanding the Context - Teams

1. Collate and analyse research from Northumbria Staff.
2. Co-ordinate Northumbria and Centre for Life requirements.
3. Research effectiveness of public science displays.
4. Research interactive methods for presentation of research.

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## Solution Opportunities

1. Identity the public facing value in researchers work and create/ propose engaging materials.
2. What value and benefits could CFL and NU gain from a strategic partnership – what could they do?
3. How could a ‘meet the researchers’ event engage with the public, before, during and after.
4. How could NU compliment the bodyworlds exhibition?

## Project Timetable

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|-----------------|--|
| Feb 17th        | Project Briefing - 09:30                       |
| Feb 18th - 19th | Understanding the context and opportunities.   |
| Feb 20th        | Review / Ideation and Solution Theme Creation. |
| Feb 21th        | Interim Review - 14:00                         |
| Feb 22th - 27th | Solution generation and communication.         |
| Feb 28th        | Project Submission - 14:00                     |

***\*teams may be re-organised as you move into the focused ideation and communication stages of this work. Please remember that you are always being generative and abductive in your approach. You ideating informs what you research within the challenge's situation.***