

Creating Spaces for Design Research... and Imagination

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First it's the People: Creating the culture



We are...

An open and exploratory design-led research centre at Lancaster University

We conduct applied and theoretical research into people, products, places and their interactions.



Imagination@Lancaster : Purpose

2007

Dream

To be a global leader in imagining new concepts and new collaborations for the common good.

Beliefs

We believe

- In a critical distance between academia and the world whilst remaining a part of it.
- Creativity happens at the boundaries
- In revelling in the challenge of uncertain ground
- The exceptional is in the everyday
- In applying new knowledge and new ideas from everywhere.
- In connecting with the growing importance of Meaning.
- In engaging with Wiki-culture and the way it can generate new worlds.

GIC

Generate a permanent income stream of £1 million per year through a £10 million Imagination Endowment.

Spirit

Bringing the future into the present

Detonators
Catalysts
Reflective
Exploratory & Propositional
Open & Connecting
Sustainability
Collaborative Nomads

Focus

Make Imagination come alive



Purpose Dream

2014

To be renowned as the vital crucible for intelligent actionable world changing ideas

Beliefs

We believe in:

- Transforming relationships between people, places and planet
- Unstoppable power of an Imagination
- Exceptional Design shapes our future
- Deep immersion and engagement leads to revelations
- Exploring uncharted territory and reveling in uncertain ground

GIC

20m by 2020

Spirit

We are imagination

Character

Impactful
Unstoppable
Swashbuckling
Creative
Challenging
Deep
Reflective
Crew

Focus

Make Imagination Brilliant



2018

Transforming the world through design-led research

We believe in:

Unstoppable power of an Imagination
Exceptional Design shapes our future
Deep immersion and engagement leads
to revelations
Exploring uncharted territory and
reveling in uncertain ground

We:

Set agendas to address real world
issues
Challenge and Redefine
boundaries
Collaborate and communicate
across sectors, locally and globally

Why:

We have built a critical mass of diverse,
passionate, internationally acclaimed
design-led researchers.

We produce a flow of excellent design-led
research that transforms people, products,
places and policy for the better.

Spirit: *THE PLACE for Brilliant Design-led Research*

Character: Impactful, Unstoppable, Swashbuckling, Creative, Challenging, Deep, Reflective

Focus: Accelerating Imagination's brilliance

GIC: BY 2028 A 30 MILLION CENTRE

Annual Plan: Rachel Cooper

2017/2018

| Objectives Support Imagination | Standard Performance | Conditions and Constraints | Timescales | Performance |
|--|---|---|---|-------------|
| <p>Gen Sup Jou</p> <p>Publications: <u>Book:</u>The new design Agenda 2 Book chapters on Design management</p> | <p>Delivery of manuscript Delivery of manuscript Delivery of manuscript</p> | <p>Time and interview responses Time</p> | <p>April 2018 October 2017</p> | |
| <p>Research: <i>Manage and Monitor Research Projects</i></p> <p>EPSRC Liveable cities Management group Promote Lancaster Work Deliver three cities summits Westminster Event Publish all white papers Publish little books Organise filming Develop new bid</p> <p>EPSRC PETRAS IOT Operation management groups Lancaster Group Chair and lead on Impact and Comms</p> | <p>Two meetings a month Research on schedule</p> <p>Attendance at meeting 3 1 day meeting a month</p> <p>Commitment and ability of team</p> <p>Monthly meetings Monthly meetings Monthly meetings and dissemination conferences etc</p> | <p>Reliance on all the team at three universities</p> <p>Rf's ability and time Time and RF/PhDs</p> <p>Time and Researcher commitment</p> | <p>December 2017</p> <p>Ongoing to 2019</p> | |

| NAME | THINGS | PI | ON | DATE | STATUS | THINGS | PI | ON | DATE | STATUS |
|------|--------|----|----|------|--------|--------|----|----|------|--------|
| 655K | 655K | NO | NO | NO | NO | 655K | NO | NO | NO | NO |
| 2.5K | 2.5K | NO | NO | NO | NO | 2.5K | NO | NO | NO | NO |
| 1.5K | 1.5K | NO | NO | NO | NO | 1.5K | NO | NO | NO | NO |
| 655K | 655K | NO | NO | NO | NO | 655K | NO | NO | NO | NO |
| 1.5K | 1.5K | NO | NO | NO | NO | 1.5K | NO | NO | NO | NO |
| 1.5K | 1.5K | NO | NO | NO | NO | 1.5K | NO | NO | NO | NO |
| 650K | 650K | NO | NO | NO | NO | 650K | NO | NO | NO | NO |
| 630K | 630K | NO | NO | NO | NO | 630K | NO | NO | NO | NO |
| 1.5K | 1.5K | NO | NO | NO | NO | 1.5K | NO | NO | NO | NO |
| 1.5K | 1.5K | NO | NO | NO | NO | 1.5K | NO | NO | NO | NO |
| 655K | 655K | NO | NO | NO | NO | 655K | NO | NO | NO | NO |
| 617K | 617K | NO | NO | NO | NO | 617K | NO | NO | NO | NO |
| 619K | 619K | NO | NO | NO | NO | 619K | NO | NO | NO | NO |
| 66K | 66K | NO | NO | NO | NO | 66K | NO | NO | NO | NO |

| TITLE | FOUNDER | VALUE | THINGS | PI | ON | DATE | STATUS | TITLE | FOUNDER | VALUE | THINGS | PI | ON | DATE | STATUS |
|-------|---------|-------|--------|----|----|------|--------|-------|---------|-------|--------|----|----|------|--------|
| 655K | 655K | 655K | 655K | NO | NO | NO | NO | 655K | 655K | 655K | 655K | NO | NO | NO | NO |
| 2.5K | 2.5K | 2.5K | 2.5K | NO | NO | NO | NO | 2.5K | 2.5K | 2.5K | 2.5K | NO | NO | NO | NO |
| 1.5K | 1.5K | 1.5K | 1.5K | NO | NO | NO | NO | 1.5K | 1.5K | 1.5K | 1.5K | NO | NO | NO | NO |
| 655K | 655K | 655K | 655K | NO | NO | NO | NO | 655K | 655K | 655K | 655K | NO | NO | NO | NO |
| 1.5K | 1.5K | 1.5K | 1.5K | NO | NO | NO | NO | 1.5K | 1.5K | 1.5K | 1.5K | NO | NO | NO | NO |
| 1.5K | 1.5K | 1.5K | 1.5K | NO | NO | NO | NO | 1.5K | 1.5K | 1.5K | 1.5K | NO | NO | NO | NO |
| 650K | 650K | 650K | 650K | NO | NO | NO | NO | 650K | 650K | 650K | 650K | NO | NO | NO | NO |
| 630K | 630K | 630K | 630K | NO | NO | NO | NO | 630K | 630K | 630K | 630K | NO | NO | NO | NO |
| 1.5K | 1.5K | 1.5K | 1.5K | NO | NO | NO | NO | 1.5K | 1.5K | 1.5K | 1.5K | NO | NO | NO | NO |
| 1.5K | 1.5K | 1.5K | 1.5K | NO | NO | NO | NO | 1.5K | 1.5K | 1.5K | 1.5K | NO | NO | NO | NO |
| 655K | 655K | 655K | 655K | NO | NO | NO | NO | 655K | 655K | 655K | 655K | NO | NO | NO | NO |
| 617K | 617K | 617K | 617K | NO | NO | NO | NO | 617K | 617K | 617K | 617K | NO | NO | NO | NO |
| 619K | 619K | 619K | 619K | NO | NO | NO | NO | 619K | 619K | 619K | 619K | NO | NO | NO | NO |
| 66K | 66K | 66K | 66K | NO | NO | NO | NO | 66K | 66K | 66K | 66K | NO | NO | NO | NO |

Transparent plans and targets
Share and celebrate

Imagination Lancaster: Recognition, responsibility, learning and joy



Recognition
Responsibility,
Learning and Joy



Imagination Lancaster:
Recognition, responsibility,
learning and joy



Spirit:

Impactful

Unstoppable

Swashbuckling

Creative

Challenging

Deep

Reflective

Create the Place that reflects and reinforces the culture

The brief

“The Imagination Laboratory must be the most versatile space that can be configured, for both black box and white box activities, to house advanced digital and communications media as well as offering facilities for lower tech making and experimentation by artists, designers and non-designers. It must offer some workspace for a research team of twenty people (min) plus up to three visiting researchers. It must also offer space for workshops/seminars of up to 100 people with breakout space.

(Imagine an iconic retail shed with moveable everything!)

from Prof Rachel Cooper’s LICA Brief, 2007

- Who writes the brief?
- What does it/should it say?
- Is it a ‘definitive’ document?



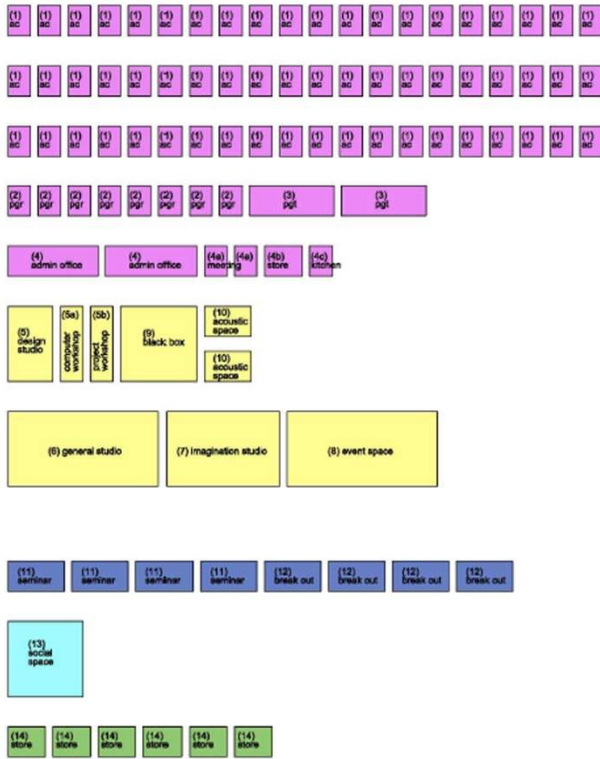
Co-creation

Talking about what you do, what works and what doesn't work...

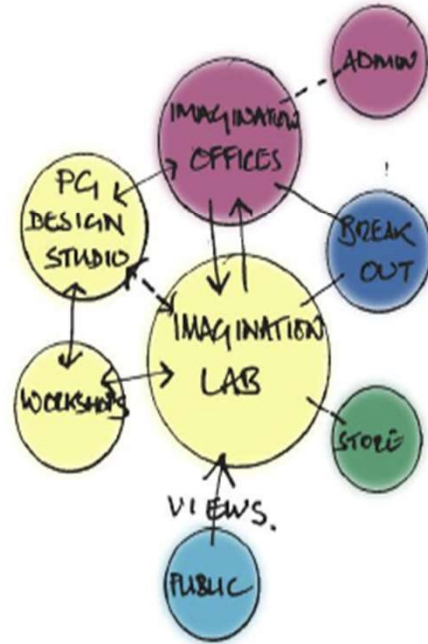
hot and cool walls



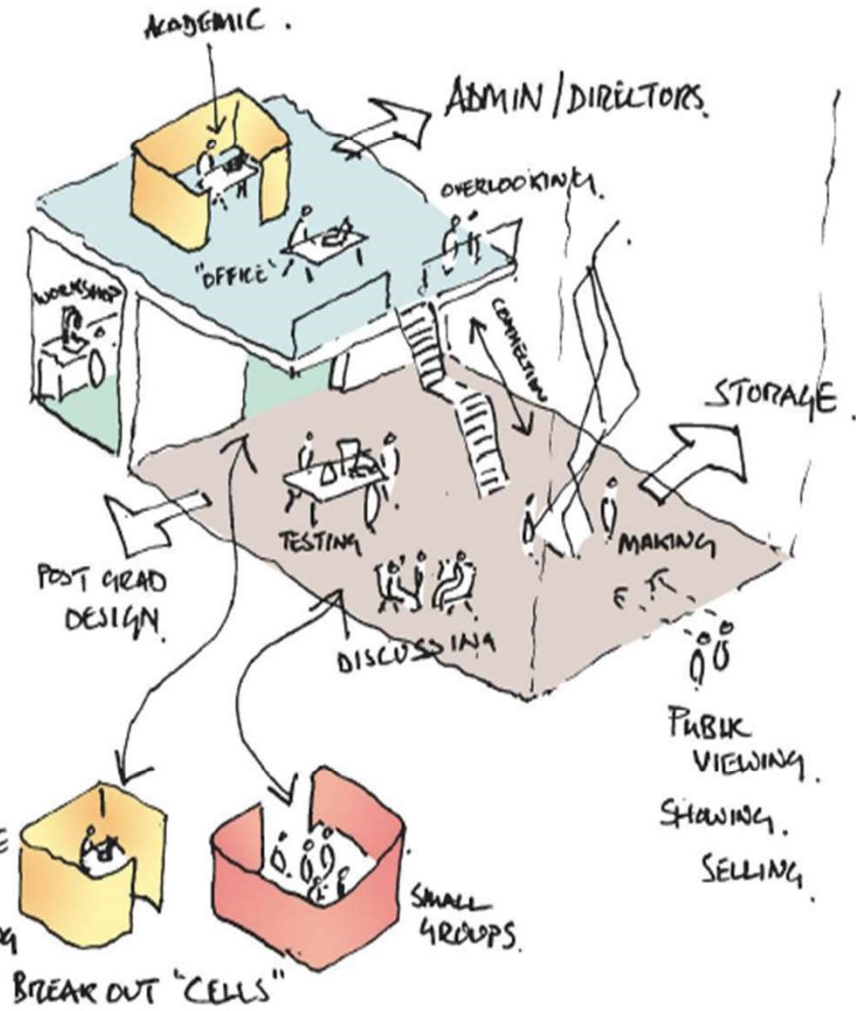
Space Testing



Adjacencies – Research in action



IMAGINATION
LABORATORY
IN ACTION





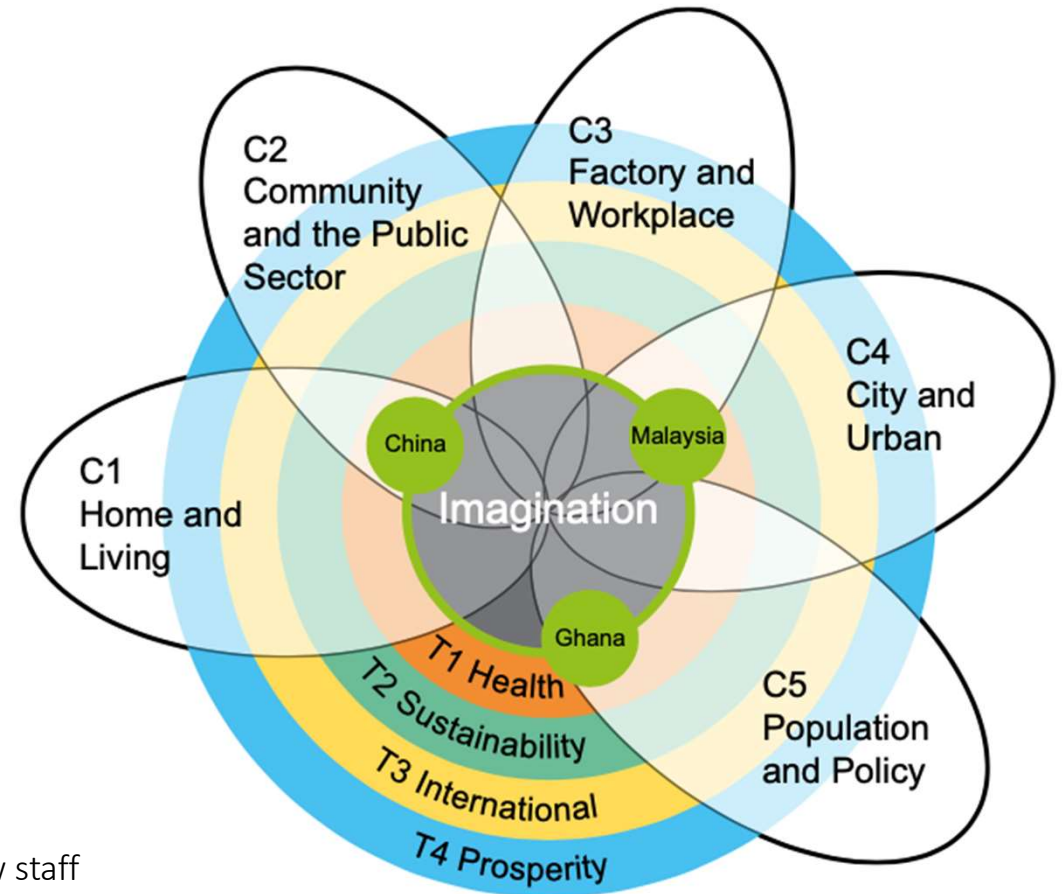
Creating the Place



- Making the place for the culture, not fitting the people into the place
- Leadership having responsibility, taking informed decisions, for everyone
- Be clear to the institution that you are a group, a team and you have a common purpose and values, which sync with the institution
- Equality, diversity, innovation



Growth-Beyond Imagination



30 new staff

Ensuring continuity of the Vision and the
Space – it won't just happen

Thank you

Rachel Cooper, Nick Dunn, Paul Coulton, Stuart Walker, Paul Rodgers, Leon Cruikshank, Emmanuel Tseklevs, David Hands, Roger Whitham, Christopher T. Boyko, Daniel Richards, Bijan Aryana, Serena Pollastri, Maria Alejandra Lujan Escalante, Bran Knowles, Carlos Lopez-Galviz, Paul Cureton, Claire Coulton

ImaginationLancaster: Open-Ended, Anti-Disciplinary, Diverse,

she ji The Journal of Design, Economics, and Innovation Volume 4, Number 4, Winter 2018

