



Events

Designer's Block I Claystation is a mass-participation format for creative experimentation. It was devised by the Design Transformation Group (DTG) as a means of encouraging normally passive audiences in active participation and is heavily influenced by theories of play, which the creators believe is key in the development of creative thought.

Following the success of Claystation at Designersblock 2003, DTG returned with a new device for encouraging visitors to get involved in design, rather than just looking. Titled 'Remodelling London', the format became almost architectural as it invited visitors to experiment in the production of a new London cityscape. Each participant paid £1 for a lump of plasticine and a random square on a 6' map of central London (decided upon by throwing two ten-sided dice). The whole event, which took place in September, was filmed in stop-motion for a film to be shown at a later date and attracted around 400 people spending an average of 20 minutes contributing work during the four days of the exhibition. Results will lead to 'soft design solutions' that aim to positively affect citizens' quality of life and make European cities more environmentally sustainable.

www.claystation.org