



UNESCO
CITY OF DESIGN
DUNDEE

**ANNUAL
REPORT**

2020/21

UNESCO CITY OF DESIGN DUNDEE, 2020 AT A GLANCE



The UNESCO City of Design Dundee plans for 2020 were initially around bringing people together, building better connections within our local design community, networking with our UNESCO Design Cities and Creative Cities networks and championing the role of design within Dundee. In January 2020, we launched an open call for CODE Souvenir Dundee with a plan to use the initiative to highlight, profile and celebrate our local designers. Design Gameshow, which began as part of Dundee Design Festival 2019, was becoming a regular event which we wanted to continue throughout 2020 and beyond as a fun and engaging alternative to traditional networking events. We were in the beginning stages of planning Dundee Month of Design, Dundee Design Parade and figuring out what Dundee Design Festival 2021 would look like, as well as juggling plans and ideas for 2020. With UNESCO City of Design meetings scheduled in Graz, Austria and Santos, Brazil, we planned to engage with our global partners and widen the reach of the work done here in Dundee.

In March 2020, when the first COVID-19 restrictions were brought in in the UK, it became clear that we would not be able to proceed with our plans for in-person interactions in the ways we had planned and were familiar with. We needed to quickly rethink our usual ways of connection with our communities, audiences and networks whilst ensuring our work remained as accessible and inclusive as possible. In the context of COVID-19, the importance and potential of design within society as a whole, from medical innovation to social interaction, seemed to be highlighted more than ever. We wanted to ensure that the work we did during the COVID-19 pandemic continued to celebrate and champion our local design community, to integrate design into our City, and maintain our connections with the global network of Design Cities to bring new projects and best practice to Dundee. Through the projects and initiatives we worked on in 2020, we have been able to work in ways new to us, to use the power that design has to directly impact the lives of people here in Dundee, for the better.

OUR COMMITMENT TO THE UN SUSTAINABLE DEVELOPMENT GOALS



As a UNESCO City of Design, the work we do must adhere to and champion the UN Sustainable Development goals. The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership.

DESIGN GAMESHOW: DIGITAL EDITION

CREATIVE COLLABORATORS: RYAN MCLEOD, ANDREW BULLICK, CHRIS O'MARA

DESIGNER: RYAN MCLEOD (AGENCY OF NONE)

APRIL - MAY 2020



Design Gameshow started as part of the Dundee Design Festival 2019 programme, with the original concept by Stacey Hunter of Local Heroes. We held a second iteration in September 2019 and planned to continue Design Gameshow and have in-person, fun events throughout 2020 and beyond. With fun ways to connect people a priority, we were able to work really fast in the days before the March 2020 COVID-19 lockdown was announced and were able to create the content for a digital version. The digital version consisted of videos and assets that used the Instagram Stories feature and could be saved as an Instagram Highlight. This also helped us to realise the possibilities there are in making events digital when it makes sense.

We played digital versions of Family Fortunes, Blankety Blank, Catchphrase and Supermarket Sweep and had many interactions, a lot of positive feedback and some of happy winners who we sent design related prizes to.

[instagram.com/designdundee](https://www.instagram.com/designdundee)



WE DUNDEE

PARTNERS: CREATIVE DUNDEE, CLARE DOW, CLARE BRENNAN, JENNIE PATTERSON AND ONE CITY MANY DISCOVERIES

DESIGNERS: AGENCY OF NONE

MAY-OCTOBER 2020

In 2013, We Dundee was created as a way to bring people together to hear what surprised them about Dundee and what they'd love to see happen in the future. Over the following years, many of those ideas took place as activities, projects and events across the city.

In 2020, We Dundee returned, in the midst of an unprecedented crisis when everything that was normal had changed, to ask the people of Dundee to help reshape the future of their city. We Dundee 2020 was initiated by Creative Dundee and UNESCO City of Design Dundee, supported by Clare Dow (Dundee City Council), Clare Brennan (Abertay University) and Jennie Patterson (V&A Dundee). The platform was designed by Agency of None using technology they devised for Dundee Design Festival 2019.

The public created written and visual responses to two questions: 'What surprised you about your Dundee in these times?' And 'Reimagine Dundee. What needs to happen next?' A selection of the responses were made into posters and pasted on billboards around Dundee, supported by One City Many Discoveries.

Between May and October, We Dundee's Instagram account was created and reached over 1000 followers, and there were over 220 posters created by local people..

wedundee.com

ONLINE DESIGN ACTIVITIES

ARTISTS AND DESIGNERS: TARKA HEATH, LAUREN HERD, SYRAH JAY, AMY JONES, LOUISE KIRBY, KIRSTEN MANZI AND LIN MIK

JUNE 2020

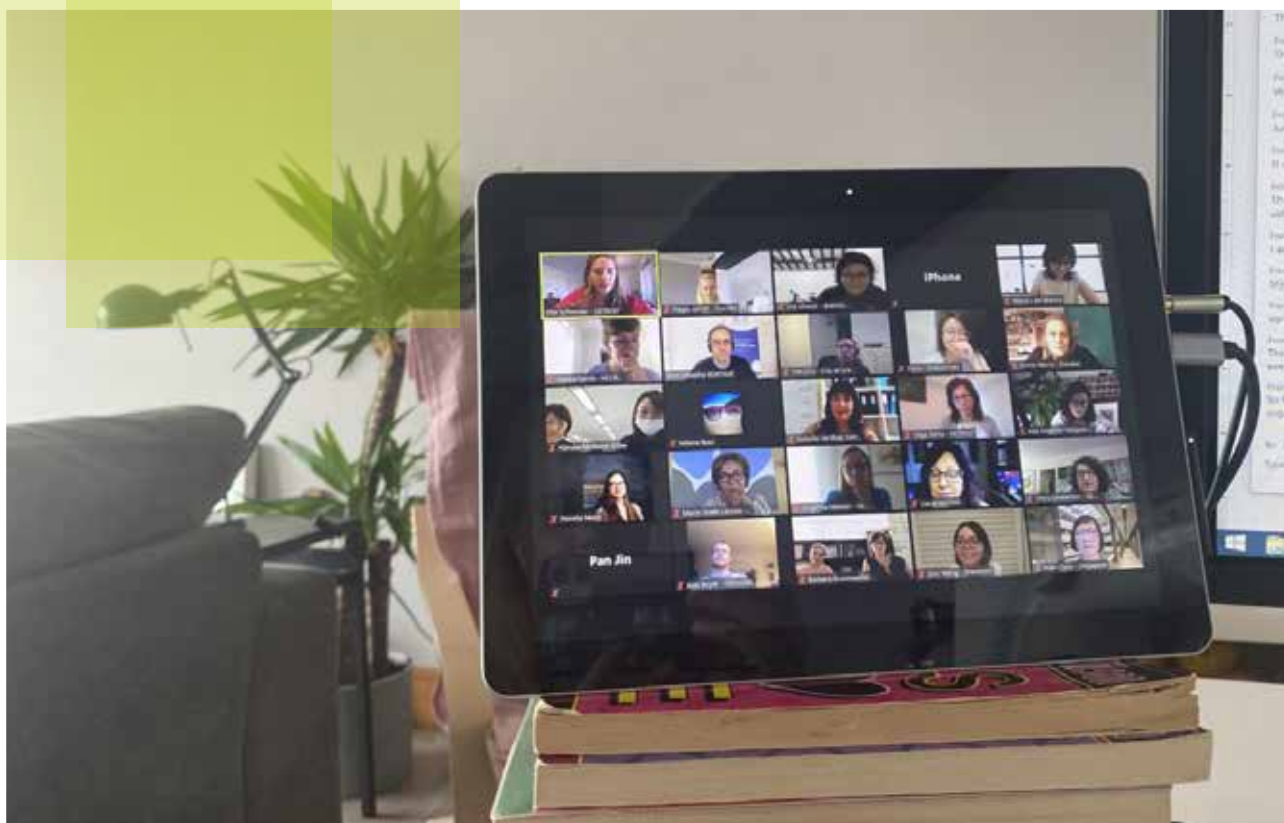
In place of a physical Dundee Design Parade, we worked with seven artists and designers to develop online design activities that young people could take part in safely from home. These artists and designers were contracted to have led workshops in March and April for Dundee Design Parade 2020 which had to be cancelled due to COVID-19 restrictions. A range of tutorials were created which are available on our Youtube channel and website and can be used any time. Each activity can be done with items found around the house to be as accessible as possible.

Commissioning these artists and designers to create an online design activity meant that we were still able to support them in a small way and ensure that they were not losing work with the cancellation of Dundee Design Parade.

Dundee City Council's Community, Learning & Development Youth Workers were pleased to have these resources available for them to share with their youth groups and we had positive feedback around the activities being useful for children of key workers who were attending the hubs in schools.

cityofdesigndundee.com/projects/online-design-activities/





UNESCO DESIGN CITIES VIRTUAL CONVENING

PARTNERS: UNESCO CITIES OF DESIGN
JULY AND OCTOBER 2020

The UNESCO Creative Cities AGM was planned to be in Santos, Brazil in June 2020. Due to the COVID-19 crisis the AGM was unable to go ahead in person, but keen to maintain our annual networking and learning opportunities, one of the Creative Cities Sub Networks had their own virtual convenings, including Cities of Literature and Cities of Design. In October 2020, the Cities of Design were due to be hosted by Graz and Saint Etienne for the annual Sub Network Meeting, which was also converted into a virtual programme.

Dundee was nominated to be part of a new buddy system within the Cities of Design network, where newly designated cities are paired with experienced cities to act as a mentoring role within our widening network. We were 'buddied' with Baku, the capital city of Azerbaijan, who joined the UNESCO Creative Cities Network in 2019.

Since 2018, Dundee have led on the Cities of Design' Policy sub group. Within this role, Annie shared the proposal for an internal mapping project, working with Anna Whicher, Head of Design Policy at Cardiff Metropolitan University, to map the Design Ecosystems of the UNESCO Cities of Design. After sharing this proposal, we received numerous notes of interest from cities who are keen to get involved.

An update from the Cities of Design network was that, after two years as Deputy Coordinator and two years as Coordinator of the Cities of Design Subnetwork, Ellie Schneider (Detroit) passed the torch to Stijn Debaillie (Kortrijk) who had been her Deputy Coordinator for the past two years. Cindy Lee (Wuhan) was selected as Deputy Coordinator. Geelong was also selected to host the 2021 Sub Network meeting, aiming to host an in-person or blended meeting in late 2021.

THE POWER OF DESIGN: IN RESPONDING TO GLOBAL CRISIS AND AFFECTING CHANGE

PARTNERS: KAUNAS2022, GEELONG CITY OF DESIGN, UNESCO CITIES OF DESIGN

DESIGNERS: AGENCY OF NONE

JULY 2020

THE POWER OF DESIGN

In Responding to Global Crisis & Affecting Change

The UNESCO Cities of Design present COVID-19 global case studies exploring creative emergency design solutions and the role of design plays in restarting the world.

When: Tuesday 14 July 2020

Time: 2.00pm (EEST)
Kaunas, Lithuania
Check local time in your area

Format: Online

Join us for this international panel discussion on inspiring case studies from within the Cities of Design network focusing on how innovative design solutions have been used to support communities to adapt, stay safe and keep connected during these unprecedented times.

Hosted by UNESCO Creative Cities Design Subnetwork & Kaunas 2022

Cities of Design Network

2.00pm (EEST) Tuesday 14 July 2020
Hosted by UNESCO Creative Cities Design Subnetwork & Kaunas 2022

In May 2020, a call was put out to all UNESCO Cities of Design to collect case studies about all of the quickly actioned, creative and useful design responses to the COVID-19 pandemic. The feedback was shared in the format of a publicly accessible, world-wide conference as part of the virtual convening for the Cities of Design AGM.

Dundee worked with fellow Cities of Design, Kaunas and Geelong to select which projects would be best for a panel discussion, spanning different areas and approaches to design, and Kaunas presented the event.

We Dundee was selected as one of the projects for deeper discussion and Ryan McLeod (Agency of None) spoke about the project.

bit.ly/DesignPowerDiscussion



SUNNY DUNDEE FACE COVERINGS

PARTNERS: DJCAD AT UNIVERSITY OF DUNDEE, TAMARA RICHARDSON, DUNDEE CITY COUNCIL AND LOCAL STOCKISTS

CREATIVE COLLABORATORS: HALLEY STEVENSONS

DESIGNERS: PAMELA SCOTT AND JANE KEITH

JULY 2020

In April 2020, NHS Tayside worked with DJCAD and community volunteers to produce thousands of additional sets of scrubs for frontline staff. Tamara Richardson, University of Dundee Comms department, had an idea to create Dundee themed face coverings, designed and made by local makers using the same model. This felt like a perfect opportunity to champion some of our local designers in a project that directly worked to create a positive impact on the COVID-19 crisis.

We worked with Pamela Scott to use a Sunny Dundee theme for the masks, Pamela created a tessellation design of her existing Sunny Dundee prints and we worked with Halley Stevensons to produce the fabric with the print.

Jane Keith produced the design of the face masks which were approved by the NHS and thousands of masks were produced by makers throughout Tayside.

The masks were sold to shops at a price of £4.50+VAT with a pay it forward approach, which meant that for every mask sold, a mask could be donated to schools and frontline workplaces for free. The sales of the face coverings was very successful and, due to continued demand and feedback from our local stockists, an additional run of masks was made in December.

cityofdesigndundee.com/projects/sunny-dundee-face-coverings/



SPACES FOR PEOPLE: UNION STREET

PARTNERS: DUNDEE CITY COUNCIL, SUSTRANS AND SERVICE DESIGN ACADEMY

DESIGNERS: ROOTS FURNITURE AND CALLUM LAIRD

CREATIVE COLLABORATORS: LEILA KALBASSI, AGENCY OF NONE

JUNE 2020 (ONGOING)



Working with Service Design Academy, we held co-design workshops with business owners on Union Street with the goal of devising some temporary interventions to assist the businesses on the street during national COVID-19 restrictions. This project was supported by John Berry at Dundee City Council and funded by Scottish Government, and managed by Sustrans Scotland.

In August 2020, with continued input from businesses, Union Street was pedestrianised during restricted hours and temporary structures such as fencing for outdoor seating, parklets, and planters (built by Roots Furniture) were installed on the street. Dundee Design Festival 2019 volunteer, Callum Laird, who is a recent DJCAD graduate of Graphic Design, was commissioned

to design a super-graphic for the street, as well as a visual identity. Ryan McLeod (Agency of None) worked with Callum to help him with the design process. Leila Kalbassi (Dundee Rep Theatre) was instrumental in transferring the super-graphic from paper and onto the street, which was painted by a team of socially distanced volunteers.

The interventions and pedestrianisation of Union Street were supposed to last a month, but they were so successful and embraced by the businesses on Union Street that the businesses themselves helped to touch up the paint on the street before Christmas and are eager for the changes to become permanent on Union Street.

cityofdesigndundee.com/union-street-pedestrianisation/



SPACES FOR PEOPLE - DISTRICT CENTRES

PARTNERS: DUNDEE CITY COUNCIL, SUSTRANS AND SERVICE DESIGN ACADEMY

DESIGNERS: LOUISE KIRBY, FÍONA CANAVAN AND OLD SCHOOL FABRICATION

AUGUST 2020 (ONGOING)

After the success of the **Union Street Project**, funding was secured by Dundee City Council to roll out Spaces For People across District Centres to promote walking, cycling and wheeling for essential trips and exercise during COVID-19. This might include providing more space to safely pass each other, more space to meet outdoors, the use of parking or road space for businesses to increase trade and to support safe queuing. The district centres we were initially approaching were Stobswell, Hilltown, Lochee, West End and Broughty Ferry.

Continuing to work with Service Design Academy, we facilitated co-design workshops with local people from each district centre area to come up with ideas for their spaces that will work for their communities. We are also working with illustrator, Louise Kirby; architect, Fíona Canavan; and now that we are getting to the stage of trying to realise the outcomes of the workshops in some of the spaces, we are also working with Old School Fabrication who will be designing and producing street furniture for the project.

The aim is to finish the co-design workshops by mid March. We are permitted to spend the designated money until May 2021 so most of the interventions and initiatives will be installed around Spring 2021.



KINGHORN TO ALEX

HILLTOWN



CLEAN STREETS DESIGN COMPETITION

PARTNERS: DUNDEE CITY COUNCIL, URBAN FORESIGHT

DESIGNERS: MUCKLE STUDIOS

AUGUST 2020 (ONGOING)



Working with Dundee City Council and Urban Foresight, we ran a design competition to find a designer to work on a design to cover up feeder pillar boxes supplying power to electric charging points at the current development at Riverside. The charging points are the first of their kind and when not in use, they drop into the floor to maintain an uncluttered street area. The idea to make the pillars that feed electric to the chargers, is to either integrate them into the surroundings, or make a feature of them so they don't look out of place amongst the new development.

We received a great response from the competition and to assist in selecting the winning designers were the judging panel (Annie Marrs, UNESCO City of Design, Dundee; Julie Muir, V&A Dundee; Clare Pennington, Urban Foresight; Emma West, Dundee City Council; Keith Johnston, Urban Electric; Councillor Mark Flynn).

A local designer was selected and worked to stage 1 of the 3 stage brief, but, after the first stage, the panel decided that the ideas weren't right for this particular project. In the initial selection process, a new Dundee-based studio called Muckle Studios, comprised of two recent graduates (Kevin Sinclair – Industrial Design, DJCAD and Stephanie Crowe – Psychology, Abertay University) were named as "Studio to Watch" due to the quality of their application. We approached Muckle Studios to take on the project and see if they could take the project in a new direction. Muckle Studios began their work in January 2021 and if their ideas are taken onto stage 2 and 3, we are aiming for installation around the end of April.

cityofdesigndundee.com/clean-streets-design-challenge-winner-announced/



DUNDEE CYCLING FORUM'S “RACK YOUR BRAINS” COMPETITION

PARTNERS: DUNDEE CYCLING FORUM, DUNDEE CITY COUNCIL AND P&G BLACKSMITHS

DESIGNERS: LAURA DARLING, LOUISE KIRBY AND KIRSTEN MANZI
NOVEMBER 2020

In 2019, Dundee Cycling Forum launched a cycle parking design competition; “Rack Your Brains” which they were encouraging young people to participate in. Entrants were asked to nominate somewhere that lacked cycle parking and design a rack that was secure and celebrated the location.

We supported the project by coordinating workshops where local designers encouraged young people to create their own designs. Designers Kirsten Manzi, Laura Darling and Louise Kirby worked with young people from Blackness Primary, Hope Bilingual Youth Group and Link Up Whitfield with Dundee City Council.

Out of 40 competition entries, a total of 7 were selected with 6 designs coming from the groups that our designers worked with. Each winner was invited to a site visit at P&G Blacksmiths in February 2020 which 4 pupils from Blackness Primary attended with the designer they worked with; Kirsten Manzi. It was important for the participating young people to experience the full design process and see their creations being fabricated, where they also got to choose their colours.

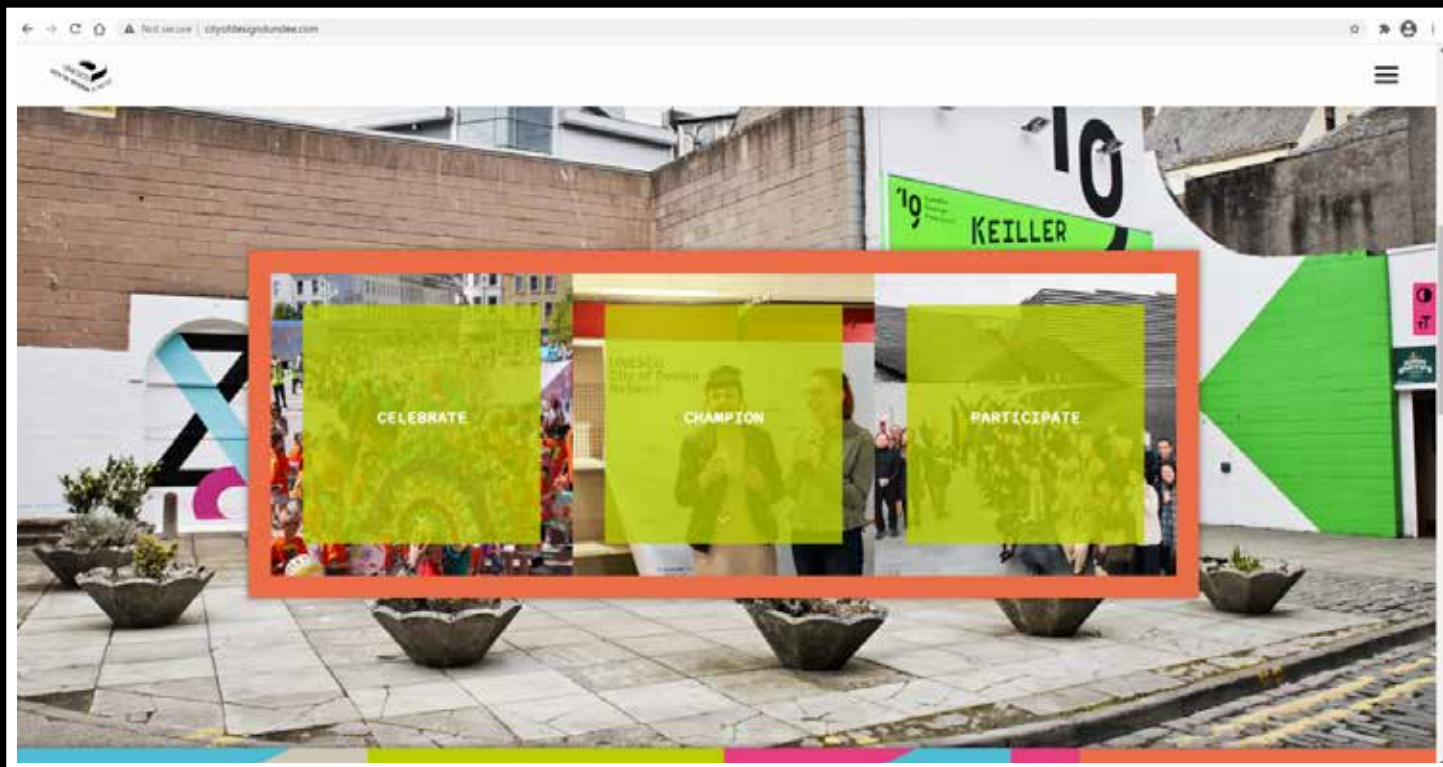
The winning cycle racks were later installed across the city at Blackness Library, Sainsburys and Spar on the Perth Road, Blackness Road, Lothian Crescent shops and Foggyley play park.

cityofdesigndundee.com/projects/rack-your-brains/

NEW UNESCO CITY OF DESIGN DUNDEE WEBSITE

PARTNERS: YELLOW CHERRY DIGITAL

MARCH - NOVEMBER 2020



Yellow Cherry Digital were selected as the successful bidders of our procurement process to design and develop our new website. Due to COVID-19 restrictions coming into place, this work has all been developed virtually throughout 2020.

Our new website which launched in November 2020, not only highlights who we are and our place within the UNESCO Creative Cities Network, but it also focuses on the people and the projects who led Dundee to receiving its designation as a City of Design.

We have archived the projects that we have delivered and supported over the city's 6 year designation, alongside relevant media coverage and we have also dedicated a section to CODE Souvenir Dundee. We continue to champion Dundee based designers across our website through individual designer profiles, featured collaborative projects and by highlighting opportunities within Dundee and our fellow Creative Cities.

We are now in conversation with Yellow Cherry Digital about the potential of adding a Design focused events listing page. We would see this as an extension of the work that we do for Dundee Month of Design and it would replace the Dundee Month of Design website.

cityofdesigndundee.com



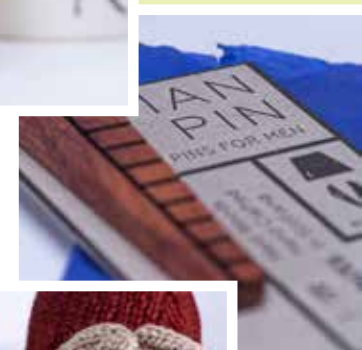
CODE SOUVENIR DUNDEE

Catalogue of gift items
from Dundee designers

For the use of buyers, companies,
retailers and individuals

Vol. 1

UNESCO
CITY OF DESIGN DUNDEE



CODE SOUVENIR DUNDEE VOL. 1

PARTNERS: CITY OF DESIGN MONTREAL

CREATIVE COLLABORATORS: STACEY HUNTER, FOUNDER AND DIRECTOR OF LOCAL HEROES; JOANNE MACFADYEN OF TEA GREEN EVENTS; ALAN BIRCH, RETAIL MANAGER AT V&A DUNDEE; DOROTHY ARNOTT, MARKETING MANAGER AT HALLEY STEVENSONS

NOVEMBER 2020

CODE Souvenir is a project started by UNESCO City of Design Montreal as a way of driving sellers towards their local designers. We worked with the Montreal team to replicate the project here in Dundee, ensuring to maintain the integrity of their decade long initiative.

We put our call out for Design items to be submitted in January 2020 and received over 100 items. Luckily, we were able to meet with the judging panel in February (Stacey Hunter, founder and director of Local Heroes; Joanne MacFadyen of Tea Green Events; Alan Birch, Retail Manager at V&A Dundee; Dorothy Arnott, Marketing Manager at Halley Stevensons; and Poppy Jarratt from our team) to select the items.

There were various hold-ups and delays during 2020, but in December we were able to launch the first volume of CODE Souvenir Dundee which has over 50 items included in it and celebrates 24 local designers. We produced a short run of a paper catalogue, but the catalogue is also online with direct links to the designers' websites to buy the items.

We also worked with local shops who already champion and sell work by local designers and makers. The shops needed to already stock work by at least 3 of the CODE Souvenir Dundee designers to be named an official CODE Souvenir Dundee Stockist, and we were delighted to find that six local shops already qualified and were excited to become advocates for the project.

cityofdesigndundee.com/code-souvenir/

DUNDEE FESTIVE WINDOWS

PARTNERS: DUNDEE CITY COUNCIL EVENTS TEAM AND V&A DUNDEE

DESIGNERS: JACQUELINE BRIGGS, LINDA BROWNLEE, LAURA DARLING, ADMAD DEENI, ZOË GIBSON AND BILLY HUTCHISON

DECEMBER 2020

In Summer 2020, Dundee City Council ran a project where they commissioned artists and designers to display work in empty shop units in the centre of Dundee.

By Christmas, restrictions were getting tighter and Dundee City Council events team made the difficult decision to cancel any festive plans such as a Christmas Light switch on. In lieu of the festive events we are used to, it seemed like there was an opportunity to work with local creatives to make work that could still be enjoyed safely within the COVID-19 restrictions over the festive period. We worked with Dundee City Council Events team and V&A Dundee to run the Dundee Festive Windows project, where six artists and designers were selected to display work around the theme of a Christmas tree in seven windows around Dundee City Centre.

cityofdesigndundee.com/projects/dundee-festive-windows/



