

## PRESS RELEASE

### **Design made it possible: The Design Council launches campaign to champion design's role in people's lives**

(London, UK - 19 January 2023)



The Design Council has released a new film today (19 January) to highlight the crucial role design plays in our lives. Aimed at the public, businesses and organisations, the film marks the start of a campaign to help more people understand that design is everywhere and central to the future of the UK's social, environmental and economic wellbeing.

Created in partnership with OPX Studio, the film confronts common misconceptions up front by asking, "What do you mean by design?". The answer is supplied with a flurry of examples, from wind farms to pencils, headphones to prosthetic limbs, plant covered buildings to textiles.

Building on the Design Council's Design for Planet mission, the film shows the value of design and its power to change lives, build a better world and "change our futures". Viewers are challenged to look around at where design has gotten us, and then imagine what design could do for our world tomorrow.

Minnie Moll, The Design Council's CEO says: "The Design Council is on a mission to support the design sector to accelerate the process of putting the planet at the heart of their work. To do that, we also need to inspire and educate a wider audience, helping more people understand the powerful role that design plays in everyone's lives. The climate crisis is the most urgent challenge we face and so now is the time to start redesigning our future.'

She continues, 'This film came about thanks to a bright idea from OPX Studio and they have done a brilliant job bringing the Design Council's core purpose to life.'

David Bennett, Creative Director, OPX Studio says: "We were inspired to create this film, having seen Minnie speak about the Design Council's Design for Planet mission last year. We hope it is a helpful tool for anyone who wants to help brands and organisations understand the crucial role that design plays.

WATCH THE FILM [HERE](#).

#DesignMadeItPossible

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**Notes to Editor:**

For further information, images and interview requests please contact:

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**About the Design Council:**

The Design Council is the UK's national strategic advisor for design, championing design and its ability to make life better for all. It is an independent and not for profit organisation incorporated by Royal Charter. The Design Council uniquely works across all design sectors and delivers programmes with business, government, public bodies and the third sector. The work encompasses thought leadership, tools and resources, showcasing excellence, and research to evidence the value of design and influence policy. Their Design for Planet mission was introduced in 2021 to galvanise and support the 1.97 million people who work in the UK's design economy to help achieve net zero and beyond.

#DesignForPlanet

[www.designcouncil.org.uk](http://www.designcouncil.org.uk)

**About OPX Studio:**

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