

DD4006

IDS Career Pathway:

Starting your own art/design related
studio/collective

08 Oct 2021

Presented By
Praveen

FYP Topic

Sustainability of Local Ageing LGBTQ Community by Ethical Re-Imagination
& Integration of associated Cultural Spaces (and their historical narratives)
in Outram Park/Chinatown, preserved under the Conservation Status

Collaborative

A collective with designers with different cultural background and ideologies. Decisive and opinionated.
Intersecting Spatial Design + Visual Comms

Speculative/Generative Design Methodology

Using generative/speculative design approaches to find new ways to conceptualise the design process. A less restrictive or 'stale' approach.

Human Centric

Emphasis on creating/conveying experiences by understanding the specific needs and aspirations of clients

Appropriating Culture Ethically

Approach

Overarching Principles

Parable Studio

"Uncovering meaning & truth is at the core of a Parable design, and this search is driven by a high regard for people. We love spending time with people seeking to understand the beginnings, middles and ends of how people do life at work, rest and play.

Our interest is in solutions that go beyond being beautiful to look at, but are integrated expressions of strategy, art and storytelling."



Thank You