



<i>Title of case study/poster -PO</i> 24 Hour Cross-sector Design Challenge - Invisible Boundaries	
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<i>Relevant element of ESG</i> Quality assurance of teaching staff	
<i>Outline of case study/poster</i> <p>65 cross-sector participants took part in the 24 Hour design Challenge – Invisible Boundaries on February 12/13th 2009 hosted by the National College of Art and Design in Dublin, Ireland. The challenge objective was focused on finding viable socially responsible design solutions in the form of potential cross-sector research projects.</p> <p>International experts were invited to present ethical design themes and to introduce challenges to be addressed. Six carefully selected teams of cross-sector participants worked continuously for a period of 24 hours to find innovative solutions.</p> <p>The 24 hour design challenge was a highly productive research model that helped to create a new more clearly focused cross-sector research platform. It clearly and strategically identified a new network of cross-sector, cross-community, collaborative partners willing to share their knowledge and expertise as part of an ongoing creative commons. Consequently, a number of collaborative projects are now being developed by new research clusters.</p>	



24 Hour Cross-sector Design Challenge - Invisible Boundaries

1. Context

65 cross-sector participants took part in the 24 Hour design Challenge – Invisible Boundaries on February 12/13th 2009 hosted by the National College of Art and Design. The objective was focused on finding viable socially responsible design solutions in the form of potential research projects. Our goal was also to establish multidisciplinary research clusters, or new communities of practice capable of developing these projects.

2. The Design Challenge as Research

Design themes and challenges were established by the NCAD Design Ethics Group, in consultation with a select group of international ethical design consultants. Thematic content was strategically aligned to specific research funding streams. Six carefully selected teams of cross-sector participants then worked continuously for 24 hours to develop innovative design solutions to a range of issues. The design challenge model is a highly productive research. It helped the NCAD to create a multifaceted research platform. It enabled our design faculty to find an influential network of cross-sector research partners. Knowledge and expertise is exchanged creative commons environment. Consequently, several significant collaborative projects are now being developed by new research clusters.

3. New Pedagogies

Furthermore, specific context based research priorities have now been identified as essential pedagogical components that will lead to more viable ethical and socially responsible design. Our design curriculum can now provide experiential modules incorporating social responsibility and cultural learning as integral research elements. New design intelligence will be generated using the community as an external laboratory, classroom, or playpen. The success of our cross-sector challenge clearly demonstrates the benefits of design research transcending design.

4. Objectives

- to establish a more consolidated NCAD design faculty research platform towards ethical design and design sustainability
- to develop innovative and viable socially responsible design solutions

- to create networks of practice
- to focus on issues relating to waste management, community regeneration, design for all, social entrepreneurship, and design education
- to align common academic research to potential funding streams

5. **Methods/Actions**

- 6 ethical design themes and challenges set as points of departure
- all outcomes were directed by team research action

6. **Results/Achievements**

- we created a new practice-based research platform at NCAD
- we created new cross sector design research clusters for multiple projects

7. **Challenges/Experiences**

- achieving the appropriate team dynamic greatly enhanced the opportunity for success
- successful research outcomes require committed collaborative partners to drive the work forward
- the academy now needs to facilitate staff by allocating time to reach research project potential
- our pedagogical framework must now be altered to establish the necessary infrastructure to exploit the design challenge outcomes

8. **Conclusions**

- the 24 hour design challenge model lead to rapid research progress
- numerous cross-sector design research opportunities were created
- design research looking beyond design has lead to meaningful pedagogical change within our institution
- for further information see: www.ncad24hourdesignchallenge.com and the Design Ethics Group at: www.linked-in.com

