Educational Partnership for Social Impact
ArtCenter students partner with COANIQUEM, a Santiago, Chile based nonprofit who provides free burn treatment to children from underserved communities across Latin America. Interdisciplinary student teams design holistic healing environments for kids at COANIQUEM’s burn rehabilitation campuses in Antofagasta to the north of Chile & Puerto Montt to the south.

7+ million children are burned annually in Latin America.
COANIQUEM provides 8,000 children a year with free treatment.

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Penny Herscovitch, Dan Gottlieb pad@padlab.com
Stella Hernandez stella_hernandez@msn.com
CO-DESIGN HOLISTIC HEALING ENVIRONMENTS

Co-create engaging environments that are welcoming, playful and therapeutic, to empower and nurture burned children & their families through the healing journey.

Propose holistic design solutions for COANIQUEM’s Puerto Montt (South) & Antofagasta (North) Campuses. How might designs embrace Chile’s unique regional contexts?

- **Antofagasta (North):** Seek opportunities for 10,000+ sf (1000+ sm) campus to engage both kids & elder communities?
- **Puerto Montt (South):** Resourcefully transform a new rehabilitation facility into an engaging environment

Develop high-impact, resourceful innovations for real-world implementation at COANIQUEM’s campuses.

- **Potential outcomes:** spaces for treatment, play, stay, spirituality, gathering; interactive & print storytelling; fixtures & spatial graphics; campus systems
- **Consider:** How to carry forward the positive impact of Healing Tree collaboration to empower and nurture patients?
Design Thinking

From Field Research to Design Story
Weeks 1-3

From Concept to Midterm Design
Weeks 3-7

Refining, Producing & Presenting Design
Weeks 7-13

nngroup.com/articles/design-thinking

Image credit: d.School  © 2019 Penny Harsavitch + Dan Gottlieb
Mon + Thurs @ 2:00-5:50pm
5 Credits
1 studio + 3 academic credits

1. **RESEARCH 1ST WEEK**
   - **Understand COANIQUEM Antofagasta Immersion**
   - Seek design opportunity
   - Mon + Thurs @ 2:00-5:50pm
   - S Campus - 1111 Arroyo #306
   - 3 studio + 3 academic credits

2. **RESEARCH 2ND WEEK**
   - **Puerto Montt Immersion**
   - Initial design direction
   - F 5.10 Present to COANIQUEM

3. **CONCEPT PRESENTATION - TH WK2**
   - Concept (why) + Mission (what)
   - Research Insights & Analysis
   - Personas (who)
   - Spatial Narrative/Story (where/how)

4. **MIDTERM w/COANIQUEM WK7**
   - Model / prototype of design options
   - Keynote prez: visual + verbal storytelling
   - Boards / wall graphics
   - Implementation opportunities

5. **FINAL w/COANIQUEM WK13**
   - Model / prototype of final design
   - Keynote prez: visual + verbal storytelling
   - Wall graphics to communicate context
   - Implementation strategy

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HOLISTIC HEALING AT COANIQUEM

Casabierta | free housing
School | free education
Cafeteria | "casino"
Pathway | trees/sports

COANIQUEM CLINIC MAIN CAMPUS
San Francisco 8586 Pudahuel, Santiago, Chile

Administration | offices/garment fitting
Reception
Waiting Room
Main Entry
Ave San Francisco

Psychology
Consultation
Hydrotherapy
Wound Dressing
Occupational Therapy

Physical Therapy
Music Therapy
School
Garment Fitting
Surgery

Drawing by Alvin Oei
**Antofagasta Campus**
3 nights (April 30 - May 3)
Av. Pedro Aguirre Cerda 11385
Cod. Area 1265796, Antofagasta
Stay at: Panamericana Hotel
Balmaceda 2575, Antofagasta, 1240000, CL Tel. +56 22393 7319

**Santiago Campus**
“Home Base”
Stay at: COANIQUEM
San Francisco 8586, Pudahuel
Cod. Area 9020070, SANTIAGO

**Puerto Montt Campus**
2 nights (May 6-8)
Stay: Dr Rojas Ranch, Los Lagos
-39.855563, -72.819778
(~2 hr road trip to Puerto Montt)
LUIS ROSS 443, 3° PISO, Cod. Area 5501774, Puerto Montt

**NORTH**
10,000+ sf campus in copper mining region, near driest desert on earth. Room to expand for: senior center, chapel, casabierta dorms, cafeteria & play spaces.

**CENTRAL**
COANIQUEM’s headquarters in Chile’s capital city treats over 6 thousand kids each year. Home to Healing Tree & Teen Zone collaborations with ArtCenter.

**SOUTH**
Newly acquired rental building in the scenic Lakes District. All medical equipment is operating, + interiors are blank + ready for new design opportunities.
## TWO WEEKS FIELD RESEARCH IN CHILE

### WEEK 1: CONNECT, UNDERSTAND + DISCOVER OPPORTUNITIES

**Santiago & Antofagasta (N)**

Observe, understand the context, reveal challenges & uncover opportunities.

**Saturday Workshop:** Share research observations, challenges & insights; Define Opportunity Areas

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- **Arrival Day:** Antofagasta before 2pm
- **Van pick up to COANIQUEM**
- **City Tour**
- **Meet Families & Students Present**
- **Day Arrival:** Group Dinner
- **Orientation Day:** Santiago tour
- **Workshop:** Insights & Opportunities
- **Wrap Up:** Fill Antofagasta research gaps
- **Field Research:** Gated cards
- **Fly Santiago to Antofagasta (2 hrs)**
- **Explore Antofagasta City Evening**
- **Antofagasta City Tour**
- **Santiago City Tour**
- **Antofagasta Campus (N)**
- **Antofagasta Campus (N)**
- **Understand campus & global stakeholders**
- **Meet key stakeholders**
- **Panamericana Check-in Hotel:**
- **Antofagasta Campus (N)**
- **Meet Families & Students Present**
- **City Tour**
- **City Evening:** Antofagasta
- **City Evening:** Antofagasta
- **City Evening:** Antofagasta

### Week 2: CO-CREATE DESIGN DIRECTIONS

**Puerto Montt (S) & Santiago**

Go deeper into research as a team. Focus on an opportunity area as a team & begin to ideate design directions. Co-create with stakeholders to test & iterate ideas.

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- **Road Trip:** 3+ hour drive to Puerto Montt
- **Drive to Dr. Rojas Ranch (~1.5 hrs)**
- **BBQ Dinner! Plan Research**
- **Research + Campus Field Study:** Drive to Dr. Rojas
- **Ranch Stay:** Dr. Rojas Ranch
- **Road Trip:** Drive to Puerto Montt Ranch (~1 hour)
- **Ranch Stay:** Dr. Rojas Ranch
- **Road Trip:** Drive to Puerto Montt Ranch (~1 hour)
- **Road Trip:** Drive to Puerto Montt Ranch (~2 hrs)
- **Group Dinner:** Farewell to Santiago
- **Depart Day:** Students depart COANIQUEM
- **Research Trip:** Fly Santiago-LAX

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FIELD RESEARCH GOALS
• Seek key opportunities for design to make an impact
• Consider all stakeholders: kids, parents, staff, community
• Listen to build empathy & deep connections with people
• Collect both qualitative & quantitative data
• Uncover challenges + potential resources
• Understand unique ecological, cultural, social, and historical contexts in Chile’s North & South

SOCIAL IMPACT DESIGN PRINCIPLES
Starts with empathy & understanding: Human connections and empathy are the heart of the design process to create social impact.

Co-Creation: Design WITH, not FOR
Understand challenges, envision opportunities & ideate together WITH our partner community.

Seek Key Opportunities for Impact:
Shift from a mindset of problem to opportunity, and from scarcity to abundance.

Human-Centered Spatial Experience Design:
Design a person’s total experience of the space to create an engaging, welcoming & empowering environment.
FRAMESWORK OF RESEARCH THEMES

**DAY IN THE LIFE**
Catalog a typical day in the life of patients, families & COANIQUEM staff, with special attention to spaces. How can design best impact quality of life?

**HEALING JOURNEY**
Map a child's healing journey from injury to stages of recovery. What aspects of the Healing Tree work well and what aspects can be improved? Consider differences between North & South.

**HOPES & FEARS**
Seek to understand the emotions, hopes, anxieties & challenges of patients & families. How might we design to reduce stress and enhance well-being?

**SPACES & CONTEXT**
Document spaces, campus layout, circulation. Understand unique ecological, cultural, social & historical contexts in North and South. How can local contexts drive design story?

**SOCIAL INTERACTIONS**
Understand social interactions between patients, family, staff & local community. How can we design to optimize positive social interactions that promote healing?

**CO-CREATE**
How can we collaborate with different stakeholders to co-design environments and experiences that promote healing?
INTERVIEW 101

Plan an interview from start to finish, then use this plan to talk with people about issues that matter to them.

1. Make a list of people
   Ask each group member to write a list of people that struggle with issues related to the past. You want to:
   - Know why you want to meet them,
   - What you might learn, and why you want to meet

2. Divide everyone into pairs
   Ask each pair to read each list out loud and select one of the people they would like to interview. Ask
   the pair to write down at least two questions they’d like to ask that person. The follow-up questions like
   “Why?” provide interesting insight.

3. Role play the interview
   The team member being asked questions will provide feedback about whether the questions make
   sense and suggest additional questions to ask. The
   pair will update the interview questions if necessary.

4. Practice the interview with others.
   Bring the entire group back together. Ask each
   pair to role-play their interview again, and allow
   the group to provide input. When members learn
   their next meeting to interview others, encourage them to take good notes to share with the rest of the group.
Prioritize

Eri Kawaguchi - Jam Session

JAM SESSION
Create as many ideas as possible with your group, exploring different solutions and building on each other’s ideas in a supportive manner.

1. Identify a topic. Look at all the ideas you’ve explored to date. Identify a topic the group would like to explore. A good topic will be directly related to your goal, and it will inspire each group to immediately prioritize ideas.

2. Put paper on the wall. Put a piece of paper on the wall and draw a large arrow on it. On one side of the arrow, write “Easy,” on the other side, write “Impossible.” Divide the group into two teams.

3. Develop ideas. For 15-30 minutes, ask each team to write or draw ideas related to the topic on individual pieces of paper. Create a range of ideas from the possible to the impossible. Give each idea a title.

4. Share and choose your favorite ideas. Share the titles and a short written description of each idea with the group. Place the idea where it belongs on the Easy to Impossible arrow. After the ideas have been presented, have each person choose a “star” and the most exciting ideas for them. Ideas with the most stars can be pursued.

TIME
45 min.

ROLES
Participants: Facilitator

MATERIALS
Large and small sheets of paper, pens, a marker, Optional: camera, markers

design.com/work/frog-collective-action-toolkit

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OPPORTUNITY AREAS WORKSHOP: Sat May 4th

• Synthesize Research > Develop Insights > Define Opportunities
• Share observations, insights & challenges for research themes
• Define opportunity areas
• Crossing exercise: Pair Challenges x Resources to generate possibilities
• Ask “What If?”

What are Opportunity Areas?

• An opportunity area is a stepping stone to idea generation.
• An opportunity is a rearticulation of problems or needs in a generative, future facing way.
• An opportunity area is not a solution. Rather, it suggests more than one solution. It defines a space of possibility in which to generate solutions.
• Opportunities start with the phrase “HOW MIGHT WE...?” to suggest a mindset of possibility.

Source: IDEO Toolkit for Human Centered Design
CO-CREATE TO GENERATE IDEAS

Co-create ideas within your Opportunity Area, with COANIQUEM medical professionals, staff, patients

What is Co-Creation?
The process of sharing design opportunities, prototypes, and every step of the process with community members and partner organizations to understand their feedback and ideas, so we can create value and solve problems together.

Mindmap
Mindmap around your opportunity area: sketch a map or network of ideas, to generate as many ideas as possible and riff off other ideas.

Test & Iterate Ideas
Make a rough mock up of your idea for users to interact with, in order to test your design directions hands-on & get user feedback.
Ask ourselves: What do we want to learn? How? From whom?
SHARE WITH COANIQUEM: Fri May 10

Present your team’s research insights & opportunity area using hand-drawn posters and/or digital presentation:

• Introduce your Team
• Mission (Why?)
• Opportunity (“How might we?”)
• Research Insights/Synthesis
• Audience/Personas & Scenario/Context
• Initial mindmap ideas / brainstorming

Conclude by engaging COANIQUEM audience in feedback:

• Prepare key questions to elicit constructive input
• Plan to collaboratively focus your direction & brainstorm possibilities together
**DEVELOP DESIGN STORY:** ACCD Week 1

**Design Story**
A compelling Design Story helps drive your design & get you from research to idea to design, materials and form language in a fluid way. It may include: a big idea ("concept"); Goals the design seeks to achieve (pragmatic and emotional); Narrative of user experience & context.

1. **Research Conclusions?**
Your design story will ideally grow out of your research & opportunities. Given your research, what are your conclusions & design options?

2. **Design & Story Development: What is the right project?**
What type of project is needed? What are the qualities, key attributes, mood and attitude of the type of experience we seek to create? How does that inform: Form Language, color, size, materials and identity?

3. **Project Name & Theme?**
How can the name and theme continue to inform your Design Story?
CONCEPT REVIEW: Tu May 23 ACCD Wk 2

Digital presentation (8-10 min):
• Introduce your Team
• Mission (Why?)
• Opportunity (“How might we?”)
• Research Insights/Synthesis
• Audience Personas/Scenario/Context
• Design Story / Concept Statement
• What will you design?
• Design Direction: Sketches/Mock-Ups

Physical Display:
• Sketchbooks
• Research Methods: Collages, Drawings, etc
• Research Trip Artifacts: Bring the spirit of Chile + COANIQUEM to LA with Photos & Objects
CASE STUDIES + READINGS

Santiago Social Design & Playgrounds:
- Alejandro Aravena, Elemental - Parque Bicentenario playground & social housing
  archdaily.com/461315
- Plaza Gabriela Mistral - musical playground in Parque Metropolitano

Design for Kids:
- Sarit Shani Hay - shanitay.com
- architectureofearlychildhood.com
- Emmanuelle Moureaux - emmanuellemoureaux.com
- Tezuka Architects: Woods of Net & Fuji Kindergarten, Japan

Healthcare Design:
- Healing Spaces by Dr. Esther Sternberg
- Great Ormond Street Hospital, UK
- Rady Children’s Hospital, San Diego
- Royal London’s Children Hospital
- Maggie’s Centres: www.dezeen.com/tag/maggies-centres

DESIGN + RESEARCH METHODS

C.A.T.  
Creative Action Toolkit by Frog Design
www.frogdesign/CAT

Delft Design Guide
Design Strategies & Methods

IDEO•ORG
designkit.org: Fieldguide to Human Centered Design

Designing for Kids
Designing for Kids, Krystina Castella
Children’s Design Guide: childrensdesignguide.org

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