

DESIGN IS INVISIBLE

Cutzschmitt
DESIGN&CONSULTING

WORLD IA DAY
LOCAL CONNECTIONS. GLOBAL IMPACT.



Lucius Burckhardt (1925—2003)

Professor for sociology and urbanism

He researched the dynamics between architecture, design, urban development and socio-economics.

Lucius Burckhardt 1980:

DESIGN IS INVISIBLE



Don't design the object

Design the influence

the object has to the institution it belongs to

Design the influence

the object has to the institution it belongs to

service

system

interface

context

function

structure

the night





North Korea

the hospital



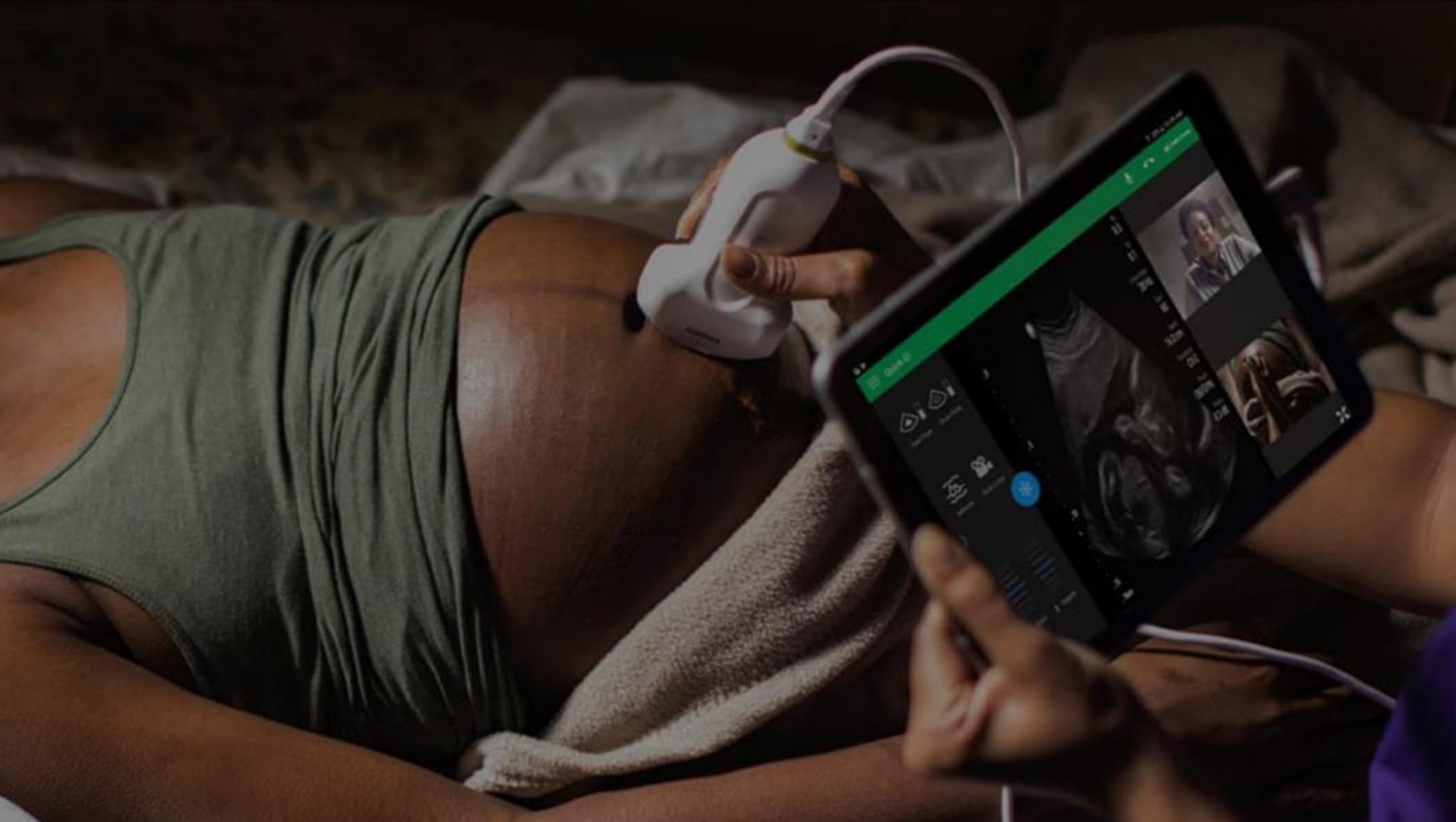
20





But what if the next
health facility
is out of reach?





Don't design the object,
but the influence it has.

limits of planning





L T S P

E L E N B A

MILAN

MAPPING USER JOURNEYS'

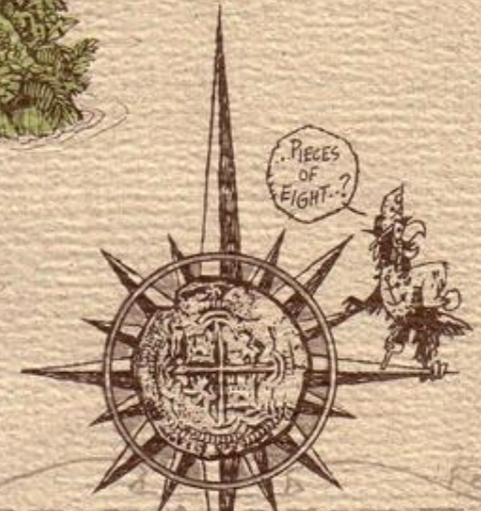
thinkpublic

NESTA

STEP	1	2	3	4	5	6	7
<p>OUT</p> <p>List the outline of your idea at each step of your users journey.</p> <p>eg: user coming to first aid course</p>	<p>National Brand identity</p> <p>meeting page on website</p> <p>promotional literature to website media</p> <p>GM's newspapers + websites</p>	<p>Forms</p> <p>translation particular needs I.O. eg Disability</p>	<p>info for counter-signatories</p>	<p>L.A. service providers/staff</p> <p>integration Agency/Inter-acc childcare service</p>	<p>technology product costs</p> <p>retailer participation + travel</p>	<p>information for service providers</p>	<p>meets other people face to face</p> <p>work + health issues</p> <p>mix with other city home for</p>
<p>DRAW YOUR USER'S JOURNEY</p> <p>Using one of your persona cards, illustrate how that user would experience your idea at each step of the journey.</p>	<p>poster</p> <p>Ad. leaflet website</p> <p>discounts service info, why join for them</p>	<p>form: how's childcare plus children's details</p> <p>grandparent details (exp, address, how long for)</p>	<p>GP teacher social worker religious org local volog</p> <p>+ counter-signatory (L/S)</p>	<p>return form to L.A. + C/S.</p>	<p>issue a card + service to others info</p>	<p>discounts in shops + free travel</p>	<p>reaches children to children's centre</p>
<p>IMPACT</p> <p>List the impact of your idea at each step of your users journey.</p> <p>eg: Improved physical health</p>	<p>their contribution counts</p> <p>it's for them?</p> <p>reward for childcare</p>	<p>I.O. needs eg kinship carers</p> <p>referrals to other services</p>	<p>Awareness raised amongst service providers</p>	<p>L.A. finds out more info on on inf. children + kinship care (other needs reach families not yet reached</p>	<p>tangible product wider community awareness</p>	<p>firmly better off</p> <p>more dropping in local area</p>	<p>using services not used before</p> <p>reduce isolation</p>

- 1 JOLLY ROGER WHARF
- 2 CAP'N FLINT'S PERCH
- 3 BUCCANEERS' COVE
- 4 NORTH INLET
- 5 LOOKOUT POINT
- 6 BLACK DOG BRIDGE
- 7 DOUBLOON LAGOON
- 8 MUTINEER FALLS
- 9 DEAD MAN'S ISLAND
- 10 SKELETON ISLAND
- 11 SKELETON LAIR
- 12 BUCCANEERS' ROOST
- 13 BLACK DOG SWAMP

- 14 LAGOON
- 18 RUM POINT
- 19 TOUCAN CAGE
- 20 THE MIZZENMAST
- 21 MATES AND MAIDENS
—Ye olde reste rooms.



TREASURE ISLAND

If Buccaneers and buried Gold,
 And all the old romance, retold
 Exactly in the ancient way,
 Can please, as me they pleased of old
 The wiser youngsters of to-day...
 So be it!

—Robert Louis Stevenson

the unplannable







200 hospitals have been at full capacity, and 1/3 of all US hospitals are almost out of ICU space

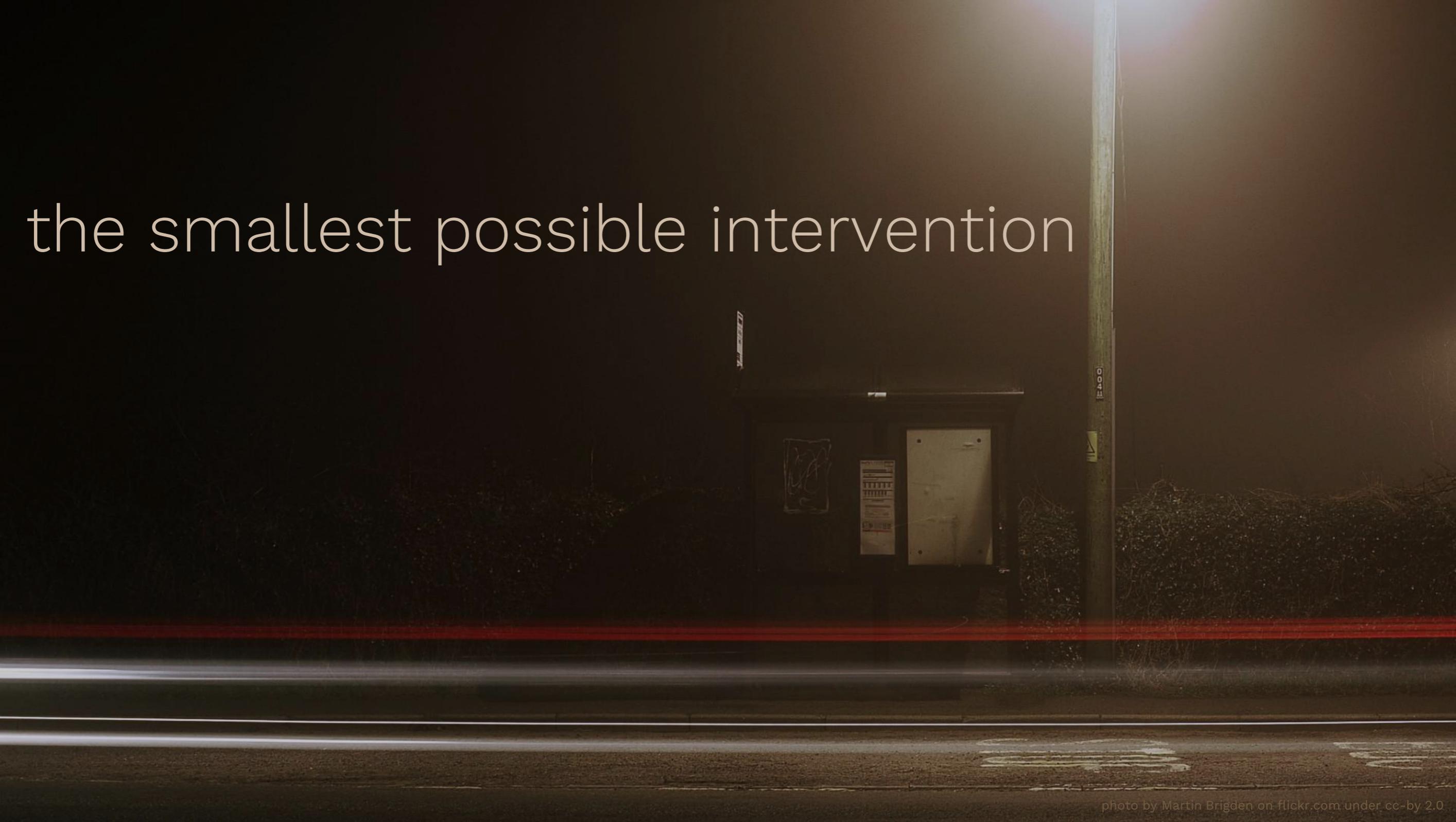


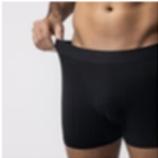
By [Holly Yan](#), Christina Maxouris and Deidre McPhillips, CNN

Updated 9:28 PM EST, Thu December 10, 2020



the smallest possible intervention





Details



Info



FAQ



Logo-free boxer shorts made from organic cotton

that are so comfortable you won't feel them when you're wearing them

only €7.50/piece

€44.99 VAT included.

★★★★☆ (298)

incl. FREE shipping from €30 & free returns

Color



Size:



Not sure what size?

M

L

XL

2XL

3XL

4XL

Crowd

6 pieces



● In stock - with you in 3-5 working days

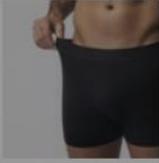
Add to Cart



Bought more than 8,631 times in the last 2 months



Free shipping from €30



Size Chart ×

Unsure what size you need? Simply measure your waist and hips and choose the right size.

Size	S	M	L	XL	XXL	3XL	4XL
size	46	48	50	52	54	56	58
laundry size	4	5	6	7	8th	9	10
hip circumference (cm)	94	98	102	106	110	114	118
Bottom dimension (cm)	75-80	79-85	85-90	88-92	90-98	97-105	104-110

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Color ● >

Size: [Not sure what size?](#)
Turns out smaller

M L XL 2XL 3XL
4XL

Crowd **6 pieces** >

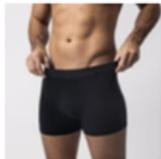
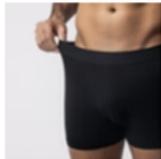
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- Details
- Info
- FAQ



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weinwein

a short story

about a wine bar, the person
running it and the internet

Keinwein





Keinwein



“I’m not in the business of
selling drinks to everybody.
I want to know the person, that
wants a table at my place.
And I want, that my patrons
know me and my bar.
How can you achieve that, with
online-booking a table or
reading a stranger’s opinion?”

Reinwein *Weintrinken mit klugen Köpfen*

Willkommen

Wein & Essen

Adresse & Öffnungszeiten

„Die kleine Weinstube im Vringsveedel mit Weinen entlang des Rheins vom Bodensee bis Bonn.“



street view

only mirroring this info

Öffnungszeiten

Montag bis Samstag ab 18 Uhr, Ende unvorhersehbar.

Sonntag Ruhetag.

Vom 1. Juni bis 30. August öffnen wir ab 19 Uhr.

Adresse

Corneliusstraße 1 | 50678 Köln
(Hinter der Severinskirche)

[Karte & Anreise](#)

Inhaber: Jörg Wirbelauer

[Impressum](#)

QUESTIONS OR COMMENTS?

Get in touch later:

on Mastodon: mastodon.world/@lutzschmitt

or on LinkedIn: linkedin.com/in/lutzschmitt

or via E-Mail: post@lutzschmitt.com

Lutzschmitt
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