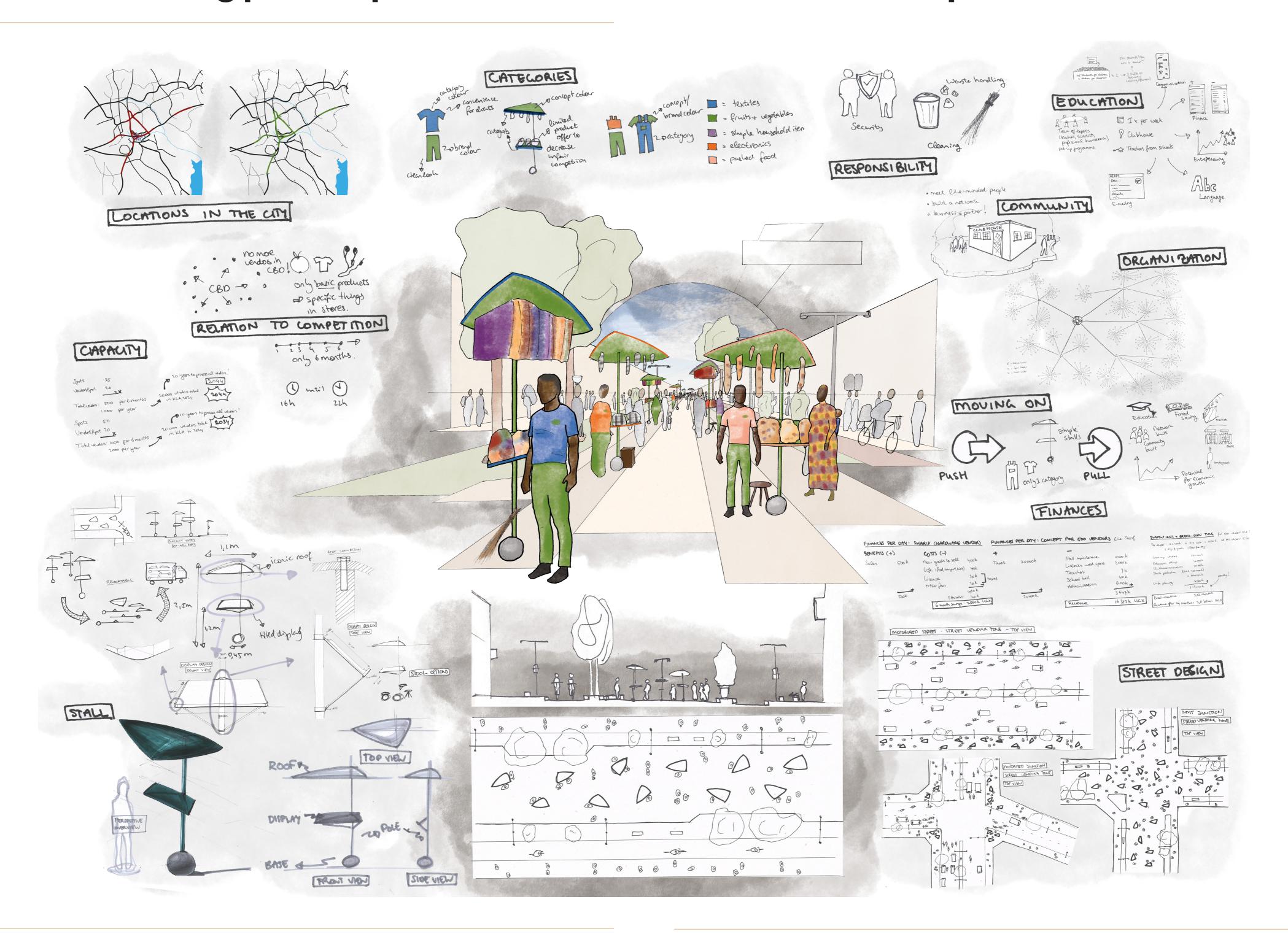
Exploring cross-cultural design through a value exchange concept

How redefining public space can create socio- economic space



This graduation project takes place in Kampala, Uganda, in collaboration with Design without Borders Africa (Dwb).

The aim of the project is threefold:

- Create social impact in the domain of value exchange in the public space of Kampala,
- Apply the Vision in Product design (ViP) method for the first time in the designer's career and
- Reflecting on the responsibility of the designer in relation to a cross-cultural design project.

After establishing the ViP domain as 'value exchange in the public space' and performing two deconstructions (one by the designer and one by Dwb) extensive research is performed. It focuses on a time 10 years ahead (2034) and collects 215 factors (statements about the domain): 161 from literature, and 54 from interviews with 35 vendors in Kampala. The factors are clustered into 16 driving forces of the future context. With the driving forces a framework is constructed of 12 cells, the directions the future context can move into. The axes of the framework reveal the root of the problems around street vending.

(1*) the organization of public space: Kampala's public space receives meaning from many, misaligned origins. Government planning is not consistent with the use of space.

(*2) socio-economic uncertainty: the sheer numbers of people combined with a lack of jobs creates uncertainty to which people react in different ways. These reactions create their motive to participate in value exchange.

3 cells are chosen to formulate a vision statement. We want to decrease discrimination, provide stability for hustlers and steer investments to where they are needed. Three goals

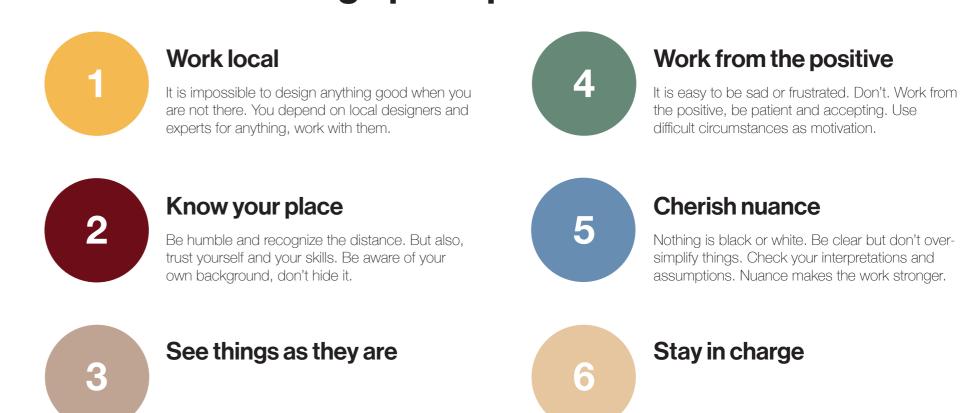
which correspond to the main stakeholders: vendors, clients and the local authority (KCCA). The lost in translation between them must be addressed to enable any social transformation. Integration of vendors must become the goal rather than expulsion. To achieve this we want to reveal the value of value exchange: showing vendors' contribution in terms of convenience, urban life and economic potential.

With individual and group ideation the concept is developed. It consists of a stall and street design assigning space to vendors in pedestrian zones. Vendors are given fixed categories, streets are replanned and vendors are made the guardians and cleaners of the street. Placement of spots is used to regulate traffic flow and decongest the city. The concept couples this reorganization of public space to the other axis of socio-economic insecurity, by turning street vending from a last resort into a first step up the formal ladder. Vendors can only rent a stall for six months during which they are educated, build a network and are helped in saving money – after the 6 months they are ready to start a full business. The financial and organizational aspects of the concept are also thought out.

Elaborate testing is performed with vendors and authorities. Most of the feedback is worked into the concept. Recommendations for further development include directions for stall design and a road map for taking the concept to a pilot level.

The reflection results in 6 design principles guiding western designers doing projects in radically different contexts.

Cross-cultural design principles



Framework: 12 versions of value exchange

