

perspective

DESIGN IS LIFE. IIDA IS DESIGN.

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perspective

EVERY WHERE HAS A WHY
MORE THAN MEETS THE EYE
TO THE MAX
PICTURE IT
DNA OF A DESIGN FIRM

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Summer 2018

OUT OF THIS WORLD INSPIRATION

Architect and designer Achille Salvagni wants to take visitors of his London, England atelier to a new reality with his latest capsule exhibition. Called "Apollo," the exhibit was inspired by Stanley Kubrick's 2001: A Space Odyssey and reinterprets the film's use of geometric forms. "Looking toward modern and futuristic influences as a goal, what changes from one designer to another is the interpretation of what is modern and futuristic," Salvagni says. "I would like my gallery shows to allow people to dream—to take them away for a minute, an hour, however long they wish—and I want them to think about it again the next day, the next week, the following month."

"Apollo" will run through Sept. 7, 2018.



Photo by: Paolo Pettrignani

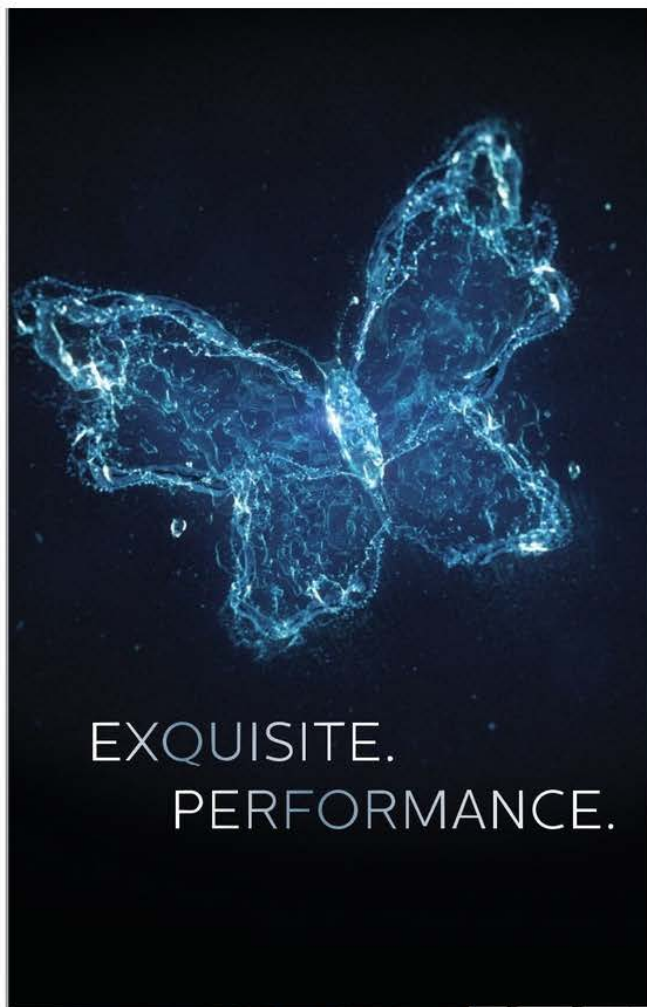
DESIGNING INEQUALITY

Creative industries in the United Kingdom have a diversity problem. According to *Panic! Social Class, Taste, and Inequalities in the Creative Industries*, a significant majority of those in creative disciplines—such as design, publishing, architecture, advertising, and crafts—come from well-off families.

The disparities don't end there. The 2018 report, produced by Create London with the University of Edinburgh and University of Sheffield, also found that black or minority ethnic professionals continue to be underrepresented. These employees make up less than 5 percent of the workforce in several categories, including design and architecture

ONLY
7%
of those in the design industry are black or minority ethnic.

—*Panic! Social Class, Taste and Inequalities in the Creative Industries*



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