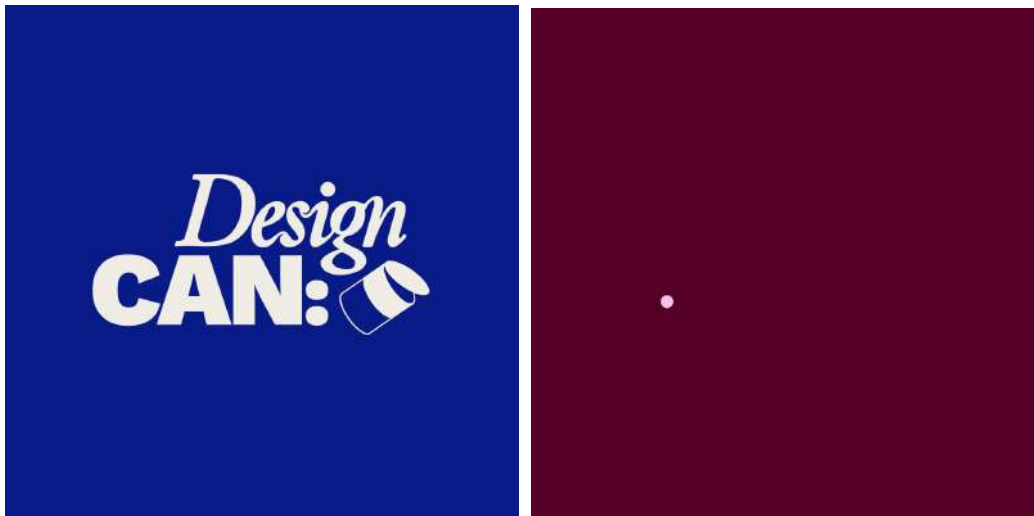

Design Can levels up

Three years in, creative-sector equity platform launches new identity, jobs board and patron scheme



Design Can enters its fourth year with new features, new services and a re-energised graphic identity.

Since its launch in August 2019, the [Design Can](#) platform has grown in size and scope, evolving from an awareness campaign to a proactive platform providing practical tools to address the design industry's problem with diversity and representation. Now, as it celebrates its third birthday, Design Can is launching a raft of new features and services, more ways to get involved and a new identity.

Established in response to the demonstrable lack of opportunity and representation in the creative industries, Design Can began with a call for the industry to recognise the problem, understand the creative benefits of diversity, and come together to change the status quo.

Last year, Design Can marked its second birthday [with a survey](#) asking the industry what, if anything, had changed and whether design was any closer to accurately representing the people it purported to serve. The survey found that, although awareness of equality issues across the industry had grown substantially, meaningful change was still thin on the ground. To address this, the Design Can steering committee gathered to assess the strategic direction of the campaign, and

consider what services it could offer design businesses to help them improve diversity and inclusion, while also ensuring that Design Can could operate self-sufficiently.

As a result, this August Design Can enters its fourth year with a significantly expanded scope and an even bigger box of real-world tools to support creative businesses committed to change.

"Change doesn't happen passively; creating an inclusive, representative industry is active work. Design Can was set up to share that realisation with the people with the power to do that work. Today, our challenge at Design Can is to empower the community that we've built – to help them build a fair, equitable and exciting future for our sector."

– Sabine Zetteler, director, Design Can



The platform's resources now include a dedicated Jobs Board to help diversify creative-sector recruitment.



The Design Can Jobs Board

Diversity in the industry starts in the workplace, and recruitment is often the biggest challenge. The new Design Can Jobs Board gives any creative-sector business – or any business outside the sector with a creative role available – the chance to promote their vacancies to Design Can’s extensive network of over 11,000 creative professionals and find the ideal candidate from a much more diverse talent pool than their usual channels.

“Since 2019, we have built a community that ranges in age, discipline, gender and socio-economic background. We all agree it is high time companies started considering recruitment as a key factor to be part of that change they claim they wish to see. Thus, we are thrilled to now be able to join all the dots through our Jobs Board.”

– Bisila Noha, project manager, Design Can

Use of the service costs £150 a job (concessions are available for small charities and grassroots organisations), and the only requirement is that all advertisers include full, transparent salary information.

Full details of how to post a job are available here: design-can.com/jobs

Events and training

The act of bringing people together in a shared space is one of the most powerful ways to generate a sense of inclusion. With in-person events back on the table, Design Can is also expanding its programme of mentoring events and skill-building sessions in partnership with design companies, institutions and designers across disciplines.

Building on the success of previous mentoring events – including collaborations with the V&A in September 2021 and March 2022 – Design Can plans to organise more opportunities for design-curious young people to build professional networks, acquire practical business skills and gain inspiration – as well as coordinating workshops to help creative organisations develop and implement effective diversity strategies.



Organisations interested in co-hosting or arranging training workshops should visit our new website at design-can.com/get-in-touch or email hello@design-can.com.

Curation and consultancy

Thanks to the breadth of expertise found in the steering committee and the wider, ever-evolving network, Design Can is able to provide bespoke guidance and recommendations for institutions, galleries, curators and event organisers, helping them connect with a diverse network of creative talents and leading industry figures in order to put together dynamic panels, speaker line-ups and exhibition lists.

In the past, Design Can has provided this service for the likes of the Wellcome Collection and Royal Designers for Industry.

Patrons and partners

Design Can is and always will be a non-profit initiative. The steering committee has chosen not to secure charity status as they believe that the industry itself should take responsibility for addressing inclusion rather than seeking public funding. Design Can's operations therefore depend on funding from within the industry.

Up to now, the organisation has been funded by the creative communications agency Zetteler, but in order to sustain its activity and deliver its goals, Design Can welcomes ongoing support from individuals and organisations across the creative sector, alongside income generated from the new Jobs Board. Since opening for patronage in April 2022, Design Can has secured the support of [Kickstarter](#), [Pearson Lloyd](#) and [Royal Designers for Industry \(RDI\)](#), all of whom benefit from ongoing consultancy and promotional support.

"RDI is very proud to be supporting Design Can. As well as driving the establishment of a much fairer and more representative design sector, the work of this long-overdue movement directly benefits every business in the design industry. It is our collective responsibility as designers to ensure it succeeds in achieving its goals."

– Tom Lloyd, Master of The Faculty of Royal Designers for Industry

Individual supporters are invited to contribute via the Design Can Patreon page, which gives them use of a suite of digital assets that they can use on their own sites, for as little as £1 a month.

Other organisations to have partnered with Design Can for specific projects – ranging from mentoring events and curation strategy to recruitment and research projects – include the Crafts Council, Wellcome Collection, Sound Advice, London Design Festival and the V&A.

The Design Can team are happy to hear from other institutions and businesses interested in working together to make the industry more representative – email hello@design-can.com to find out more about what Design Can has to offer creative businesses.

New chapter, new identity

In step with the expansion of its ambitions and service offering, Design Can also enters its fourth year with a renewed website and brand identity, offering enhanced functionality and a bolder, broader colour palette coded to reflect the multiple strands of the organisation's operations – Resources, Events and Jobs.



Design Can's modular colour palette by Not Flat 3 reflects its expanded service offering.

The original creators of the Design Can site and identity, [Cha Chaan Teng](#) and the multi-disciplinary collective [Not Flat 3](#), have revisited and evolved the original design from 2019 to reflect the growth of the campaign and its exciting new direction.



"In 2019, we designed the Design Can identity, excited to think where it would go and whom it would help. Now in 2022, it has grown into everything we'd dreamed and more, yet remains as ambitious as ever. We wanted to revisit the identity and make it as dynamic and flexible as possible, in order to carry Design Can into its next phase. We expanded the monotone colours to a wider palette and pattern system designed to implement a modular identity that could flow with the new areas of the platform, as well as redrawing the Can to be more balanced and reworking the logotype. In addition, we updated the typography families to ensure full support and function across all levels. With this new toolkit, Design Can will be able to continue helping the industry become a more progressive space."

– Wei Prior, Cha Chuan Teng & Not Flat 3

Design Can officially celebrates its third birthday tomorrow, on 12 August 2022, when the new website and new features will go live.



Notes to editors

For more information about Design Can, please contact hello@design-can.com.

Design Can

Founded in 2019, Design Can is the campaign, community and resource platform that believes the design industry should be representative of the world it serves. Through a programme of campaigning, an online library of resources, and a raft of industry-focused services including consultancy and recruitment, Design Can calls on everyone and anyone to be part of the push towards inclusivity. By representing a more dynamic and varied spectrum of creativity, design can – and will – unearth new ideas and inspire a new generation.

#DesignCan

design-can.com

[instagram.com/ designcan](https://instagram.com/designcan)

Design Can steering committee

[Mac Collins](#), furniture and object designer/maker

[Yinka Ilori](#), artist and designer

Meneesha Kellay, curator of festivals at [V&A](#)

Priya Khanchandani, head of curatorial at the [Design Museum](#)

James Lee, consultant and member of the [Equality, Diversity and Inclusion \(EDI\) Advisory Group](#)

Sarah Mann, head of programmes, growth and innovation at [Design Council](#)

Steph McLaren-Neckles, co-founder of [Let's Be Brief](#)

Ansel Neckles, co-founder of [Let's Be Brief](#)

Ella Ritchie, co-founder of [Intoart](#)

Project manager [Bisila Noha](#)

Project director [Sabine Zetteler](#)

Web and identity design [Cha Chaan Teng](#) and [Not Flat 3](#)