

Are you using your power? Design Can's unmissable message for London Design Festival 2023



Graphic design by TEMPLO. This image is a render.

During London Design Festival 2023, equity campaign Design Can is sending a bold message to the UK's creative sector across hundreds of advertising boards: are you using your power?

Designed by cause-led brand agency TEMPLO, and printed and distributed by UNCLE, the message will appear on 400 advertising boards across London from 8 to 25 September 2023 at a time when creative businesses are gathering in the city – kick-starting a conversation about how everyone should play a role tackling inequality.



We can all make an impact – now is the time

The creative industries are deeply unrepresentative of the world around them, skewing white, male and middle class. While many businesses and institutions have expressed their desire to see better representation, a recent Design Can survey revealed the 'crisis of leadership' within the creative sector, showing few people believe little has changed since they launched in 2019.

Across questions of race, gender, disability, class and age, Design Can has long campaigned for the sector to be reflective of the world around it. This most recent campaign ups the ante, inviting everyone across architecture, design, graphics, technology, fashion and more to play a positive role in transforming the sector to be inclusive.

Whether it's decision makers at the top, junior staffers carrying out tasks, or those yet to get their foot in the door, we can all make an impact – even if it's solely helping to spread the message and influence those around them. Echoing their 'You Can' statements, a series encouraging people to use whatever power they have, the billboard statement intentionally takes a provocative tone as a bold call-to-action for the sector as a whole.

"Since launching in 2019, Design Can has worked with individuals and institutions across the creative sector. It was founded to support people to live up to the values they claimed to hold. Now, we're calling on everyone who wants to see an inclusive sector make some noise. The time for change is now."

– Sabine Zetteler, founder, Design Can

"At TEMPLO, our ethos and design approach has always been inextricably linked with what is happening across society. The challenge of 'are you using your power' is a provocation, a call to action and an invitation – to use your voice, in whatever way you can, to make an impact. We're proud to take this bold message to the streets of London with Design Can, and be fervent allies in their mission to shift the power balance in the creative industries."

– Anoushka Rodda, co-founder, TEMPLO

The campaign will officially launch at a Design Can party at NOW Gallery on 14 September, and a QR code on the billboards will link to a digital call-to-action on



design-can.com, where users can also find further resources around allyship and inclusion.

Design Can is requesting everyone who supports them to amplify the reach of the campaign even further by sharing on their own social media accounts – making a big splash, across the city and online.

Notes to editors

If you want any further information, or high-res images, please reach out to Sabine Zetteler at sabine@zetteler.co.uk.

Locations

400 advertising boards can be found across London, appearing at locations to be announced in September.

Design Can

Design Can is a non-profit which aims to shift the power balance in the creative industry to be truly inclusive and representative.

They do this by giving visibility to individuals, organisations and campaigns that contribute to making the design industry more inclusive. Design Can opens conversations around equity and inclusion and inspire industry leaders to commit and make their workplaces exemplars of the values they stand for.

design-can.com