

INTERNATIONAL DESIGN DAY

international  
council of  
design

# is it kind?



APRIL 27 2024

@INTERNATIONALDESIGNDAY  
#IDD2024

IN PARTNERSHIP WITH  
Lithuanian  
Design  
Association

# is it kind?

## international design day 2024

**What if designers first asked, is it kind? What if the measure of design was how well it cared for people and their relationships rather than how profitable it was? The International Design Day theme for 2024, 'is it kind?' is about building kindness into design practice.**

The theme 'is it kind?' proposes a new metric of design kindness: the kindness standard. And defines what kind design is. This year we ask Members how they are designing to transform current systems into possibilities to design with kindness — to ensure a kinder future for all.

### **2024 ACTIONS**

Below are some kickstart ideas on how to participate in International Design Day 2024:

#### **01 Attend the LDA Forum**

Design and designs have many ways of interacting with people. On 27 April we invite design organisations, collective initiatives and design communities to ignite a conversation with other fields around the design-provoking question 'is it kind?'

Instead of designers talking about design, we ask designers to invite guests from outside of the design profession to give their take on building kindness into design practice. We are talking about philosophers, researchers, anthropologists, sociologists, psychologists, biologists (and more!) whose distinct approaches, methodologies and tools might be used directly, or adapted to design processes. How do other professionals learn about, include and measure humanity and the environment? How might we cross-pollinate knowledge bases, better understand the challenges designers face and the wider impact of design decisions, and develop more ethical and inclusive design processes?

Your event can take any format, such as interviews, conferences, conversations broadcast through social media, in-person meetings, discussions, seminars and creative workshops.

Following this approach, the Lithuanian Design Association (LDA), this year's partner for International Design Day 2024, will host its own event: a local conference broadcast online through livestream in which speakers from social, philosophical and biological fields will respond to the design-provoking question 'is it kind?' and share their views and tools to enable designers to have more conscious processes.

This event will be accompanied by two additional remote presentation events that will take place in different time zones with speakers from different regions.

Stay tuned to the International Council of Design and International Design Day channels for more details!

#### **02 Events around the theme**

We encourage you to create events around this theme. These could be digital events like live interviews, conferences, talks streamed via social media or in-person meetings, discussions, or workshops.

Be sure to tag us on social media so we may share your event with our online community.

#### **03 Discuss and share ideas on social media**

We encourage you to post about issues relating to the theme on social media (Instagram, Facebook, X (formerly Twitter), LinkedIn), including how you have adapted professionally to build kindness into your design practice.

To help, you can consider these questions:

- Is your design kind?
- Which existing systems prevent kind designing?
- How could you build kindness more meaningfully into your practice?
- How would you differentiate design that barely meets ethical standards from design that embodies kindness?
- What kind of metrics could be used to show the ‘successes’ of kind design?

Post and tag us so that we can see and share your conversations. Posts can include personal experiences or vision, issues in the headlines that highlight the impacts on or of design, design projects that show the potential for design to impact an improvement on everyday life for people and imagined futures. *Please note that the use of the ICoD logo is not permitted without the approval of ICoD.* Here’s how to submit:

- Instagram: tag @internationaldesignday #IDD2024 #isitkind
- Facebook: join the IDD Group and post your stories
- X (formerly Twitter): tag @theicod #IDD2024

\*Please note that only posts that follow the IDD2024 theme, ‘is it kind?’ will be shared.

## ABOUT THE COUNCIL

The International Council of Design (ICoD) is a world body for professional design, representing more than 115 organisations in over 50 countries. Founded as Icoagrada in 1963, it is a non-profit, non-partisan, member-based network of independent organisations and stakeholders working within the multidisciplinary scope of design. The Council actively works to promote the value of design practice, thinking, education, research and policy.

## LINKS

[theicod.org](http://theicod.org)

[ICoD Facebook page](#)  
[ICoD IDD Facebook Group](#)

[ICoD Instagram](#)  
[ICoD IDD Instagram](#)

[ICoD Twitter](#)

## IDD2024 VISUALS

The IDD2024 visuals were designed by the illustrator **Egle Zvirblyte** and produced by **Taktika Studio**, a design practice by Nerijus Keblys and Mantas Rimkus.

**Egle Zvirblyte** is a multidisciplinary artist from Lithuania. Born and raised in Vilnius, she studied Film and Spatial design in London and spent most of her creative professional life in the UK, Australia, Asia and Spain. Egle works on branding, advertising, and product design projects as an illustrator for clients such as Google, Apple, Nike, Adidas, Mailchimp, as well as actively exhibiting worldwide, and is known for her murals and inflatable installations.

Egle Zvirblyte: [eglezvirblyte.com](http://eglezvirblyte.com)

**Taktika Studio** is a design practice by Nerijus Keblys and Mantas Rimkus. Though it is a two-person studio, their creative field is very broad, from cultural identities to wayfinding designs. Taktika is recognized and awarded. Designers willingly get out of the traditional frames of graphic design, so their work is never limited to the conventional disciplines and forms. They always dig deep into the task and find the most suitable form. Nerijus and Mantas also curious for new challenges, that is why they often invite or are invited by other creators for collaboration which results in an authentic result. In any case, Taktika Studio's design is based on deep insights, their design language is bold, always built on good understanding and solid insights.

Taktika Studio:  
<https://www.instagram.com/taktika.studio/>

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Phone: +1 514 875 7545  
Email: [info@theicod.org](mailto:info@theicod.org)  
Website: [www.theicod.org](http://www.theicod.org)

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