



# SAFE *niños*

Booklet Created by Safe Niños Faculty  
Penny Herscovitch, Dan Gottlieb, Stella Hernandez



# SAFE

## niños

### Chile 2019

**Educational Partnership for Social Impact**  
ArtCenter students partner with COANIQUEM, a Santiago, Chile based nonprofit who provides free burn treatment to children from under-served communities across Latin America. Interdisciplinary student teams design holistic healing environments for kids at COANIQUEM's burn rehabilitation campuses in Antofagasta to the north of Chile & Puerto Montt to the south.

Booklet Created by Safe Niños Faculty.  
Cover photo by Yixuan Liu: Healing Tree Entry by Alvin Oei, Belle Lee, Lori Nishikawa, Lauren Medina



**7+ million children are burned annually in Latin America.**

**COANIQUEM provides 8,000 children a year with free treatment.**

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## CO-DESIGN HOLISTIC HEALING ENVIRONMENTS

Co-create engaging environments that are welcoming, playful and therapeutic, to empower and nurture burned children & their families through the healing journey.

Propose holistic design solutions for COANIQUEM's Puerto Montt (South) & Antofagasta (North) Campuses. How might designs embrace Chile's unique regional contexts?

- **Antofagasta (North):** Seek opportunities for 10,000+ sf (1000+ sm) campus to engage both kids & elder communities?
- **Puerto Montt (South):** Resourcefully transform a new rehabilitation facility into an engaging environment

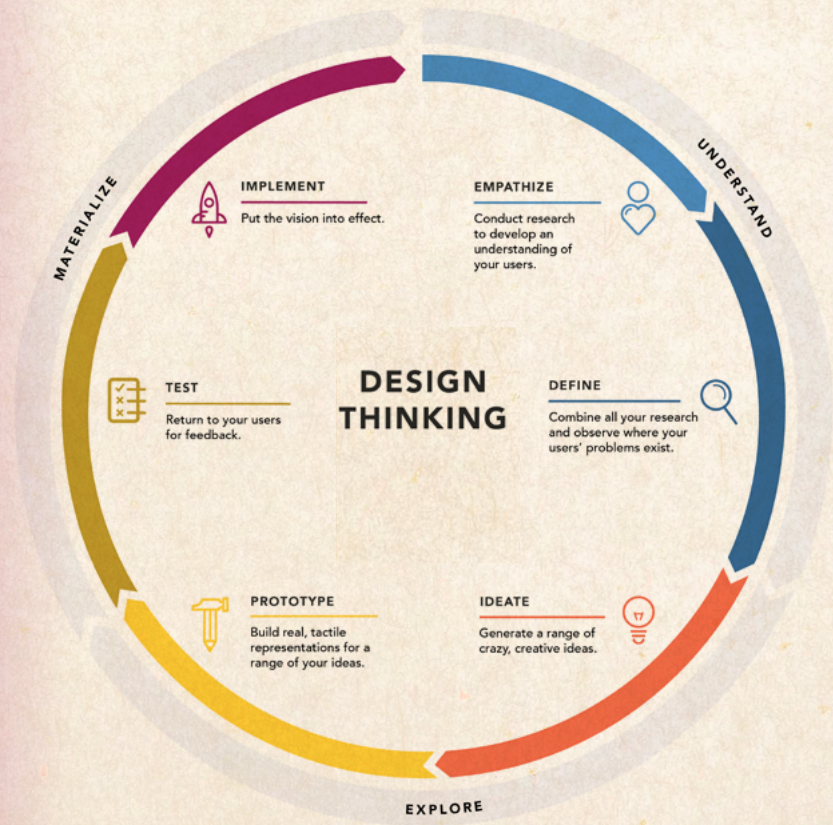
Develop high-impact, resourceful innovations for real-world implementation at COANIQUEM's campuses.

- **Potential outcomes:** spaces for treatment, play, stay, spirituality, gathering; interactive & print storytelling; fixtures & spatial graphics; campus systems
- **Consider:** How to carry forward the positive impact of Healing Tree collaboration to empower and nurture patients?

Dr. Yañez with patient  
Healing Tree wall graphics  
by Alvin Oei & Belle Lee  
Photo by Yixuan Liu



# Design Thinking



[nngroup.com/articles/design-thinking](http://nngroup.com/articles/design-thinking)

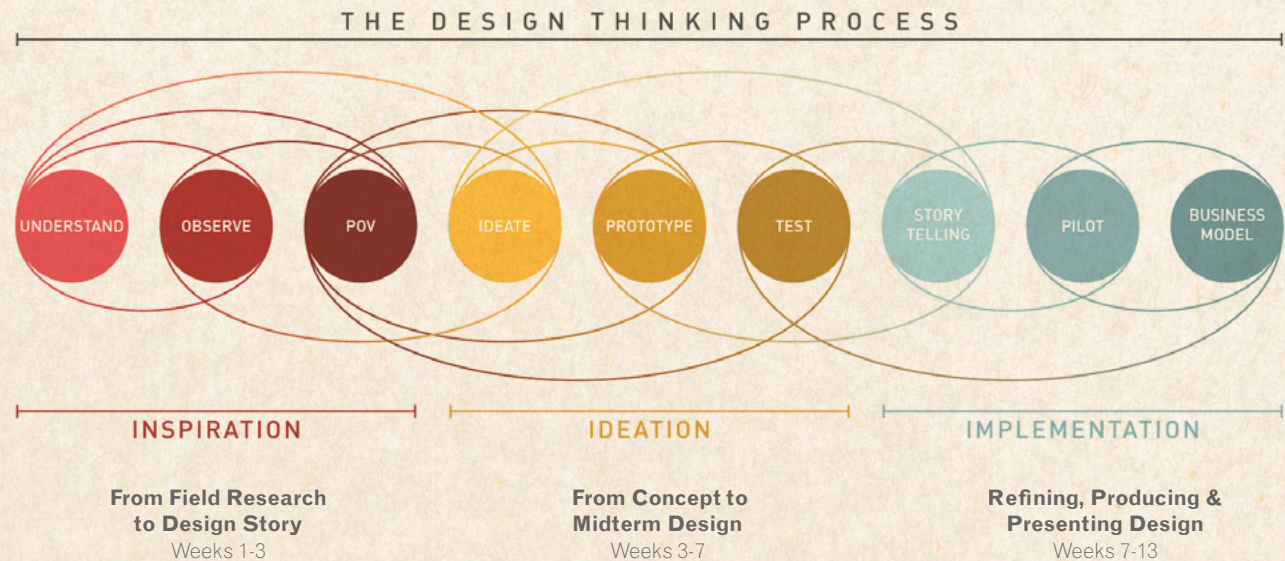


Image credit: d.School



**SAFE** *niños*  
 Mon + Thurs @ 2:00-5:50pm  
 S Campus - 1111 Arroyo #306  
 3 studio + 3 academic credits

**Br2**      **Br3**      **1**      **2**      **3**      **4**      **5**

Arrive Su 4.28      Depart Sa 5.11      M5.13 Th5.16      M5.20 Th 5.23      **Mem. Day** M5.27 Th5.30      M6.3 Th6.6      M6.10 Th6.13

**Chile Research Trip**  
 Research > Opportunity Areas

**Research Synthesis**

**Concept Pitch**

**Narrative Experience + Design Ideation**

**Develop +Model**

**RESEARCH 1ST WEEK**  
 Understand COANIQUEM  
 Antofagasta Immersion  
 Seek design opportunity

**RESEARCH 2ND WEEK**  
 Puerto Montt Immersion  
 Initial design direction  
**F 5.10 Present to COANIQUEM**

**CONCEPT PRESENTATION - TH WK2**  
 \_Concept (why) + Mission (what)  
 \_Research Insights & Analysis  
 \_Personas (who)  
 \_Spatial Narrative/Story (where/how)

**6**      **7**      **8**      **9**      **10**      **11**      **12**      **13**

M6.17 Th6.20      M6.24 Th6.27      **July 4th** M7.1 Th 7.4      M7.8 Th7.11      M7.15 Th7.18      M7.22 Th7.25      M7.29 Th8.1      M8.5 Th8.8

**Iterate Designs**

**Midterm Week 7**

**Co-Create & Refine Design**

**Final Design & Implementation Strategy**

**Final Week 13**

**MIDTERM w/COANIQUEM WK7**  
 \_Model / prototype of design options  
 \_Keynote prez: visual + verbal storytelling  
 \_Boards / wall graphics  
 \_Implementation opportunities

**FINAL w/COANIQUEM WK13**  
 Model / prototype of final design\_  
 Keynote prez: visual + verbal storytelling\_  
 Wall graphics to communicate context\_  
 Implementation strategy\_



# HOLISTIC HEALING AT COANIQUEM

**Casabierta** | free housing

**School** | free education

**Cafeteria** | "casino"

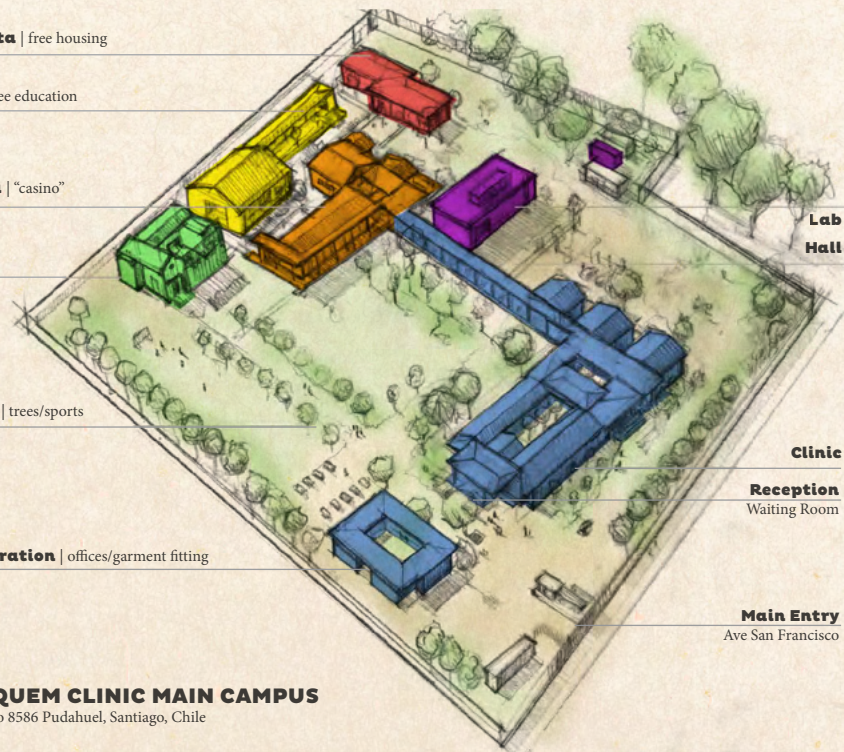
**Chapel**

**Pathway** | trees/sports

**Administration** | offices/garment fitting

## COANIQUEM CLINIC MAIN CAMPUS

San Francisco 8586 Pudahuel, Santiago, Chile



**Clinic**

**Reception**  
Waiting Room

**Main Entry**  
Ave San Francisco



**Psychology**  
Psicología



**Consultation**  
Consulta



**Hydrotherapy**  
Hidroterapia



**Wound Dressing**  
Curaciones



**Occupational Therapy**  
Terapia Ocupacional



**Physical Therapy**  
Kinesiología



**Music Therapy**  
Musicoterapia



**School**  
Colegio Hospitalario



**Garment Fitting**  
Taller de Prendas



**Surgery**  
Cirugía

Drawing by Alvin Oei



# Campuses



## Antofagasta Campus

3 nights (April 30 - May 3)  
Av. Pedro Aguirre Cerda 11385  
Cod. Area 1265796, Antofagasta

Stay at: Panamericana Hotel  
Balmaceda 2575, Antofagasta,  
1240000, CL Tel. +56 22393 7319

## NORTH

10,000+ sf campus in copper mining region, near driest desert on earth. Room to expand for: senior center, chapel, casabierta dorms, cafeteria & play spaces.



Antofagasta Entry



Campus Opened 2003



Antofagasta Shore

## Santiago Campus

"Home Base"  
Stay at: COANIQUEM

San Francisco 8586, Pudahuel  
Cod. Area 9020070, SANTIAGO

## CENTRAL

COANIQUEM's headquarters in Chile's capital city treats over 6 thousand kids each year. Home to Healing Tree & Teen Zone collaborations with ArtCenter.



Santiago Entry



Therapy Corridor



Santiago Panorama

## Puerto Montt Campus

2 nights (May 6-8)  
Stay: Dr Rojas Ranch, Los Lagos  
-39.855563, -72.819778  
(~2 hr road trip to Puerto Montt)

LUIS ROSS 443, 3° PISO,  
Cod. Area 5501774, Puerto Montt

## SOUTH

Newly acquired rental building in the scenic Lakes District. All medical equipment is operating, + interiors are blank + ready for new design opportunities.



Puerto Montt Facility



Lakes District Volcano



Lakes District Ranch



## TWO WEEKS FIELD RESEARCH IN CHILE

Su	M	Tu	W	Th	F	Sa
April 28	29	30	May 1	2	3	4
<b>Arrival Day</b> Arrive Santiago before 2pm Van pick up to COANIQUEM	<b>Kick Off</b> Dr Rojas: mission of COANIQUEM & project brief Campus Tour Students Present Pre-research	<b>Fly to North</b> (2hrs) Santiago > Antofagasta Check-in Hotel: Panamericana	<b>Antofagasta Campus (N)</b> Understand campus & goals Field research method cards	<b>Antofagasta Campus (N)</b> Seek opportunities Generate ideas w/stakeholders	<b>Wrap Up</b> Fill Antofagasta research gaps	<b>Workshop: Insights &amp; Opportunities</b> • Share challenges & observations • Define area of opportunity • What If: Idea Rain "Lluvia de Ideas"
<b>City Tour</b> Santiago tour Orientation Group Dinner	<b>Meet Families</b> Activities & snack w/Casabierta kids	<b>Campus Tour</b> Intro project brief Meet key stakeholders	<b>City Evening</b> See Antofagasta	<b>City Evening</b> See Antofagasta	<b>Fly Santiago</b> Antofagasta > Santiago (2 hrs)	<b>Santiago City</b> Free Evening

### WEEK 1: CONNECT, UNDERSTAND + DISCOVER OPPORTUNITIES

#### Santiago & Antofagasta (N)

Observe, understand the context, reveal challenges & uncover opportunities.

Saturday Workshop: Share research observations, challenges & insights; Define Opportunity Areas

Su	M	Tu	W	Th	F	Sa
5	6	7	8	9	10	11
<b>Flex Day</b> Time to rest ;) Explore Santiago! Gather supplies	<b>Fly to South</b> Santiago > Valdivia (~1.5 hrs) Drive to Dr Rojas Ranch (~1 hour)	<b>Road Trip</b> ~2 hrs drive Ranch to PuertoMontt	<b>Studio Work</b> At Dr Rojas Ranch Each team focus opportunity area Synthesize Puerto Montt research	<b>Iterate Ideas</b> Each team: • Conduct deeper generative research • Iterate/test ideas • Co-create with COANIQUEM	<b>Prep. Present</b> • Work morning: prepare to present	<b>Depart Day</b> Students depart COANIQUEM Fly Santiago>LAX
	<b>Ranch Stay!</b> Dr Rojas Ranch Pancul, Los Lagos Plan Research BBQ Dinner!	<b>Puerto Montt</b> Campus Field Research + Documentation	<b>Fly Santiago</b> Drive to airport (~1 hour) Valdivia>Santiago (~1.5 hrs)	<b>Prep. Present</b> Work night: prepare to present	<b>Present+Input</b> • Research Insights • Opportunity area • Design Story • Stakeholder input	
		<b>Road Trip</b> ~2 hrs drive Puerto Montt to Ranch		<b>Group Dinner</b> Farewell to Santiago		

### WEEK 2: CO-CREATE DESIGN DIRECTIONS

#### Puerto Montt (S) & Santiago

Go deeper into research as a team. Focus on an opportunity area as a team & begin to ideate design directions. Co-create with stakeholders to test & iterate ideas.



# Goals



Ileyna Kim + Miranda Lapour play with Martina  
Photo by Yixuan Liu

## researchgoals

### FIELD RESEARCH GOALS

- **Seek** key opportunities for design to make an impact
- **Consider** all stakeholders: kids, parents, staff, community
- **Listen** to build empathy & deep connections with people
- **Collect** both qualitative & quantitative data
- **Uncover** challenges + potential resources
- **Understand** unique ecological, cultural, social, and historical contexts in Chile's North & South

### SOCIAL IMPACT DESIGN PRINCIPLES

#### Starts with empathy & understanding:

Human connections and empathy are the heart of the design process to create social impact.

#### Co-Creation: Design WITH, not FOR

Understand challenges, envision opportunities & ideate together WITH our partner community.

#### Seek Key Opportunities for Impact:

Shift from a mind set of problem to opportunity, and from scarcity to abundance.

#### Human-Centered Spatial Experience Design:

Design a person's total experience of the space to create an engaging, welcoming & empowering environment.

### NOTES ON SENSITIVITY

#### Photos of children:

Please be considerate in taking photos of children in sensitive situations. Before a child can be photographed, their parent must fill out COANIQUEM's official permission form.

**Ethics:** Explain who you are, what the project is, and get informed consent.

**No open mugs** of hot liquid on Clinic campus.

**No smoking or alcohol** on campus by Chile law.





Method Cards by faculty team

### FRAMEWORK OF RESEARCH THEMES

#### DAY IN THE LIFE

Catalog a typical day in the life of patients, families & COANIQUEM staff, with special attention to spaces. How can design best impact quality of life?

#### HEALING JOURNEY

Map a child's healing journey from injury to stages of recovery. What aspects of the Healing Tree work well and what aspects can be improved? Consider differences between North & South.

#### HOPES & FEARS

Seek to understand the emotions, hopes, anxieties & challenges of patients & families. How might we design to reduce stress and enhance well-being?

#### SPACES & CONTEXT

Document spaces, campus layout, circulation. Understand unique ecological, cultural, social & historical contexts in North and South. How can local contexts drive design story?

#### SOCIAL INTERACTIONS

Understand social interactions between patients, family, staff & local community. How can we design to optimize positive social interactions that promote healing?

#### CO-CREATE

How can we collaborate with different stakeholders to co-design environments and experiences that promote healing?





Behnia Rahmati interviews a patient  
Photo by Leo Santamaria

### INTERVIEWING 101

Plan an interview from start to finish, then use this plan to talk with people about issues that matter to them.



#### TIME

1 hr. for a group of 10

#### ROLES

Participants  
1 facilitator  
1 recorder

#### MATERIALS

Printer paper and pens  
Optional: camera, markers



#### 1. Make a list of people

Ask each group member to write a list of people that struggle with issues related to the goal you want to achieve. Write down why you want to meet them, what you might learn, and where you want to meet.



#### 2. Divide everyone into pairs

Ask each pair to read each list out loud and select one of the people they would like to interview. Ask the pair to write down at least five questions they'd like to ask that person. Use follow-up questions like "Why?" to provide surprising insight.



#### 3. Role-play the interview

The team member being asked questions will provide feedback about whether the questions make sense and suggest additional questions to ask. The pair will update the interview questions if necessary.



#### 4. Practice the interview with others

Bring the entire group back together. Ask each pair to role-play their interview again, and allow the group provide input. When members leave the meeting to interview others, encourage them to take good notes to share with the rest of the group.



# Prioritize



Eri Kawaguchi - Jam Session

## JAM SESSION

Create as many ideas as possible with your group, exploring different solutions and building on each other's ideas in a supportive manner.



### TIME

45 min.

### ROLES

Participants  
1 facilitator

### MATERIALS

Large and small sheets  
of paper, pens, a watch  
Optional: camera,  
markers



### 1. Identify a topic

Look at all of the ideas you've captured to date. Identify a topic the group would like to explore. A good topic will be directly related to your goal, and it will inspire your group to immediately generate ideas.



### 2. Put paper on the wall

Put a piece of paper on the wall and draw a large arrow on it. On one end of the arrow, write "Easy." On the other end, write "Impossible." Divide the group into two teams.



### 3. Develop ideas

For 20–25 minutes, ask each team to write or draw ideas related to the topic on individual pieces of paper. Create a range of ideas from the possible to the impossible. Give each idea a title.



### 4. Share and choose your favorite ideas

Share the title and a one-sentence description of each idea with the group. Place the idea where it belongs on the Easy to Impossible arrow. After the ideas have been presented, have each person draw a star next to the most exciting idea to them. Ideas with the most stars can be pursued.





Safe Niños team ideates with COANIQUEM  
Photo by Leo Santamaria

## OPPORTUNITY AREAS WORKSHOP: Sat May 4th

- Synthesize Research > Develop Insights > Define Opportunities
- Share observations, insights & challenges for research themes
- Define opportunity areas
- Crossing exercise:
  - Pair Challenges x Resources to generate possibilities
- Ask “What If?”

### What are Opportunity Areas?

- An opportunity area is a stepping stone to idea generation.
- An opportunity is a rearticulation of problems or needs in a generative, future facing way.
- An opportunity area is not a solution. Rather, it suggests more than one solution. It defines a space of possibility in which to generate solutions.
- Opportunities start with the phrase “HOW MIGHT WE...?” to suggest a mindset of possibility.

Source: IDEO Toolkit for Human Centered Design





Lori Nishikawa CoCreation

## CO-CREATE TO GENERATE IDEAS

Co-create ideas within your Opportunity Area, with COANIQUEM medical professionals, staff, patients

### What is Co-Creation?

The process of sharing design opportunities, prototypes, and every step of the process with community members and partner organizations to understand their feedback and ideas, so we can create value and solve problems together.

### Mindmap

Mindmap around your opportunity area: sketch a map or network of ideas, to generate as many ideas as possible and riff off other ideas.

### Test & Iterate Ideas

Make a rough mock up of your idea for users to interact with, in order to test your design directions hands-on & get user feedback.

Ask ourselves: What do we want to learn? How? From whom?



**SHARE WITH COANIQUEM:** Fri May 10

**Present your team's research insights & opportunity area using hand-drawn posters and/or digital presentation:**

- Introduce your Team
- Mission (Why?)
- Opportunity (“How might we?”)
- Research Insights/Synthesis
- Audience/Personas & Scenario/Context
- Initial mindmap ideas / brainstorming

**Conclude by engaging COANIQUEM audience in feedback:**

- Prepare key questions to elicit constructive input
- Plan to collaboratively focus your direction & brainstorm possibilities together



Alvin Oei presents Healing Tree to COANIQUEM



## SYSTEM



make bowl



Package and Vacuum Seal



Send to Global Market



Cook food using safety precautions



Give plate to consumer



Consumer eats food

### DEVELOP DESIGN STORY: ACCD Week 1

#### Design Story

A compelling Design Story helps drive your design & get you from research to idea to design, materials and form language in a fluid way. It may include: a big idea ("concept"); Goals the design seeks to achieve (pragmatic and emotional); Narrative of user experience & context.

#### 1. Research Conclusions?

Your design story will ideally grow out of your research & opportunities. Given your research, what are your conclusions & design options?

#### 2. Design & Story Development: What is the right project?

What type of project is needed? What are the qualities, key attributes, mood and attitude of the type of experience we seek to create? How does that inform: Form Language, color, size, materials and identity?

#### 3. Project Name & Theme?

How can the name and theme continue to inform your Design Story?



Collect food and ingred



Consumer eats bowl (no waste)





Team Nueva Vida presenting Photo by Yixuan Liu

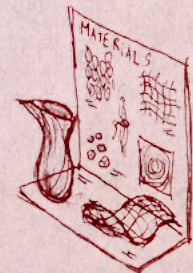
## CONCEPT REVIEW: Tu May 23 ACCD Wk 2

### Digital presentation (8-10 min):

- Introduce your Team
- Mission (Why?)
- Opportunity ("How might we?")
- Research Insights/Synthesis
- Audience Personas/Scenario/Context
- Design Story / Concept Statement
- What will you design?
- Design Direction: Sketches/Mock-Ups

### Physical Display:

- Sketchbooks
- Research Methods: Collages, Drawings, etc
- Research Trip Artifacts: Bring the spirit of Chile + COANIQUEM to LA with Photos & Objects





## CASE STUDIES + READINGS



### Santiago Social Design & Playgrounds:

**Alejandro Aravena, Elemental** - Parque Bicentenario playground & social housing  
[archdaily.com/461315](http://archdaily.com/461315)

**Plaza Gabriela Mistral** - musical playground in Parque Metropolitano



### Design for Kids:

**Sarit Shani Hay** - [shanihay.com](http://shanihay.com)

[architectureofearlychildhood.com](http://architectureofearlychildhood.com)

**Emmanuelle Moureaux** - [emmanuellemoureaux.com](http://emmanuellemoureaux.com)

**Tezuka Architects:** Woods of Net & Fuji Kindergarten, Japan



### Healthcare Design:

**Healing Spaces** by Dr. Esther Sternberg

**Great Ormond Street Hospital**, UK

**Rady Children's Hospital**, San Diego

**Blik Graphics** - [www.whatisblik.com/blogs/news/49403972](http://www.whatisblik.com/blogs/news/49403972)

**Royal London's Children Hospital**

**Maggie's Centres:** [www.dezeen.com/tag/maggies-centres](http://www.dezeen.com/tag/maggies-centres)



## DESIGN + RESEARCH METHODS

### C.A.T.

**Creative Action Toolkit**  
by Frog Design

[www.frogdesign/CAT](http://www.frogdesign/CAT)

### Delft Design Guide

**Design Strategies & Methods**

### IDEO•ORG

[designkit.org](http://designkit.org): Fieldguide

to Human Centered Design

### Designing for Kids

**Designing for Kids, Krystina Castella**  
**Children's Design Guide:**

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

### COANIQUEM

Dr Jorge Rojas Zegers,  
Presidente Ejecutivo  
Dr Rolando Saavedra,  
Medical Director  
Rodrigo Tagle,  
Gerente General Corporativo  
Jorge Rojas Goldsack,  
Gerente Fundación  
Angélica Campos,  
Asesora de la Presidencia

### ArtCenter

David Mocarski,  
Chair Environmental Design  
Designmatters: Jennifer May,  
Interim Executive Director  
Susannah Ramshaw,  
Associate Director

### Safe Niños Faculty

Penny Herscovitch  
Dan Gottlieb  
Stella Hernandez





**COANIQUEM**  
*todo por el niño quemado*



**Designmatters at ArtCenter**  
hosted by: **Environmental Design**