

# peace. love. design!

27 April  
2023

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International  
Design Day



# Peace. Love. Design!

## International Design Day 2023

**In 2023, the year of our 60th Anniversary, we celebrate International Design Day with a theme that nods to the Council's legacy as an organisation. The theme for this year is 'Peace. Love. Design!'. Inspired by the activism of the sixties, we encourage you to explore issues of environmentalism, social equity, collective movements and radical change.**

The International Council of Design was founded on 27 April 1963. The sixties were historically a period where there were a lot of social upheavals. The youth movement of the time challenged not only war and nuclear armament but called into question the existing social order. These movements questioned and fought against race inequality, totalitarianism, and social and economic injustice. They championed feminism, universal human rights, freedom and love for their fellow human. The so-called 'hippies' evolved the phrase "Peace and Love", denoting a wish for humankind that was caring and kind to each other.

### **HOW TO PARTICIPATE**

We encourage designers and organisations 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.

Here are some questions to engage with:

#### **Environmentalism**

In what new ways does design need to be responsible in its engagement with the material world and climate change?

#### **Social equity**

How can designers foster values of peace and love to address issues of social equity today?

#### **Collective movements**

In what ways can designers bring people closer together to form new spaces of access and care?

#### **Radical change**

What can design do to reshape systems and structures to support justice, so all people live well and flourish?

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

- **Facebook:** join the IDD Group
- **Instagram:** tag @internationaldesignday #IDD2023
- **Twitter:** tag @theicod #IDD2023

Please note that only posts that follow the IDD2023: Peace. Love. Design! theme will be shared. Additionally, the use of the ICoD logo is not permitted without the approval of ICoD.

### **LINKS**

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

[ICoD IDD Facebook Group](#)

[ICoD IDD Instagram](#)

[ICoD Twitter](#)

*The creator of this year's IDD 2023: Peace. Love. Design! visuals is **Martina Giustolisi**, a graphic designer based in Sicily (Italy) and a graduate of the Visual Communication Design programme at the Academy of Fine Arts Catania. Giustolisi's work deals with visual identity and the role of the professional designer in relation to social and cultural contexts.*