

PriestmanGoode.



A new approach to mobility in old age

PriestmanGoode, the leading London design studio, has designed the Scooter for Life, a brand of products to accompany you through your life and change as your mobility requirements evolve.

The Scooter for Life is a special commission for the New Old exhibition at the Design Museum in London, which opens on 12 January. Presented in the exhibition is a prototype designed for older demographics, which aims to provide users with more independence through greater mobility. The exhibition explores the potential for design to enhance the experience of our later lives. As our population ages rapidly, the exhibition looks at how design can help people lead fuller, healthier and more rewarding lives in an ageing society.

Paul Priestman, designer and Chairman of PriestmanGoode explains "When we were approached to contribute a mobility solution for the New Old, we immediately agreed that we wanted to design an object that wasn't just about giving older people more mobility, but to encourage them to stay physically active for longer.

Designers have an important part to play in affecting behaviour. Over the course of many brainstorming sessions, we came to a number of conclusions. Firstly that we wanted to design something for all ages, a product for life, a brand that could follow you through your life as your mobility needs evolved; and that our solution would be a product designed to help people stay fitter for longer and provide older demographics with independence, safety and security.

We started looking at micro scooters, which are ubiquitous in so many family lives today. Every day, I see children going to school on scooters, and parents riding them home. Looking out from the windows of our office in Central London, we see more and more young professionals using them to commute. But at some stage, people stop using them. This may be because of stigma, safety concerns or simply the fact that older generations have not had



scooters before, which creates a barrier to late adoption." As part of the development process, PriestmanGoode held a number of research sessions internally and with a user group. In one of these sessions, whilst exploring the various options older people currently have to get around, one user looked at a traditional motorised mobility scooter and exclaimed 'you can smell the stench of decay on that'.

Paul continues: "There is undoubtedly a stigma associated with mobility aids, and we were determined that our solution would address this. Many of the users we spoke to thought that current solutions felt like having 'one foot in the grave'. So we wanted to design something that was both beautiful as well as highly practical. We discussed what requirements people had for a mobility aid and came up with a list of boxes that our solution would need to tick: you had to be able to take it on public transport, to take it into a shop, it needed to be able to fold down, there needed to be space to store groceries, and it had to be able to be taken into a flat or a house. The latter is particularly important from a safety point of view. At present, mobility scooters generally need to be parked outside the home, as they may be too bulky, or stairs pre-

vent them from being taken indoors. This can introduce an unexpected safety issue. Parked in front of someone's home, the mobility scooter can highlight the fact that an elderly, seemingly less mobile person lives on the premises, thereby potentially increasing the risk of crime. Based on these key considerations, we developed the Scooter for Life, a brand of products for all ages, that is highly adaptable and helps older demographics improve their mobility on a very practical basis, but can also help users feel safer in their own homes."

How it works

The Scooter for Life is designed to offer a reliable product and brand that can accompany you throughout your life, as your mobility requirements evolve. Benefits for older generations in particular include:

- A three-wheel arrangement (two larger in front, one smaller at back) provides stability
- The scooter only moves when you release the brakes, making it safer and more stable
- A large front basket functions as a shopping trolley, allowing users to take their scooter into shops and providing a place to carry groceries while leaving their hands free
- Optional seat and electric power would allow users to switch to electronic mode if powering by foot becomes too strenuous
- Additional features would help increase safety and usability eg. Registering regular routes where the scooter could map the road and learn where there are any unsteady sections of pavement or a 'take me home' function, helping users with mild forms of dementia to get home safely

The Scooter for Life also aims to increase intergenerational interaction and counter the loneliness and isolation that many feel with old age.

Throughout the development process, PriestmanGoode developed the idea of 'slowbility', namely mobility for a demographic that doesn't need to rush, that has time to enjoy the moment. The Scooter for Life allows users to do that safely and comfortably.

A full-scale prototype will be on display in the exhibition.

Paul Priestman will be in conversation at the Design Museum on 7 February to discuss the challenges that exist when designing for all ages. Tickets for the event can be booked here: <https://designmuseum.org/things-to-do/talks-and-events/designers-for-our-future-selves-20>

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NOTES TO EDITORS

About PriestmanGoode

PriestmanGoode is a design consultancy that delivers exceptional brand experiences for a roster of leading international companies. From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture. Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

NEW OLD: Designing for our Future Selves

12 January - 19 February
www.designmuseum.org

Created to mark the 30th anniversary of Helen Hamlyn's pioneering New Design for Old exhibition at the Boilerhouse Project, the forerunner to the Design Museum, NEW OLD explores the potential for design and designers to enhance the experience of our later lives. As our population ages rapidly, the exhibition looks at how design can help people lead fuller, healthier and more rewarding lives in an ageing society, looking at such themes as home, working, community, identity and mobility.

Curated by Jeremy Myerson, Helen Hamlyn Professor of Design at the Royal College of Art, and sponsored by the Helen Hamlyn Trust and AXA PPP Healthcare, with additional support from Arthritis Research UK, each section of the exhibition will feature a special design commission by a leading designer or design team. NEW OLD will include new commissions by PriestmanGoode, IDEO, Yves Béhar / fuseproject, Special Projects Studio, Future Facility and Konstantin Grcic.

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