

CONRAN & PARTNERS

PRESS RELEASE: Home Office and Design Industry form Alliance to Design out Crime

As part of the Government's new crime strategy, Home Secretary Jacqui Smith announced in Parliament on July 19th 2007 that a Design and Technology Alliance between the Home Office and the design industry has been set up to champion the role design can play in the fight against crime. She named Sebastian Conran as one of the founding members of the alliance.

Built on the 2001 initiative by the Design Council, Designing Out Crime, the alliance is based around the idea that design can prevent, and can help reduce the fear of crime.

"Crime doesn't pay - but it does cost. We need to think of ways to incentivise industry to take responsibility for crime and think about adding value to products with embedded security. Anticipation is the key to both Design and Crime. The Conran ethos, that good design improves the quality of everyday life, translates well towards this initiative." - Sebastian Conran

There is strong evidence that much crime can be prevented through good design and management of places, services and products. Working alongside specific business sectors such as the mobile phone, banking and alcohol industries, the aim is to reduce temptation and opportunities for criminals and embed security to add value to products and services.

For more information please contact: Maria Frederikse, Conran & Partners:
cp@conranandpartners.com

July 2007