



## RURAL DESIGN: A NEW DESIGN DISCIPLINE

A traveling exhibition with a new approach to the challenges and futures of rural life

Rural areas worldwide are undergoing profound change, creating challenges for residents and ecosystems. It is expected that by 2050 there will be another 2.5 billion people on the planet. The United States will be home to at least 400 million people – roughly 100 million more than today! Where will these people live? How will they be housed? Will there be enough food? How can the world's limited land resources feed the growing world population and how can economies be improved in the process?

Change is inevitable and this exhibition reveals the emergence of rural design as an important new design discipline that can assist rural communities in shaping their future. Rural design brings the problem-solving process of design thinking to rural issues. Design can integrate knowledge across disciplines and apply research to the design process – helping to bridge the gap between science and society. This exhibition outlines the foundation for rural design and the importance of connecting issues across borders to create synergy and solutions from a global, national, and local perspective – both urban and rural.

This innovative “pop-up” exhibition is composed of three free-standing pods of printed fabric stretched on the light-weight

frames, making it ideal for low security locations such as lobbies or other gathering places. The fabric is an eco-friendly material developed from recycled pop bottles.

*Curated by Dewey Thorbeck,  
Center for Rural Design*

**Rental fee:** \$1,000 +  
outgoing shipping

**Booking period:** 4 weeks;  
(fee will be prorated for  
additional weeks)

**Size:** 1,400 sq. ft. (variable)

**Security:** Low

**Available Dates:** 9/1/2013 -  
12/31/2017

**No. of Crates:** 2

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