



designing for sustainability

For immediate release

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## Media Release

# New card game challenges designers to make products more sustainable

Melbourne creative agency Eco Innovators is up to sustainability mischief again with their new Design Play Cards, a deck of 50 quirky playing cards designed to challenge, inspire and explore design for sustainability.

Gamification is recognised as a valid educational tool, and the Design Play Cards assist educators convey complex approaches to design problem solving using fun and engaging exercises.

The cards are divided into three groups: The 'Design Problem' set challenges players to solve social and environmental design issues, the 'Design Inspiration' set encourages players to find inspiration through real world solutions in action and the 'Design Strategy' cards help players discover opportunities through sustainable design thinking.

The Design Play Cards have been created by award winning sustainable design practice Eco Innovators, and includes a deck of 50 playing cards designed to challenge, inspire, and inform designers and students about opportunities for integrating sustainability into the design process. There are a number of flexible formats for using the cards including group play and design challenges. The cards are being used with great success in both secondary and tertiary design courses around Australia and in the United States.

Design Play Cards are available in the traditional boxed deck of cards style or as a FREE DIY 'print and play' download. Both versions are available from the Design Play Cards website [www.designplaycards.com](http://www.designplaycards.com).

Design Play Cards: the FUN way to discover sustainable design thinking.

**For more information, interviews or photos please contact Eco Innovators:**

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