DESIS |
tongji

Design for 
Social Innovation 
and 
Sustainability

同济大学
社会创新
与
可持续设计实验室

SOCIAL DISTANCING
The COVID-19 spreading around the world, “Social distancing” makes the life change.

“Social distancing” means the practice of maintaining a greater than usual physical distance from other people or of avoiding direct contact with people or objects in public places during the outbreak of a contagious disease in order to minimize exposure and reduce the transmission of infection.\(^1\)

At this moment, we are experiencing a series of changes caused by the inevitable social distancing due to the pandemic. Tongji DESIS Lab here collects cases of changes that are taking place in the world.

The cases in 4 categories:

- **Changes of people’s behavior and daily life.**
- **“Social distancing” Communication**
- **Tools, facilities and services**
- **Initiatives, policies and actions from organizations and governments**
Changes of people’s behavior and daily life.
The social distancing is prompting people in different cultures around the world to change their behavior habits and daily life.
“Social distancing” Communication
Online communication are arousing people’s attention to the social distancing through changes of graphics and online initiatives.
Tools, facilities and services
The social distancing drives the corresponding demands and businesses in the education, retail, entertainment, healthcare and other fields.
Initiatives, policies and actions from governments and organizations

Governments initiate and implement a series of policies and rules to keep social distancing, the social organizations take action for future social recession.
The Narrative Environment and Placemaking course focus on the Doorman Room as the physical space for placemaking research and design practice. Doorman Room (DR) is the special element for gated community in China, 1-2 located in different entrances depend on the community scale.
The project will research on the existing function and condition of the Doorman Room and using the design strategy to create new narratives of future DR for resilient community. Discovering how DR could link with the local brand, community service, activity, social interaction through the creation of the place in physical, social and environmental way. DR2.0 placemaking strategy refers to the small, local, open, connected (SLOC) scenario which toward to sustainable solutions and synthesize the sociotechnical system.