



# new ways of living

an architect's manifesto



Architects don't just design buildings. They're supporters of progress. But progress isn't simply to do with grand concepts and bright, new builds. It's about how people live, work and create communities together.

It's our mission to design buildings and spaces that will have a positive impact on these communities and the people that belong to them.

This manifesto focuses on the things that matter to us as architects, because they also matter to the people we do our work for, including our many clients, but also the end-users of our projects.

what should  
architects  
talk  
about?

# ld

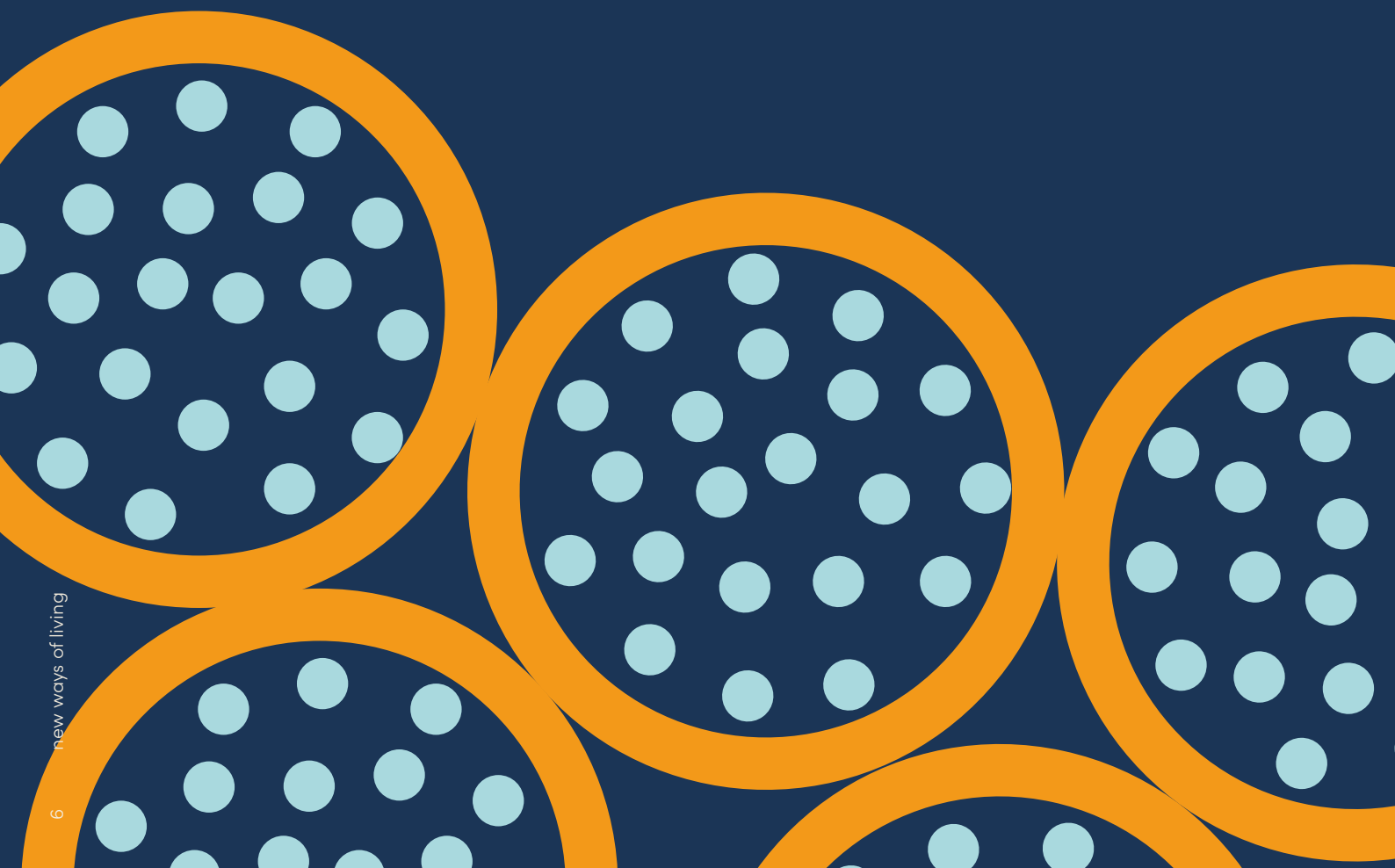
Everything we design has a context. This context is important because it gives our work meaning.

When we plan and design our projects, they have clear relationships with the world around us, and how people exist in this world.

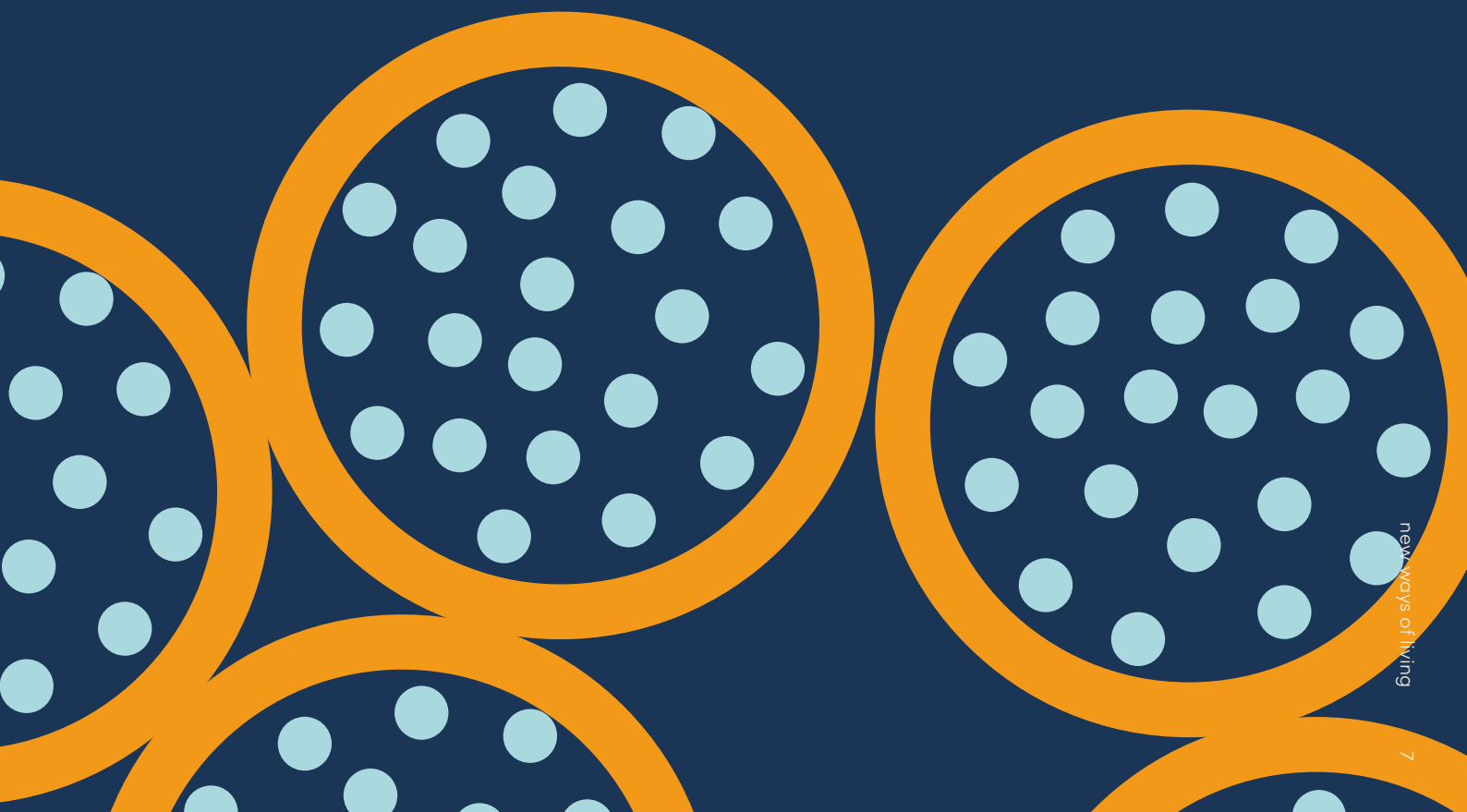
These are things that concern and interest us, and inform what we do, and how we do it.

what should architects talk about?

# commu



# unities.



# 62%

of people feel  
they belong to  
their immediate  
neighbourhood.





**52%**  
want to be  
involved in  
local decision  
making.



disconnected  
communities could be  
costing the UK economy  
**£32 billion** every year.

what should architects talk about?

# the environ

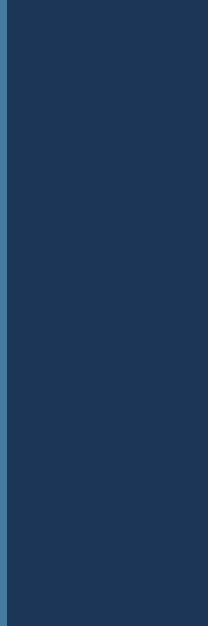
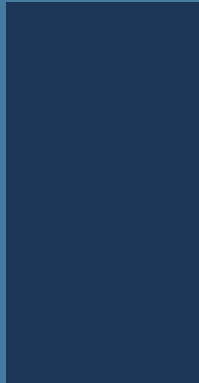


# onment.



**cities occupy  
only 2% of  
the world's  
landmass, but  
consume over  
two-thirds of  
the world's  
energy.**









they account  
for **70%** of  
global CO<sub>2</sub>  
emissions.

**cities are at  
risk from climate  
change, with  
90% of the world's  
urban areas  
on coastlines.**



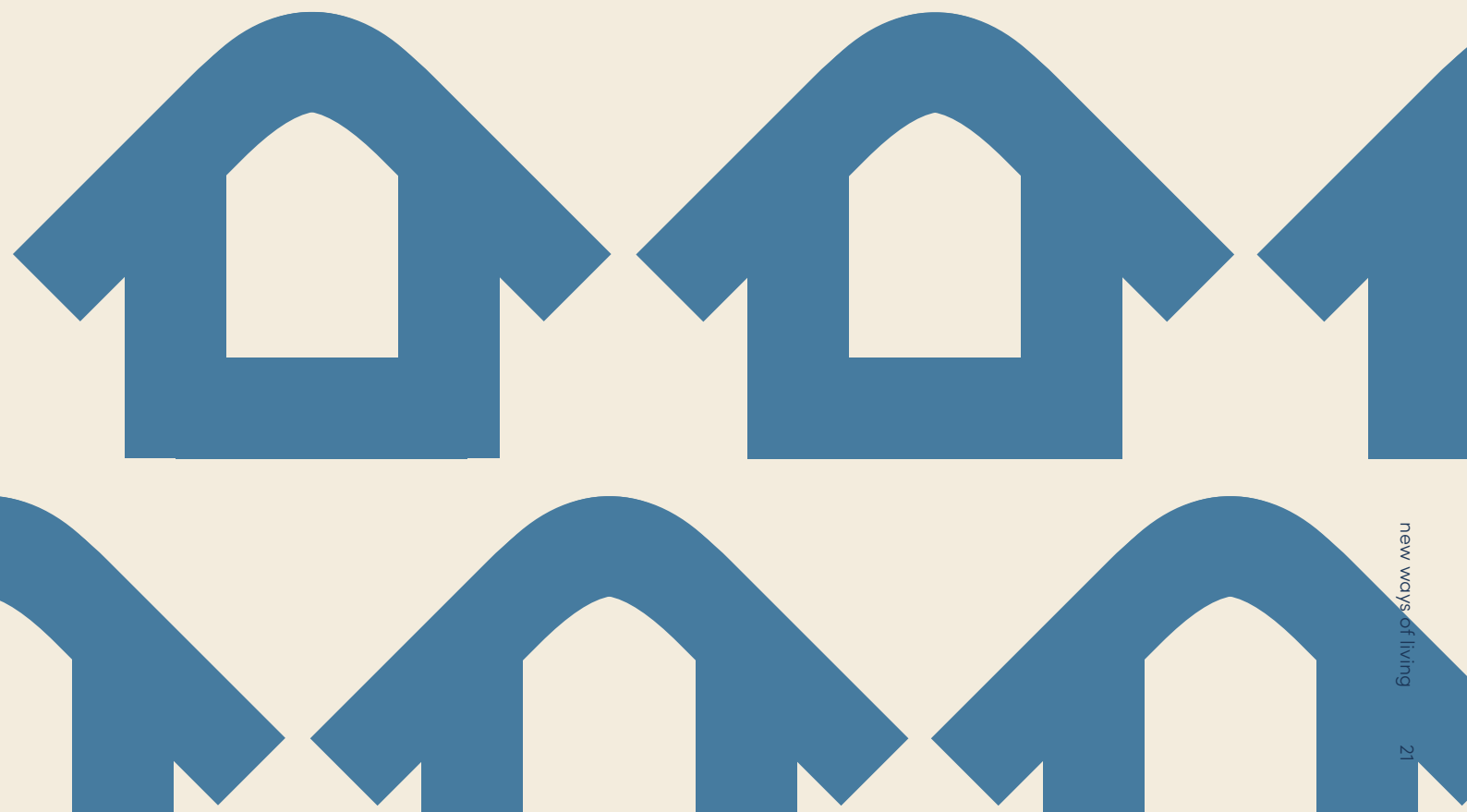


what should architects talk about?

# housing



g.





**nearly 8 million people in  
England have some sort  
of housing need.**

**3.8 million of them, or 1.6 million  
households, would benefit from  
social rent.**

**3.4 million people are living  
in overcrowded households.**

what should architects talk about?

care.





**4.5 million  
households have  
a member with a  
mobility problem,  
and most of them  
are aged over 60.**



**there isn't  
enough purpose-built  
housing for older people,  
and by 2035 this shortfall  
will total 400,000 units.**



by 2025, over one  
million older people  
will be suffering  
from dementia.

what should architects talk about?

# homele





ssness.



there are

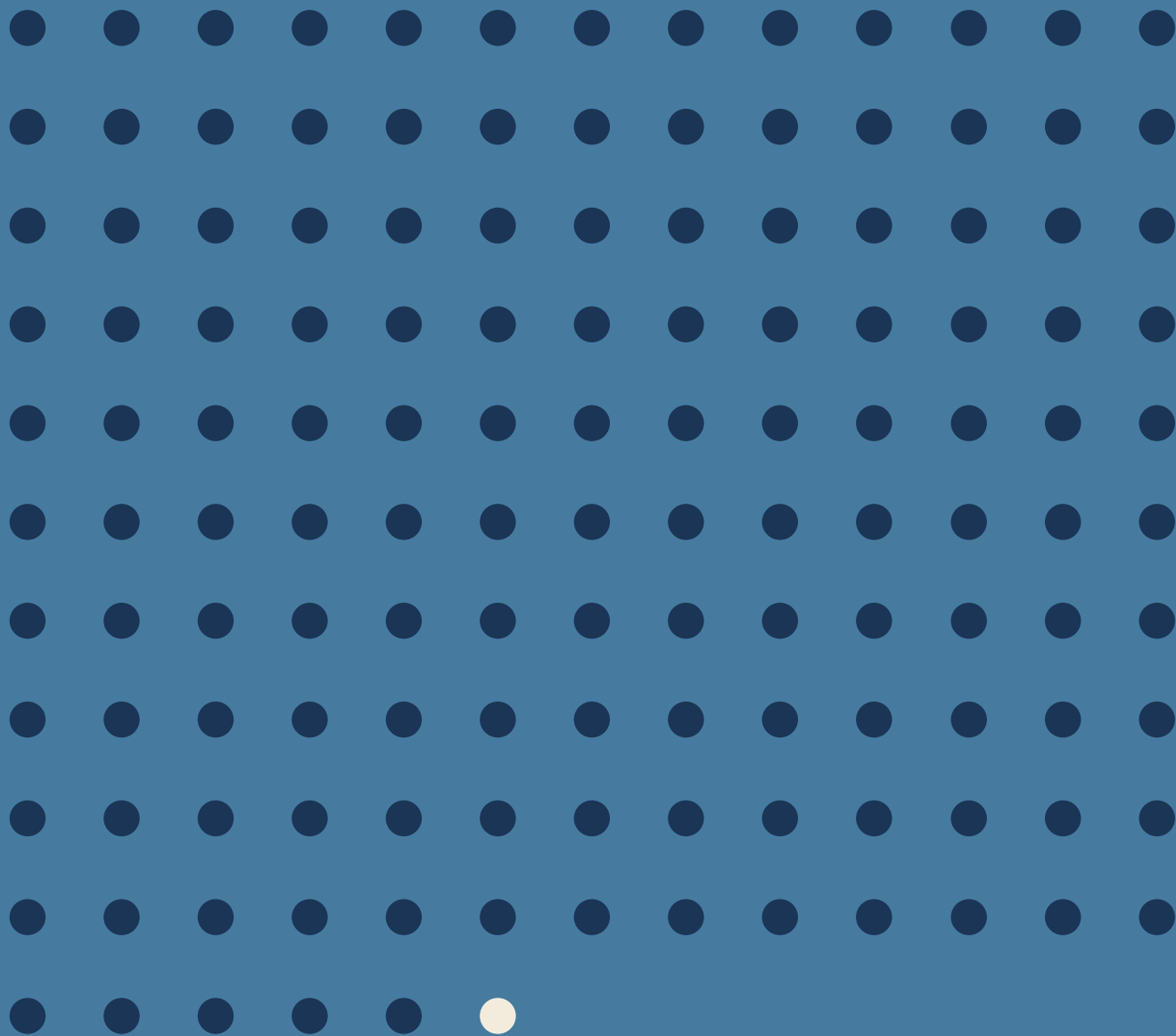
320,



The bottom of the page features two stylized faces. The face on the left is orange and has two dark blue dots for eyes. The face on the right is white and has one dark blue dot for an eye. Both faces are partially cut off by the bottom edge of the page.

# 000

**homeless people in the UK.**



1 in every 201 people  
are homeless.

the cost of  
homelessness is

£1,000,  
000,000

a year.

what should architects talk about?

mental

health.

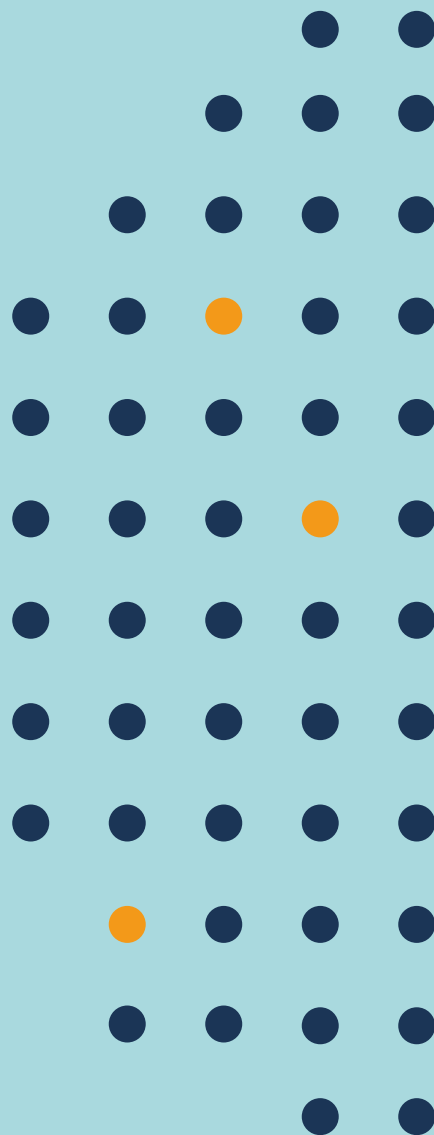


**1 in 6** people  
say they  
experience  
a common  
mental health  
problem in any  
given week.



8 in 100  
people

are  
diagnosed

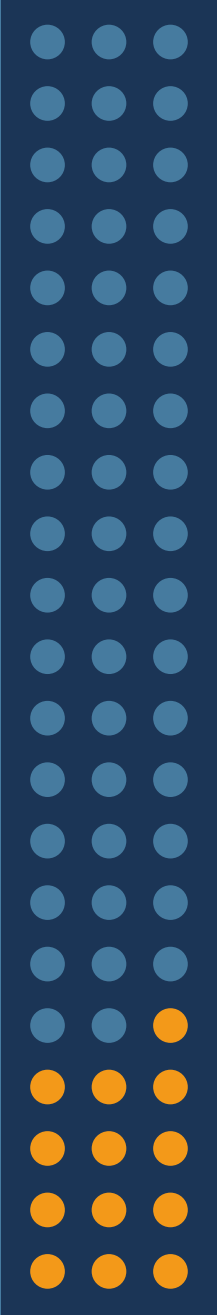






with anxiety

and  
depression.



**19%** of adults  
living in  
poor quality  
housing  
have poor  
mental  
health  
outcomes.

what should architects talk about?

# lonelined

ess.

45% of adults feel lonely.

new ways of living

the number of over-50s

experiencing loneliness

will reach 2 million by

by 2025/2026, a 49%

increase in 6 years.



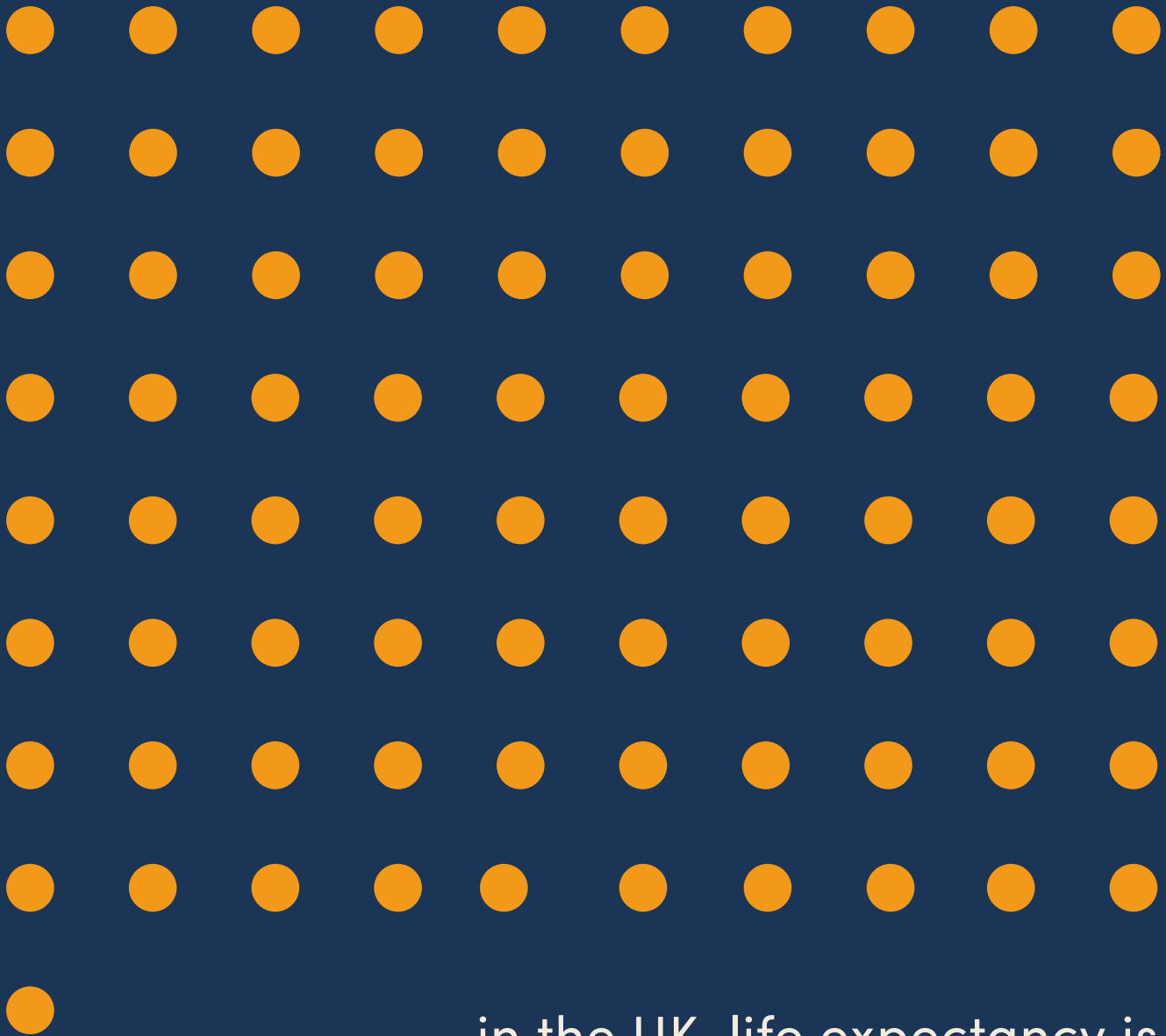
**over half of  
people aged  
85 and over  
live alone.**

loneliness can increase  
risk of death by 26%.

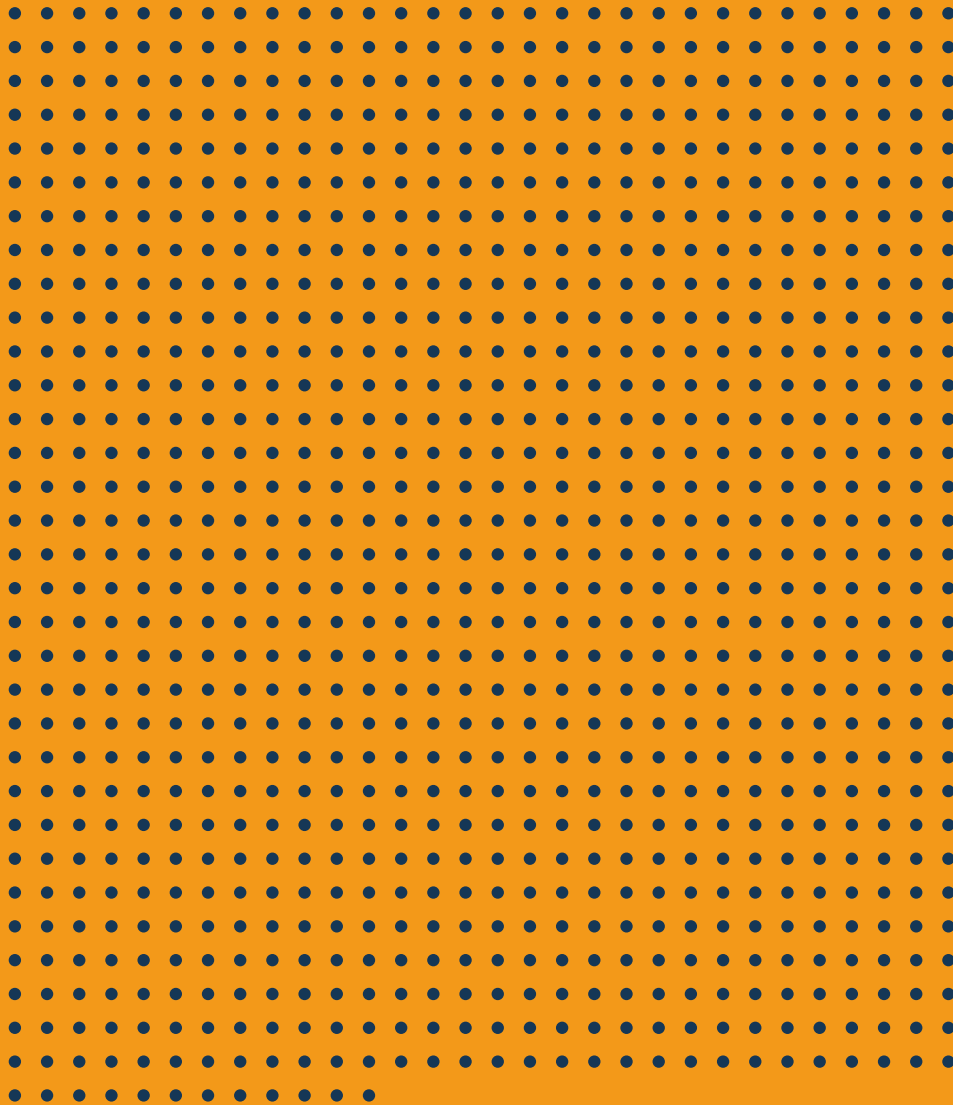


what should architects talk about?

**life.**

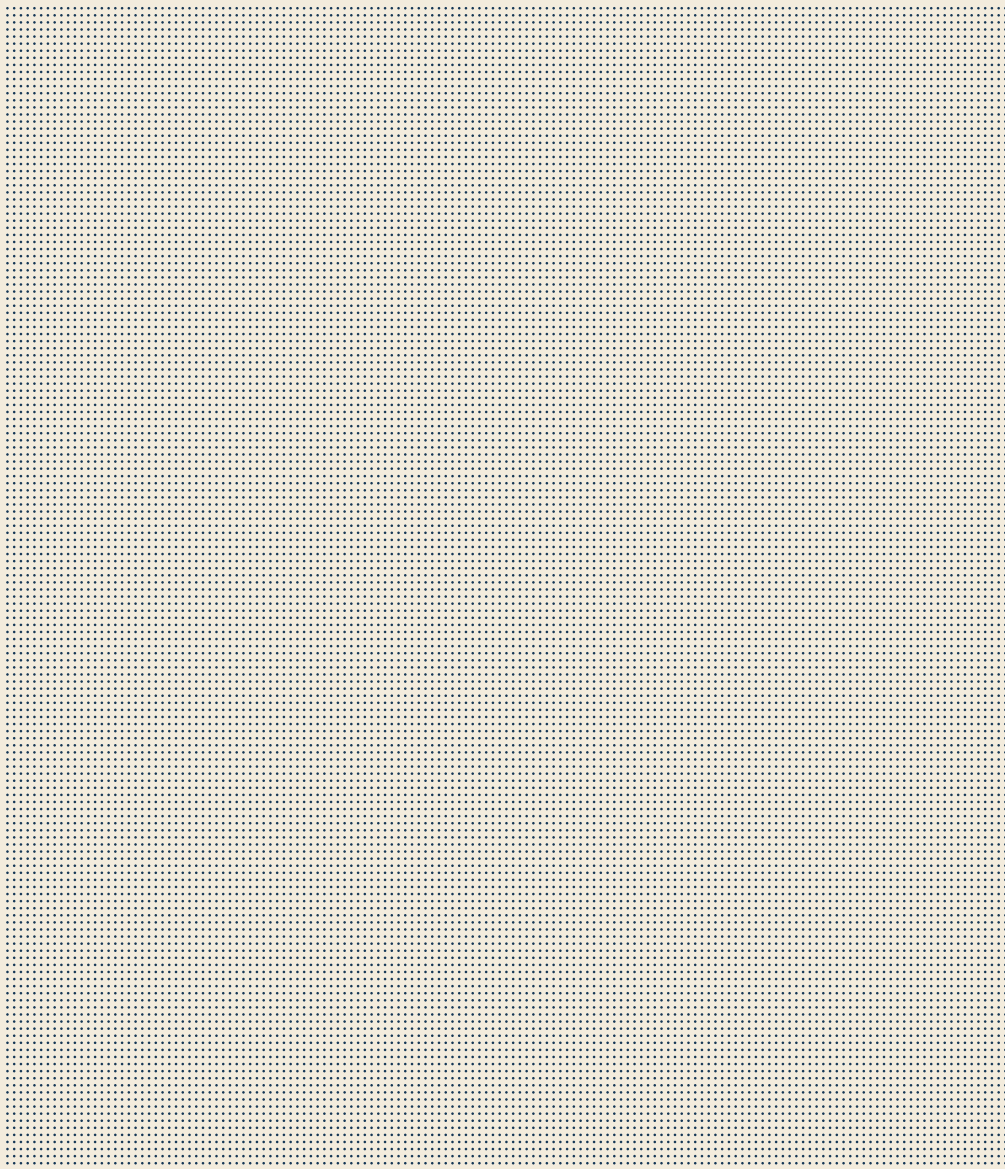


in the UK, life expectancy is  
**81 years.**



or  
**972 months.**

# 29,565 days.



**...709,560 hours.**

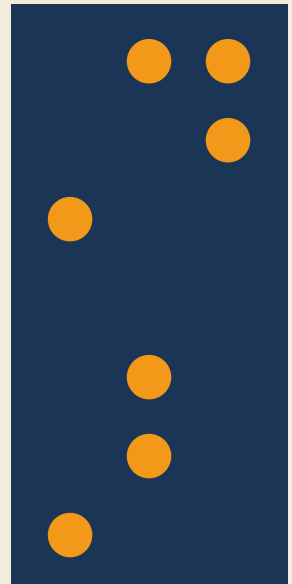
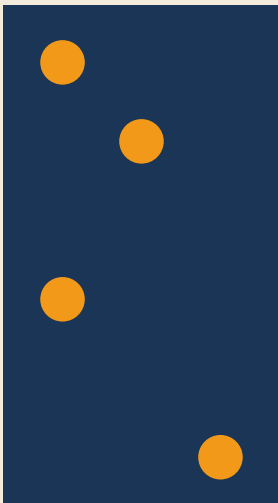


people in the UK spend  
**90%** of their time indoors.

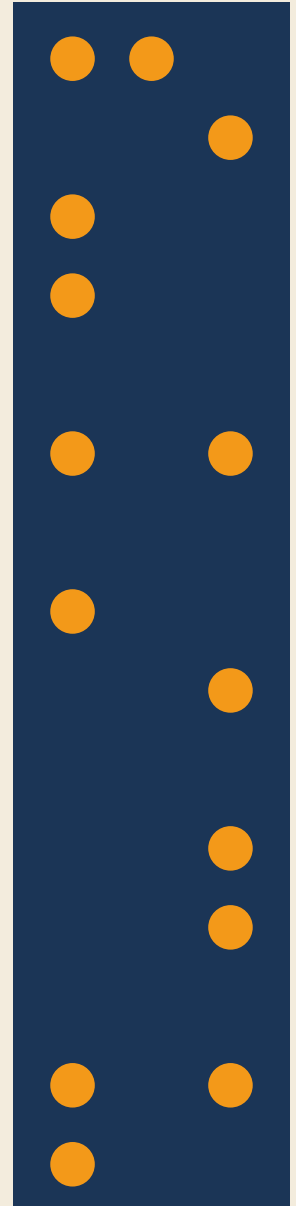
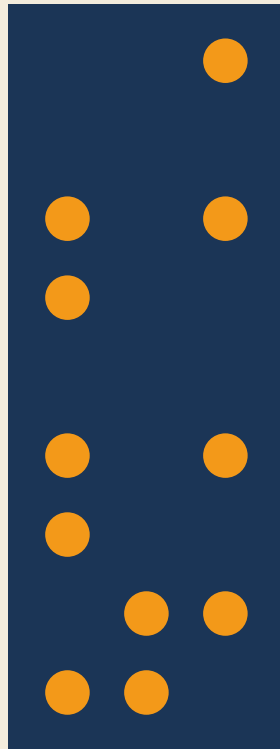
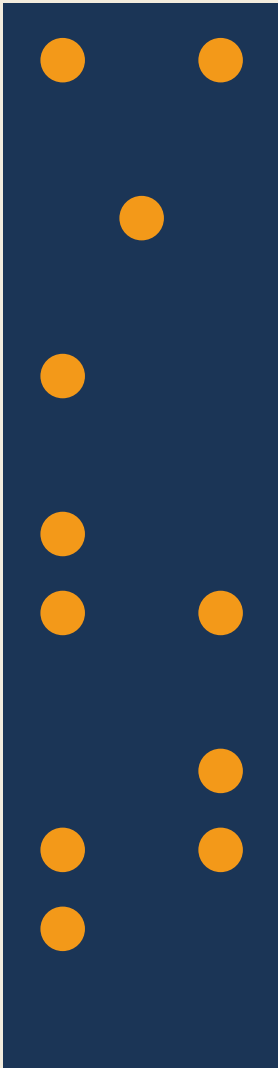
**40%** spend just **15 minutes**  
outdoors each day.

architecture is about  
more than buildings.

it's about  
understanding people  
and their needs.



architecture is  
**empathic** design.





# empathy is our most powerful tool.

Empathy helps us conceive of structures and spaces that meet genuine needs and answer people's aspirations.

Empathy enables us to understand what we're designing a project for, and how it will affect those who use it.

It's about more than coming in on time and on budget.

Without empathy, we cannot create buildings and spaces that meet specific needs and answer the aspirations of their end-users.

It is a crucial measure of success.

# getting th right bala

Empathic design is about balance.

Most projects will have many perspectives, each reflecting different views and needs.

Each one contributes to the final outcome.

It's our responsibility to weigh up these various perspectives when we develop and deliver a project and to get the balance right.

# e nce

We need to ask the right questions.

And listen.



positive  
+  
imp





# Positive Impact

You can gauge the success of a project by the positive impact it has on its users.

Positive outcomes come from how we use structures and spaces, and how we design them should enable these uses.

Appearances are not everything, but they are important in how people perceive their environment.

Good design combines form with function. It looks good, but it also serves a clear, social purpose.

We need to understand what structures or spaces are for, to meet our clients' objectives, but also to meet the needs of the individuals and communities these projects are for.

# architecture for people by people

Each project is the product of a meaningful working partnership, between our clients, their users and stakeholders, and us.

No project exists in isolation. It serves some sort of need, and will be part of some sort of community.

As architects, it's our job not just to serve our clients, but also the communities our work will have an impact on.

We provide a quality of service that meets the needs of our clients, creating spaces that fulfil their intended purpose and answer the aspirations of the communities we design them for.

We've built our reputation on delivering projects that combine excellent functionality with dynamic forms that relate to their specific locations and communities.

together  
let's create.



JDA is an architecture practice based in Manchester and Liverpool. It applies knowledge, experience and empathy to design buildings and spaces for new and improved ways of living.