



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?

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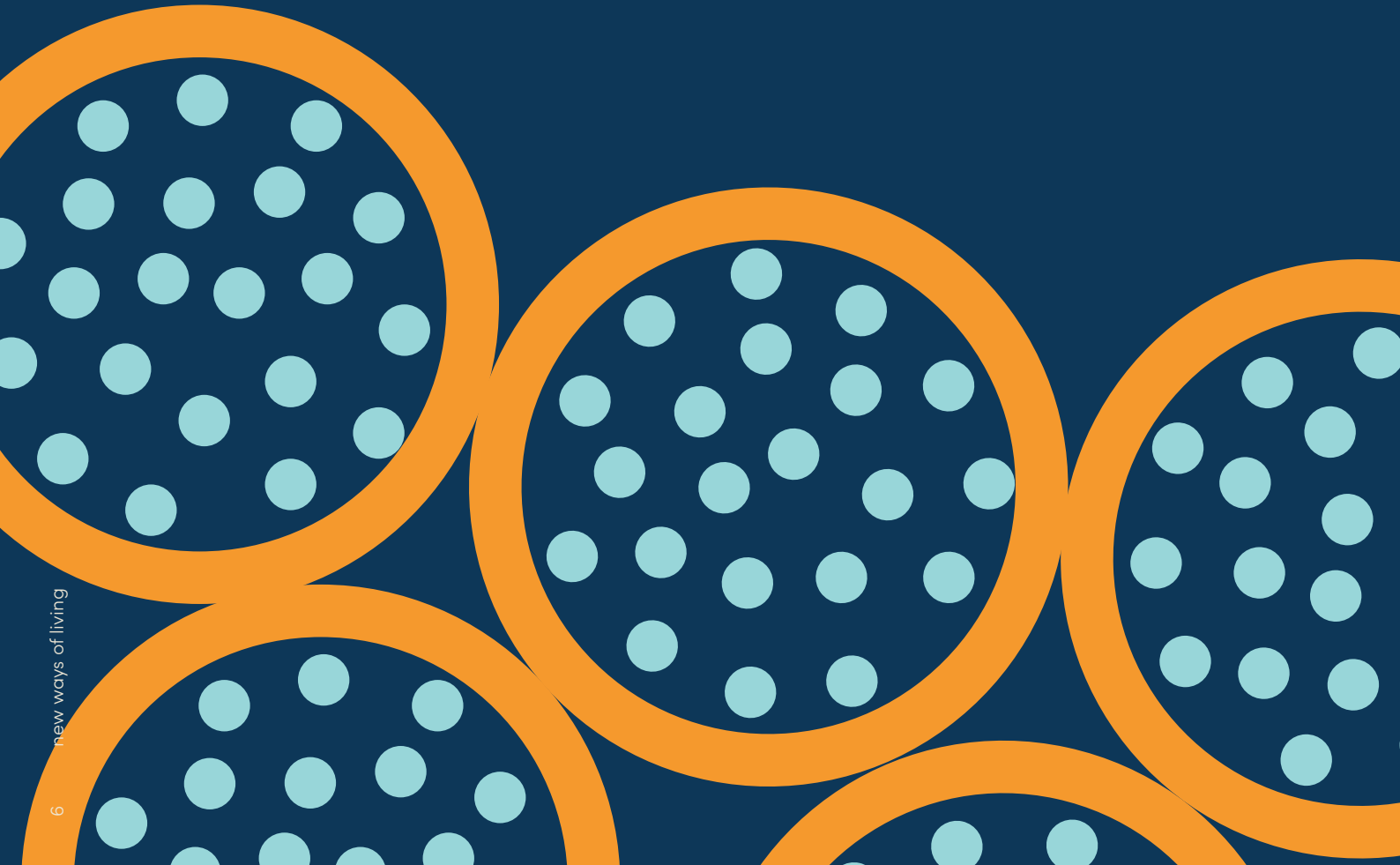
Everything we design has a context. This context is important because it gives our work meaning.

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

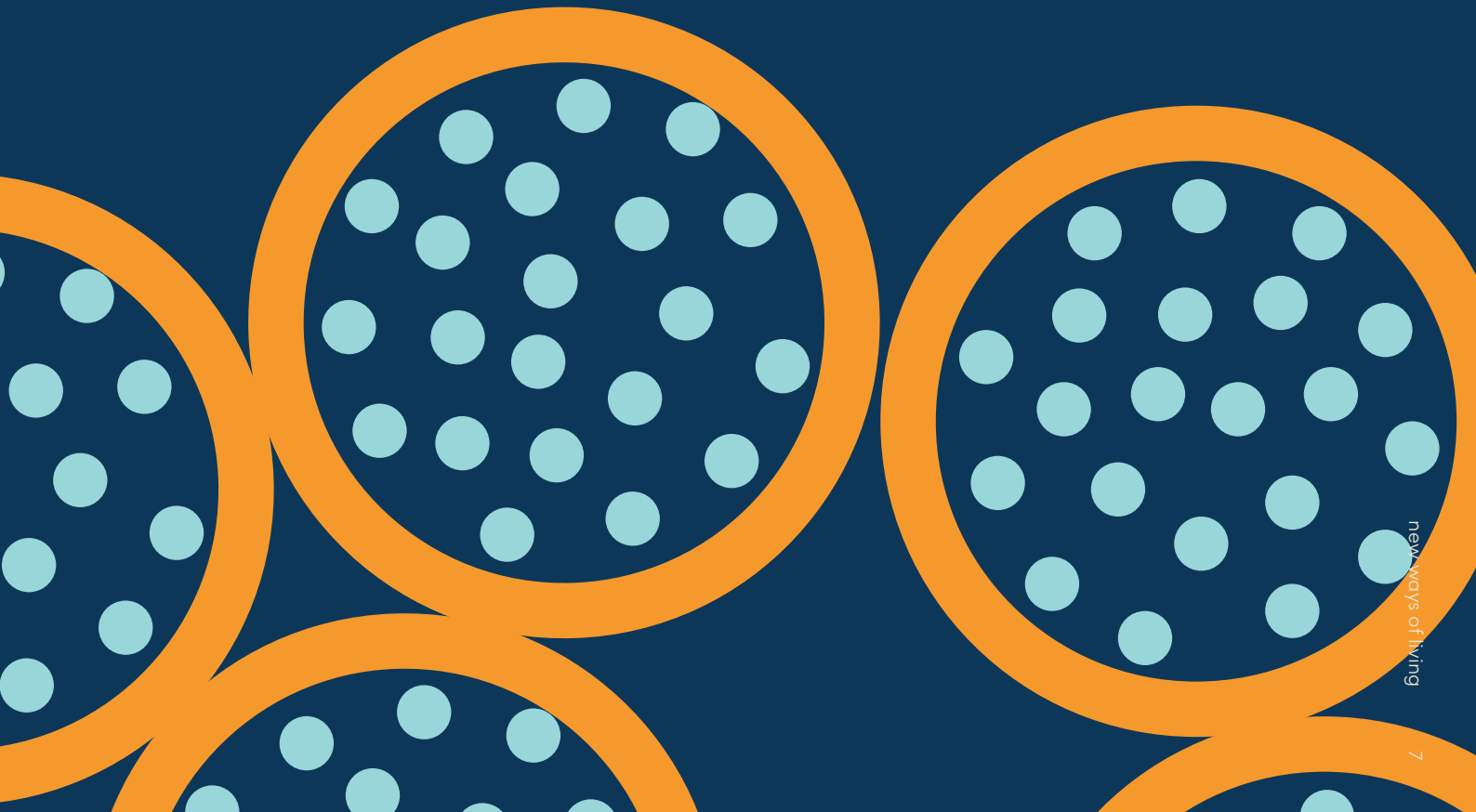
These are things that concern and interest us, and inform what we do, and how we do it.

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 CO₂
emissions.

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



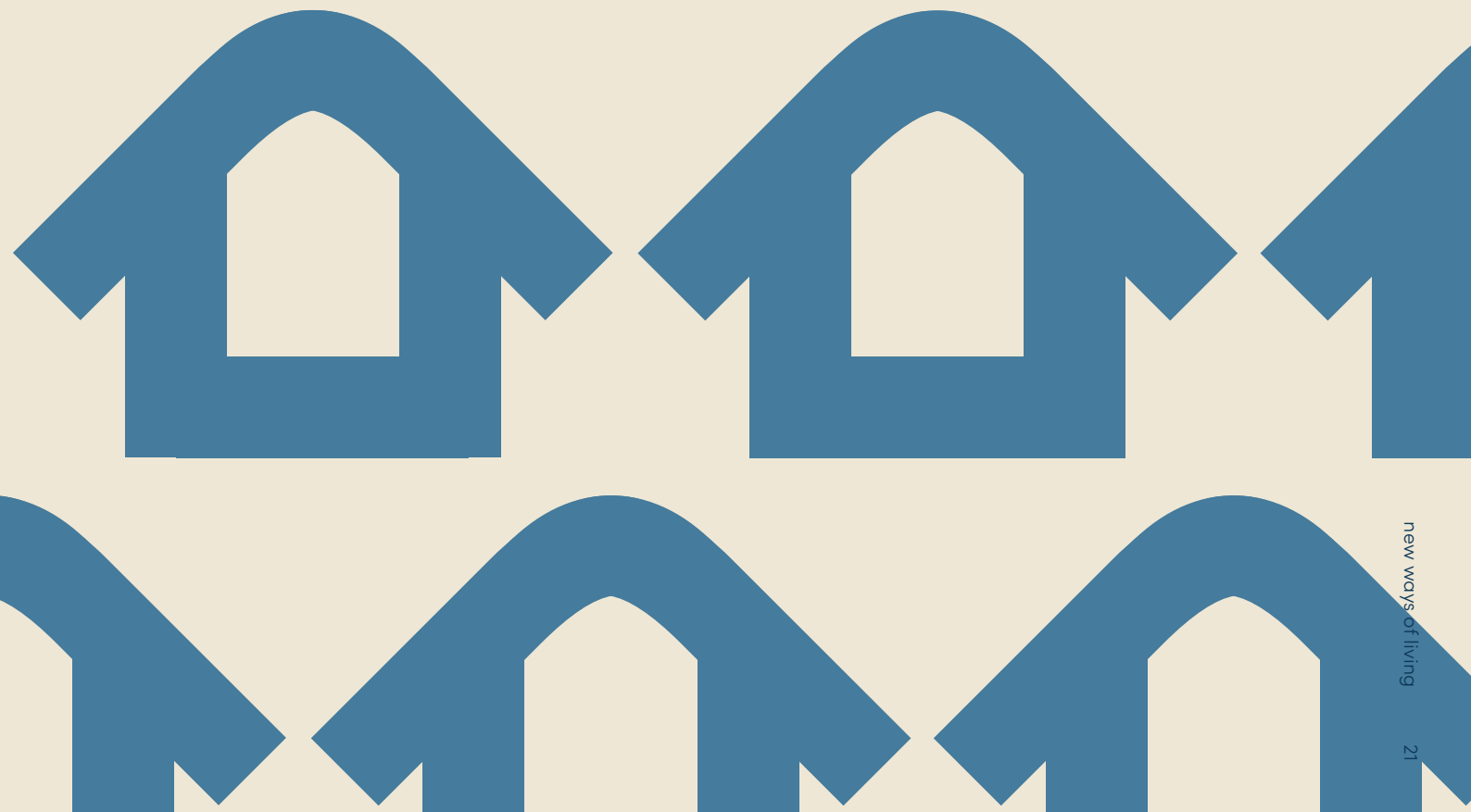


what should architects talk about?

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



The background is a solid dark blue. It features several decorative elements: a large orange circle at the top center, a large orange circle with a light blue center at the bottom right, a large orange circle with a light blue center at the bottom left, and a small white circle at the bottom center. The word "ssness." is written in a large, white, sans-serif font across the middle of the page.

ssness.

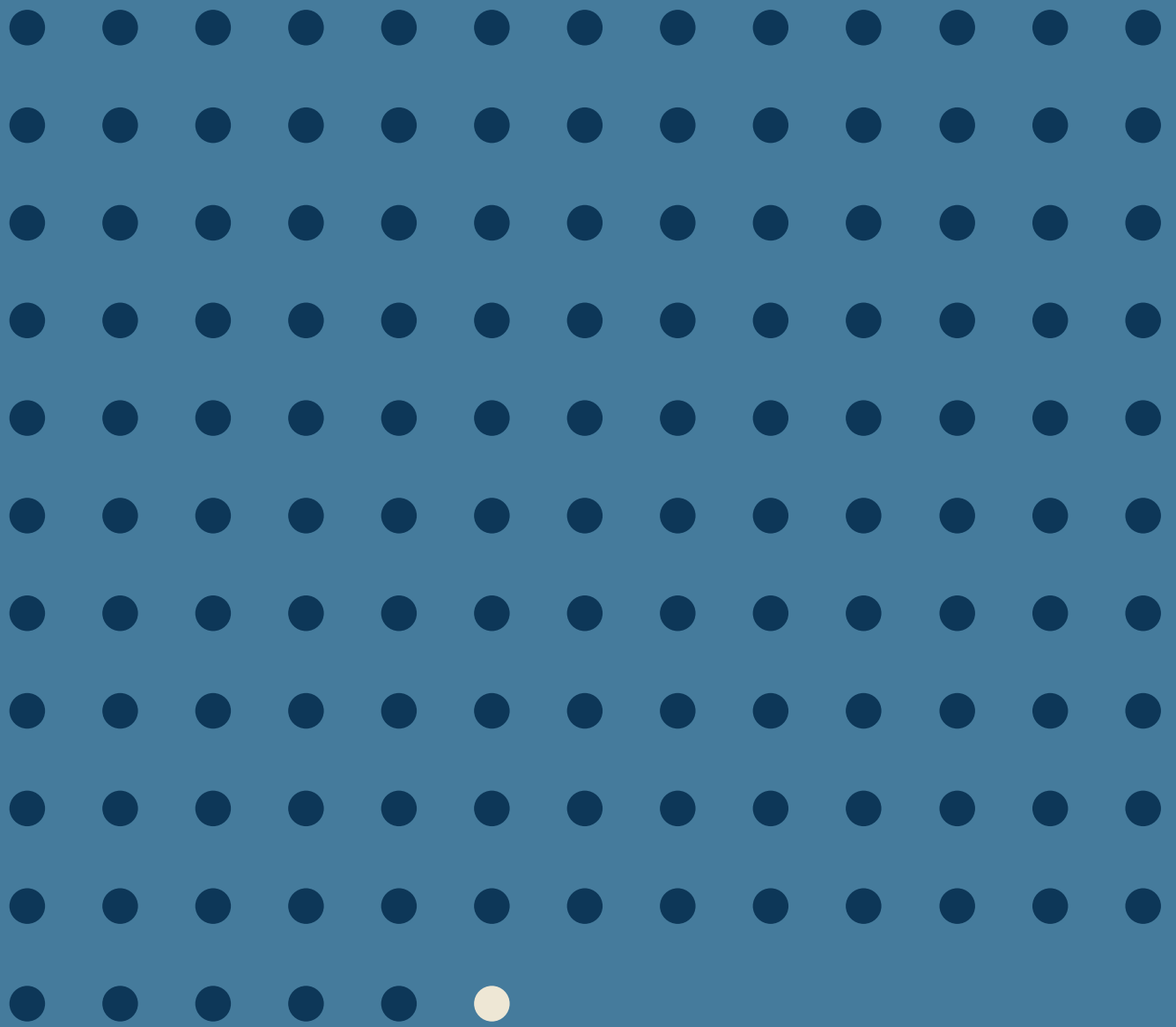
there are

320,



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

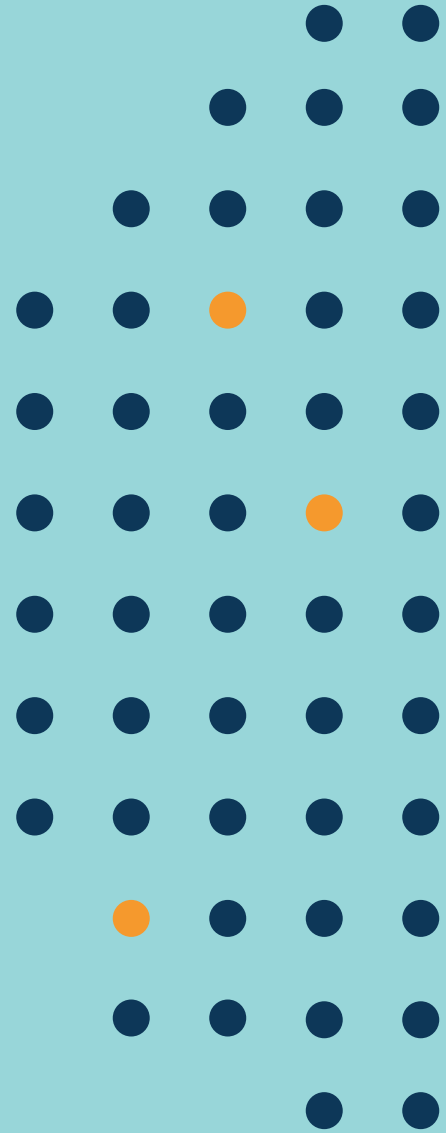
health.



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

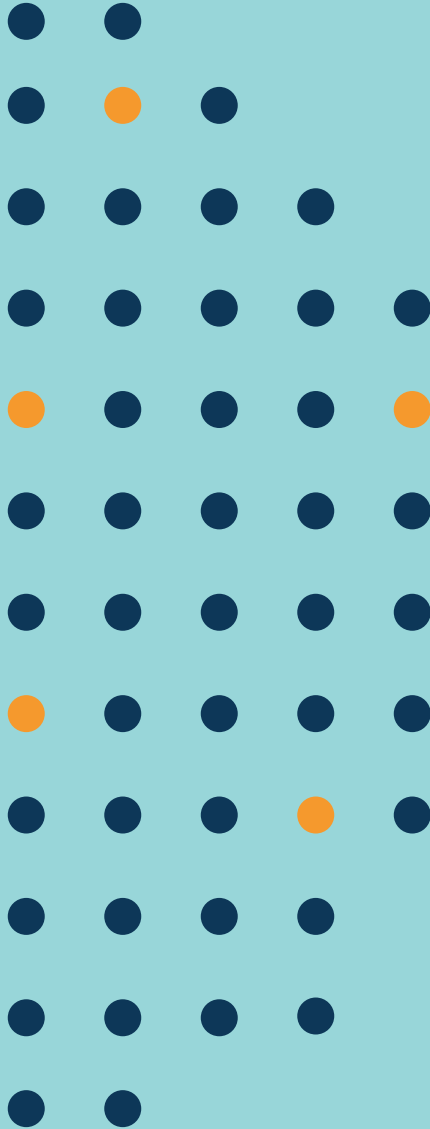


8 in 100
people

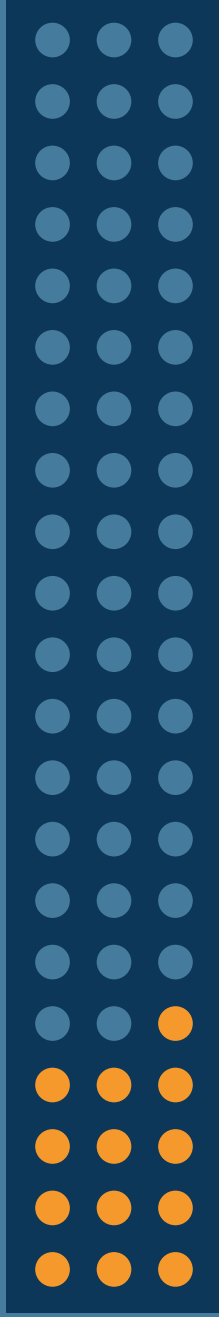


are
diagnosed

with anxiety



and
depression.



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

what should architects talk about?

lonelined



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45% of adults feel lonely.

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the number of over-50s

experiencing loneliness

will reach 2 million by

by 2025/2026, a 49%

increase in 6 years.

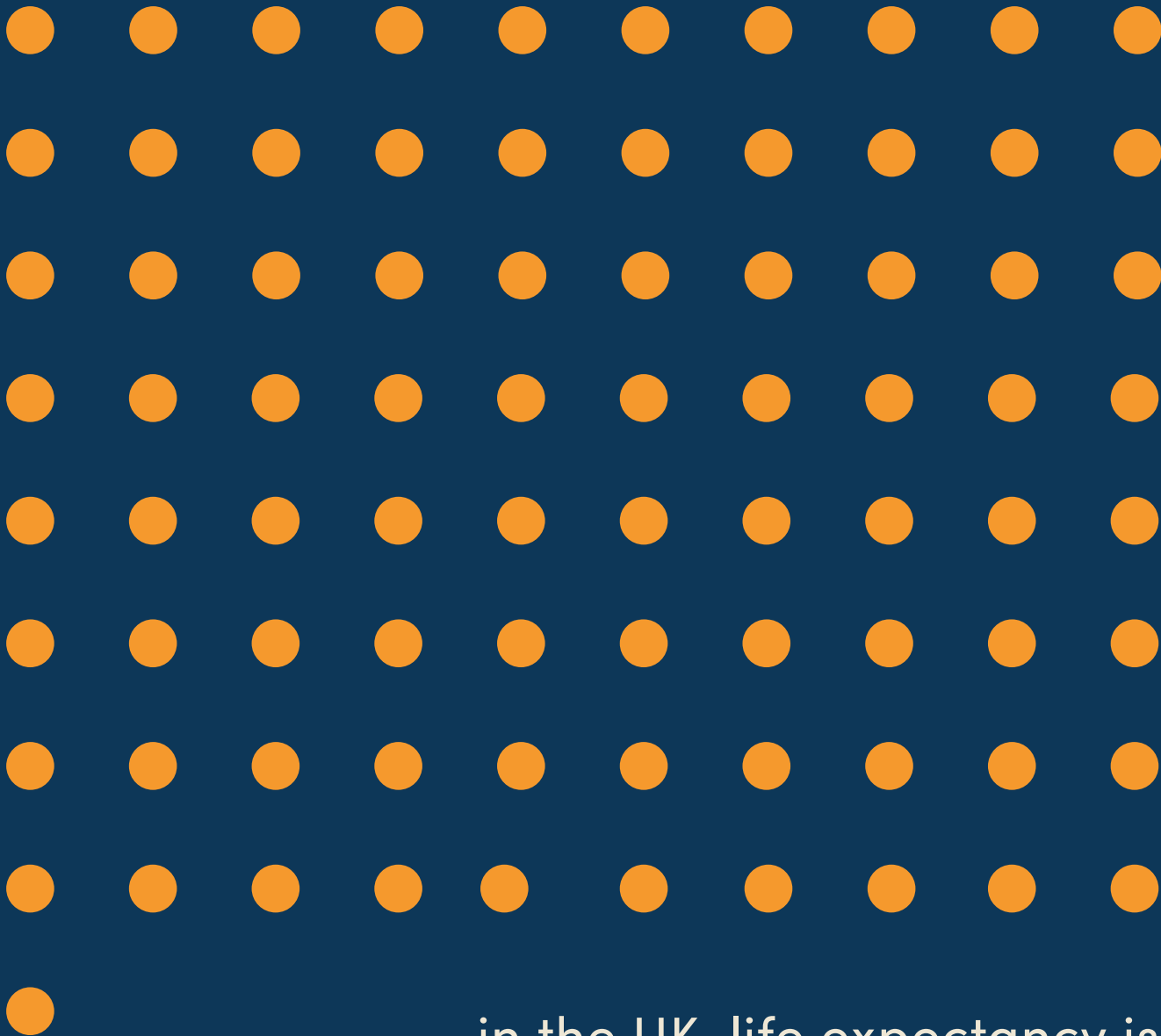
**over half of
people aged
85 and over
live alone.**

loneliness can increase
risk of death by 26%.

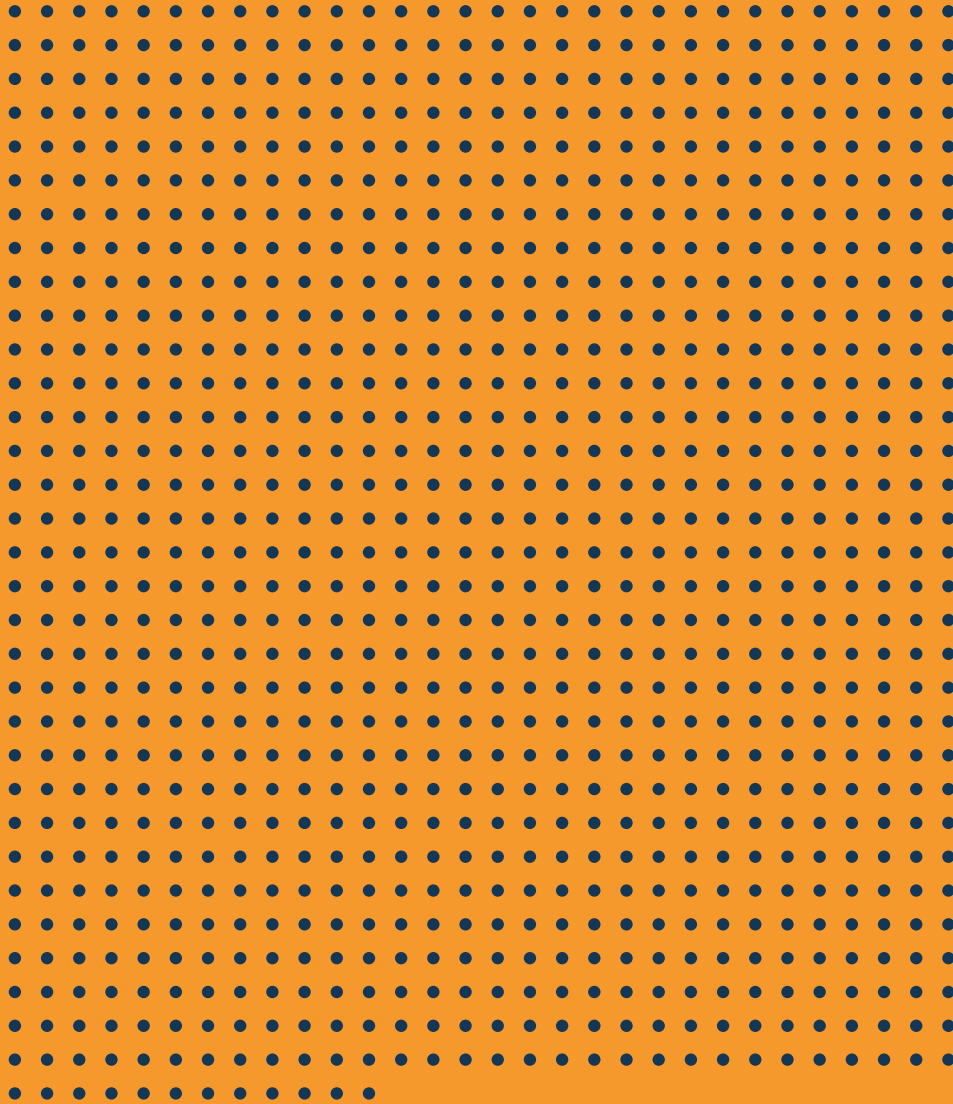


what should architects talk about?

life.

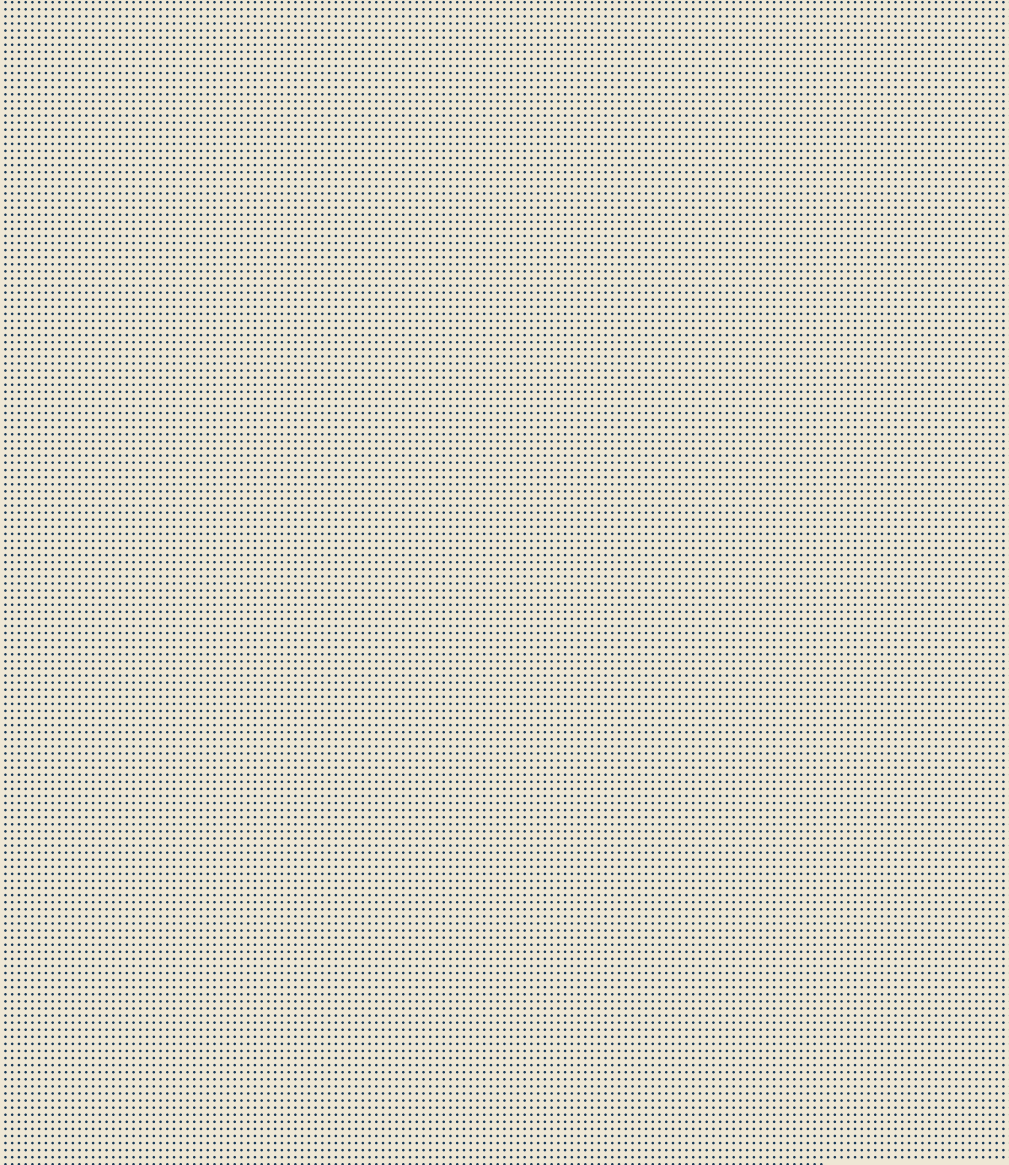


in the UK, life expectancy is
81 years.



or
972 months.

29,565 days.



...709,560 hours.

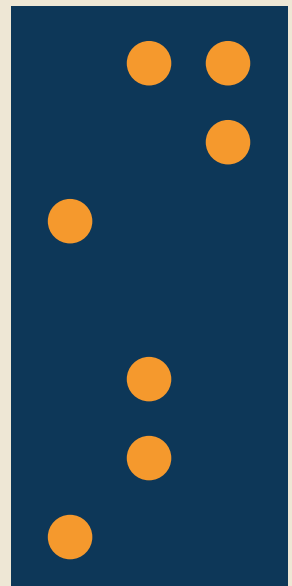
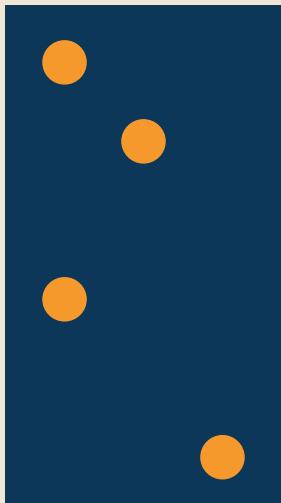
people in the UK spend
90% of their time indoors.



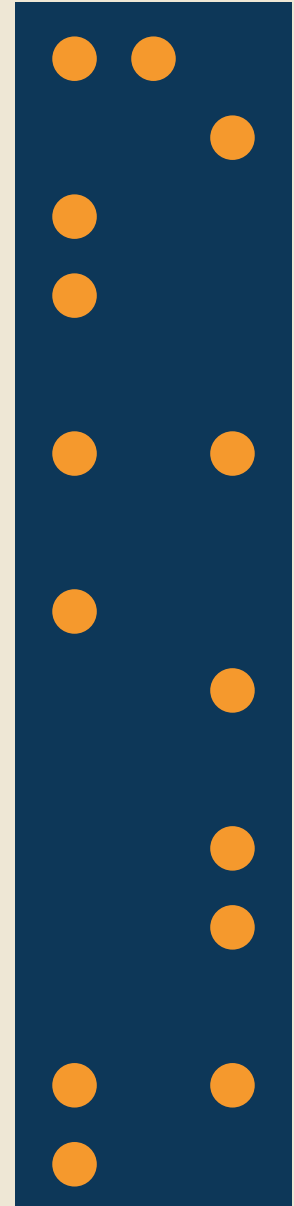
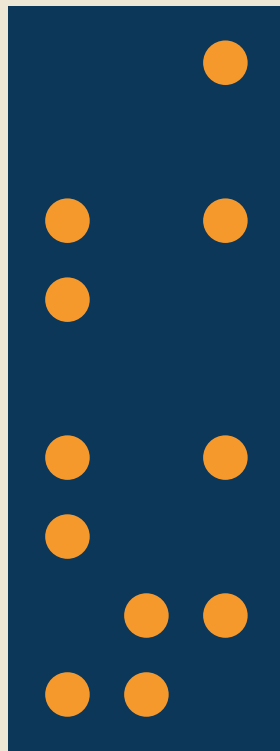
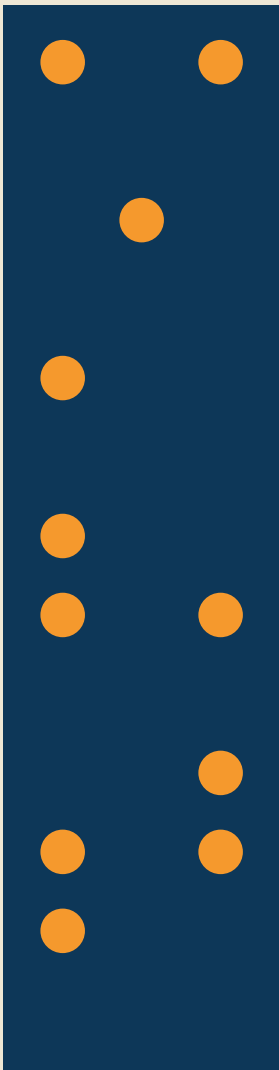
40% spend just **15 minutes**
outdoors each day.

**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



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.

e
oact

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.