


Design & aging: Challenges and urgency for the quality of life of a changing society

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ABSTRACT

This article aims to analyze the impact of population aging on society and was guided by the conviction of the fundamental role that Social Design can play in promoting the quality of life and well-being of the elderly. The ageing of the population is a global reality that brings with it significant challenges and opportunities for public policies, the economy and society as a whole.

With the increase in life expectancy and the decrease in the birth rate, the demographic profile of societies is changing rapidly, with an increasing number of long-lived people. This phenomenon presents new challenges, such as the need to adapt health, social security, and urban planning systems to meet the specific needs of seniors.

In addition to structural challenges, older people face barriers such as age-based discrimination and social exclusion. The stigma associated with old age often limits this group's opportunities for participation and contribution in society, which can lead to further isolation and deteriorating mental and emotional health. In this context, Social Design emerges as a powerful tool to promote inclusion and respect for the elderly, facilitating active participation in community life, promoting group connection, a sense of belonging, valuing the contribution of the elderly to society with dignity. Social Design can and should be an essential tool in this process, helping to build a more inclusive and sustainable future for all generations.

Keywords: Social design, Population aging, Elderly, Quality of life.

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INTRODUCTION

Worldwide, the process of population aging is evident, with those over 60 years of age constituting the fastest growing portion of the population. It is estimated that by 2050 our planet will have a higher number of seniors than children. We will be two billion people over the age of 60, representing 20% of the world's population. A population becomes older as the proportion of elderly individuals increases and a lower fertility rate occurs. We are living, and will live, longer than until recently was the case in the whole world.

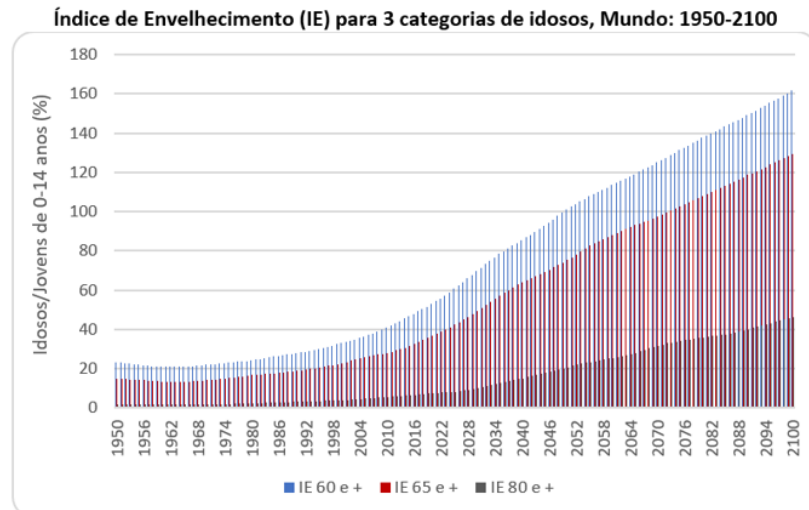
Currently, in Brazil, we can experience a new demographic paradigm with accelerated aging and an increase in life expectancy. Our country is in a transition stage, both in terms of fertility and mortality, bringing about a change in age distribution and population size. While the population of elderly people over the age of 60 is increasing at an accelerated rate, the young population is decreasing. Over time, the base of the age pyramid narrowed due to the reduction in fertility, and this change in the shape became visible from the 1990s onwards, clearly losing its pyramidal shape from 2000 onwards, where young people belonged to a wide base of the pyramid and the elderly at the top with a smaller number of representatives.

Several factors have been evidenced for this change in the context of the elderly population worldwide: changes in diet with healthier habits, lifestyle with exercise, improvements in technology and medicine, disease prevention through vaccination campaigns, as well as chronic disease prevention programs resulting in an increase in the life expectancy of this group.

In the book "Young Country with White Hair" (VERAS, 1994), he points out that in Brazil there is an urgent need for more reliable information about its own elderly population. He also warns us that although the country already has a large population of elderly people, very little is known about them and states that the demographic data still present many peculiarities that need to be considered in greater depth. In the same work, Professor of Psychogeriatrics, Eliane Murphy clarifies that Brazil is today a country that undergoes enormous changes, where we need to be aware of the urgent need to plan for a future in which the problems of old age will be increasingly important, and it is essential to carry out surveys of the general population to clarify their needs.

We can no longer omit the importance and participation of these long-lived people in the current and future context of society. They are people with a positive view of aging, active, who value opportunities and possibilities for new achievements and mainly concerned with living longer and better.

Figure 1: Prospecção of the elderly population in the world.



Source: <https://population.un.org/wpp2019>, 2019.

METHODOLOGY

Using an exploratory and descriptive qualitative research, this article sought to understand the meaning that individuals or groups attribute to the social problem of aging. The research was based on the interpretation of the world and on data collected from bibliographic and documentary sources, predominantly descriptive.

The main focus of the study was Social Design and its relationship with the social inclusion of older adults through the creation of accessible, functional and pleasant public and social spaces. The interdisciplinary and participatory approach to design played a fundamental role, demonstrating the possibility of exchanging ideas, knowledge, experiences and experiences between different generations.

AGEING POPULATION

The new paradigm of population aging and the longevity revolution is becoming increasingly evident around the world, with a significant increase in people's life expectancy and a decrease in the birth rate. This has led to a change in the age structure of populations, with an increase in the number of elderly people compared to young people. With this continued growth, by 2050, for the first time in history, the planet will have more elderly people than children under the age of 14.

In developed countries, the increase in life expectancy has been going on for many years. In the period from 2010 to 2015, this life expectancy increased from 78 years, while in developing countries it increased to 68 years. The projection is that from 2045 to 2050 this picture will change to 83 years in developed regions and 74 years in developing ones. The increase in the number of elderly people is a worldwide phenomenon that happens at a rapid pace, driven by the aging of the population and advances in medicine and quality of life.



Population aging is a concept that measures the proportion of elderly people in the population, while longevity, according to the Houaiss dictionary, means "longer than ordinary life span". Etymologically, the word longevity derives from the Latin term "longevitas", the ability to live many years. Both terms have aroused increasing interest in contemporary society. According to the criterion established by the United Nations (UN), individuals over 65 years of age in developed countries and over 60 years of age in developing countries are considered elderly. However, it is important to note that longevity can be influenced by a number of factors, such as genetics, lifestyle, environment, diet, physical activity, and general health conditions. In his speech at the Second World Assembly on Ageing, promoted by the UN, in Madrid from April 8 to 12, 2002, the then Secretary-General of the United Nations, Kofi Annan, highlighted the importance of addressing and understanding longevity as a complex and multifaceted phenomenon.

Older people are not a separate category. We will all grow old someday if we have that privilege. So let us not consider the elderly as a separate group, but rather as ourselves in the future. And let us recognize that all older people are individuals, with particular needs, and not a group in which everyone is equal because they are old. (KOFI ANNAN, 2003, p.13)

The Americans coined the phrase "agequake," which we could translate as "demographic earthquake." (MAZZAFERRO, BERNHOEFT, 2016, p.1). Indeed, longevity is an unprecedented phenomenon for humanity. We are living and will live longer than we have recently in the whole world, and this reality is one of the greatest achievements of humanity.

For Kalache, a physician specializing in the study of aging and President of the International Longevity Center Brazil (ILC-Brazil), we will live 30 years longer than our grandparents and what has been happening is indeed a revolution – the Longevity Revolution (KALACHE, 2015).

Revolution is the collapse of the social order in favor of a new system... The longevity revolution forces us to abandon the existing notions of old age and retirement. This social construction is simply unsustainable in the face of the increase of 30 years of life (KALACHE, 2015, p.14).

We have reached a stage where we definitely need to abandon stereotypes of the elderly as sick, dependent, vulnerable, and useless. We can no longer identify the elderly with an extremely pejorative view. Pictograms with frail figures bent over walking sticks are unacceptable.

Senate Bill No. 126 of 2016 amends Law No. 7,045, of November 12, 1985, to provide for the symbol devoid of pejorative character in the identification of the elderly.



Source: <https://www12.senado.leg.br/subjects> > 2018/04/25 Accessed on 07/26/2023

Mirian Goldenberg, anthropologist and researcher, points out the positive aspects and gains in the longevity process and demonstrates that old age can be a period marked by freedom and happiness. He states that this phase of life can no longer be treated as losses, but mainly as achievements, achievements, new experiences and projects. (GOLDENBERG, 2013)

According to the author, we are free to choose and build our own life project. We have the freedom to modify it at different times of our existence, with the aim of giving it an adequate, productive meaning and with a better quality of life even in our old age. Goldemberg emphasizes the importance of the whole society preparing itself to receive this new profile of the elderly, with respect and without prejudice.

THE NEW BRAZILIAN DEMOGRAPHIC PARADIGM

According to the document "Aging in the 21st Century: Celebration and Challenges" (2012), the population is classified as aging when older people become a proportionally larger share of the total population. However, VERAS (1994) warns us that the aging of the population is not only due to the reduction in mortality, but also to the decrease in fertility rates. Life expectancy has increased due to the social, economic, and health development of nations, which has resulted in the prevention of many deaths caused by infectious and parasitic diseases.

Through the Census carried out in 2022, we verified the significant increase in the older population. The aging index considering the population aged 60 years and over reached 80.0, with 80 elderly people for every 100 children aged 0 to 14 years. In 2010, this index corresponded to 44.8. The Census brought us the reality of people aged 60 and over reaching 15.6% of the population, an increase of 56.0 in relation to 2010, when it was 10.8, as well as the increase in life expectancy by an average of 75.5 years.

In this scenario, we have observed changes in the Brazilian demography in recent decades, notably regarding the inversion of the age pyramid, with the prevalence of a greater number of elderly people. Over time, the base of the age pyramid has narrowed, also due to the reduction in the

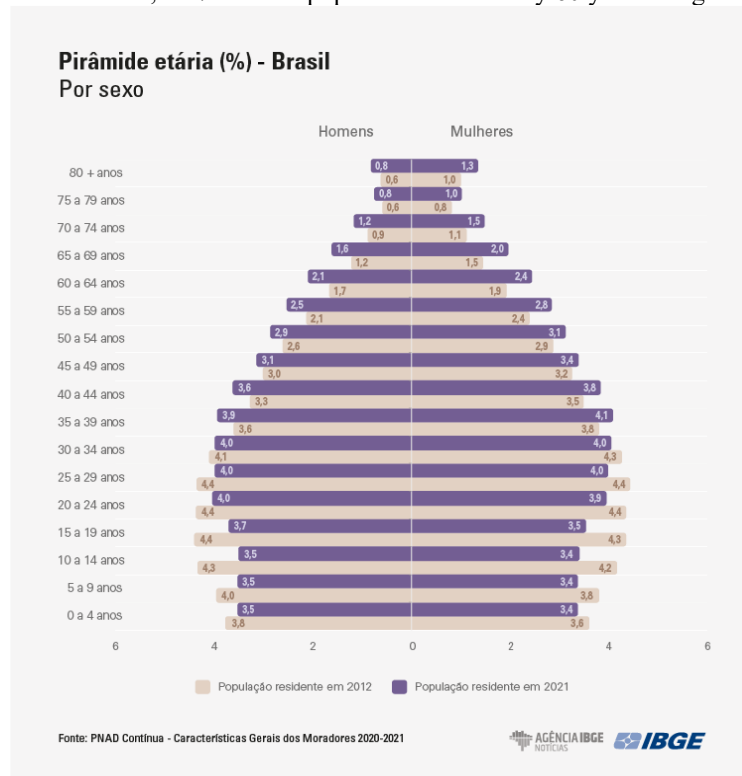
birth rate. From the 1990s onwards, this change became more visible and the age pyramid in Brazil clearly lost its pyramidal shape from 2000 onwards.

The last Census, carried out in 2022, portrays evidence pointed out for a long time by scholars in the area, such as Ana Amélia Camarano, whose line of research is demography with an emphasis on population aging and in her book "Far beyond 60" already predicted that the 60+ would reach 28.5 million in 2020. The author already warned of the consequences of this increase in the elderly population, where challenges would appear for the State, society and the family.

(...) It is known that there is still a lot of room for a decline in mortality among the elderly and an increase in life expectancy. For example, if all preventable causes of death in the elderly are eliminated, life expectancy at age 60 would increase by about 7.2 years. This means that at 60 years of age, a man may live another 29.2 years and a woman 30.9 years (CAMARANO, KANSO, 2010, p.95).

According to the Brazilian Institute of Geography and Statistics (IBGE), in absolute numbers, the contingent of elderly people went from 22.3 million to 31.2 million, growing 39.8% between 2012 and 2021. In 1980, life expectancy was 62.6 years, jumping to 76 years in 2018. Add to this the fact that we are experiencing a gradual reduction in the fertility rate: from 4.1 in 1980 to 1.7 in 2015, with an estimate that by 2030 there will be more elderly people than children. "In less than 50 years, for the first time in history, the world will have more people over 60 than people under 15." (PESSINI, 2005, p.38 – 39).

Figure 2: In Brazil, 14.7% of the population is currently 60 years of age or older.



Source: IBGE https://biblioteca.ibge.gov.br/visualizacao/livros/liv101957_informativo.pdf Accessed on 03/05/2024.



We are at a time when the aging of the population and the increase in life expectancy challenge taboos in relation to old age and the new relationships of the elderly with society. In our country, the need for information, services and projects for the elderly population is fundamental and urgent. Although we already have a large population of elderly people, we know little about this and many researches, mistakenly, still consider Brazil as a country of young people.

Brazil is a country without memory. It devalues the past and its trajectory. And he continues to believe that it is a country of young people, reinforcing the myth of eternal youth, far removed from reality. We are one of the three countries that is aging the fastest in the world and the one that practices denialism the most. The country has maintained the sad record of being the world champion in cosmetic surgeries since 2019 (CASTRO, CASTRO, 2022, p. 141).

Therefore, it is crucial to recognize the magnitude of population aging and the transformations it entails. There is a need to invest in areas such as health, well-being, infrastructure, the labour market and social inclusion in order to ensure a sustainable and quality future for older generations. The path to deal with this demographic revolution is challenging, but by adopting an integrated and humanized approach, we can transform population aging into an opportunity for growth, inclusion and development for the whole society.

CHALLENGES OF THE NEW AGING PATTERN

According to Camarano and Medeiros (1999), the aging of an individual is associated with a biological process of decline in physical capacities, related to new psychological and behavioral fragilities. So, being healthy is no longer related to chronological age. For the authors, aging comes to be understood as the physical and psychological capacity and motivation to continue in the pursuit of goals and new achievements. Getting older doesn't necessarily mean getting sick. Unless there is an associated disease, aging is related to a good level of health. According to the WHO (World Health Organization), the aging of the population is one of the greatest triumphs of humanity and also one of the great challenges to be faced by society: *Although it seems obvious, the recognition of increased longevity is one of the greatest social achievements of this century* (WHO, 2005).

For Dr. Margaret Chan, then Director-General of the World Health Organization (2015), the loss of skills commonly associated with aging is actually only loosely related to people's chronological age. There is no such thing as a "typical" senior. The health needs of adults, such as the diversity of their capacities, occur throughout the life course and are often modifiable, emphasizing the importance of understanding the aging process. She warns us that, although most adults have multiple health problems over time, advanced age does not imply dependence. (CHAN, M., WHO - Aging and Health, 2015, p.3)



Ageing needs to be examined more closely in the context of other important trends, such as urbanisation, globalisation, migration, technological innovation, as well as climate and environmental change. In addition, growing inequality, between and within regions, needs to be addressed more comprehensively in the context of population ageing. (International Longevity Center Brazil – ILC-Brazil – 2015).

As we know, the European continent, in relation to Brazil, had more time and better conditions to prepare for demographic change in relation to the aging of its population. Development, urbanization, and good levels of schooling have been significant for improvements in quality of life, which has provided this continent with a region with the highest rates of life expectancy at birth. According to data from the World Bank, among the 10 countries with the best average life expectancy, 5 are European. Although it has occurred simultaneously with economic and social development, the transition in Europe towards a fairer society for all ages still presents significant challenges.

In relation to Brazil, we are facing much more challenging issues, where the age transition took place in a short period of time without economic, social and health development, with an aggravating factor, because as we know, Brazil has a remarkably unfair distribution of both income and social services. "In a city where people live in overcrowded slums, old age will be a different experience compared to a city with adequate services and comfortable housing." (VERAS, 1994, p.26)

We must consider many difficulties in relation to this huge contingent of elderly people that we will have in society. We will face problems in the health and social security systems. Although we have already achieved advances in the field of medicine, in relation to technology with more accurate examinations and diagnoses, we know that it is in old age that diseases and problems due to age arise. In this sense, the need for a continuous and multidisciplinary care organization is fundamental in relation to the health system, ensuring the implementation of actions and services that promote safety, quality of life and the well-being of the elderly population in a comprehensive and permanent manner.

Health systems will have to cope with a growing demand for procedures, diagnostics and therapeutics of chronic non-communicable diseases, especially cardiovascular and neurovegetative diseases, and an even greater demand for physical and mental rehabilitation services (LIMA and VERAS, 2003). Another important aspect is prevention, since preventive actions are effective at any stage of life, including the most advanced stages. Therefore, "a model of health care for the elderly that intends to be effective and efficient must strengthen all levels of prevention." (VERAS, 2009). "It is essential to invest in preventive actions throughout life, as they have the potential to solve challenges of today as well as the future." (KALACHE, 2008).



It is important to emphasize that, in addition to health professionals, the State and society must be involved and direct actions with a comprehensive focus in relation to housing, education, social security and culture, since the role of the elderly in today's society is different.

According to Debert (1999), it is important to adopt a critical stance in relation to the positive views associated with aging in society. She argues that it is possible to view the aging process as a phase of life that can be pleasurable and rewarding, providing the opportunity to carry out projects and achieve personal ambitions. And as he clarifies (MAZZAFERRO and BERNHOEFT, 2016), awakening critical thinking is essential for our individual construction, to understand our roles, facing the challenges proposed, not preventing us from carrying out new life projects.

Only with a universal view of the need for resources and services for the elderly will we be able to promote active aging. As argued by the World Health Organization (WHO, 2015), active and healthy older adults consume fewer resources. Active ageing is related to a healthy, participatory and socially secure life.

It is also relevant to highlight the issue of the difficulty of insertion of the elderly in the labor market. According to Simone de Beauvoir, a French writer and philosopher, the competitive modern society, which values the functionality and beauty of bodies, is responsible for the distancing of the elderly from the labor market. In his book "Old Age" published in 1970, he denounced the way in which the elderly were discriminated against, making us reflect that despite the prejudices of society, the elderly still felt the same passions as the youngest. "We live in a society in which the value of the adult individual is measured by his or her output." (MAZZAFERRO, BERNHOEFT, p. 84, 2016).

Today, when we turn 60 years old, we are active, creative, with dreams and desires, but we belong to the world of the "old", "elderly", "third age" or any of the nomenclatures by which they are recognized in Brazil and in the world. And the fear is born from this: How to be labeled as non-productive in modernity where what counts is high productivity? How will we be happy when we are not only not highly productive, but also excluded from the world of production? (MAZZAFERRO, BERNHOEFT, p. 85, 2016)

Table 1: Percentage of unemployment. Source: IBGE - National Household Sample Survey 2014. Note: no estimate for people over 70 years old.



Table 1: Unemployment percentage. Source: IBGE - National Household Sample Survey 2014. Note: no estimate for the over-70s.

<i>Estimated percentage of unemployed population (unemployed people looking for work) by age group and sex. BRAZIL, 2014</i>			
<i>Age range</i>	<i>Male</i>	<i>Female</i>	<i>Total</i>
<i>15 to 19 years old</i>	<i>18,6</i>	<i>27,9</i>	<i>22,5</i>
<i>20 to 24 years old</i>	<i>10,3</i>	<i>16,8</i>	<i>13,2</i>
<i>25 to 29 years old</i>	<i>5,8</i>	<i>11,5</i>	<i>8,3</i>
<i>30 to 34 years old</i>	<i>4,0</i>	<i>8,1</i>	<i>5,9</i>
<i>35 to 39 years old</i>	<i>3,3</i>	<i>6,3</i>	<i>4,7</i>
<i>40 to 44 years old</i>	<i>2,9</i>	<i>5,7</i>	<i>4,1</i>
<i>45 to 49 years old</i>	<i>2,7</i>	<i>4,0</i>	<i>3,3</i>
<i>50 to 59 years old</i>	<i>2,5</i>	<i>3,2</i>	<i>2,8</i>
<i>60 to 69 years old</i>	<i>1,8</i>	<i>2,0</i>	<i>1,9</i>
<i>Total</i>	<i>5,2</i>	<i>8,7</i>	<i>6,7</i>

According to Paes, Mendonça and Santos (1999), with the Brazilian population made up of about 54 million people aged 50 and over, 26% of the population, we cannot speak of a future of work related only to youth. Society and public authorities need to be open to a new look at the elderly who want and need to enter the labor market in a dignified way and without prejudice. Characteristics such as productivity and employability decline with age from a certain point in the life cycle, which usually occurs around the age of 60. It is also observed that after the age of 45 the chances of getting a job as an executive are minimal. According to Terzian (2006), for executive functions, advanced age can be discriminated against and there is an "expiration date" (emphasis mine).

Despite its variants and specificities, working for the elderly can mean a higher income, as well as physical and mental autonomy and greater social integration. According to a study by FGV (Fundação Getúlio Vargas), it is estimated that in 2040, 57% of the country's workforce will be 45 years old or older. In this sense, it is essential that society, public authorities and companies are prepared for the future of the labor market and for the promotion of intergenerational relationships within organizations. By recognizing the benefits of including people over 50 and promoting the unity of different generations, we will avoid future problems of labor shortages. In addition, this generational diversity brings with it valuable knowledge and experience, which can contribute to greater efficiency and effectiveness in the workplace.

It is essential, therefore, to invest in inclusion policies and in recycling and training programs for more experienced professionals. Flexible work opportunities that are adaptable to the needs of older adults should also be considered in order to ensure the permanence and engagement of these



professionals in the labor market. "Employers could value the elderly as consultants and trainers, who would have the opportunity to pass on their experiences to younger people" (FRANCE, 1999, p.15). In short, by recognizing and valuing the potential of older workers, we will not only be providing individual benefits, such as income and autonomy, but also contributing to the economic and social development of the country. Generational diversity is an advantage that needs to be explored and cultivated by all stakeholders to create a more inclusive and resilient labour market.

AN APPROACH TO DESIGN AND AGING

Because design is interdisciplinary, it incorporates concepts, methods, and approaches from several different areas, such as art, science, technology, psychology, sociology, anthropology, among others. Aging design is an area of design that focuses on creating specific solutions to meet the needs of older people. With the aging of the population in many countries, it becomes increasingly important to design products, services, and environments that are inclusive and accessible for older adults.

The designer must be attentive to the elderly audience not only because they are growing and present clear opportunities for action, but also to be aware of the needs and desires of this growing group in our society. Creating products that meet the needs of the elderly, such as medical devices, mobility equipment, ergonomic furniture, and assistive technologies, should not be a design-only concern. We know that design, through its experiences and visions, has the ability to collaborate for more comprehensive and integrated solutions to contemporary problems and challenges. As Damazio, Ceccon and Pina (2017) point out.

Design has the potential to meet the demands of all kinds of people over 60 years of age and must act urgently. To this end, it is crucial to combine qualitative research techniques in order to identify what this diverse and growing audience is looking for. It is also crucial to consult them and involve them in the ideation, construction and evaluation of all stages of the design process. (DAMAZIO, CECCON, PINA, 2017, p. 46)

Still on the authors' work, "Emotional design for people over 60: contributions to living longer and better", we can highlight seven guidelines of emotional design in favor of the quality of life of the public over 60 years old: Design for affirmation of identity; Design for the renewal of sociability; Design for the revitalization of citizenship; Design for well-being; Design for self-care (or resilience); Design for fun and Design for learning.

The importance of uniting Design with other areas of knowledge, such as sociology and psychology, relating them to aging is of paramount importance to explore the need for representation of the elderly in society and the stereotypes and prejudices associated with age, as well as to understand the problems faced by this group in relation to physical and cognitive changes. Dorea,



20202, tells us that ageism, implicit or explicit, permeates various sectors of our society, preventing us from seeing the elderly as an active and representative part of our life course.

Vitor Papanek (1985), in his work "Design for a Real World", defended the idea that designers had the duty to improve the quality of life of man. Projects should be designed according to the real needs of the individual, the community and society. In practical terms, responsible design means designing for people's needs rather than their wants. It stated that designers should apply their technical knowledge and creative skills to improve people's quality of life, rather than just creating beautiful, commercial objects. By questioning the ethics of traditional design, Papanek paves the way for a new approach in which design is not only about creating aesthetically pleasing products, but rather about promoting inclusivity, sustainability, and social well-being, making a significant contribution to the debate about the role of design in building a better and more just world. In turn, Kuyper (1995) argues that design is a social art that was born as a new profession, separating the art of giving form from the art of making things and concludes that without the social context design does not exist.

Ezio Manzini (2008) argues for social innovations based on participatory and collaborative contexts and states that design specialists should provide favorable conditions for social actors to collaborate in the development of solutions suited to their needs. According to the author, this collaborative and user-centered approach is key to ensuring the effectiveness and relevance of design projects. In addition, he highlights the importance of considering the different perspectives and contexts of users during the creation process, in order to ensure inclusion and diversity in these solutions. In this way, the participatory and user-centered design proposed by Manzini emerges as an innovative and indispensable approach for the creation of meaningful and impactful solutions in this area. In his book "Design for Social Innovation", Manzini describes:

Collaborative services are services where end users are actively involved, taking on the role of co-designers and co-producers of services. Some examples are: a home where elderly people of different ages live in a community sharing resources and adapting them to their different needs and lifestyles: a service that facilitates the co-division between the elderly and young students, providing the latter with cheap and familiar shelter and the former with company, help and financial support (MANZINI, 2008, p. 70-71).

In Frascara's (2000) conception, the designer's social responsibility is an extremely important theme. In his book *Diseño Gráfico para la Gente*, the author shows us that visual communication design aims to be a means to address social problems and points out four distinct areas of responsibility: professional, ethical, social and cultural. It exposes that design is not concerned with objects, but with the impact those objects have on people.

It leads us to reflect that the designer as an identifier of problems and dedicated to improving people's well-being needs a program based on the participation of several areas, creating a productive



dialogue especially in Sociology, Anthropology, Educational Sciences and Marketing. In this sense, Frascara's work highlights the need for designers to act responsibly and consciously, considering not only the aesthetic beauty of their projects, but also their social and cultural impact. By understanding and valuing these different areas of responsibility, designers can make a significant contribution to building a fairer and more inclusive society.

In view of the above, it is important to understand that Design stands out as a field of possibilities in a complex world, which instigates us to reconsider old concepts and seek innovative solutions. Faced with the impact of population aging, it is essential to rethink and seek innovative solutions to ensure an adequate quality of life for this significant portion of society. As such, design has the power to address these challenges and seize the opportunities guiding us towards a more inclusive and sustainable future.

CONCLUSION

Faced with the important phenomenon of population aging, the change in the age structure of the population brings with it new social, political and economic demands and challenges. Life expectancy has increased in Brazil and worldwide, making people over 60 years of age more concerned with health and healthy aging. With the new model of aging, we observe that the senior public has modified the old pattern of being old. Despite the wear and tear of the physiological systems, the elderly need to develop and express interests, experiencing affection and exchanges through socialization opportunities. Therefore, it is crucial to deal comprehensively and in a planned manner with the impacts of aging in order to ensure an adequate quality of life for this significant portion of the population. Social and health projects and policies should be designed to sustain and encourage active and participatory aging, ensuring possibilities of remaining in the labor market, sufficient pensions for a dignified life, and access to continuing education to keep the elderly active and independent. We can no longer hide ageing by showing the whole of society the possibility of activities, services and programmes for lifelong learning in a safe way, creating opportunities for new life projects.

In relation to design, we can see its potential to assist and propose useful, appropriate and desirable activities for the well-being of the elderly. Age-centred services can bring benefits to society as a whole, raising new and provocative questions in public and private debate.

The theme of population aging and its impact on social design is still little explored, which motivates us to believe in the possibility of stimulating more reflections and research in this area. We believe that it is essential to address this issue to promote an old age with quality of life and well-being for the elderly population. We hope that our contributions can arouse interest and encourage further studies and analyses on the subject, aiming to improve the living conditions of the elderly.



In this sense, it is necessary for the designer to consider not only the aesthetic and functional issues, but also the social impact of their projects. It is important to keep in mind that design goes far beyond the creation of objects, it is a form of expression that influences attitudes and values in society. It is essential that designers are aware of their role as agents of transformation and contribute to the construction of a more inclusive and sustainable environment.

However, it is unfortunate that the relationship between design and the elderly is still little explored and recent. We believe that design, because it is interdisciplinary and multifaceted, has the potential to bring together actions aimed at the aging population, bringing contributions to live longer and better.



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