



HSID OPTIMISM OUTLAND
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#IDD2025 @INTERNATIONALDESIGNDAY

APR 27 / 2025
INTERNATIONAL
DESIGN DAY

international
council of
design
IN PARTNERSHIP WITH
STGU

outlandish optimism

international design day 2025

What if designers embraced outlandish optimism as a speculative, wily attitude and design method? The International Design Day theme for 2025, 'outlandish optimism' is about designing narratives to imagine alternate, positive futures.

The IDD2025 theme, *outlandish optimism* is about myth-breaking and refusing doom and gloom narratives. This year's theme, branding and activities have been developed by our host Member the [Association of Polish Graphic Designers \(STGU\)](#).

2025 ACTIONS

Below are some kickstart ideas on how to participate in International Design Day 2025:

01 Events around the theme

We encourage you to create events around this theme. These could be digital events like live interviews, conferences, talks streamed via social media or in-person meetings, discussions, or workshops.

Be sure to tag us on social media so we may share your event with our online community.

02 Discuss and share ideas on social media

We encourage you to post about issues relating to the theme on social media (Instagram, Facebook, LinkedIn), including how you have adapted professionally to build *outlandish optimism* into your design practice.

To help, you can consider these questions:

- Is your design optimistic?
- Do you feel pressure to create more “stuff”, or to keep designing unethical objects or systems of distribution that are not fair to all humans? Or kind to all living things?
- Which doom and gloom narratives are censoring you from designing the way you want?
- How can your practice break the myth that there are “not enough” resources to go around?
- What outlandish design act could you carry out to prove optimism can support balance, equity and flourishing? What about bringing more positivity into your practice? What if you imagined a model for something no one has seen yet?

Post and tag us so that we can see and share your conversations. Posts can include personal experiences or vision, issues in the headlines that highlight the impacts on or of design and design projects that show the potential for design to impact an improvement on everyday life for people and imagined futures. *Please note that the use of the ICoD logo is not permitted without the approval of ICoD.* Here's how to submit:

- Instagram: tag @internationaldesignday #IDD2025 #outlandishoptimism
- Facebook: join the IDD Group and post your stories
- X (formerly Twitter): tag @theicod #outlandishoptimism

*Please note that only posts that follow the IDD2024 theme, 'outlandish optimism' will be shared.

ABOUT THE COUNCIL

The International Council of Design (ICoD) is a world body for professional design, representing more than 110 organisations in over 55 countries. Founded as IcoGrada in 1963, it is a non-profit, non-partisan, member-based network of independent organisations and stakeholders working within the multidisciplinary scope of design. The Council actively works to promote the value of design practice, thinking, education, research and policy.

LINKS

theicod.org

[ICoD Facebook page](#)

[ICoD IDD Facebook Group](#)

[ICoD Instagram](#)

[ICoD IDD Instagram](#)

[ICoD Twitter](#)

STORY BEHIND THE POSTER DESIGN

The Outlandish Optimism (OO) poster for this year's International Design Day draws inspiration from a profound narrative of resilience. Created by Ukrainian designer **Olena Tverdokhlib** amidst ongoing confrontation, the design embodies hope and optimism in the face of adversity.

Flowers symbolise resilience and the unwavering belief that hope blooms even in the bleakest circumstances. The poster's dark background represents the harsh realities and instability echoing across nations today. Against this backdrop, eyes serve as lenses through which we perceive the world—lenses that creatives have the power to adjust, focusing on light that can exist within the shadows. These visual elements encourage us to seek out and nurture positivity in challenging environments.

As designers and creatives, we have the tools and the power to shift perception. Our work can craft narratives, guide attention, and orient minds towards optimism, particularly during difficult times. This poster reminds us that our creative vision can illuminate paths forward, inspiring others to find beauty and resilience in unexpected places. In this, we invite all designers to reflect on our role as creators in shaping a more optimistic worldview that resonates with those facing conflicts and challenges worldwide.

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