

APPROACH CREATIVE REACTION LAB

Creative Reaction Lab, a St. Louis-based non-profit community design firm, was founded as a call to action for designers to develop solutions to racial injustice in response to the death Mike Brown in Ferguson, MO in 2014. Since then, the Lab strives to educate, train and challenge cities to co-create solutions with Black and Latinx populations to design, healthy and racially equitable communities. Their design process, called Equity-Centered Community Design, addresses oppression and power-dynamics using equity, human-building, holistic history and acknowledgement of trauma in St. Louis and beyond. Their current programming includes Community Design Apprenticeship Program for participants between the ages of 19 - 21, Design to Better [Our Community] in partnership with NPower St. Louis for participants between the ages of 18 - 26 and Design to Better [Our Community] in partnership with TRIO Upward Bound East STL for high school students. They also work with industries including education, media, government and health, to be more inclusive and open to integrate equitable policies and procedures.

Design professional and activist, Antionette Carroll, created the organization motivated by how institutions and her colleagues in the design field were struggling to respond to the social unrest and how they resulted to creating dialogue instead of action. This indicated a clear need for an action-oriented approach to address the multifaceted system of structural racism and to involve community member in the process. Since its founding, the Creative Reaction Lab has engaged over 4000 individuals, and 80% of attendees reported getting socially or civically involved in their community after participating in one of the Lab's programs.



Lorem
 ipsum

INJUSTICE

Black Americans are incarcerated at 5 times the rate of white Americans, and the Latinx is almost double rate of white Americans.¹

42.3% of young Black children and 36.8% of young Latinx children (under age 6) live in poverty, compared to 14.3% of white children.²

In St. Louis, there's an 18-year life expectancy gap between Black and White residents.³

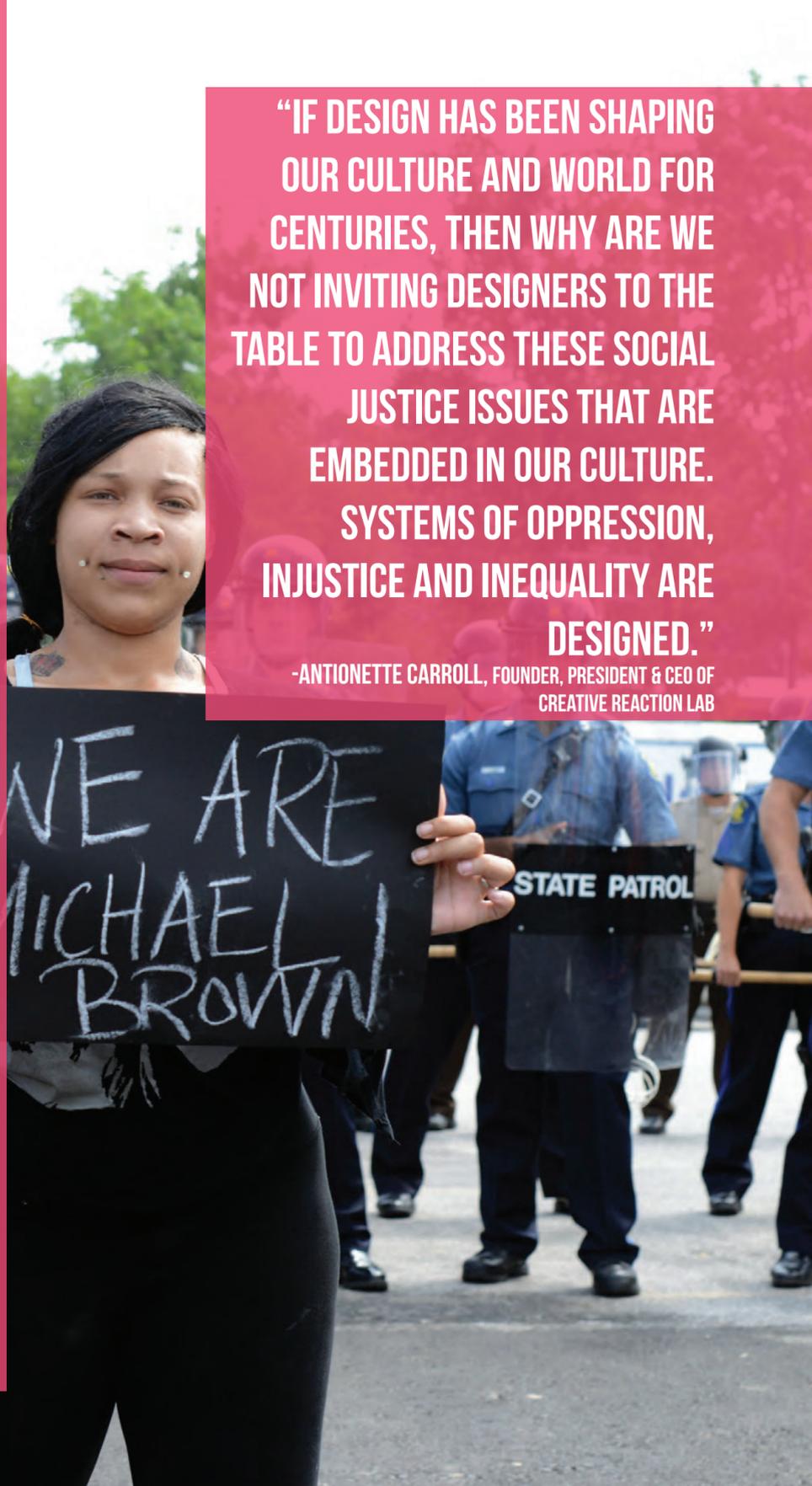
Among racial and ethnic groups in the United States, African Americans have the highest poverty rate at 27.4%.⁴

¹ Wagner, P. and Rabuy, B. (2017). Mass Incarceration: The Whole Pie 2017. [online] Prisonpolicy.org. Available at: <https://www.prisonpolicy.org/reports/pie2017.html> [Accessed 10 March 2018]

² Economic Policy Institute (2018). State of Working America. [online] Economicpolicyinstitute.org. Available at: <http://www.stateofworkingamerica.org/demographics/race-ethnicity/> [Accessed 10 March 2018]

³ Washington University in St. Louis and Saint Louis University (2014). For the Sake of All: A report on the health and well-being of African Americans in St. Louis and why it matters for everyone. [online] Forthesakeofall.org. Available at: <http://www.stateofworkingamerica.org/demographics/race-ethnicity/> [Accessed 10 March 2018]

⁴ Economic Policy Institute (2018). State of Working America. [online] Economicpolicyinstitute.org. Available at: <http://stateofworkingamerica.org/fact-sheets/poverty/> [Accessed 10 March 2018]



"IF DESIGN HAS BEEN SHAPING OUR CULTURE AND WORLD FOR CENTURIES, THEN WHY ARE WE NOT INVITING DESIGNERS TO THE TABLE TO ADDRESS THESE SOCIAL JUSTICE ISSUES THAT ARE EMBEDDED IN OUR CULTURE. SYSTEMS OF OPPRESSION, INJUSTICE AND INEQUALITY ARE DESIGNED."

-ANTIONETTE CARROLL, FOUNDER, PRESIDENT & CEO OF CREATIVE REACTION LAB

VALUES

CREATIVE INNOVATION

Promoting creative innovation that moves beyond awareness building to solution development

EQUITY

Tackling toxic and chronic stresses of racial inequities that substantially negatively impacting socially vulnerable communities

POWER

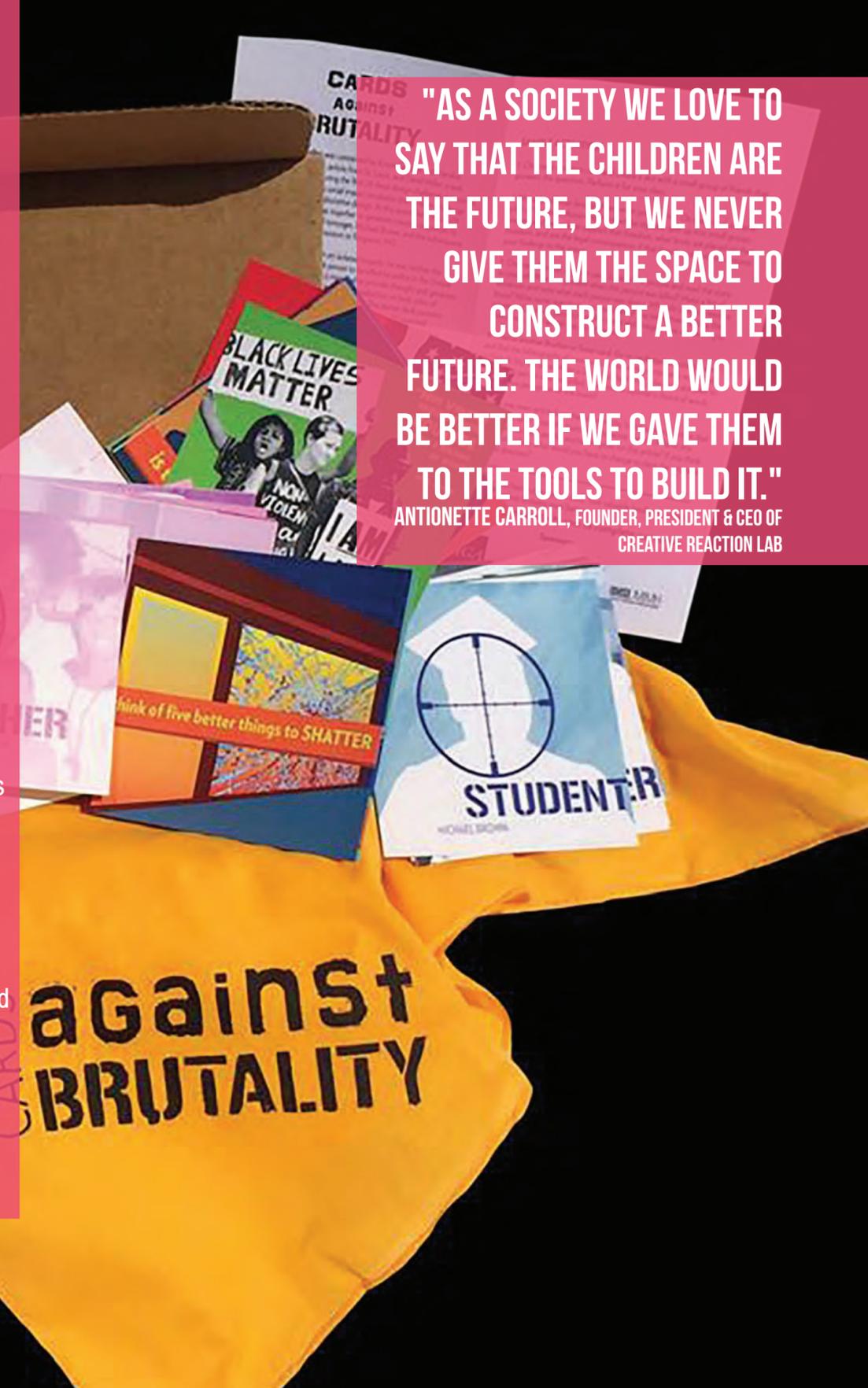
Dismantling power constructs by training and empowering marginalized youth to address high need community challenges and collaboratively develop responsive solutions

ENGAGEMENT

Specifically engaging Black and Latinx youth to address the historical erasure, negative or lack of representation, and the exclusion of lower-income and young people of color from decision-making opportunities

PROSPERITY

Using equity-centered design to achieve sustained community health, economic opportunities, and social and cultural solidarity for all



"AS A SOCIETY WE LOVE TO SAY THAT THE CHILDREN ARE THE FUTURE, BUT WE NEVER GIVE THEM THE SPACE TO CONSTRUCT A BETTER FUTURE. THE WORLD WOULD BE BETTER IF WE GAVE THEM TO THE TOOLS TO BUILD IT."

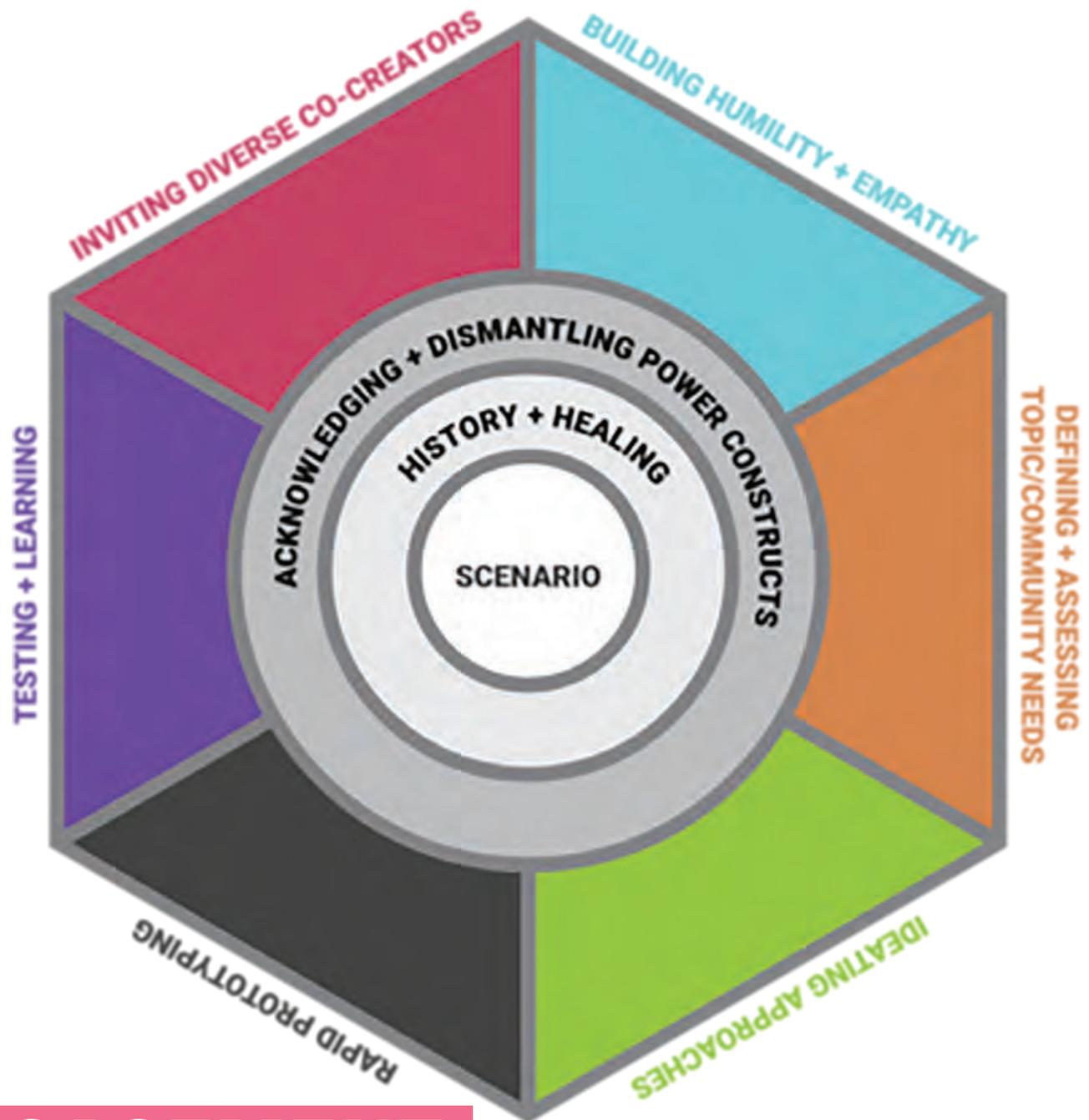
ANTIONETTE CARROLL, FOUNDER, PRESIDENT & CEO OF CREATIVE REACTION LAB

PROGRAM

COMMUNITY DESIGN
APPRENTICESHIP
PROGRAM

DESIGN TO BETTER
[OUR COMMUNITY] IN
PARTNERSHIP WITH
NPOWER ST. LOUIS

DESIGN TO BETTER
[OUR COMMUNITY] IN
PARTNERSHIP WITH
TRIO UPWARD BOUND
EAST STL



TOOLS OF ENGAGEMENT

**EQUITY-CENTERED
COMMUNITY DESIGN**