

Faith in Design: a human right, missed markets and as design activism

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Abstract

Purpose: To open a conversation relating to the current lack of inclusion of faith in design, in the recent sustainability dialogue. Currently, the academic discourse is located primarily in the West utilizing Judeo/Christian ethics, but it can be argued that it is not successful. Neither, is it collaborative or inclusive. Previously the author has researched the synergies between sustainability principles and those of Socially Engaged Buddhism. In this paper, to support the concept of including faith the synergies between sustainability and the principles of Islam as an example are explored. The paper is structured by five rationales for considering Islam: as a human right, Islam's synergies with sustainability, a missed market Millennial Muslims: Generation M, voices of the workers of various faiths, as design activism.

Design/Methodology/Approach: The paper is a speculative reflection based on secondary research.

Research Implications: To open the faith-based design discourse, with a view to future collaborations and research projects.

Social Implications: The paper reasons for the inclusion of an important new faith-based community to the sustainability conversation.

Originality: There is very little writing or discourse currently regarding faith-based design in relation to sustainability.

Keywords: faith in design, Muslim, inclusion, sustainability, religion

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