



## Designing-Women's Lives Transforming Place and Self Toby Israel

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- Autobiographical accounts of women overcoming odds to "make it" in a man's world
- Ideal for Design Professionals: "Equity," "diversity," and "inclusion" are top priorities in professional design circles today
- For Self-Help readers, Mental Health Professionals & Life-Coaches: DWL's thematic thread, "Design for Emotional Well-being" will appeal to both women and men seeking to be nurtured by home while going through life-passages/crises. Design Psychology's "design from within" methodology also positions this book as a unique, useful 'design therapy' resource for the half a million mental health professionals working in the US and the 17,500 life-coaches in that one billion-dollar-plus industry. This includes fans of Dr. Israel's Psychology Today, "Design on My Mind" blog

**Designing Women's Lives** calls for a place-making revolution based on women's culturally nurtured "feeling" sensibility. Women too often have had to repress that sensibility in order to become designers. Now, rather than struggle to fit-in, women can break new ground by using Design Psychology as the foundation for creating emotionally satisfying place.

To encourage such a heart/mind shift, the author discusses how she took architecture Gold Medalist Denise Scott Brown and interior design legend Margo Grant Walsh through a series of Design Psychology exercises. The process revealed ways these renowned women unconsciously embedded their heroic struggles as minority females in their designs: Grant Walsh's journey from her Chippewa childhood home with only one green couch to her plush NYC residence reflected her embrace of her Native American + designing-woman's identity. Scott Brown grew up in a more privileged South African household, yet she translated the oppression she witnessed during Apartheid and the bias she experienced as a Jewish woman into the inclusive approach to architecture that made her famous.

Interweaving such designing-women's stories, feminist design thinking and her personal vignettes, the author inspires readers to "design from within" their personal psychology as a form of personal liberation. Project case studies further demonstrate how Design Psychology helped women create a nurturing – even transformative – home during life-passages such as partnering or grieving. Such case studies provide inspiring examples of how colour, shape, texture, space layout, and special objects can be catalysts for such personal evolution.

**Toby Israel**, Ph.D., is the founder of Design Psychology, a field that's gained international attention in the *LA*, *NY* and *Financial Times*, *CBS Sunday Morning*, and NPR's *"Talk of the Nation."* Trained as an environmental psychologist, she is a multi-disciplinary design, psychology, arts, and education professional who applies scholarship to the "real-world" practice of place-making.

