

# EXTREME

BY DESIGN 1x60 HD

INDONESIA

MYANMAR

CAMBODIA

INDONESIA

Project  
FRESH  
WATER



PBS

INTERNATIONAL

# EXTREME BY DESIGN

1 x 60 HD

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*Extreme By Design* vividly brings to life one of the most-talked about trends in education and business—design thinking—by capturing the experience of forty students from Stanford University’s Institute for Design (d.school) as they design and build products that may save thousands of lives in Bangladesh, Indonesia, and other developing countries they visit. A process of innovation adopted in Silicon Valley incubators, Fortune 500 companies, and academic settings, design thinking is helping to solve daunting problems in entirely new ways.

The student teams, from multi-disciplinary backgrounds, tap creativity they didn’t know they had before to tackle seemingly impossible assignments. The class draws on methods from engineering and design, and combines them with ideas from the arts, tools from the social sciences, and insights from the business world. Believing that they can and will make a difference, the students open their hearts and brains and remarkably their products take shape and work.

The narrative begins on the first day of a course called Design for Extreme Affordability, and ends eight months later with one group of students returning to Asia to test their device in the field amid plans to launch a startup business. The documentary follows one principal student from each of three teams, showing the physical, mental, and emotional challenges each participant faces along the way.

Now in its tenth year, the Design for Extreme Affordability class has developed a global reputation for producing game-changing solutions to the problems facing people in the developing world. One non-profit organization that came from the course, Embrace, makes an infant warming device that costs less than 1% of a traditional incubator. This device is positioned to save the lives of 100,000 premature babies in the next three years.

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CREDITS

*Producer:* Ralph King Jr.

*Directors:* Ralph King Jr. and Michael Schwarz

*Co-Producer:* Edward Gray



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