

Mayor of London Boris Johnson is looking to revive the Routemaster bus with an updated design competition. What product or service would you revive and how would you like to rejuvenate it?



Glass bottles are currently 'recycled' by collecting them, smashing them up and turning them back into what they were before. Why not encourage reuse, not just recycling, by bringing back the 'penny on a returned bottle' (5p probably). Whatever method is used to design this service or the products required to support it, there is no professionalism in adopting the antiquated architectural-based 'design competition' approach, which is simply a limitless unpaid pitch.

Peter Tennent, Managing director, Factory Design



Proper local shops seem to have died along with my grandparents. The ones where you could turn up with your own jam jar and ask for a specific amount of sugar to be weighed and poured in, three rashers of bacon, half a cup of milk, three eggs, half a quarter of lemon bonbons and a ball of string – all delivered with a smile and a quick bit of local gossip. And so, the new chain of local shops for a new generation that craves a sense of community is born.

James Bull, Creative director, Moving Brands



Looking back, one inevitably remembers everything with a comfortable glow of nostalgia. Reviving designs from the past, even ones as memorable and iconic as the Routemaster bus, are not the solution to the challenges we face, either now or in the future. As designers, we should always strive to move forward. We must learn from the past and anticipate needs to create a better future. People deserve more than simple populist revivals.

Mark Delaney, Design director, Nokia



Just thinking about how things have changed has got me up in arms about how faceless and automated services have become – somehow the real people disappeared and gatekeeper-style middle men stepped in. General consensus says bring back the bank manager – we've got ourselves into a terrible state by borrowing too much and overspending. It's not a coffee I need in a bank, it's a Valium, and I'd like my personal bank manager to give it to me. Bring back 'people' and give them the right environment to do a great job.

Michelle Du-Prat, Insights director, Household Designs