

Michael Thomson
Principal
Design Connect, London

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ONE VOICE

20
September 2005

at the conference centre of the SA Reserve Bank in Pretoria

Secure parking is available off Vermeulen Street

Registration & refreshments 9:30

Workshop starts 10:00

Lunch 13:00 - 14:00

Concludes at 15:00

Currently
there is considerable growth in
activities and initiatives in both the public
and private sectors to stimulate and support Design
and Innovation. Greater cooperation between all parties and
initiatives will provide synergy, focus and drive to the benefit
of design in South Africa and to the benefit of greater South Africa.

The workshop will consider establishing a structure of affiliation
or association between all bodies representing all the
fields of design in SA. One Voice envisages
the alignment of private and government
strategies for the development of
design in SA.

RSVP

Michael Thomson 011 880 4751

Workshop Facilitator

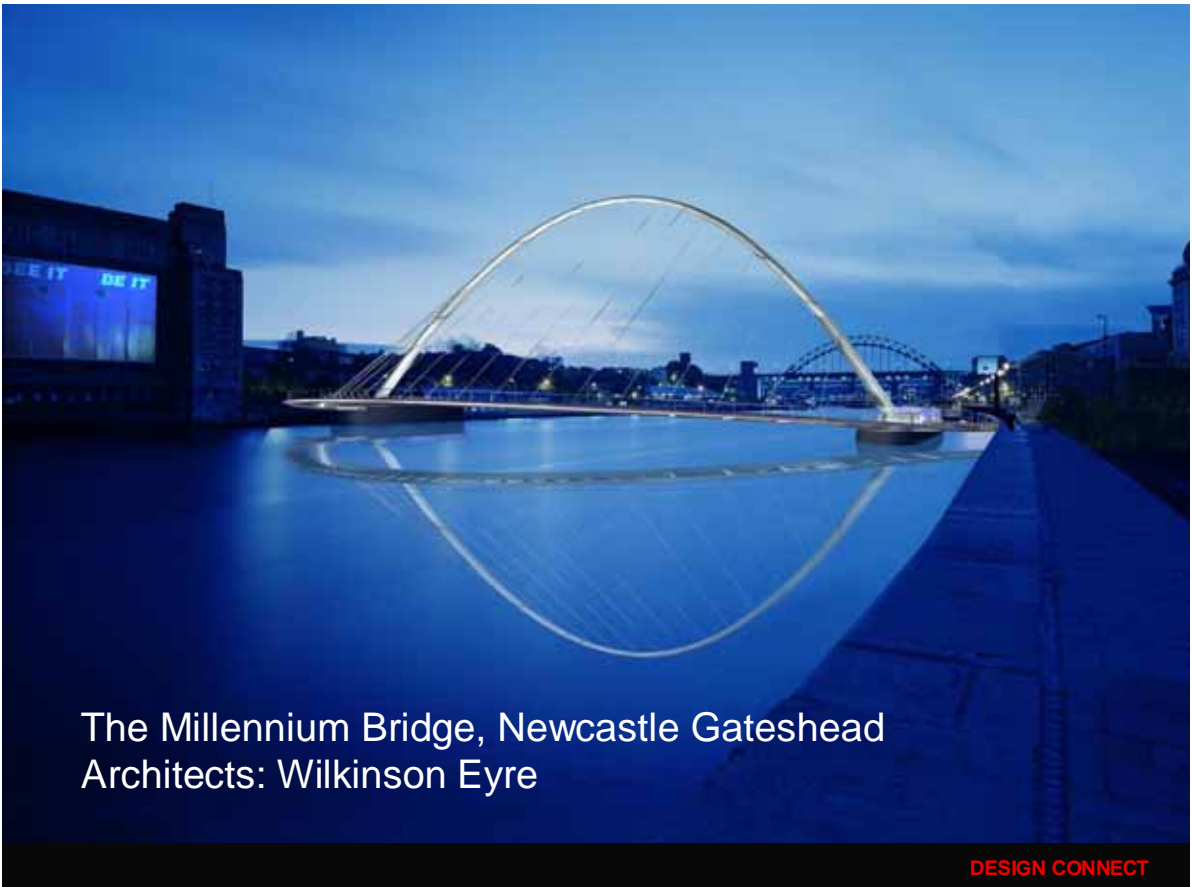
Michael Thomson Principal - Design Connect, London

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strategy thinking . design development . business networking



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The Millennium Bridge, Newcastle Gateshead
Architects: Wilkinson Eyre

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The London Eye
Architects: David Marks and Julia Barfield



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Hat design by
Philip Treacy



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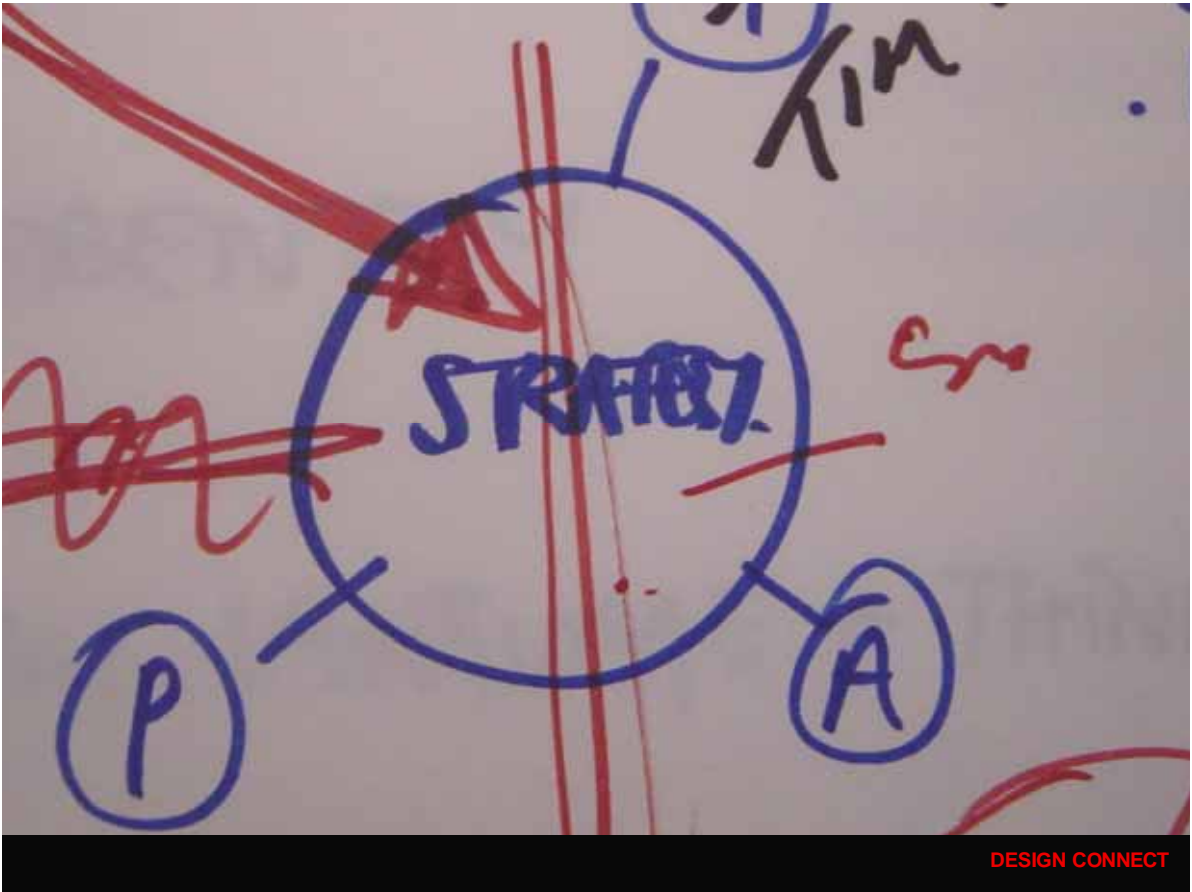
**For companies, governments,
cities, nations and individuals....**

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Rapid change means...

**new experiences, new services,
new products, new interactions,
new environments and continuous
new knowledge and learning.**

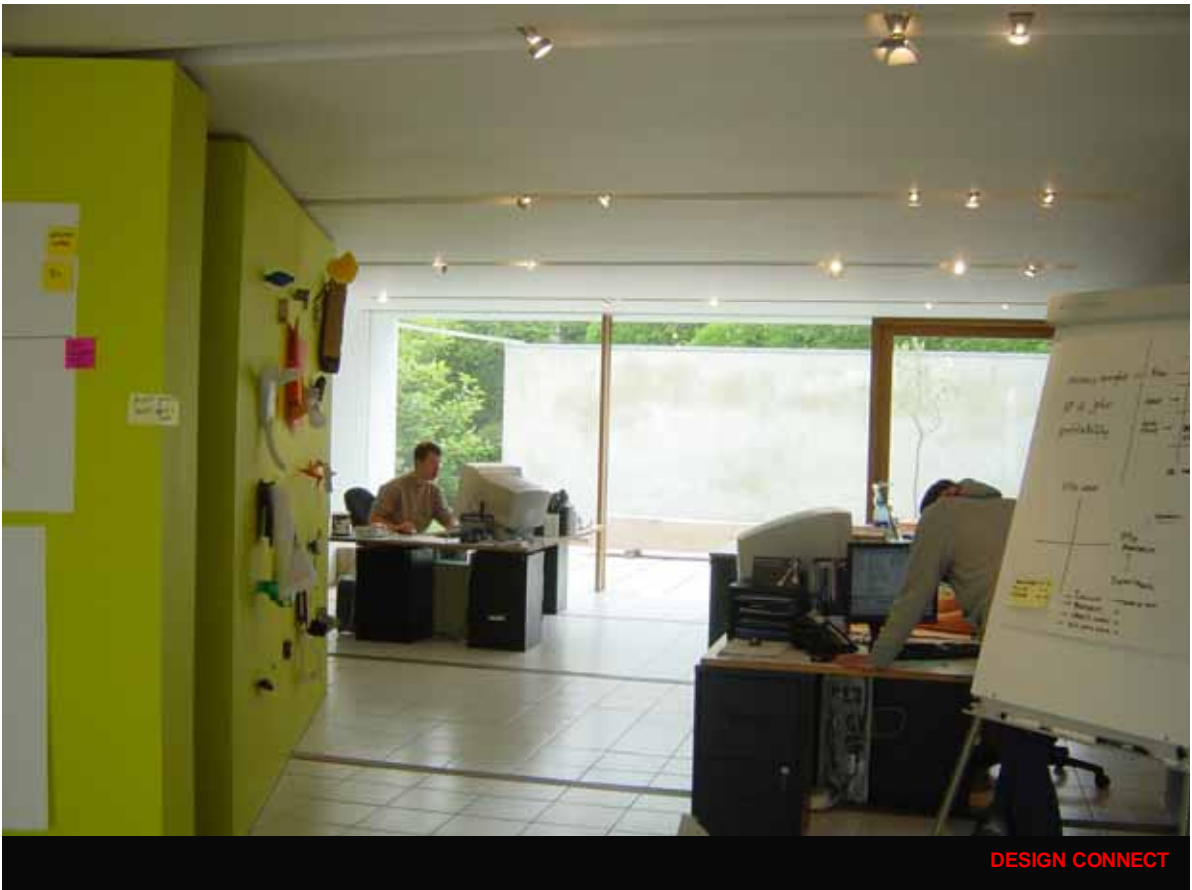
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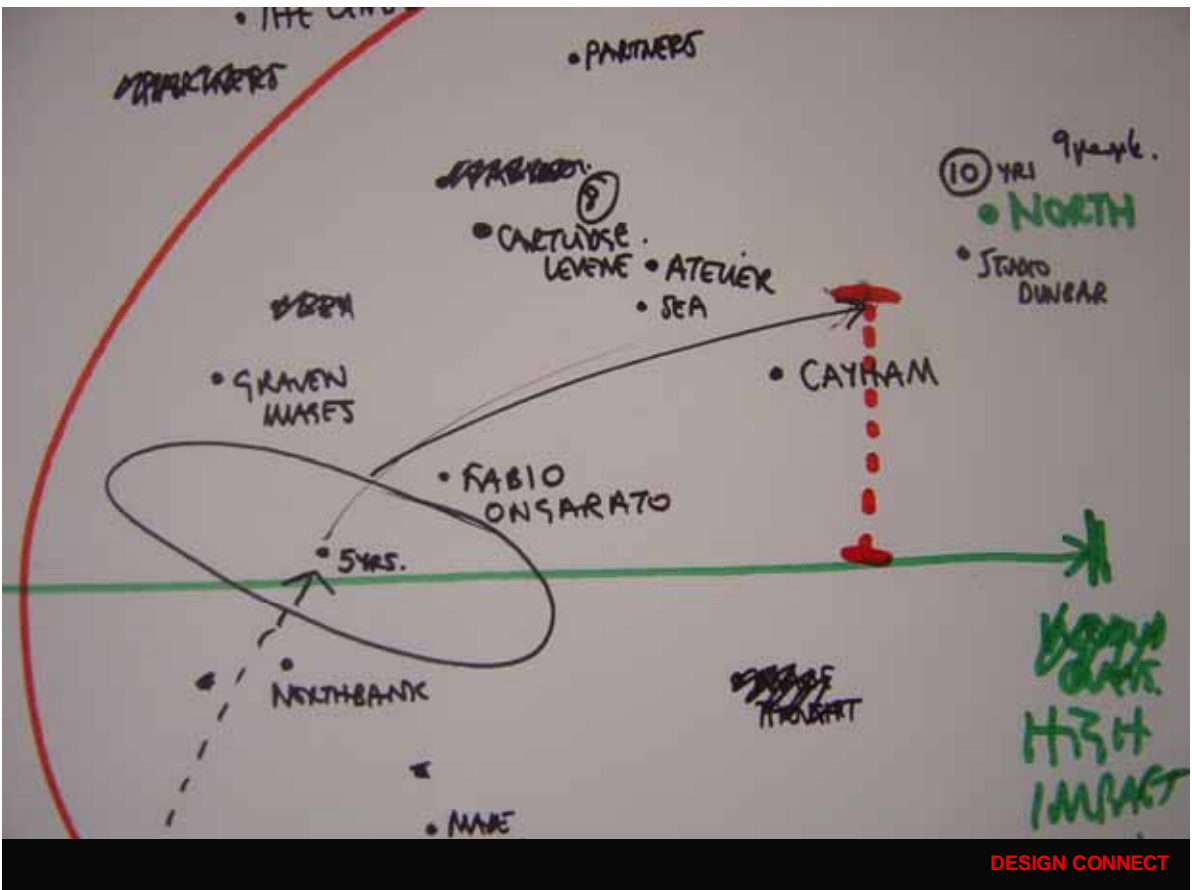
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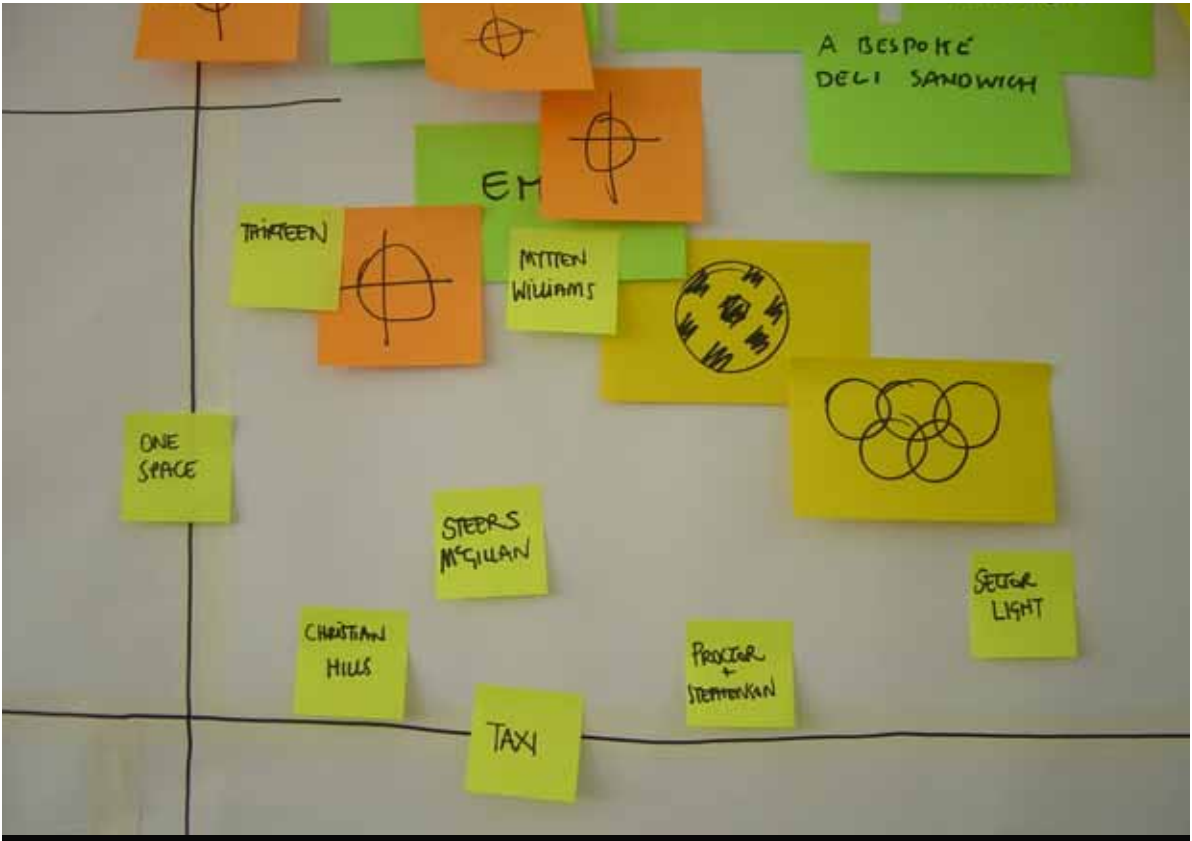


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Your competitors are getting better
all the time





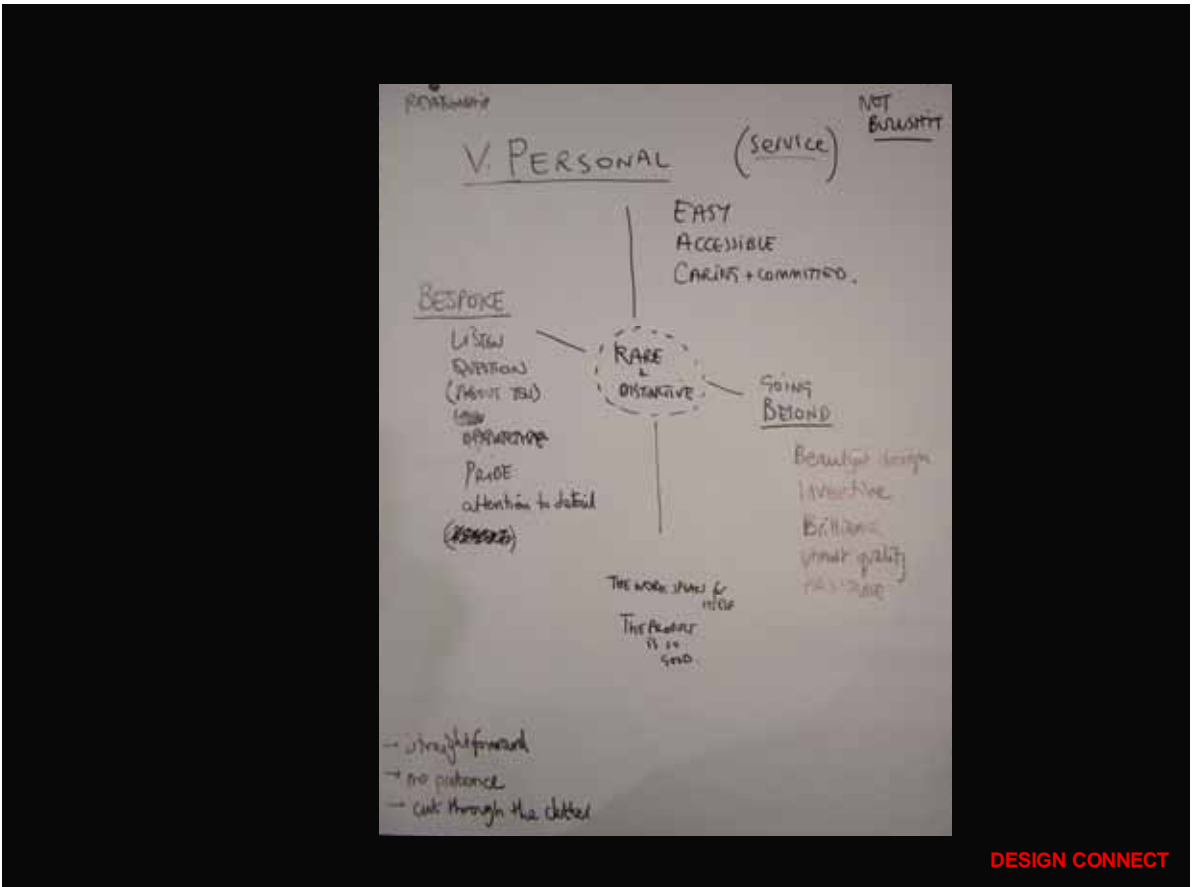
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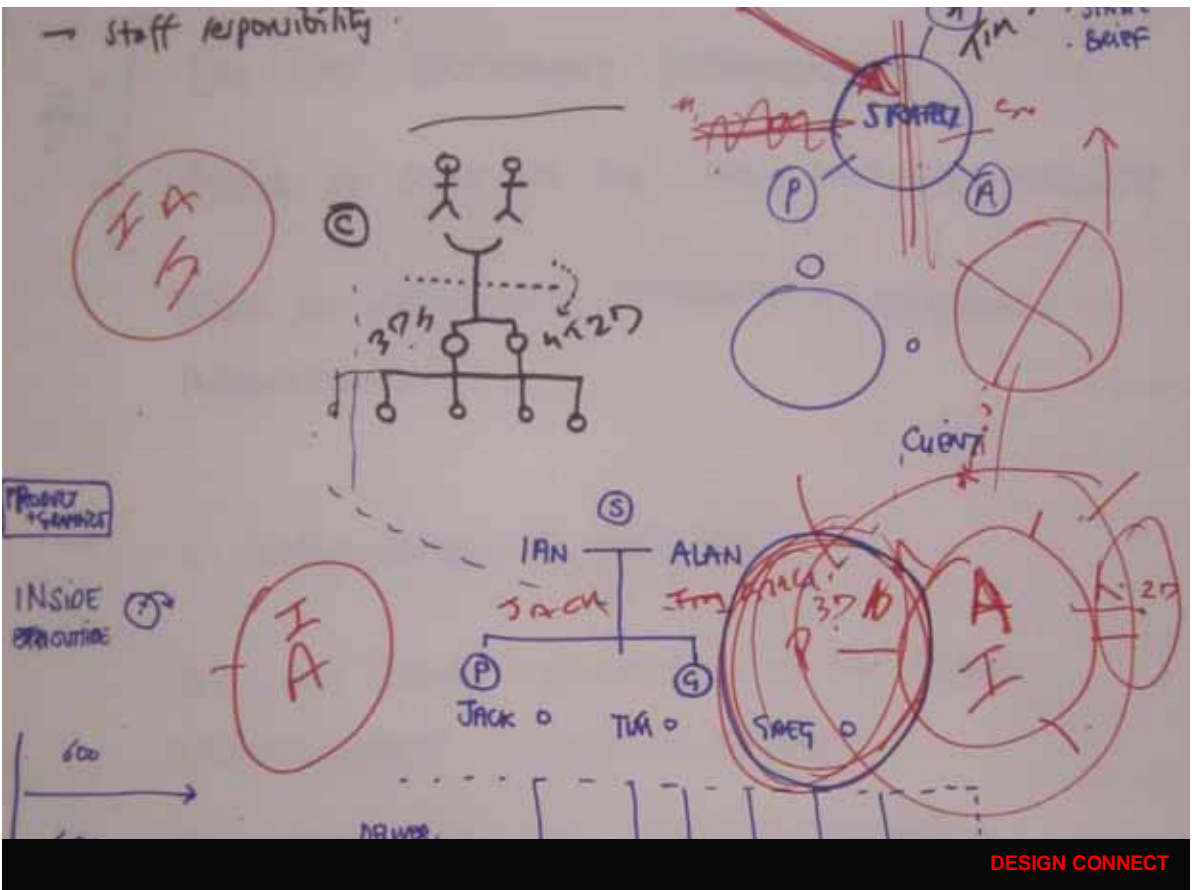
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National Design Policy - Europe

© Image design Massimo Pitis, Italy for Poltrona Frau



The Bureau of European Design Associations





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Creative collisions



Glasgow School of Art



THE PRINCE THE PRIEST THE ARTIST



THE PRINCE THE PRIEST THE ARTIST



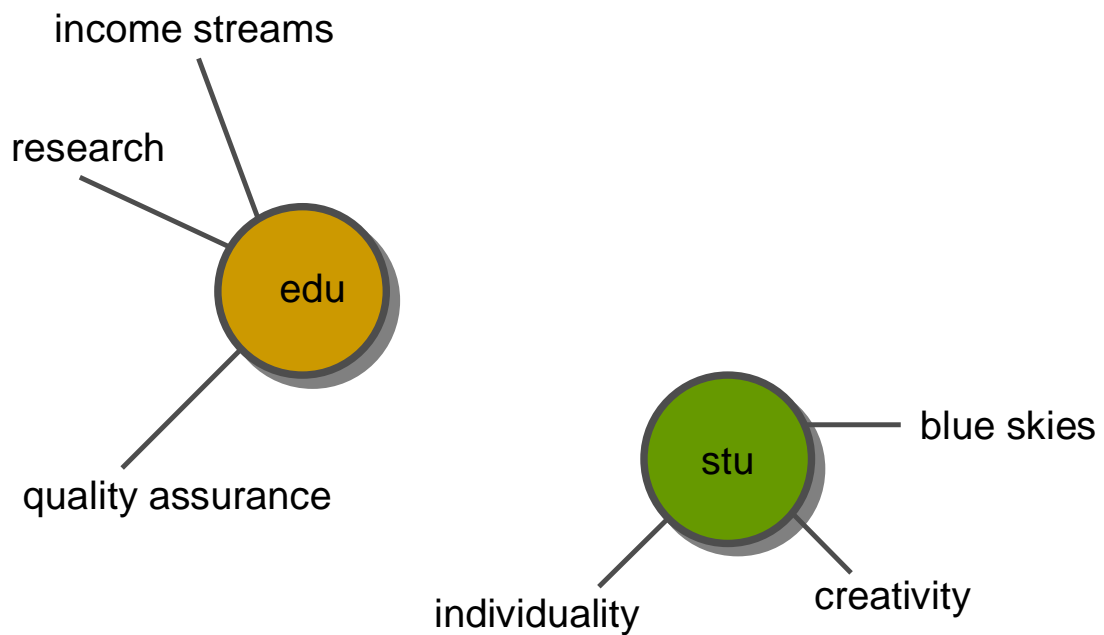
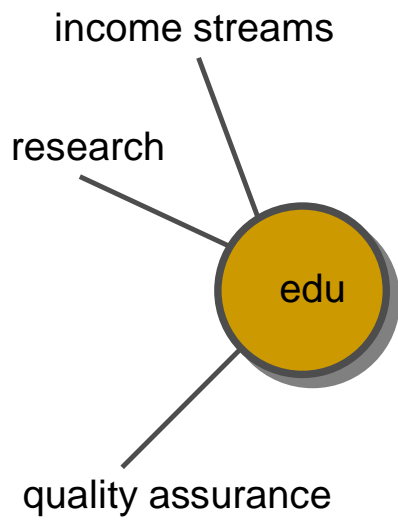
strategies for design
education

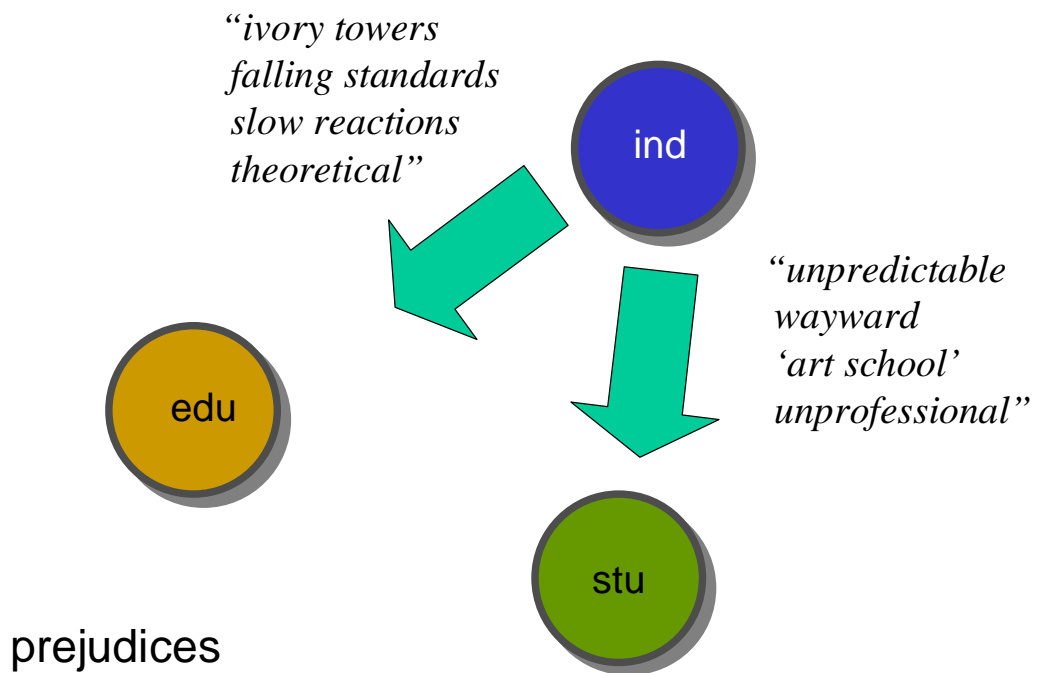
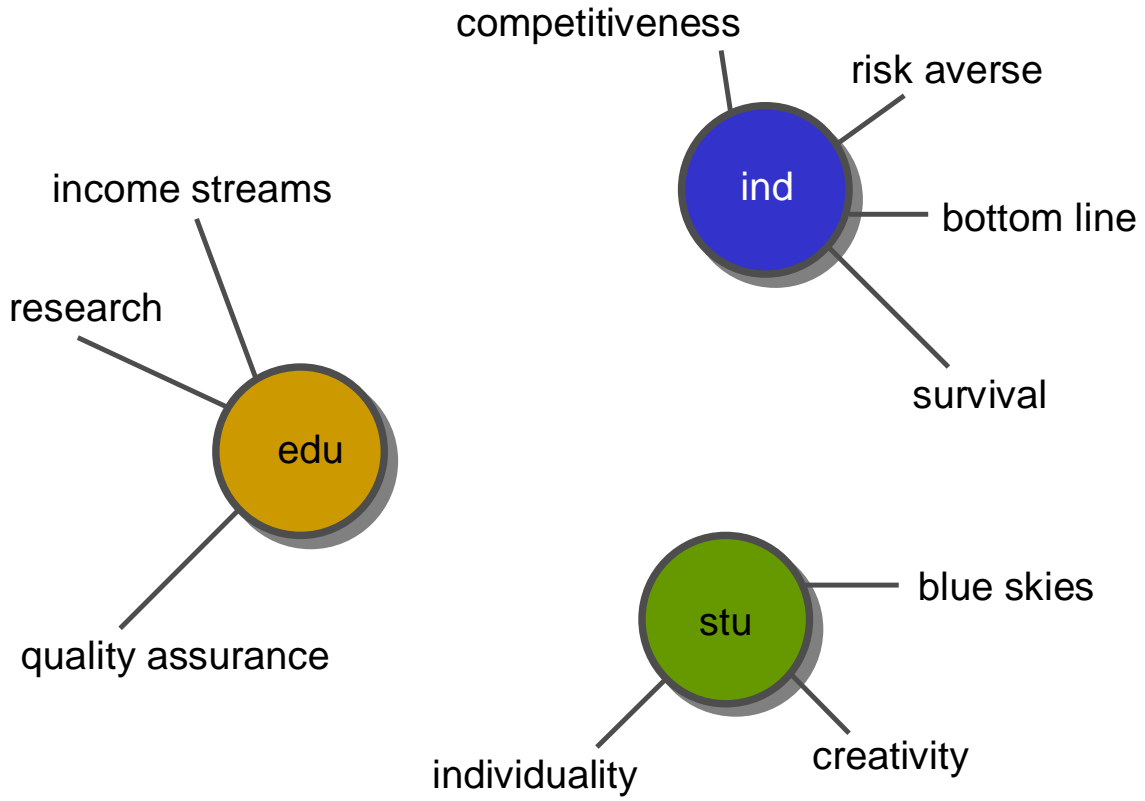
live project

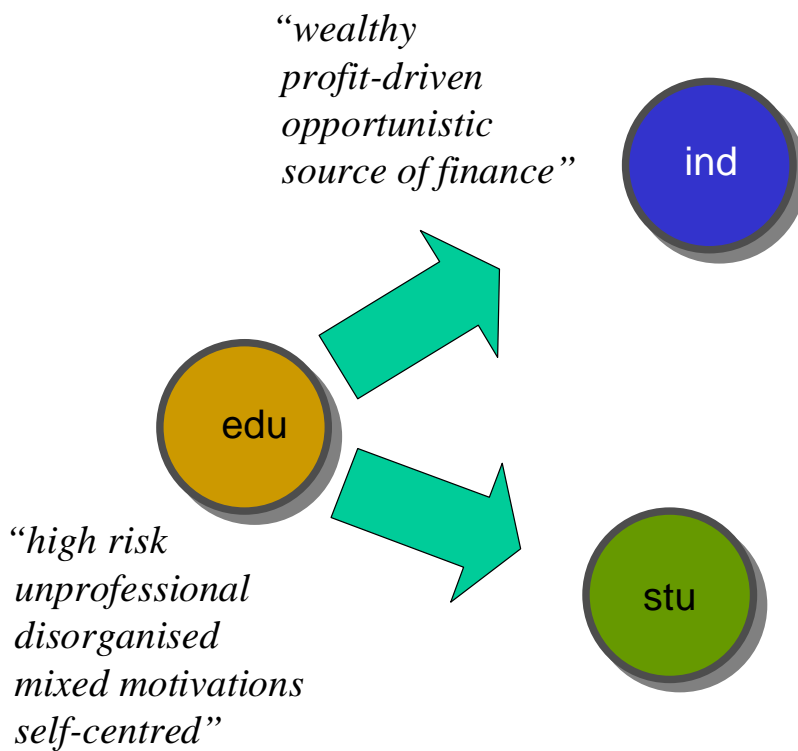
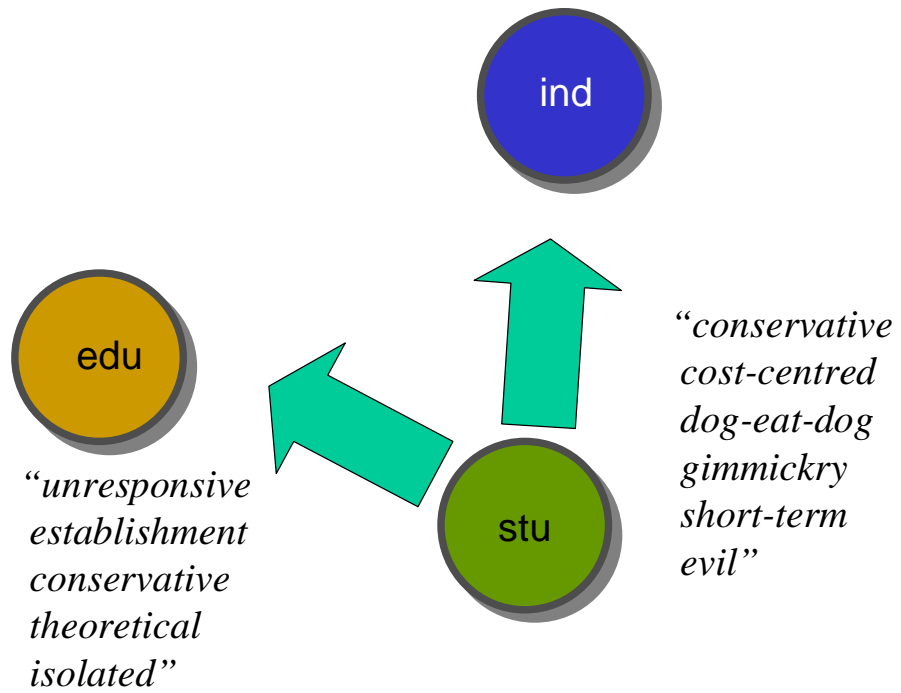
- gsa third year students
- undergraduates - bdes
- 4 year course
- live project with industry

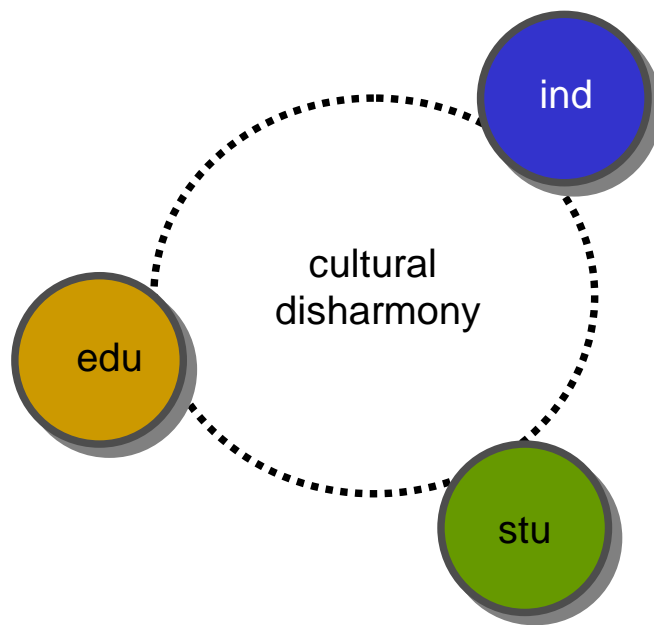
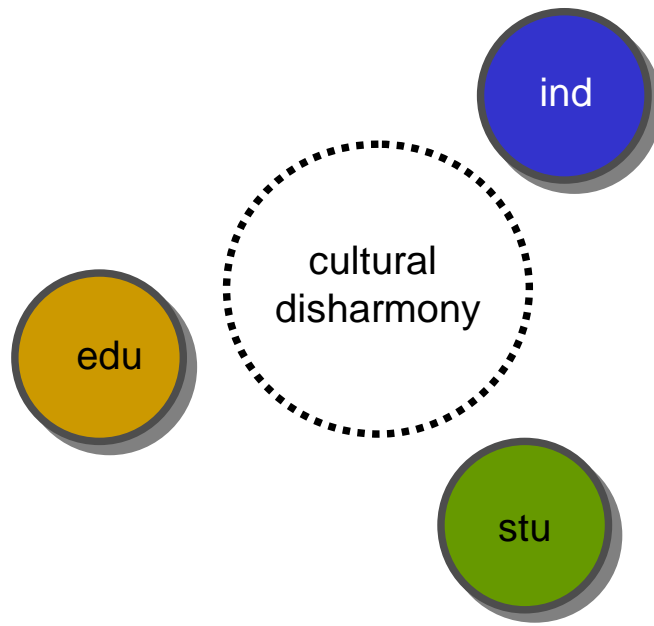
strategies for design education

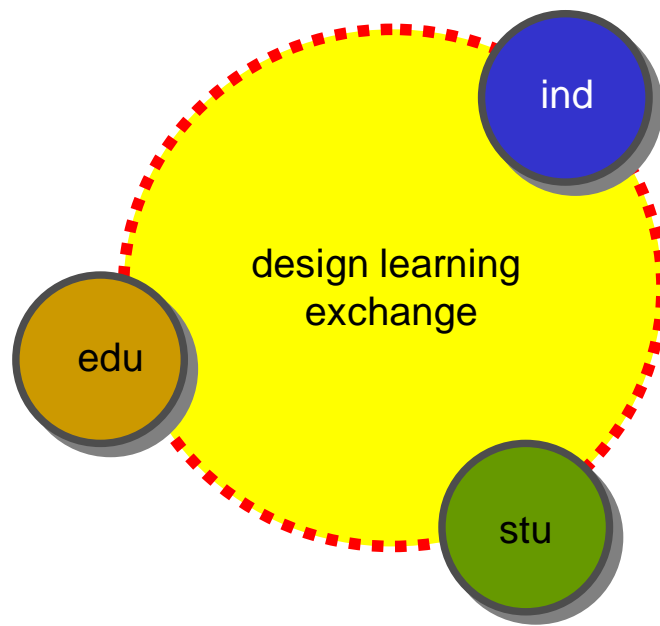
- cgr, ciberon, indonesia
- carron phoenix / franke











strategies for design education

- building a process to promote learning innovations
- building mutual recognition where often there is little
- using the strengths of each culture

strategies for design education

- extending the framework for design
- demonstrating strategic design process

innovations

innovating the structure

- course strategy and focus
- social science input
- design consultant from outside
- design strategy consultant from outside

innovating the approach

- structuring and shaping process
- partnership planning with client
- ongoing client feedback loops
- encourage outcomes beyond client's product framework

innovating the process

- user-centred approaches
- challenging dogma
- dynamic learning environment
- international student groups

1

bgr, cirebon, indonesia

Introduce rattan-based furniture to the European market for dynamic small-space living

thinking strategically

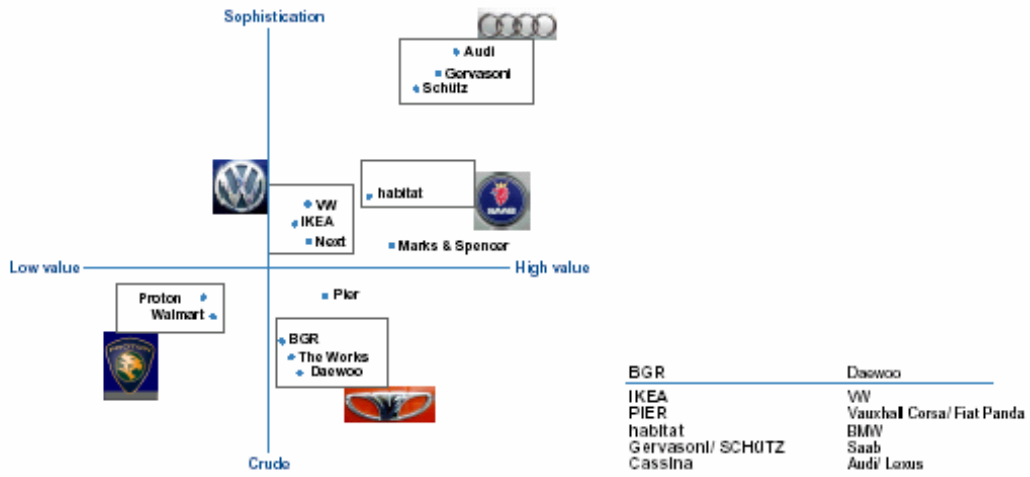
- tools for thinking strategically
- visualising thinking
- mapping
- positioning
- user group scenarios

thinking strategically

- one week of strategy thinking, team workshops and research
- walking round the forest – not seeking solutions at the outset
- thinking and strategising before ‘designing’ - mapping

Subjective perception of relative retail positions

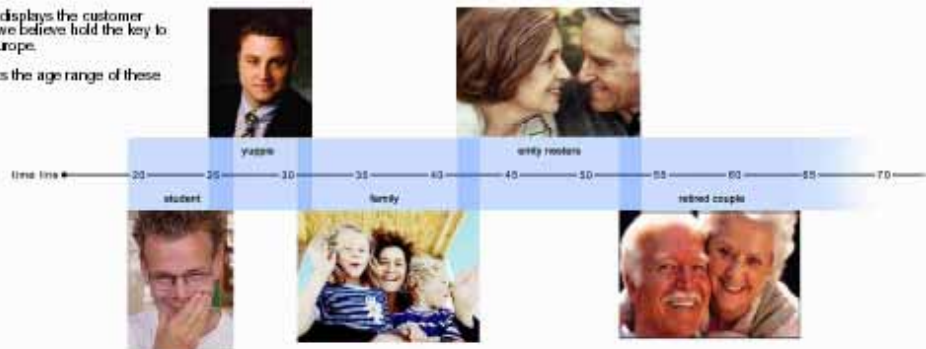
European Retail Brands
(compared with auto brand values)



Who buys furniture...
Why do they buy furniture...
When do they buy furniture...?

The timeline displays the customer categories we believe hold the key to selling in Europe.

It also charts the age range of these customers.



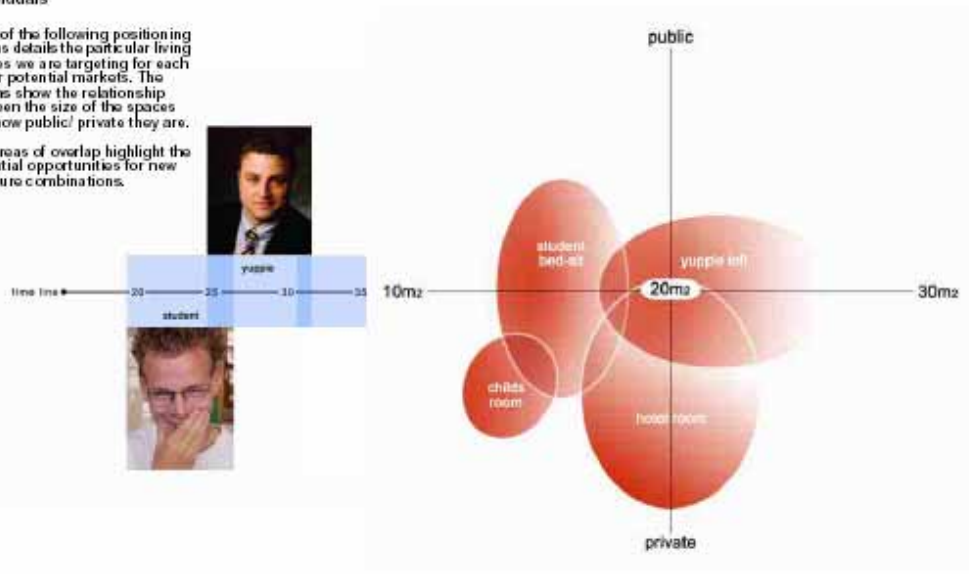
This overview is followed by lifestyle scenarios of the above groupings,
 • individuals
 • couples
 • families
 • empty nesters



Individuals

Each of the following positioning graphs details the particular living spaces we are targeting for each of our potential markets. The graphs show the relationship between the size of the spaces and how public/ private they are.

The areas of overlap highlight the potential opportunities for new furniture combinations.



Family Scenario 2



Sven + Heidi both 55

Married with 3 children.
Timo: 17 Tommy: 21 Annika: 12
Scenario Type:
Money: med/high
Free Time: very low

Family

Sven and wife Heidi are married, with two teenage children, and Tommy is currently enrolled in college.

Work

Sven is senior mechanical engineer for Tetrapak. He currently is making a 115,000 per year, and his wife Heidi is managing her own small business for homemade paper products, she makes about 15,000 per year.

Home

The married couple live in a 3 bedroom bungalow in Lund, Sweden – they have a small country cottage by a lake in southern Sweden where Heidi and the children spend most of their time in the summer months.

Interaction

Tommy and Timo's bedroom is a combined space. All furniture used within with room needs to be very durable and also affordable.



Current Furniture

The house is currently furnished with high quality scandinavian wooden furniture. All furniture is a basic set, therefore each piece is interchangeable between rooms.



Furniture Values

Because of the family situation, and also the active lifestyle, Sven and Heidi appreciate highly durable and affordable furniture.

Values

Philosophy

- Natural living furniture for dynamic living spaces
- Dynamic furniture for dynamic users with space as a primary concern

Key Values

- Natural
- Organic
- Simple
- Young at heart
- Packable
- Transparent
- Ecological
- Personal
- Innovative
- Flexible
- Decorative



BGR Group



Development

Working with the information I have discovered and looking to my described inspiration, I have created organic, embracing furniture, with relaxing qualities. At the same time I kept in mind its suitability for dynamic, small space living.





sammi



Glasgow School of Art - 3rd year - product design - jack baber

Product Range

[lowdown seating]

The furniture range combines relaxation seating pieces such as individual chairs and benches which are flexible and easily connectable to sofas and whole landscapes of seating.

Material suggestion

Basic seating corpus - flat rattan, woven optionally dyed
Cushion - hard foam, bright upholstery



Glasgow School of Art | Year 3 | Product Design

BGR Group
Reading chair + sidetable



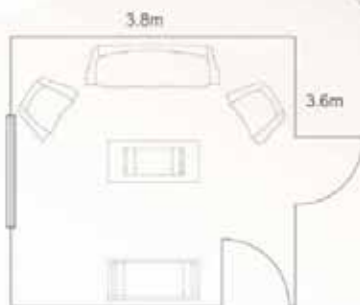
Chris Gray - PD3 - Glasgow School of Art



BGR Group

small space living

The 'Nasen' range
The pieces work well as a set and as individual items of furniture. I feel I have created a range which is simple and elegant, yet practical and informal. The scale and light construction make them ideal for small space living and dynamic families.



© Lindsey Brown - 3rd year product design - Glasgow School of Art





2

carron phoenix / franke

Consider and develop innovations for the kitchen sink – ‘the fourth appliance’

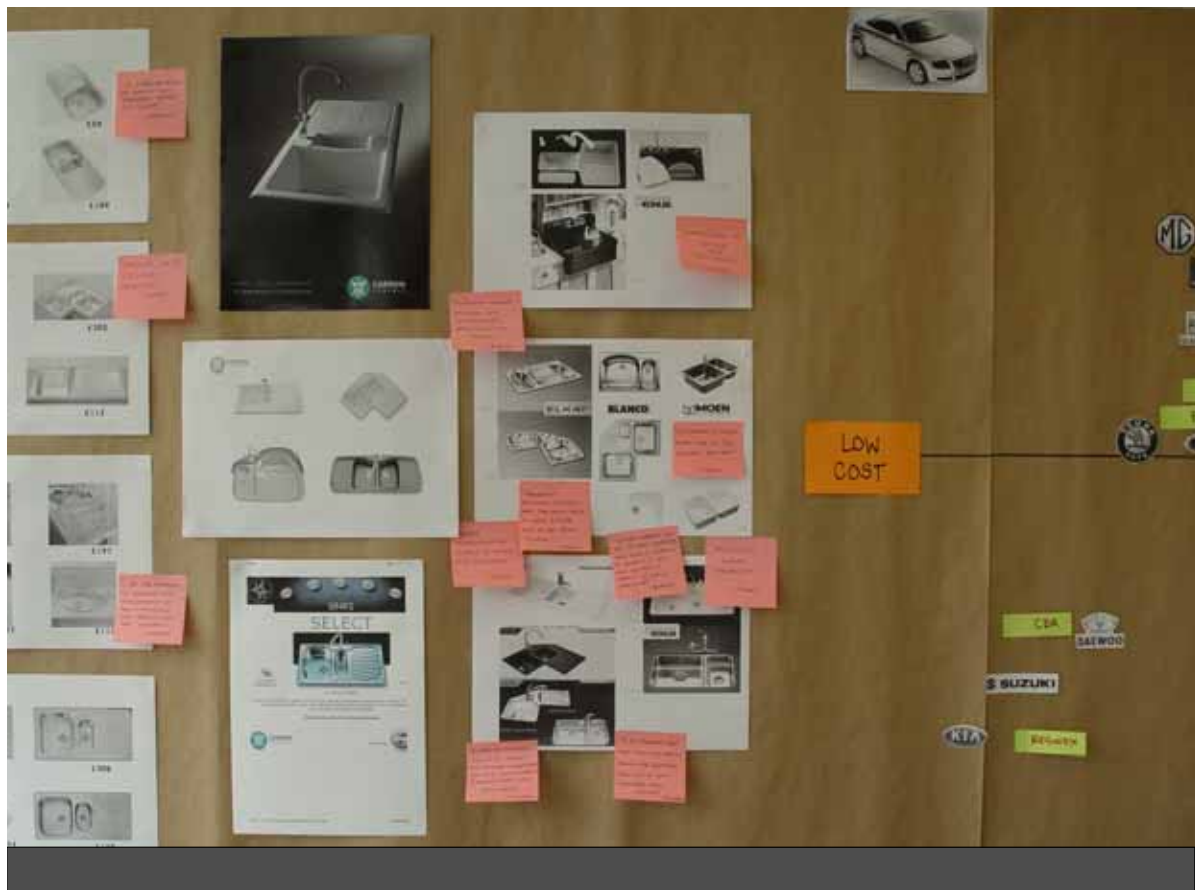
developing processes for strategic thinking

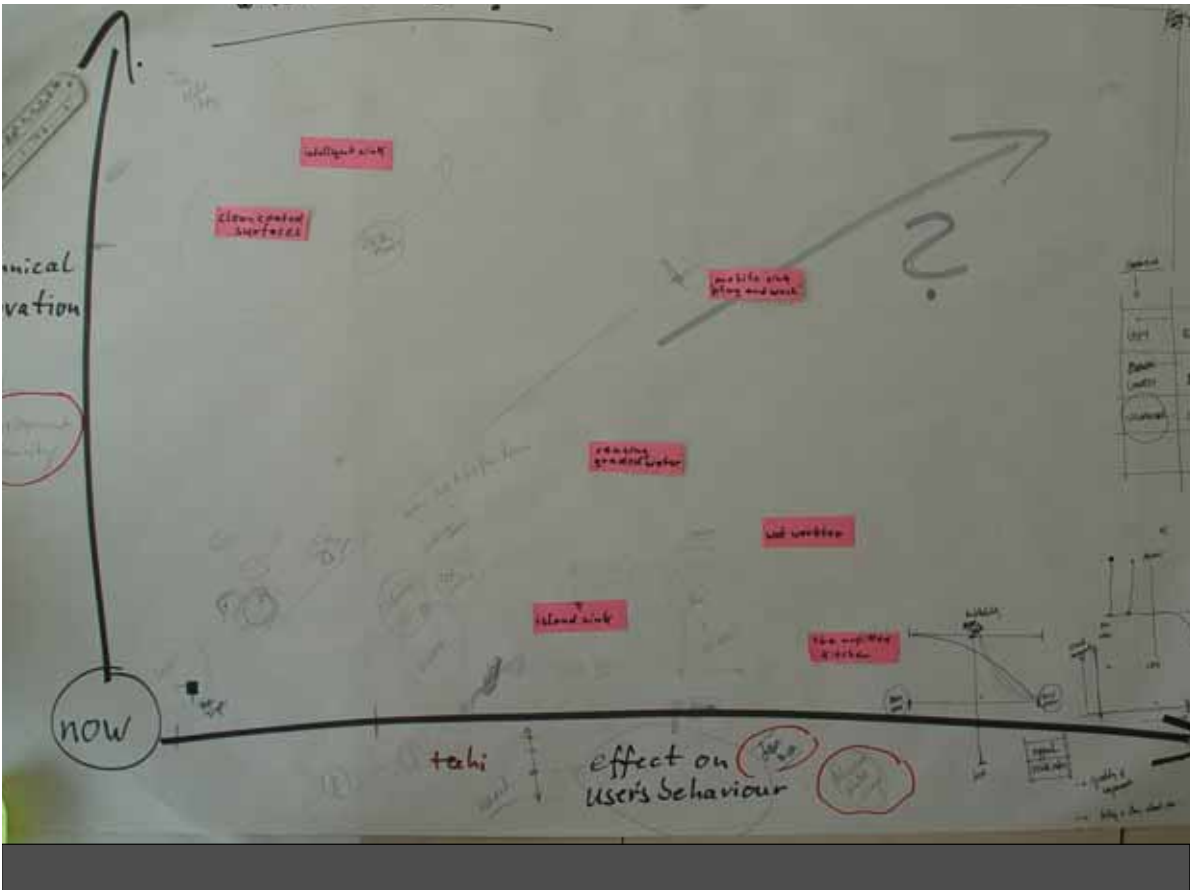


LESSONS / INSIGHTS

3PM

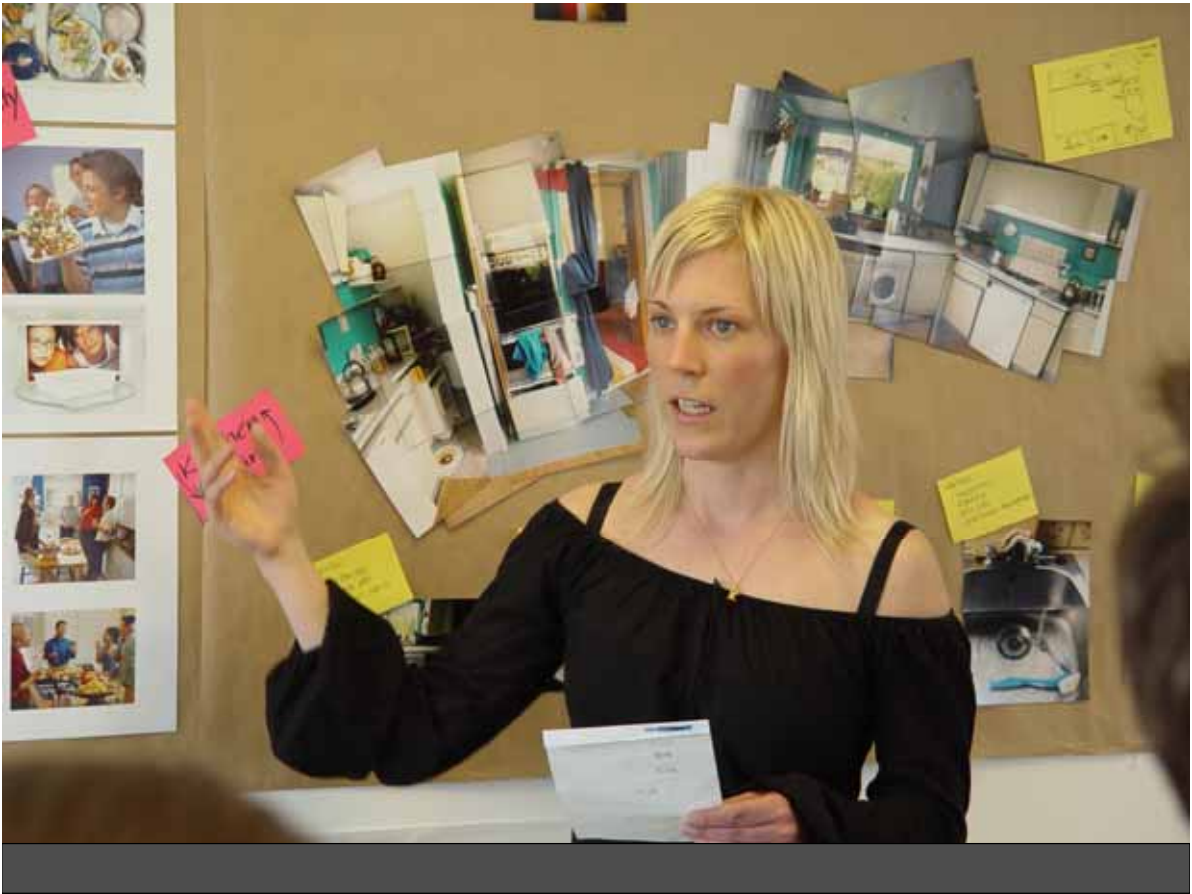
- * KICKSTARTING - MAPPING
- * CAPTURING THE THINKING.
- * SPLURGE then DISCOVER
- * GET INTERACTIVE AS QUICKLY AS POSSIBLE.
- * SPEED IS CHAOTIC SOMETIMES.
- * right atmosphere for working together...
- * team working is powerful...





telling the story



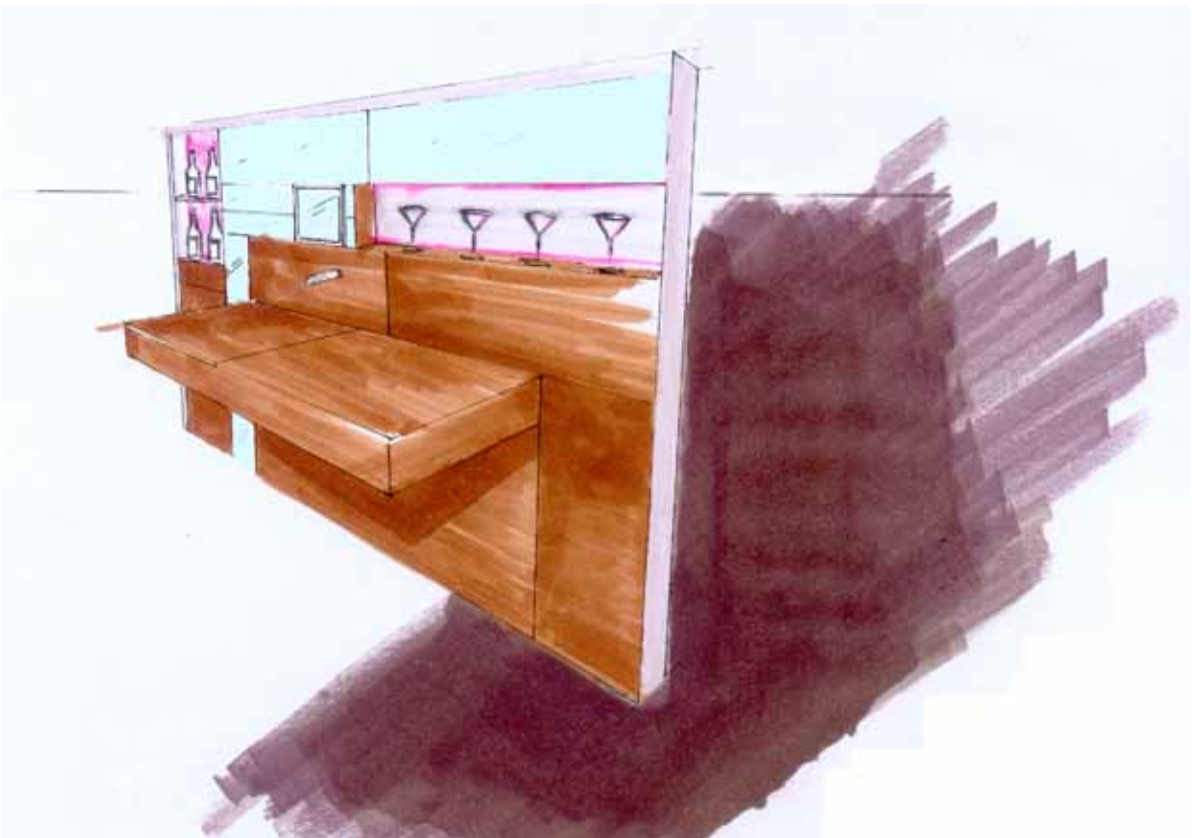


factory visit





individual design developments







Final Solution

flexibility and individuality. Main components are supplied and user fits them to their own kitchen to suit their individual requirements

everything can be stored away to **create worktop space** and a feeling of **organisation**

More than one person can use the 'sink' at once

feeling of **comfort** - not using the same basin for food and cleaning products - allowing the user to **set their own boundaries**

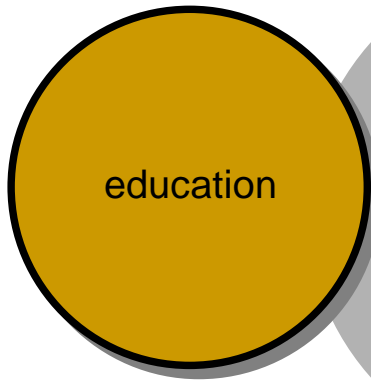
conscious recycling of water made easy - one drain for re-usable water, another for water to discard.



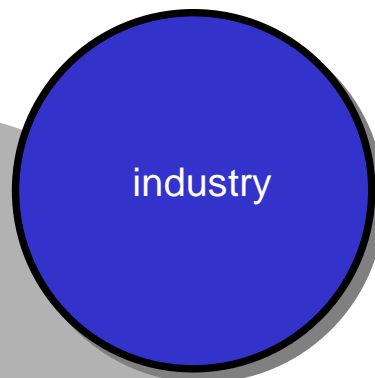




learning



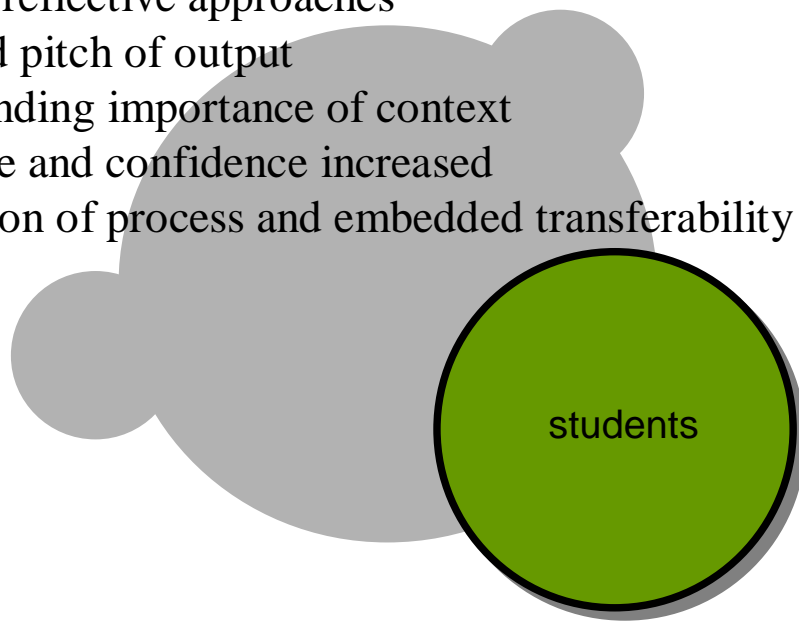
tough path
not smooth
know your offer and what it is not
unexpected outcomes



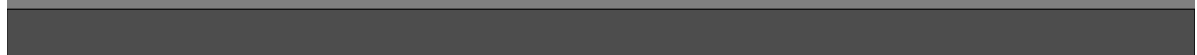
unexpected benefits
lifting eyes from the everyday
reflecting on new possibilities
remarkably good value
making connections 'not in trade'
opens doors to new talent and ideas



power of team-working
strategic reflective approaches
increased pitch of output
understanding importance of context
self-value and confidence increased
recognition of process and embedded transferability



student comments



student comments

“the most challenging project I have ever had, investigating people instead of starting from a subject.”



student comments

“ many of the exchange students expressed surprise at how much we think before we design. I wanted to jump into the project, but later it became apparent that this 'thinking' is the most important part.”



student comments

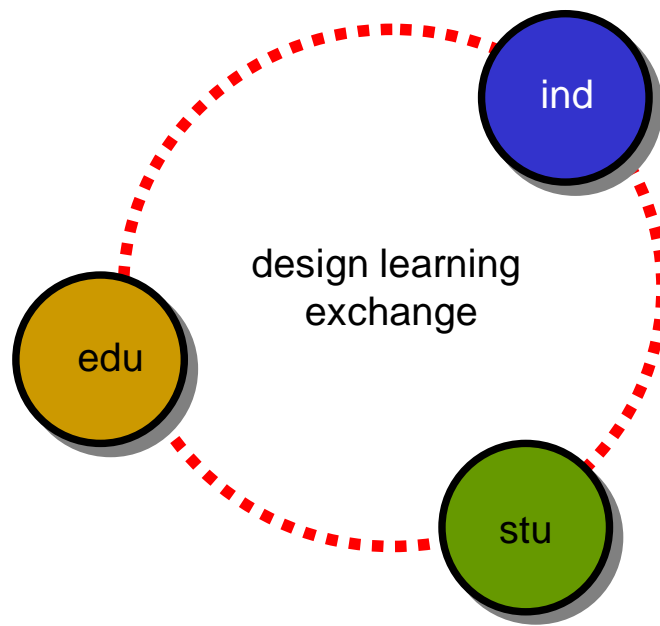
“ at the end of the project I felt real satisfaction and pride in what had been produced. It wasn't just about the cardboard models we presented, it was about everything that came before that.”



student comments

“ the success of this project, I feel, lies in the interaction between the students, tutors, michael (who helped kick start us!) and carron phoenix.”





principles for a shared space

trust the players

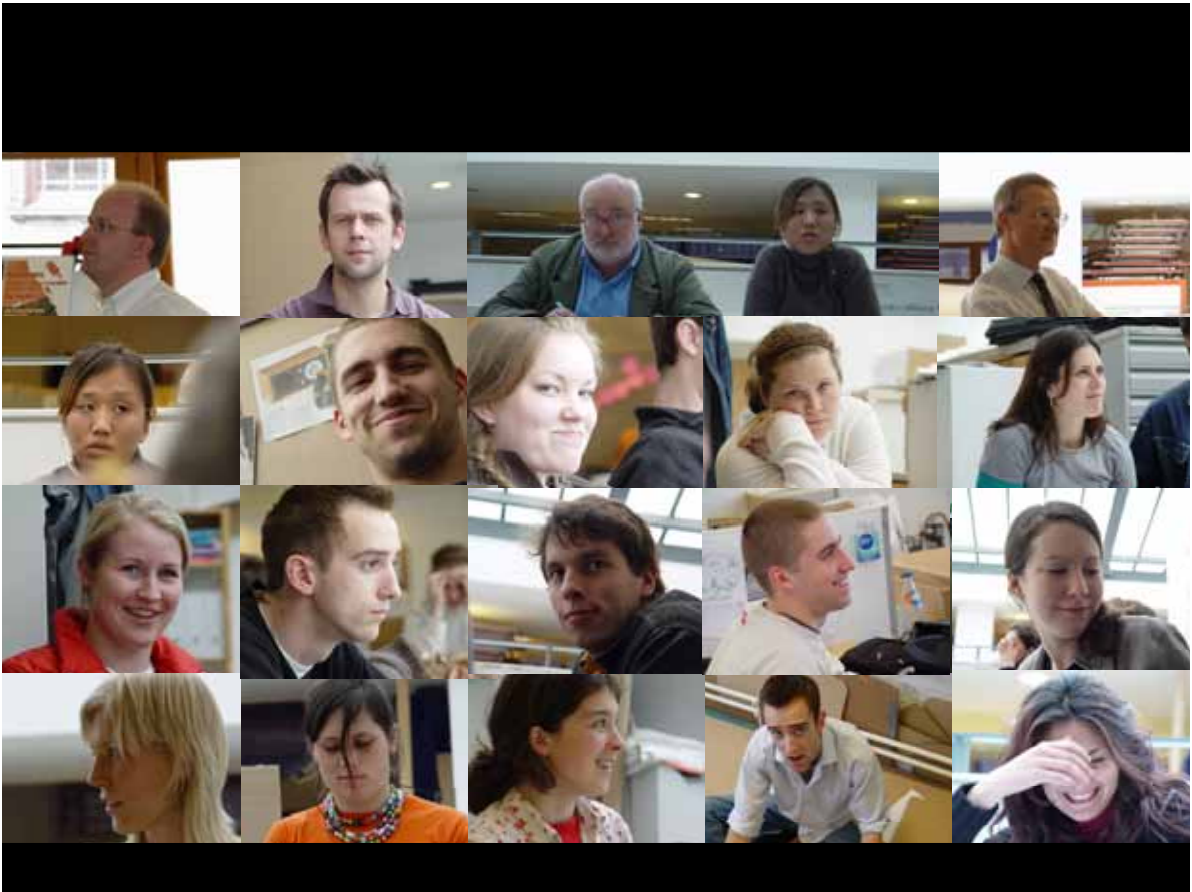
focus expectations

concentrate on users

understand the contexts

be comfortable with the unexpected

visualise your thinking



towards a strategy for design education

- trust the players
- focus expectations
- concentrate on users
- understand the contexts
- be comfortable with the unexpected
- visualise your thinking

towards a strategy for design education

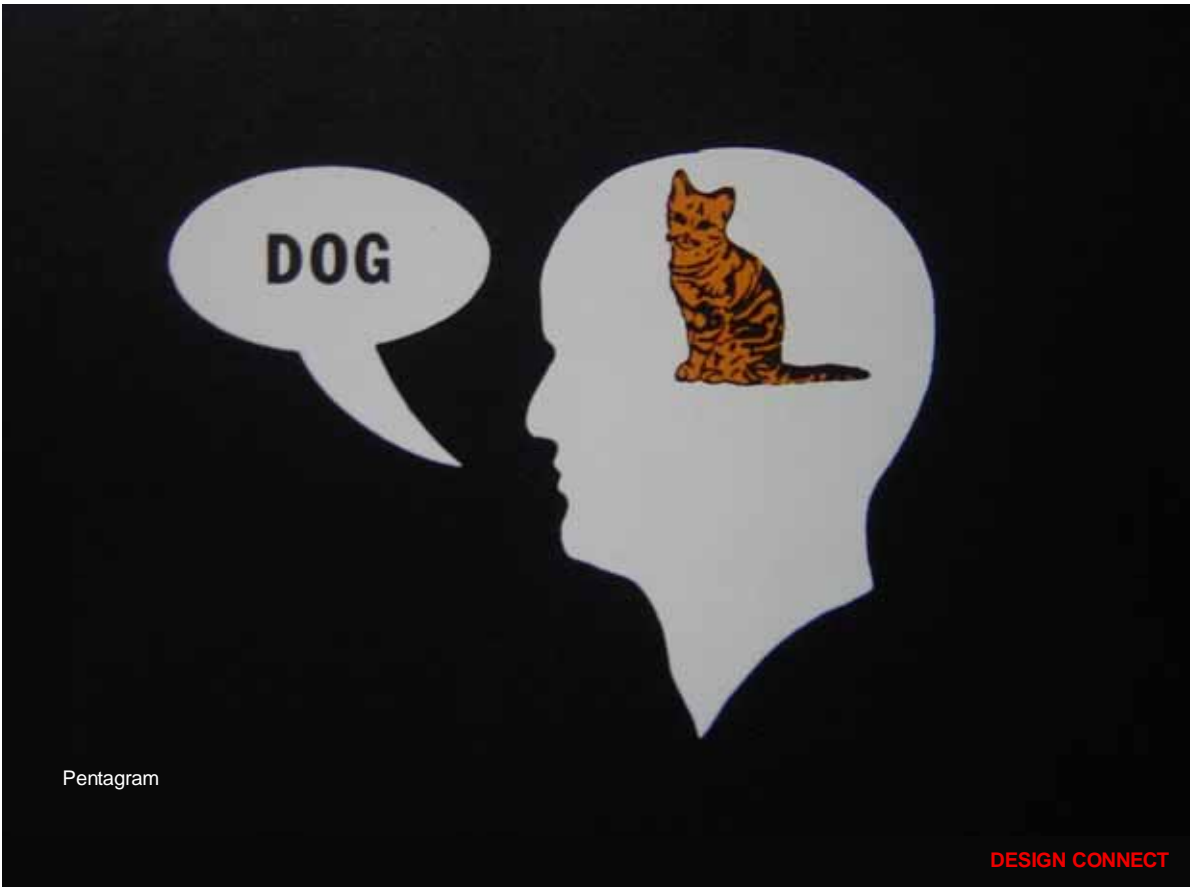
- passionately promote creativity and difference
- marry the cultures of 'technology' and 'art' at every opportunity
- promote thinking about thinking
- questions not answers

towards a strategy for design education

- the most fantastic resource you have is the student
- understand the transferability of strategic thinking skills...
- especially where connected to experience of detailed implementation



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Pentagram

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