



EUROPEAN DESIGN **and** entrepreneurship

*Can you distinguish European Design from any other design?
Within Europe, can you tell the difference in design between regions?
As an entrepreneur, how do you make your design succeed in Europe?*

Weds 16th of March

09:30 Introduction
Ivar Björkman, Konstfack, President
Teo Enlund, Konstfack, Professor of ID

09:40 European Design on the Road
Kristofer Hansén, Scania
Head of Styling and Industrial Design

10:20 European Design for Sale
Ulrika Eweremann, Ergonomidesign
Industrial Designer, Design Strategist

11:00 coffee break

11:20 Social and cultural aspects of
Designing in Europe; Gordon Hush,
Glasgow School of Art (GSA), Head of
Product Design, Sociologist

11:50 Future Trends of European
Markets; Peter Majanen, Quattroporte,
Trendspotter and CEO

Thurs 17th of March

09:30 Design Management and Branding in
Europe; Thomas Johansson, Electrolux, Design
Director, Major Appliances Europe

10:00 Cultures of Innovation
Joseph Lockwood, Glasgow School of Art,
Researcher, Innovation Designer

10:30 Design Entrepreneur in Action
Monica Förster, Monica Förster Design Studio,
Designer, Entrepreneur, CEO

11:00 coffee break

11:30 The World Looking at European Design
Ronald Jones, Konstfack Prof., Chair of the
Experience Design Group
Reed Kram, Kram/Weisshaar,
Designer, Architect

12:00 How to Make the World Listen to Design
Marcus Rudbäck, Norra Norr and Zound
Industries, Designer and Head of Design

Thursday Afternoon's Parallel Sessions

room S5

13.30 Designing better services;
Stefan Moritz, Aegis Media
Global, MEDes Alumni

14.30 to be announced

15.30 Soft technologies; Hedvig
af Ekenstam, Designer and
MEDes Alumni

room S6

Global, European or Domestic Style;
Luca Guerrini, Researcher at the
Politecnico di Milano

Innovation through demanding clients
and creative staff; Eva-Karin Anderman,
Head of Research and Education at SVID

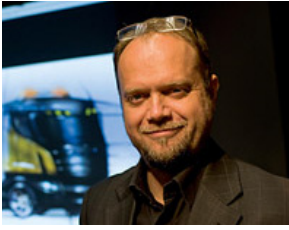
Cultures of Innovation; Joe Lockwood
Researcher, Innovation Designer
Glasgow School of Art

room S7

How to Make the World Listen to
Design; Marcus Rudbäck, Norra
Norr and Zound Industries

Social and cultural aspects of
Designing in Europe; Gordon
Hush, Sociologist, GSA

European Design in Japanese;
Naoto Nakamura, Designer
Wyzart and Amadana



Kristofer Hansén, Scania

Head of Styling and Industrial Design

“European Design on the Road”
Wednesday 09:40-10:20

www.scania.com

Previous positions:

Professor and Head of Department at Konstfack, Stockholm University of Art & Design

Professor at Advanced Product Design at Design Högskolan Umeå Universitet

Industrial Designer, Owner at Monitor Industrial Design



Ulrika Ewermann, Ergonomidesign

Industrial Designer, Design Strategist

“European Design for Sale”
Wednesday 10:20-11:00

www.ergonomidesign.com

Previous positions:

Industrial Designer/Design Planner at Stockholm Design Lab



Gordon Hush, Glasgow School of Art

Head of Product Design Department, Sociologist

“Social and cultural aspects of Designing in Europe”
Wednesday 11:20-11:50

www.gsa.ac.uk

Gordon Hush MA(Hons) Gordon Hush was appointed Head of Product Design in February 2006. Prior to this he had been a lecturer in the Historical & Studies Department since 1998. He studied sociology at the University of Glasgow and is currently studying part time for a PhD. As a sociologist working within an Art School he tends to focus on the various ways in which social theory can be used to critique contemporary society and the forms of social life that it engenders. This means that he teaches across the range of fine art and design disciplines, and across all year groups. Previously his courses tended to focus upon his primary research interests, the relationship between sociological theories of modernity and contemporary theories of consumption. However, of late, he has been involved in the setting up and teaching of a new Product Design degree that focuses upon the social and cultural aspects of design practice and the ways in which such factors affect this. This involvement extends to administering and teaching on a dedicated programme of social science workshops centred on anthropology, psychology and sociology but also incorporating economics and geography. His research interests are focused upon the writing up of his doctoral thesis, “The Socio-Spatial Construction of Consumption”, and developing a sociological phenomenology capable of accounting for the relationships between subjects and objects in modern consumption activity. This research draws upon the writings of Marx, Simmel, Benjamin, Debord, Baudrillard and, increasingly, Heidegger and Latour. This research attempts to chart the reciprocal effects that subjects and objects have upon each other and the extent to which these effects or consequences can be considered to be derived from the mediation afforded by technology, money and the ‘commodification’ process.



Peter Majanen, Quattroporte

Trendspotter and CEO

“Future Trends of European Markets”
Wednesday 11:50-12:30

www.quattroporte.se

Peter Majanen is a futurist thinker, trendspotter and the current CEO of Quattroporte, a future agency. He is defining the future paths and possibilities for companies such as: ASSA ABLOY (world leader in lock solutions), Coca-Cola and Ericsson as well as a number of Swedish government institutions. Peter is an expert in human values and the application of futurist thinking in idea and concept development. He is currently on the faculty of the Department of Interdisciplinary Studies at Konstfack where he teaches a course in The Future of Shopping. He is also developing some of the most advanced market places in Northern Europe.

Peter has a background as a Director of R&D at Gallup and Demoskop (Swedish research company) and Director at Kreab (Scandinavia's largest lobbying and communication firm). He is also a PhD-candidate at Lund University, a Master in solo singing at Malmö Music University Collage and he has studied Strategic Design at DomusAcademy, Milan.



Thomas Johansson, Electrolux

Design Director, Major Appliances Europe

“Design Management and Branding in Europe”
Thursday 09:30-10:00

www.electrolux.se

Previous positions;

Design Director Global for Floor Care and Small Domestic Appliances at Electrolux. Responsible for team of 22 in Sweden, Germany and US. Design responsibility including range consistency, developing VBL's (visual brand language) for a number of brands, customer satisfaction, meeting standards, budget and resource planning.

Design Manager Caran

Design Studio leadership. Responsible for department working in both auto industry and product design. Design responsibility including customer satisfaction, meeting standards, budget and resource planning. Internal and external communication. Caran Design is involved in design work for customers such as: Asko Cylinda, Ericsson, IKEA, Rosengrens, Stiga, Thule, Victor Hasselblad, Volvo Car Corporation and Volvo Trucks.

Design Manager Bombardier Transportation

Design Studio leadership. Responsible for department of 7 designers working on a number of award winning projects including the Öresund Train, Regina and Bukarest Metro. Involved in order, tender and development projects in a multi-national and highly competitive corporation. Responsible for Center of Competence for Design co-ordinating all design activities within Bombardier Transportation world-wide. This work included the implementation of common working processes, methods and tools and the development of a comprehensive company wide design strategy.



Joe Lockwood, Glasgow School of Art

Researcher, Innovation Designer

“Cultures of Innovation”
Thursday 10:00-10:30

www.gsa.ac.uk

Joseph Lockwood is Innovation Designer at The Glasgow School of Art. He has 14 years experience in SME business start-up, expansion and strategic change management, including strategic partnerships within the creative industries in both domestic and export markets. He currently manages a research project ‘Cultures of Innovation’ which looks at how creative thinking and design processes can be integrated in organizations to improve productivity in areas key to the future success of the business.

Joe has diverse industry background with 9 years experience in the European film industry managing a range of collaborative projects with both commercial and public organizations to distribute and promote independent film. Over the last 5 years he transferred creative practice into the construction industry, as director of an SME in the sector he was responsible for designing & implementing a program of strategic change.

He is a contributor to strategic networks in industry and public sector on innovation and knowledge exchange.

Joe studied at the University of Sussex gaining B.A.(Hons) and M.A. degrees in English Literature and an Executive MBA from the University of Nottingham.



Monica Förster, Monica Förster Design Studio

Designer, Entrepreneur, CEO

“Design Entrepreneur in Action”
Thursday 10:30-11:00

www.monicaforster.se

Monica Förster, creator of some of the most internationally renowned objects in contemporary Swedish design today, is based in Stockholm but grew up close to the Arctic circle in the very north of Sweden. Her work is characterized by a strong sense of pure form mixed with a never-ending curiosity for new materials and technology. Always trying to work in a cross-disciplinary way, she invents and renews typologies in industrial, furniture and object design. Monica Förster, who is one of the top names within Swedish design, has created some of the future’s classic designs. Monica Förster Design Studio is based in Stockholm, and works on an international level with companies such as Cappellini, Poltrona Frau, De Padova, Tacchini, Modus, E&Y Japan, Offecct, Swedese and Zero. She has been awarded Swedish and international awards such as Designer of the Year, Sweden, 2007 and 2006. Excellent Swedish Design Award, Design Plus in Germany, and Future DesignerDays Award 2002. She has also been represented in the International Design Yearbook. Monica Förster is also a teacher and lecturer in the field of design, invited by universities and institutions in Sweden and abroad.



Ronald Jones, Konstfack

Professor, Chair of the Experience Design Group

“The World Looking at European Design”

Thursday 11:30-12:00

www.designingtime.se

Ronald Jones is Professor of Interdisciplinary Studies at Konstfack and leads The Experience Design Group. He is a guest professor in Experience Design at the National Institute of Design, Ahmedabad, India.

He served as the first Provost at Art Center College of Design and came to Art Center from Columbia University, where he was Professor of Visual Arts in the School of the Arts, and Co-Director of the Interactive Design Lab. Before joining the faculty at Columbia, Jones was Senior Critic at the School of Art, Yale University for nine years. He has also served on the faculty of the Staatliche Hochschule für Bildende Künste, Städelschule Frankfurt, the Royal Danish Academy of Art, Copenhagen, The Rhode Island School of Design, The School of Visual Arts, New York, among others.

He holds a Certificate from the Harvard University Graduate School of Education, took the MFA degree from the University of South Carolina, and the Ph.D. in interdisciplinary studies from Ohio University. He has delivered over two hundred lectures at universities, museums, and art and design schools including Harvard University, The Art Institute of Chicago, Yale University, The Ecole des Hautes Etudes en Sciences Sociales, Paris, The Whitechapel Art Gallery, London, The Whitney Museum of American Art, The Guggenheim Museum, The Rhode Island School of Design, Parsons School of Design, DIA Center for the Arts, New York City, Royal College of Art, London, Center for Advanced Studies in the Visual Arts at MIT, Carnegie Mellon University, Brown University, Akademie Der Bildenden Künste, Vienna, the Architectural Association, London, among others.

Jones contributes regularly to Art Forum and frieze and writes frequently on contemporary art and design for various international publications.

As a practicing artist Jones has exhibited internationally. His work is in the permanent collections of the Museum of Modern Art, the Whitney Museum of American Art, the Guggenheim Museum, The Metropolitan Museum of Art, The Museum of Contemporary Art, Los Angeles, and the Moderna Museet, Stockholm, among others. Jones is represented by Metro Pictures and the Sonnabend Gallery in New York. His first opera “Falling and Waving” was produced by the Brooklyn Academy of Music and Arts at Saint Ann’s in New York City in 1999. He is at work on a second opera titled “Moon Shot.”

He sits on the boards of numerous cultural organizations.



Reed Kram, Kram/Weisshaar

Designer, Architect

“The World Looking at European Design”
Thursday 11:30-12:00

Reed Kram (SE) was born in 1971 in Columbus. Kram holds a Bachelor of Science from Duke University and Masters of Arts and Sciences from the MIT School of Architecture and Planning where he was a founding member of the Aesthetics and Computation Group at the Media Laboratory with John Maeda. In 1998 Kram won the Fulbright Fellowship for Art and Design for the Netherlands and founded his own office for design in 1999. Kram lives in Stockholm.

Reed Kram and Clemens Weisshaar founded KRAM/WEISSHAAR in Munich and Stockholm in 2002. The office engages in the design of spaces, products and media and employs designers, architects and engineers from Germany, Spain, Sweden, the UK, the US and Japan.



Marcus Rudbäck, Norra Norr and Zound Industries

Designer, Architect

“How to Make the World Listen to Design”
Thursday 12:00-12:30

www.zoundindustries.com www.norranorr.com

Marcus Rudbäck is part of the design group Norra Norr and also head of design and co founder of Zound Industries. Norra Norr is a design group of three dedicated designers with the motto “Active, unafraid and insanely ambitious” and clients ranging from LEGO to WESC to Arlanda express and Jon Olsson. With the goal of pushing the boundaries of Industrial design more in tune to the pulse of our generation and creating objects with emotional and cultural zest. Zound Industries is a Scandinavian collective that makes resonance couture. headphones from Urbanears, H&M, Marshall headphones and others can be seen on the heads of people from all over the world and it has only just begun....



Stefan Moritz, Aegis Media Global

Programme Director and MEdes Alumni

“Designing better services”

Parallel Sessions S5 13:30-14:30

www.stefan-moritz.com

Stefan started his career as entrepreneur at 15, working in journalism, event management and corporate identity. He went on to study multidisciplinary and strategic design in Cologne, Milan and Helsinki, and graduated with a Masters in Service Design. He has lectured at Köln International School of Design, and led his mentored team to victory in the 2005 RSA Service Design competition. Business Week recently featured Stefan as Notable Alumni from the top Innovation & Design Schools globally.

In 2003, Stefan joined the global strategic communications unit at Aegis Media, the fastest growing marketing services group in the world. There he has been responsible for developing the use of design as an enabler and shared language for teams, clients and local markets working with blue-chip clients such as adidas, Disney and Philips amongst others.

Today Stefan continues to develop his role within Aegis Media and through the use of design is driving new ways of working, collaborating and co-creating. He is pioneering a unique approach to communications through Service Design, setting a new paradigm for connecting brands and people.



Luca Guerrini, Politecnico of Milan

Researcher

Global, European or Domestic Style?

Parallel Sessions 13:30-14:30

<http://www.design.polimi.it>

Luca Guerrini is a researcher at the Politecnico of Milan since 1993. Trained as an urban designer, he has carried out applied research and projects in the field of mobility, of environmental upgrading and of design for public spaces. He studies theoretical aspects related to the conception and perception of space in the relation between design and art. He teaches Interior design and History of contemporary art at the Faculty of Design. He gave lectures in Master and PhD Courses, both in Italy and abroad. He has organised didactic exhibitions of design and architecture and has been an expert for the National Museum of Architecture in Ferrara, Italy, from 2000 to 2006. He took part in national and international competitions of architecture.

Recent writings:

L. Guerrini, Notes on Doctoral Research in Design, FrancoAngeli, Milano 2010, pp. 136.

L. Guerrini, “Educating for Research. The new PhD degree programme in Design at the Politecnico di Milano”, in Multiple Way to Design Research, (Proceedings of the Fifth Symposium of Swiss Design Network, Lugano nov. 12-13, 2009) Swiss Design Network, Lugano 2009, pp. 84-95.

L. Guerrini, Itinerari. Opere, progetti, prodotti tra design e arte, Maggioli Editore, Rimini 2008, pp. 96.

L. Guerrini, “Arte in azione. Opere e spazi nel contemporaneo”, in A. Branzi, A. Chalmers (a cura di.), Spazi della cultura, cultura degli spazi, FrancoAngeli, Milano 2007, pp. 29-45.



Eva-Karin Anderman, Swedish Industrial Design Foundation

Head of Research and Education

“Innovation through demanding clients and creative staff”

Parallel Sessions S6 14:30-15:30

www.svid.se

Previous positions;

Research and development policies at Almega

Regionchef at Young Enterprise, Sweden



Hedvig af Ekenstam

Designer and MEDes Alumni

“Soft technologies”

Parallel Sessions S5 15:30-16:30

Swedish designer Hedvig af Ekenstam has completed a number of product designs that integrate technology in unusual ways. Her ‘knitted radiator’, ‘vacuum cleaner’ and ‘heating curtain’ designs all illustrate this well. Each product gives a softer and more humane touch to common household devices. The ‘knitted radiator’ is designed using heating cables coiled to create a new type of radiator. The design is a flexible and lightweight screen that can be shaped to fit the user’s needs. The ‘vacuum cleaner’ aims to be a softer and more attractive vacuum that users don’t want to hide. The final solution has a textile body that expands when in use and can be slid along the floor. Finally, the ‘heated curtain’ is another radiator design that is integrated into the curtains. The curtain is made from fabric and has a heating coil woven into it to provide heat.



Naoto Nakamura, Wyzart and Amadana

Designer

“European Design in Japanese”

Parallel Sessions S7 15:30-16:30

www.amadana.com www.wyzart.com

Naoto has made a lot of design for the Japanese independent brand Amadana. He is also cofounder of Wyzart, a creative firm achieved by creative persons all over the world which makes innovation from the perspective of business, design and technology with Artistic Mind = Pioneer Mind.