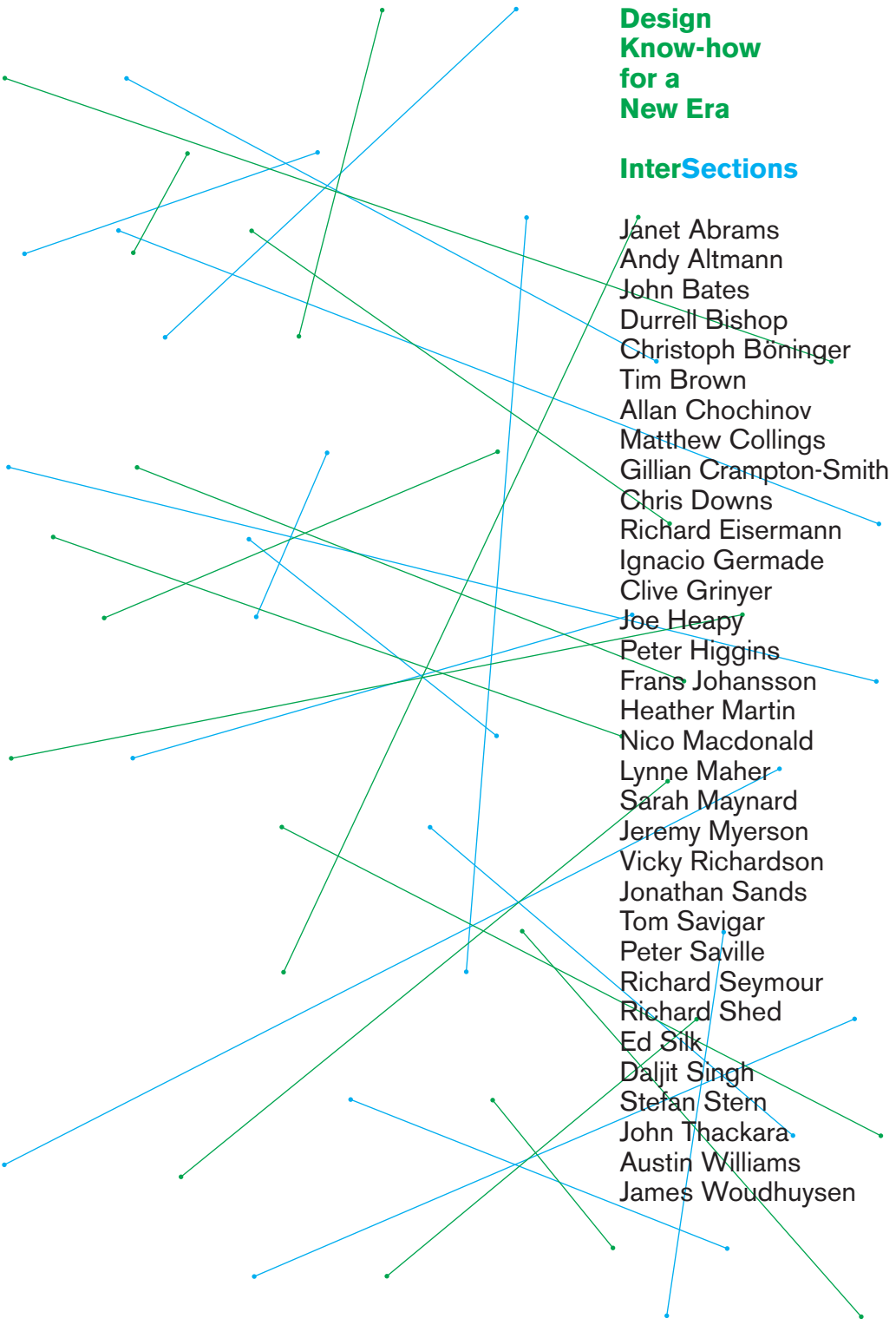


# Design Know-how for a New Era

## InterSections

Janet Abrams  
Andy Altmann  
John Bates  
Durrell Bishop  
Christoph Böninger  
Tim Brown  
Allan Chochinov  
Matthew Collings  
Gillian Crampton-Smith  
Chris Downs  
Richard Eisermann  
Ignacio Germade  
Clive Grinyer  
Joe Heapy  
Peter Higgins  
Frans Johansson  
Heather Martin  
Nico Macdonald  
Lynne Maher  
Sarah Maynard  
Jeremy Myerson  
Vicky Richardson  
Jonathan Sands  
Tom Savigar  
Peter Saville  
Richard Seymour  
Richard Shed  
Ed Silk  
Daljit Singh  
Stefan Stern  
John Thackara  
Austin Williams  
James Woudhuysen



## Welcome to InterSections

Our point of departure is this: how is design know-how shifting in response to developments like: globalisation, the commoditisation of traditional design skills and the elevation of design by business and government?

The concept of Intersections addresses both the new and evolving relationships between design and other fields; and the blurring of boundaries between design disciplines. To help us make new connections we have brought together 34 thought-leaders from a wide spectrum of backgrounds.

The conference's guiding principle is that new ideas are best clarified through debate. So not only have we chosen speakers with different perspectives, but we also intend to leave plenty of time for you to have your say.

In this spirit, I'd like to leave you with a quote from John Stuart Mill: 'He who knows only his side of the case knows little of that'.

Enjoy this festival of ideas.

Kevin McCullagh  
Conference director

09.30 – 10.00	Registration & coffee
10.00 – 10.15	<b>Welcome</b> Kel Fidler; Northumbria University, David Kester; Design Council and Jeremy Myerson, Chair
10.15 – 11.00	<b>Innovation at the intersection of disciplines and cultures</b> Frans Johansson
11.00 – 11.45	<b>The challenge of design thinking</b> Tim Brown
11.45 – 12.15	Coffee
12.15 – 13.15	<b>Break-out / Seminar sessions</b>  <b>Culture thread</b> – Chair: Vicky Richardson <b>Fashion connections</b> Ignacio Germade, Sarah Maynard and Tom Savigar  <b>Interactions thread</b> – Chair: Nico Macdonald <b>Interaction blur</b> Andy Altmann, Durrell Bishop and Daljit Singh  <b>Business thread</b> – Chair: Jeremy Myerson <b>Are design schools the new B-schools?</b> Janet Abrams, John Bates and Christoph Böninger
13.15 – 14.30	Lunch
14.30 – 14.45	<b>Break out session feedback</b> Nico Macdonald, Jeremy Myerson and Vicky Richardson
14.45 – 15.30	<b>Mission creep – the limits of design</b> James Woudhuysen
15.30 – 16.15	<b>What is the new know-how in service design?</b> Chair: Jeremy Myerson. Gillian Crampton-Smith, Chris Downs and Heather Martin
16.15 – 17.00	Coffee
17.00 – 17.50	<b>As designers, are we guilty of killing the planet?</b> John Thackara and friends
17.50 – 18.00	<b>Chair's remarks</b> Jeremy Myerson
18.00 – 20.00	Drinks reception: Pitcher & Piano

09.30 – 10.00	Coffee
10.00 – 10.05	<b>Chair's remarks</b> Jeremy Myerson
10.05 – 10.50	<b>Lines, words, pictures and sound</b> Peter Higgins
10.50 – 11.30	<b>Management: stupid by design</b> Stefan Stern
11.30 – 12.00	Coffee
12.00 – 13.00	<b>Break-out / Seminar sessions</b>  <b>Culture thread</b> – Chair: Vicky Richardson <b>But is it art?</b> Allan Chochinov, Matthew Collings, Peter Saville and Richard Shed  <b>Interactions thread</b> – Chair: Nico Macdonald <b>Can good design be 'co-created'?</b> Joe Heapy, Lynne Maher and Austin Williams  <b>Business thread</b> – Chair: Stefan Stern <b>What can design bring to strategy?</b> Richard Eisermann, Jonathan Sands and Ed Silk
13.00 – 14.00	Lunch
14.00 – 14.15	<b>Break out session feedback</b> Nico Macdonald, Vicky Richardson and Stefan Stern
14.15 – 15.00	<b>Leviathan: the rise of the polymath</b> Richard Seymour
15.00 – 15.40	<b>The silence of design</b> Clive Grinyer
15.40 – 16.10	Coffee
16.10 – 16.50	<b>New connections</b> Question time: Chair: Jeremy Myerson. Peter Saville, Richard Seymour and John Thackara
16.50 – 17.00	<b>Closing remarks</b> Lesley Morris; Design Council and Bob Young; Northumbria University School of Design

09.30 – 10.00  
**Registration and coffee**

10.00 – 10.15  
**Welcome**  
Kel Fidler, David Kester  
and Jeremy Myerson

10.15 – 13.15  
**Morning sessions**

13.15 – 14.30  
**Lunch**

14.30 – 17.50  
**Afternoon sessions**

17.50 – 18.00  
**Chair's remarks**  
Jeremy Myerson

18.00 – 20.00  
**Drinks reception**  
Pitcher & Piano



**Chair – Jeremy Myerson**

Jeremy Myerson developed his interest in design as a journalist and editor on titles including Design, Creative Review and World Architecture. In 1986 he was founding editor of Design Week and in 1999 he joined the Royal College of Art to set up the RCA's Helen Hamlyn Centre with Roger Coleman. Today he is Director of the centre and Professor of Design Studies at the RCA where he also leads the Innovation RCA network for business. He is the author of The 21st Century Office, New Workplace New Culture, IDEO: Masters of Innovation, New Public Architecture and Beware Wet Paint with Alan Fletcher. He has curated many national exhibitions, including Doing A Dyson at the Design Museum and Rewind: Forty Years of Design and Advertising at the V&A. Jeremy is also a Trustee of the Audi Design Foundation and the Gordon Russell Trust, and chairs the British Council's Design and Architecture Advisory Group.



**Frans will outline lessons for design from his best selling book, The Medici Effect, a central one being that breakthroughs happen when we make new connections at the intersections between ideas, concepts and cultures. For him, intersections are places where different cultures, domains and disciplines collide; allowing established concepts to clash and combine; and dramatically increasing the chance that groundbreaking ideas will be generated.**

**Frans Johansson**

Frans Johansson is an author, speaker, entrepreneur and managing director of Medici Capital Management. His recent bestselling book, The Medici Effect, was named one of the year's best innovation books and selected as one of the 10 best business books of 2004 by Amazon. It has been translated into 13 languages. The book looks at how individuals, teams and organisations can create an explosion of remarkable ideas at the intersections of different fields, cultures and industries. Frans has, in fact, lived at the Intersection most of his life – he was the founder of both a software company and medical device company. He has written articles on healthcare, information technology, and the science of sport fishing. Frans earned his MBA at Harvard Business School where he founded the university-wide science magazine The Catalyst. Raised in Sweden by his African-American and Cherokee mother and Swedish father, Frans currently lives in New York City.



**The challenge of design thinking**  
Tim Brown

**Tim is a key promoter of the much debated concept of 'design thinking'. He will argue that designers are having greater impact in the private and public sector by tackling new and more complex problems, which require new cross-disciplinary methodologies. He will also suggest that this emergent area of design demands a different approach to assessing its success.**

**Tim Brown**

Tim Brown is president and CEO of IDEO, a world leader in design and innovation. He speaks regularly on the value of design thinking and innovation to business and design audiences around the world. Tim participates in the World Economic Forum at Davos, advises senior executives of Fortune 500 companies and serves on the Board of Trustees for the California College of the Arts and ZeroOne: the Art and Technology Network. He has led strategic client relationships with DaimlerChrysler, Microsoft, Motorola, Pepsi, Procter & Gamble, and Steelcase. Tim has received numerous design awards, and his designs have been exhibited at the Museum of Modern Art in New York, Axis Gallery in Tokyo, and the Design Museum in London. In 2004, he received an honorary doctor of science degree from Art Center College of Design in Pasadena, California, and in 2005 he was named a visiting professor in design at Northumbria University, where he gained his first degree.

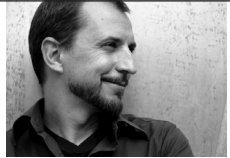
**Culture thread: Fashion connections**

Chair: Vicky Richardson

Ignacio Germade, Sarah Maynard and Tom Savigar



VR



IG



SM



TS

**Fashion is no longer the sole preserve of either fashion designers or clothes. Fashion designers tailor car interiors, graphic designers craft trainers and Prada has collaborated in the design of a mobile phone. Why is the rest of design developing more of a fashion sensibility? Will we see more graphics, products, and interiors by Fashion designers?**

Chair: Vicky Richardson

Vicky Richardson became editor of Blueprint in March 2004. In September 2006 she oversaw the relaunch of the magazine to critical acclaim, and in 2007 she was shortlisted for Editor of the Year by the Periodical Publishing Association. A graduate of architecture from the University of Westminster, she also studied fine art at Central St Martins and Chelsea School of Art and Design. She was previously deputy editor of RIBA Journal and editor of Public Service and Local Government magazine. Her book 'New Vernacular Architecture' was published in 2001 by Laurence King Publishing. She is a trustee of the Campaign for Drawing and a member of the Crafts Council Photostore Panel.

**Ignacio Germade**

As Design Director, Consumer Experience Design, Ignacio Germade heads Motorola's UK, Bangalore and Singapore design centres and is responsible for the company's industrial and interface design for the EMEA and South Asia regions. Prior to joining Motorola, Ignacio led design groups in multinational firms such as Sapient and IDEO, creating global solutions for companies like Xerox, Polaroid, Fila and IBM. His work has been reviewed in magazines including i-D Magazine, Domus, Wallpaper, and Design Week and in books such as IDEO; Masters of Innovation and ON-OFF; New Appliance Design. He has received several design awards including the IDSA Design Excellence Award, ID Interactive Media Award and i-D Magazine Award. Ignacio's work has been exhibited in Boston, London and Hong Kong. He studied design in Spain and the UK and has lectured at leading design colleges including the Rhode Island School of Design, the Massachusetts Art Institute and the Art Institute of Boston.

**Sarah Maynard**

Sarah Maynard is Designer and MD at Maynard Bespoke. After graduating from Central St Martins with an MA in Fashion and Textiles, she formed her own company, designing and producing materials for fashion houses such as Chloe, Karl Lagerfeld and Yves St Laurent. This progressed to designing and producing soft furnishings and furniture. Her gradual progression from two-dimensional to three-dimensional design followed, resulting in commissions for interior design of homes, bars and restaurants. The move to automotive design started with a project at Lotus, working on the interior of a concept car. This was quickly followed by a role at the Ford Motor Company's Lincoln brand, restyling their American luxury models. In 2001, Sarah was asked by Aston Martin's newly appointed design director, Henrik Fisker, to work as the interior design manager for the new DB9 and V8 Vantage. She was responsible for designing the crystal starter button in every current Aston Martin.

**Tom Savigar**

Tom Savigar was previously co-founder and director of Sense Worldwide. Since joining The Future Laboratory in 2005, Tom has overseen the rapid growth of the company's infrastructure, brand strategy and consumer typology projects, and its work with brands in terms of developing new product and service offers. Clients include Vogue, Gap, Louis Vuitton, Nokia, Lamborghini, Investec Private Bank and Miss Selfridge. Tom has had a full time preoccupation with tracking consumer and aesthetic trends since he was a teenager. He worked his way through M&S, WGSN and Nike before deciding not to finish his fashion textile degree in 1999 to join forces with then start-up Sense Worldwide. As co-founder and director, Tom undertook trend research and strategic planning for the likes of IDEO, BBC, Nokia, MTV and VH1, Hewlett Packard, Diageo and SC Johnson. Aside from corporate assignments, Tom enjoys working with the next generation of designers and researchers.

**Interactions thread:****Interaction blur**

Chair: Nico Macdonald. Andy Altmann, Durrell Bishop and Daljit Singh



NM



AA



DB



DS

**Interaction design is a relatively young field, but already a very broad one. Its pioneers came from graphic and product design, architecture and programming backgrounds; its practitioners design for different platforms including: the PC, mobile devices, the web and games; and a confusing vocabulary has emerged including: interface design, digital media design, service design and experience design. How should we best understand the discipline? Are interaction designers of different hues all essentially applying the same skills to different ends? If not what are the key distinctions?**

Chair: Nico Macdonald

Nico Macdonald is a London-based writer and strategist focusing on innovation in the media sector. He conducted early investigations into the emergence of interaction design for online media publishing in Eye, Blueprint, Creative Review, Design Week, PRINT and I.D. magazine; co-programming the ground-breaking conferences 'Designing the Internet' (1996) and 'Design For Usability' (2000); and authoring 'What is Web Design?' (RotoVision, 2003). He chaired and programmed the Experience Design event series, which over six years nurtured this new design discipline in the UK, investigating its relationship to creativity in games, time-based media and film titling, coding, architecture and urbanism, environmental and product design, and editorial and graphic design, as well as interrogating new areas of practice around the design of services, business and social policy. His work is documented on his site [www.spy.co.uk](http://www.spy.co.uk).

**Andy Altmann**

Andy Altmann graduated in graphic design from the Royal College of Art in 1987 and almost immediately formed the multi-disciplinary design group Why Not Associates with fellow graduates David Ellis and Howard Greenhalgh. Over the years, the group has gained an international reputation based on its creative and experimental approach. Why Not Associates has worked on projects ranging from exhibition design to postage stamps via advertising, publishing, television titles, commercials and corporate identity. Its clients include the Royal Academy of Arts, Malcolm McLaren, Royal Mail, Nike, Paul Smith, Virgin records and

Channel 4. A 1998 book by Booth-Clibborn Editions documented the first ten years of their work and a second, published in 2004 by Thames and Hudson, covered another five years. The group still strives to push the boundaries of graphic design and recent projects collaborating with artist Gordon Young have moved them into the world of public art.

**Durrell Bishop**

Durrell Bishop is a partner in Luckybite, working on physical interfaces, product design and interactive media. Prior to this he was a senior interaction designer at IDEO Europe. He co-founded Itch, which won a D&AD Gold Award for large-scale work on the Science Museum, and he was a partner in Dancing Dog, working on camera-based interfaces to computer games. For seven years, Durrell was a part-time tutor at the Royal College of Art, where he taught Interaction Design and Product Design. In the mid-90s he was a researcher in Computer Related Design at the RCA, spending time working with Interval Research in California, where he has also worked as a designer with Apple Computers Advanced Technology Group and IDEO. He did both an MA in Computer Related Design and an MA in Product Design at the RCA.

**Daljit Singh**

Daljit Singh founded Digit, a digital design agency, in 1996. Digit has worked with Coca-Cola, Gucci, Habitat, Unilever and other leading brands to create award-winning interactive environments and content punctuated with humour and personality. Based on the philosophy that communication is about people, not technology, Digit's designs are shaped by a set of principles for understanding the art and science of interaction. As creative director of Digit, Daljit has forged ties with leading British institutions, such as the Design Museum, the Institute of Contemporary Arts, BAFTA, and the Royal College of Art. Daljit ranked among the Financial Time's Top-50 creative professionals for two consecutive years. He is an active member of the British Council Design Advisory Group and is advisor to the Design Council's Industry Skills Development Plan. He also has a seat on the London Innovation Strategy Committee and was recently made a 'Creative Industries Luminary for London'.

**Business thread: Are design schools the new B-schools?**

Chair: Jeremy Myerson.

Janet Abrams, John Bates and Christoph Böninger



JM



JA



JB



CB

**Business Week has pondered that tomorrow's Business school might be a design school; and it is now possible to do an MBA in design strategy. Is this anything more than hubris after a decade of designers being feted by business? Should designers really go head-to-head with the MBAs? If some should what is the key know-how that they must acquire? Shouldn't designers stick to what they know best?**

**Chair: Jeremy Myerson**

For biography see page 4

**Janet Abrams**

Janet Abrams is Director of the Design Institute, the University of Minnesota's think tank on design futures. The DI focuses on (r)evolutions in design education and mapping as a strategy for understanding the social and spatial implications of emerging technologies. A hybrid between a production company and an academic research unit, the DI has produced many experimental design prototypes through its Fellows programme. A widely published critic, Janet was U.S. correspondent for *Blueprint* in the 1980s, writer-at-large for *I.D. Magazine* in the 1990s and editor of *IF/THEN: PLAY* at the Netherlands Design Institute in 1998, before joining UMN in 2000. Most recently, she co-edited the award-winning book *ELSE/WHERE: MAPPING - New Cartographies of Networks and Territories* (DI, 2006). With a Ph.D. in architectural history from Princeton University, Jan counterbalances her more cerebral pursuits through adventure travel and a rediscovered passion for making by hand, specifically ceramics.

**John Bates**

John Bates is Adjunct Professor of Entrepreneurship at London Business School. Over the years he has been responsible for the School's practical initiatives in developing entrepreneurial firms including various networks of entrepreneurs, advisors and investors associated with the School. He has been teaching and developing courses at the School since 1985, while also starting up and running two hi-tech businesses, a consultancy practice and a venture capital company. His current teaching portfolio includes two MBA electives, New Venture Development and New Creative

Ventures. John has an active interest in the technology and creative industries and is currently Chairman or Director of five companies including *Multimap.com*, Europe's leading online map service provider, the London Technology Network, the Centre for Creative Business and *Sussex Place Ventures Ltd*. He is also a Visiting Professor at the University of the Arts London, and formerly a member of the Invention and Innovation committee of the National Endowment for Science technology and Arts (NESTA).

**Christoph Böninger**

Christoph Böninger studied Industrial Design in Munich and Los Angeles. In 1982, as his diploma, he designed the world's first laptop PC, displayed today in Munich's *Neue Sammlung*. After his degree he worked in Munich then moved to New York in 1987 to build up a design department for *Siemens USA*. In 1990 he returned to Germany to manage several Siemens design organisations until 2006, when he left to start *brains4design*. He works in the area of furniture design and his designs are in the permanent collections of museums in Europe and the US. These exhibits include the aluminium *Soest stool*, the patented *SAX-table* for *ClassiCon* and the *A-bowl*, which can be seen at the *MoMA* in New York. In 2005 he published *FORM:ETHIK*, winning a New York Type Directors Club award. Christoph lectures at various universities and is curator of the *Haniel Foundation* and *Zollverein School of Management and Design* in Essen.

**Mission Creep  
– the limits of design**

James Woudhuysen



**James will place the future of design in a wider social and political context. Design now has new stakeholders, in addition to designers and clients. More than ever, it has fresh tasks to fulfil, and greater expectations to meet as politicians envision a creative economy. This in turn has led to design developing greater ambitions. So how far can design go and what are its limits?**

**James Woudhuysen**

James Woudhuysen is Professor of Forecasting and Innovation at De Montfort University, Leicester. Back in 1968, he helped install Britain's first computer-controlled car park, before graduating in physics. He was editor of *Design* magazine, 1979-82, and a co-founder of *Blueprint*. He wrote an instruction manual for word processing in 1983 and in 1988 he led a multi-client study on e-commerce for the designers *Fitch*. At the *Henley Centre*, 1993, he proposed that the Internet be delivered over TV. He was Head of *Worldwide Market Intelligence*, *Philips Consumer Electronics*, 1995-7, and a director at product designers *Seymourpowell*, 1997-2001. His 320pp attack on outdated techniques in building, 'Why is construction so backward?' was published by *Wiley* in 2004. James sits on the editorial boards of *New Design* and *Journal of Consumer Behaviour* and he is a director of [www.audacity.org](http://www.audacity.org).

**Thursday**  
15.30 – 16.15

## What is the new know-how in service design?

Chair: Jeremy Myerson.

Gillian Crampton Smith, Chris Downs and Heather Martin



JM



GCS



CD



HM

**Services have been around for centuries, but service design has recently become a hot topic. So what are the core skills of service designers and how do they differ from those of interaction design? How important are traditional designerly notions such as craft, beauty and visualisation? How should service design quality be assessed?**

**Chair: Jeremy Myerson**

For biography see page 4

### Gillian Crampton-Smith

After studying philosophy and history of art at Cambridge, Gillian Crampton-Smith spent the 1970s as a book and magazine designer. In 1981, she designed and implemented a page layout program to help her with magazine design – an early desktop publishing application. She joined St Martin's School of Art in 1983 where she set up a postgraduate course in graphic design and computers for practising designers. In 1989 she moved to the Royal College of Art, establishing the Computer Related Design Department, where artists and designers apply their traditional skills to interactive products and systems. Under her guidance, the CRD Research Studio achieved an international reputation as a leading centre for interaction design, supported by a wide range of industrial and government sponsors. She has collaborated in the development of teaching and research programmes with organisations in various countries, and for seven years spent her summers in Silicon Valley working for Interval Research and Apple Computer.

### Chris Downs

Chris Downs is the founding partner of service innovation design consultancy live|work, widely regarded as the pioneers of service innovation. Prior to live|work Chris was part of the start-up team responsible for the development and implementation of The Interaction Design Institute Ivrea, in Italy, where he remains an adjunct professor. Chris has been working as a Design Consultant since 1995, having worked extensively in internet consultancy. During this time, he oversaw the creative direction of MTV Europe's interactive productions. Chris co-produced the world's first on-line degree show in 1994 and was commissioned

**Thursday**  
17.00 – 17.50

## As designers, are we guilty of killing the planet?

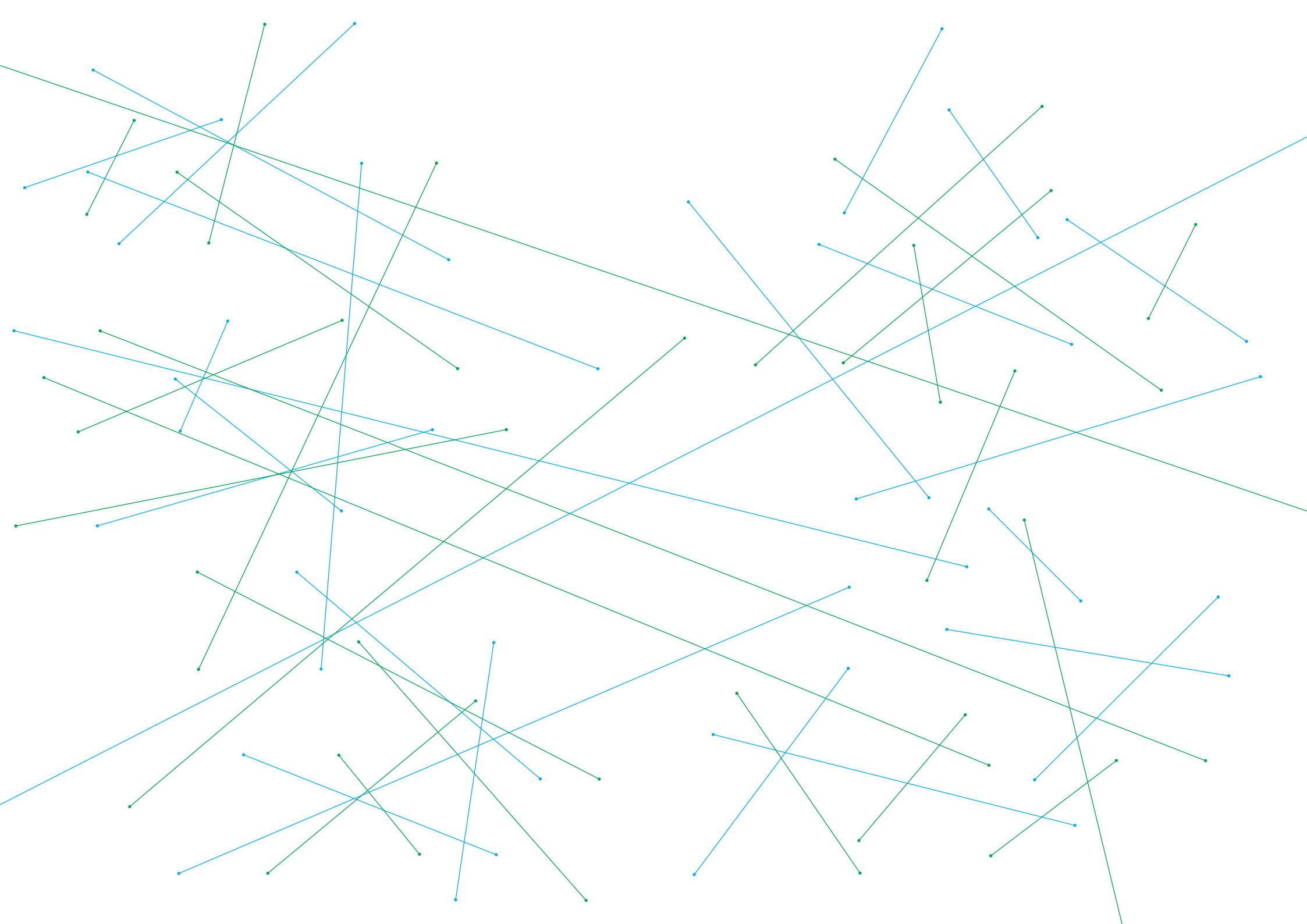
John Thackara and friends



**John will argue that eighty percent of the environmental impact of the products and buildings is determined at the design stage; and the ways we have designed the world force most people to waste stupendous quantities of matter and energy. But for John, playing the blame game is pointless, the best way to redeem ourselves is to become part of the solution.**

### John Thackara

John Thackara is a symposiarch who designs events, projects, and organisations. He is renowned internationally for his work as director of the design innovation network, Doors of Perception. Doors creates projects and festivals in which designers, together with grassroots innovators and other citizens, develop new services and products for daily life. This unique network of paradigm-changing designers, technology innovators, and grassroots innovators is inspired by two questions 'What might life in a sustainable world be like?' and 'What design steps are needed to get us there?' John has lectured in more than 40 countries and is the author of 12 books. His latest is 'In the bubble: designing in a complex world'. John edited Design magazine for five years, was later Modern Culture Editor of Harpers & Queen and design correspondent of The Guardian. He worked as Director of Research at the Royal College of Art, and was twice chairman of the European Design Summit.



09.30 – 10.00

**Coffee**

10.00 – 10.05

**Chair's remarks**

Jeremy Myerson

10.05 – 13.00

**Morning sessions**

13.00 – 14.00

**Lunch**

14.00 – 16.50

**Afternoon sessions**

16.50 – 17.00

**Closing remarks**

Lesley Morris  
and Bob Young

**Lines, words,  
pictures and sound**  
Peter Higgins



**Peter will reflect on his journey from architecture school, through the BBC to designing media spaces. He will focus on the intersection between architecture, narrative and communication media and ask whether a new genre is in the making, as well as the new know-how involved. If there is a value in this potential crossover he would like to investigate who should support it, and how it may be achieved.**

**Peter Higgins**

Peter trained at the Architectural Association and has worked for the BBC, in the West End Theatre, and for design consultancy Imagination. In 1992 he helped form Land Design Studio who have built a reputation in conceptual masterplanning, design and the innovative use of communication media for museums, visitor attractions and commercial environments. This holistic approach involves collaborations and cross-overs of diverse disciplines reflected in the range of present clients that include; Anschutz Entertainment Group, Eurostar, Christies, National Parks Singapore, V&A, Natural History Museum, and The Chinese Academy of Art. He is a Visiting Professor at the University of the Arts London.

**Management:  
stupid by design**  
Stefan Stern



**As a reviewer of management thinking for the Financial Times, Stefan will reflect on some broader shifts taking place in the knowledge economy and in the organisations designers will find themselves working for. He will explain how to deal with management, which often involves stopping people from getting on with what they want to do. He will finish by pondering on what good management would look like.**

**Stefan Stern**

Stefan Stern writes a weekly column on management for the FT's "Business Life" section, appearing on Tuesdays. He has been writing about business, finance and management for the past 16 years. He has won awards for his work from the Work Foundation and the Management Consultancies Association. Born in South London in 1967, Stefan studied French and German at Oriol College.

**Culture thread: But is it art?**

Chair: Vicky Richardson

Allan Chochinov, Matthew Collings Peter Saville and Richard Shed



AC



MC



PS



RS

**There is more to the emerging area of DesignArt than million dollar price tags for chairs. The boundary between design and art is blurring in a number of ways, as traditional distinctions become more porous. Art was not supposed to be functional; and design was about solving other people's problems, not self-expression. Now Julian Schnabel designs furniture; and a new generation of designers are more interested in self-expression or making critical statements, than designing for markets. Meanwhile consumers buy Alessi products and display them as Objet d'Art. What do these developments tell us about the shifting cultural context around design and art? Is there a significant new luxury market opening for designers? What can designers learn from artists?**

**Chair: Vicky Richardson**

See page 6 for biography

**Allan Chochinov**

Allan Chochinov is a partner at Core77, a New York-based design network which supports the global design community through both online and offline initiatives. He serves as the editor-in-chief of Core77.com, one of the most widely read design websites in the world. Prior to Core77, his work in product design focused on the medical and diagnostic fields, as well as on consumer products and workplace systems. Allan is associate professor at New York's Pratt Institute, where he teaches two courses in the Graduate Industrial Design Department. He received a BA in Philosophy from the University of Toronto, and a Masters of Industrial Design from Pratt Institute.

**Matthew Collings**

Matthew Collings is an artist and writer. He completed an MA in Fine Art at Goldsmith's College, 1990-92. From 1983-1987 he edited the magazine 'Artscribe' and from 1988-1996 he worked as the art critic and occasional presenter for BBC 2's 'The Late Show'. He is the author of several popular books that challenge the orthodoxy of art writing. Between 1997 and 2005 Matthew presented Channel Four's live coverage of the Turner Prize. He has written and presented several

major television series for Channel 4, including 'This is Modern Art', 'Hello Culture', 'Matt's Old Masters', 'Impressionism: Revenge of the Nice' and 'Self Portraits: The Me Generations'. He has just completed a four-part critical remake of the 1969 TV series 'Civilisation'. Matthew continues to devote time to his fine art practice, working in collaboration with his wife.

**Peter Saville**

Since his first work for the fledgling Factory Records in the late 1970s, Peter has been a pivotal figure in graphic design and style culture. After Factory, Peter moved from Manchester to London, where he became Art Director at Virgin's Dindisc label, working with Joy Division and New Order. He then formed Peter Saville Associates, adding art and fashion clients to his music industry base. After a two-year spell at Pentagram, he moved to LA before returning to London to open The Apartment. He then co-launched the website SHOWstudio.com with his long-term collaborator, photographer Nick Knight. Since then he has been partnering a fluid team of independent designers and creative consultants, handling projects for clients ranging from Adidas and Christian Dior to CNN. In 2004, he was appointed Consultant Creative Director for Manchester. 'Peter Saville Estate' is due to be published later this year.

**Richard Shed**

Richard Shed Studio practices in the fields of product, spatial and interaction design. Since establishing his studio in 2003, Richard has worked with a number of companies based in the UK, Europe and the US. He believes in a conceptually innovative, creative approach paired with practical and functional understanding of materials processes and context. His practice includes one-off commissions for residential and commercial projects, consultancy to companies and manufacturers and collaborative projects with designers and architects. Clients and collaborators include Interaction Design Institute Ivrea & Artemide, Interaction Design Institute Ivrea & Droog, Copenhagen Institute of Interaction Design, Thorsten van Elten, CTO Lighting, and Haworth UK. Richard's work has been exhibited globally and has received international recognition in international publications.

**Interactions thread:**

**Can good design be 'co-created'?**

Chair: Nico Macdonald. Joe Heapy, Lynne Maher and Austin Williams



NM



JH



LM



AW

**Inspired by Wikipedia and Linux, a new area of socially committed co-designers argue that products, and particularly services are best designed in collaboration with users and other stakeholders.**

**Is the open-source software model successfully applicable to other areas of design? Is the primary aim to co-design good quality services or to co-create what policy wonks call 'social engagement'? While everyone can design, isn't it the job of professional designers to champion good design?**

**Chair: Nico Macdonald**

For biography see page 7

**Joe Heapy**

Joe Heapy is a co-founder and director of service design consultancy Engine. With roots in product design, Joe is an advocate of the social value of design in improving peoples' lives. As a strategist, Joe looks at how to best marry business objectives with evolving consumer expectations and needs, to produce powerful and memorable service experiences for both commercial brands and the public sector. Engine innovates service experiences to attract and retain customers, increase revenue and build brand equity. Since 2003, Joe has acted as a mentor on the NESTA Creative Pioneer programme. He also sat on the Design Council's Learning Campaign Expert Panel and has spoken at several conferences on the role of design. Joe recently collaborated with Demos to research and publish, The Journey to the Interface, a pamphlet setting out the role of user-centred approaches to service design in the public sector.

**Lynne Maher**

Dr Lynne Maher is Head of Innovation Practice at the NHS Institute for Innovation and Improvement. Lynne leads on the field of service innovation, exploring the practical application of new processes, methods, tools and techniques within the NHS to achieve transformational change for health services. She is the sponsor for work in the NHS exploring the use of design principles to really understand the actual experiences

of care from the perspectives of patients and staff. Experience Based Design is a ground-breaking method of designing health services with patients based upon their actual experience of the service provided. Lynne is an Honorary Senior Fellow at the Health Service Management Unit, Birmingham University, an Associate providing advice for the National Endowment of Science, Technology and the Arts (NESTA) and an advisor to Connect, a charity supporting people with dysphasia.

**Austin Williams**

Austin Williams is director of the Future Cities Project and author of 'Shortcuts: Essential guides for building designers'. An architect and project manager by profession, he is also a regular columnist with the Daily Telegraph, an architecture critic with BBC London's Robert Elms' Show and the originator and organiser of the Bookshop Barnies. He was the co-coordinator of the Future of Community Festival at Central St Martins College of Art & Design in 2006. In 2005, he convened the Future of London Festival at the Museum of London; and the Future Cities: Future Visions conference at the LSE in 2003. Previously employed as the Technical Editor of the Architects' Journal, he has also written for a range of publications, including: The Times Literary Supplement, Times Higher Educational Supplement; Top Gear, Reason, New Humanist, Blueprint, Building Design, spiked-online, and MJ. He is author of the forthcoming book entitled, 'Enemies of Progress'.

**Business thread: What can design bring to strategy?**

Chair: Stefan Stern.

Richard Eisermann, Jonathan Sands, and Ed Silk



SS



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JS



ES

**Strategy is a word managers and consultants use when wishing to sound important and expensive. To a large extent, overuse has emptied it of much of its meaning. As a growing number of designers like to call themselves strategic, what do they mean? What is the know-how involved in design strategy? What are the strengths that designers bring to strategy building and what new skills must they acquire?**

**Chair: Stefan Stern**

For biography see page 15

**Richard Eisermann**

Richard Eisermann trained as an industrial designer, and his career has touched on all aspects of the customer experience. He has had a hand in designing everything from insulin delivery systems to high-speed train services. In 2006, he co-founded Prospect, a London-based strategic design practice, with Anja Klüber. User-centred innovation has been the focus of Prospect's activities to date, particularly as it relates to the online space. Prior to founding Prospect, Richard was Director of Design and Innovation at the Design Council, responsible for leading design campaigns in the areas of manufacturing, technology, learning environments, and design skills. He came to London from Italy, where he was Director of Design at Whirlpool. He has led also design groups at IDEO in Boston and Sottsass Associati in Milan. Richard has lectured at Central St Martins, the Rhode Island School of Design, MIT, the Istituto Europeo di Design, Milan Polytechnic and the Interaction Institute Ivrea.

**Jonathan Sands**

Jonathan Sands is Chairman of brand identity consultancy Elmwood based in Leeds, London, Edinburgh and Melbourne. Elmwood's clients include ASDA, BBC, Durex, The Football Association, Colgate Palmolive, McCain, Royal Mail, Nestle and HBOS.

In the last five years the consultancy has won over 100 design awards including The New York Festival, D&AD and the International Design Effectiveness Awards.

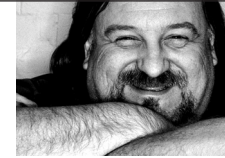
In identity, literature and packaging design Elmwood is in the top five for all UK awards. Jonathan is a former Chairman of the Design Business Association, a non-executive director of Networking for Industry and a past member of the RSA Council. He is also a current council member of the Design Council where he chairs the skills panel. Jonathan was awarded an Honorary Doctor of Science by Huddersfield University in 2002 for his contribution to the Design Industry. He also sits on Wal-Mart's strategy council for the America's.

**Ed Silk**

Ed Silk is a senior strategic consultant at Interbrand, where he works with some of the world's leading brands including Nissan and B&Q. Before joining Interbrand, Ed worked for the international design agency, Pearlfisher, where he worked with brands such as Green & Black's, Waitrose, Oxo, and Pizza Express, as well as on global projects for Absolut, Audi, Seat, SAB Miller and Coca-Cola. He likes to dub himself a creative strategist – someone who is able to marry the rational, analytical and logical side with the more visual, emotive and expressive world to deliver branded solutions that meet real consumer needs, and ultimately deliver brand value.

**Leviathan: the rise of the polymath**

Richard Seymour



**Reflecting on his discipline-busting career, Richard will argue that designers should adopt a wide-spectrum approach to the future. He will begin with a historical perspective, and then put the case for spotting the gaps between existing skill sets and to making new connections**

**Richard Seymour**

Richard Seymour is co-founder of Seymourpowell, one of the world's top product design agencies. Based in London, Seymourpowell has created some of the most iconic products of the last 25 years, including the world's first cordless kettle, pocket mobile phone and Bioform Bra. More recently, the company has been involved with helping to develop the interior of Richard Branson's Virgin Galactic privateer spacecraft and a hydrogen-powered motorcycle. With a background in advertising, film production design, graphics and early English music, Richard spends most of his time now redesigning businesses to make them more creative and innovative. He is holder of the D&AD President's Award for Outstanding Contribution to Design and recipient of an Honorary Doctorate from the Centre for Creative Studies, Michigan. He is a Senior Fellow of the Royal College of Art and was voted (with Dick Powell) sixth Most Important Shaker and Mover in British Culture 2004 by the BBC.

**The silence of design**

Clive Grinyer



**There is no doubt that society's understanding of design is changing and so, therefore, is the role of designers. From dominant creative leaders to softly intuitive messengers of insight, interface and interaction, designers have become better able to capture and communicate the core components of their work and apply them to wider contexts. But the opening of the design process to all through concepts like co-design and real time user feedback raises new questions about the role of anyone called a designer. The archetypal design being is comfortable in his or her studio; isolated from business, politics and people; eagerly waiting permission to facilitate a better world; and designing when invited but impotent when not. This talk questions our model of design and looks at how designers must step into the world and show their value.**

**Clive Grinyer**

Clive Grinyer is Director of Design at Orange France Telecom. Based in the ExploCentre innovation centre in Paris, he is designing the next generation of communication services across mobile, fixed phone and the Internet. Clive has held senior design management roles in both consultancies and corporate design. As a consultant he worked for IDEO in the US and UK, was European head of product design for Fitch and was a co-founder of design company Tangerine. As Director of Design for Samsung he set up the European design team in London, and was head of design for TAG McLaren Audio. He went on to be Director of Design at the Design Council, creating the design demonstration projects with UK manufacturing and technology companies. Clive is a passionate advocate for design and design thinking, writes and speaks at conferences on design innovation and technology, and is the author of the book 'Smart Design'.



<b>4c Design Limited</b> William Mitchell Robin Smith Steve Waldron	<b>Blueprint</b> Vicky Richardson	<b>Coventry University</b> Cherie Lebbon	<b>DJCAD, University of Dundee</b> Jeanette Paul Hazel White	<b>Glasgow Metropolitan College</b> Sandra Gunn	<b>LDA</b> Richelle Harun	<b>NCR</b> Brian Alexander Steven Birnie Andrew Colley Lynne Coventry David McGinn Charles Rohan Pamela Stewart Steve Swaine	<b>Nstar Ltd</b> Mark Fenwick
<b>Addison</b> Raelynn Miles	<b>Bonnie Dean brains4design</b> Christoph Boninger	<b>Creative &amp; Cultural Skills</b> Christine Benn	<b>dlab – University of Teesside</b> Philip McClenaghan	<b>Greaves Best Design</b> Michael Best	<b>Leeds College of Art &amp; Design</b> Dave Russell Simon Thorpe	<b>Leeds Metropolitan University</b> Professor Guy Julier	<b>Onebestway</b> Paul Alderson Marie Larriew Steve Moreland Michael Owen
<b>Adrem</b> Gemma Went	<b>British Design Innovation, Salford University</b> Linda Hodgson	<b>Creative Map</b> Annabel Praeger	<b>Doberman</b> Henrik Engdahl Henrik Karlsson	<b>Heroes</b> Madelaine Cooper	<b>LICA, Lancaster University</b> Rachel Cooper	<b>Neocite Communications Ltd</b> Sami Niemela	<b>Orange - France Telecom Group</b> Cristina Hoffmann
<b>Advance Consultancy</b> Glenn Handforth Chris Kaye	<b>Buckinghamshire Chilterns University College</b> Ruth Gunstone Malcolm Plastow	<b>DCA Design</b> Nicholas Mival	<b>Dogs Design</b> Soley Stefansdottir	<b>Huddersfield University</b> Claire Allen John Bonner Paul Bowker	<b>LIVE Work</b> Chris Downs David Townson	<b>New Design</b> Tanya Weaver	<b>OrangeWorld</b> Clive Gringer
<b>After the News</b> Neil McGuire	<b>Business Link</b> Lynne Elvins Kathryn Hughes	<b>De Montfort University</b> Dr Tina Barnes-Powell	<b>Dott 07</b> Claire Capaldi Beckie Darlington Nick Devitt Susan Lowthian Emer McCourt Robert O'Dowd John Thackara Adam Thomas	<b>Husqvarna</b> Ed Martin	<b>Lloyd Northover</b> Jim Northover	<b>NHS Institute for Innovation and Improvement</b> Lynne Maher	<b>Oslo National Academy Arts</b> Halldor Gislason
<b>Alloy</b> Nina Warburton Gus Desbarats	<b>Central Saint Martins College of Art and Design</b> Danielle Salvadori Monica Hundal	<b>Design and Technology Association</b> Richard Green	<b>Dynamic Diagrams</b> Maia Garau	<b>IDEO</b> Tim Brown	<b>London Associates</b> Joanne Hippolyte Stephen Kingdon Leslie Stokes	<b>Nick Bell Design</b> Nick Bell	<b>Paragon Design</b> David Paton
<b>AME Design</b> Chris Gurr Tim Stern	<b>CEOSTRA Ltd.</b> Sally Brazier	<b>Design Business Association</b> Deborah Dawton	<b>Ellis Pitt Ltd</b> Ellis Pitt	<b>Independent</b> Liliana Rodriguez	<b>London Business School</b> John Bates	<b>Niederrhein University of Applied Sciences</b> Nicolas Beucker	<b>PARK advanced design management</b> Marjolein de Wilde
<b>Amey</b> Oliver Tomlinson	<b>Centre for Design Innovation</b> Justin Knecht Toby Scott	<b>Design Council</b> Cassie Connell Sonja Dahl Jan Dekker Elvira Eilert Louise Fowler Neil Gridley Ruth Hasnip Karolina Johnson David Kester Gemima King Wendy Lanchin Jo Maude Lesley Morris Kati Price Andrea Siodmok Antonia Ward	<b>Elmwood</b> Jonathan Sands	<b>Insight to Innovate Ltd</b> Ian Ferris	<b>London College of Fashion</b> Dr Frances Corner	<b>Nokia Design</b> Casper Asmussen Anton Fahlgren Silas Grant Tom Jenkins Bev Johnson Meri Laine Joseph Macleod Alasdair Mcphail Iain Pottie Sean Prior Hanna Vuolteenaho	<b>Patrick Towell Consulting</b> Patrick Towell
<b>Anarkik3D Ltd</b> Ann Marie Shillito	<b>Checkland Kindleysides</b> Kate Shepherd	<b>Design Event</b> Karen Stone	<b>Engine</b> Joe Heapy	<b>Interbrand</b> Ed Silk	<b>Loughborough University School of Art and Design</b> David Scott	<b>North West Kent College</b> Harvey Ward Turner	<b>PDR</b> Jarred Evans Jason Hester
<b>Andy Cripps Design Management</b> Andy Cripps	<b>Chelsea College of Art and Design</b> Clara Vuletich	<b>Design Support Centre</b> Anthony Steven Hoffman	<b>Financial Times</b> Stefan Stern	<b>James Woudhuysen</b>	<b>Luckybite</b> Durrell Bishop Marcia Mihotich	<b>Northumbria University</b> Mark Bailey Howard Fenwick Liz McLarty James More Janine Munslow Ben Singleton Neil Smith Nick Spencer Jamie Steane Lauren Tan Bob Young Roger Candy Paul Chan	<b>Pearlfisher</b> Mike Branson
<b>Archibald Ingall Stretton</b> Rishi Dastidar	<b>CIID</b> Vinay Venkatraman	<b>Design Wales</b> Malin Flynn Alan Mumby	<b>Flow Interactive</b> Ian Worley	<b>JanisDesign</b> Janis Ben David	<b>Manchester Metropolitan University</b> Tim Parsons	<b>Nottingham Trent University</b> Ann Priest	<b>People Into Enterprise Ltd</b> Jane Shaw
<b>Arts Council England, Yorkshire</b> Ann Wallace	<b>Cleveland College of Art and Design</b> Barbara Jones	<b>Design Week</b> Fiona Sibley	<b>Frank NI Ltd</b> Damian Cranney Stephen Shaw	<b>jones knowles ritchie Ltd</b> Silas Amos Ian Ritchie	<b>Matthew Collings</b>	<b>Portsmouth School of Art, Design and Media</b> Barbara Milligan	<b>Peter Saville</b>
<b>Audi Design Foundation</b> Rebecca Edge Rebecca Myrie	<b>Clock Creative</b> Ann Taylor-Rimmer	<b>Design Event</b> Karen Stone	<b>Frans Johansson</b> Frans Johansson	<b>Jupiter Design Limited</b> Mark Shaw	<b>Maynard Bespoke</b> Sarah Maynard	<b>Prospect</b> Richard Eiserman Anja Klüver	<b>Plan</b> Iain Aitchison Richard Green Kevin McCullagh
<b>Bathspa University</b> Julie Depledge Neil Glen	<b>Colchester Institute</b> David Dury	<b>Freelance</b> Andrew Nicolaou	<b>Frederico Duarte</b>	<b>Kahn Associates</b> Paul Kahn	<b>Microsoft/NHS</b> Kirsten Disse	<b>Ravensbourne College of Design and Communication</b> Libby Anson Peter Pilgrim Layton Reid Martin Schmitz Janthia Taylor Chris Thompson Dorota Watson	<b>Portsmouth School of Art, Design and Media</b> Barbara Milligan
<b>Bibliothèque Design</b> Jonathon Jeffrey Mason Wells	<b>Concept to Customer Ltd.</b> Jonathan Ball	<b>Furnace Design</b> Owen Evans	<b>Frank NI Ltd</b> Damian Cranney Stephen Shaw	<b>Kingston University, Faculty of Art, Design &amp; Architecture</b> Bernadette Blair	<b>moShine Animation Studio</b> Satish Shewhorak		
<b>Bignell Shacklady Ewing</b> Karen Bignell	<b>Copenhagen Institute of Interaction Design</b> Heather Martin	<b>Future Cities Project</b> Austin Williams	<b>Flow Interactive</b> Ian Worley	<b>Lancaster University</b> Martyn Evans	<b>Motorola Europe</b> Ignacio Germade		
<b>blackbeltjones.com</b> Matt Jones	<b>Core77</b> Allan Chochinov	<b>Gavin Pryke</b>	<b>Frank NI Ltd</b> Damian Cranney Stephen Shaw	<b>Land Design Studio Ltd</b> Peter Higgins	<b>Native Design Ltd</b> Morten Warren Marcus Hoggarth Thomas Kleist		
<b>Bloom Design</b> Ed Hayes Dan Cornell		<b>Geoff Kirk</b>	<b>Frans Johansson</b> Frans Johansson	<b>Landor Associates</b> Derek Johnston Peter Knapp			
		<b>Gillian Crampton-Smith</b>	<b>Frederico Duarte</b>	<b>Lavahouse Associates</b> Steve Scott			

## Delegates

**Richard Shed**  
**Robert Bewick**  
**Royal College of Art**  
Clare Johnston  
Jeremy Myerson  
**RTC North**  
Tom Fricker  
**Russell Studio**  
Dale Russell  
**Salford University**  
Qian Sun  
Alex Williams  
**Samsung Design Europe**  
IRIS CHO  
**Sandwich Technology School**  
Jane Fisher  
**Seren**  
Cristina Bilsland  
**Seymour Powell**  
Richard Seymour  
Simon Rucker  
Paula Zuccotti  
**Sheffield Hallam University**  
Jackie Leaver  
Julie Turnbull  
Peter Kaye  
**Six Cities Design Festival, The Lighthouse**  
Evonne Mackenzie  
Ailsa MacKenzie  
Dawnne Mcgeachy  
**Sony Design Centre Europe**  
Michelle Lew  
James Milne  
Phillip Rose  
**South West Design Programme**  
Anna Traylor  
**Spy**  
Nico MacDonald  
**STBY**  
Bas Raijmakers  
Geke van Dijk  
**Tanaka Business School, Imperial College**  
Bruce Tether

**Tayburn LTD**  
Erick Davidson  
**Tellart**  
Matt Cottam  
**The Arts Institute at Bournemouth**  
Kirsten Hardie  
Joyce Palmer  
**The Beach – for creative innovation**  
Diana Krabbendam  
Michiel Schwarz  
**The Future Laboratory**  
Tom Savigar  
**The Glasgow School of Art**  
Paul Stickley  
**The GSA**  
Gordon Hush  
**The Lighthouse**  
Julia Fenby  
Emma Halliday  
Stacey Hunter  
**The Open University**  
Steve Garner  
Georgina Holden  
Peter Lloyd  
**The Raft Consultancy**  
James Duguid  
**The Robert Gordon University, Grays School of Art**  
Julian Malins  
**The University of Dundee**  
Lauren Currie  
**The Workshop**  
Justine Gaubert  
Andrew Nott  
**Thinkpublic**  
Deborah Szebeko  
**University College Falmouth**  
Yorick Benjamin  
Di Downs  
Fiona Hackney  
Andrew Harbert  
John Miller  
Mafalda Spencer  
Jono Wardle  
**University College for the Creative Arts**  
Kathryn Best

**University College for the Creative Arts at Canterbury**  
Neville Kemp  
**University of Central England**  
Caroline Norman  
**University of Central Lancashire**  
Glenda Brindle  
**University of Dundee**  
Polly Duplock  
Christine Kingsley  
**University of Glamorgan**  
Pradeep Sharma  
**University of Glasgow**  
Eddie MacKenzie  
**University of Huddersfield**  
Emma Hunt  
Tracy Lannon  
**University of Leeds**  
David Raffo  
**University of Minnesota**  
Janet Abrams  
**University of Plymouth**  
Esther Dudley  
Roberto Fraquelli  
Colin Searls  
**University of Sunderland**  
Alan Stafford  
**University of Teesside**  
Peter Reid  
Barbara Usherwood  
**University of Wales Institute, Cardiff**  
Steve Gill  
**University of West of England**  
Tod Burton  
**Vodafone UK**  
Nick Hobdell  
**Why Not Associates**  
Andy Altman  
**WoodHolmes**  
Leigh Sear  
Stuart Smith

**Xsite Architecture**  
Tim Bailey  
**York St John University**  
Lisa Benton  
Duncan Brooks  
Forrester De-Sa  
James Fathers  
Warren Fearn  
**Zest Innovation**  
Helen Jamieson  
**Zuckerman**  
Debra Zuckerman

## New Connections Question time

Chair: Jeremy Myerson  
Peter Saville, Richard Seymour and John Thackara

What would you like to ask Peter, Richard or John about design know-how for a new era?

Please complete below and return:

Name

Company

Question

For Peter / Richard / John (delete as applicable)

## About the partners

The Intersections conference is the result of collaboration between the Design Council, Northumbria University School of Design and Dott 07, the first part of a 10-year programme of design innovation developed by the Design Council. The conference is also supported by its sponsors and media partners, Adrem, Blueprint and Core 77.

**The Design Council** is the national strategic body for design, and promotes the use of design throughout the UK's businesses and public services. The Design Council has recently published a report on the future design skills needed for UK business to stay a step ahead of global competition. The report entitled High-level Skills for Higher Value was published with Creative & Cultural Skills after two-years of design-industry consultation.

**Northumbria University School of Design** has an international reputation for design education, innovation and real-world creativity. In 2006 it was identified as one of the world's top 20 design schools by Business Week US. The school has outstanding links with industry and an enviable network of alumni – some of whom are speaking at Intersections. Intersections reflects the school's passion for the power of design and for collaborative working,

**Dott 07** is a year of community projects, events and exhibitions in North East England that explore what a sustainable region might look like and how design can be used to get there. Intersections takes place at the end of the Dott 07 festival, and includes a keynote session from John Thackara, who, as Dott's Programme Director will be reflecting on successes and lessons learnt for design. Dott 07 has been delivered in partnership with One NorthEast, the regional development agency for North East England.

**Adrem** is a creative recruitment consultancy specialising in architecture and design. Its lively team is made up of ex-architects, designers and recruitment professionals, people who truly understand the needs of both clients and candidates. Adrem has provided the product arena with the most notable, well-connected product design recruitment division in Europe. It has grown and evolved its offering over 25 years to attract the best talent worldwide, matching the best candidate to the best job.

**Blueprint** is regarded by many around the world as the original design magazine. Published monthly, it is beautifully produced with a large format, excellent quality paper and the highest standards of photography and illustration. Blueprint is unique in looking at design disciplines alongside each other – it believes that fashion, product and architectural design are born from the same ideas. The magazine is about the important role that design and architecture can play in shaping the world.

**Core77.com** has served a devoted global audience of industrial designers, ranging from students through seasoned professionals, since 1995. Core77 publishes articles, discussion forums, an extensive event calendar, hosts portfolios, job listings, a database of design firms, schools, vendors and services. Core77 provides a gathering point for designers and enthusiasts alike by producing design competitions, lecture series, parties, and exhibits.

