

Design in a value chain perspective; from the anecdotal to the systemic

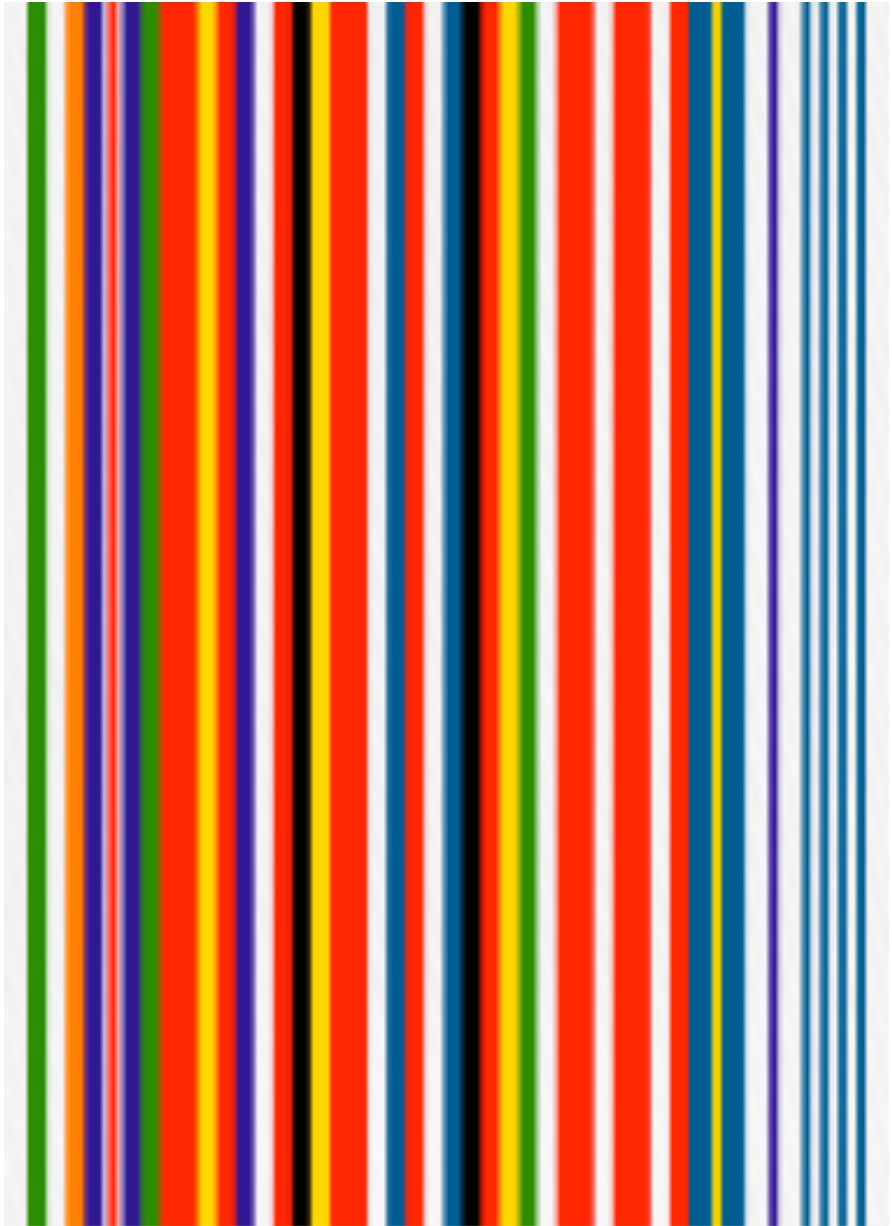
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CEO
THREE POINT ZERO

INTELLIGENCE > INSIGHT > INSPIRATION > INNOVATION

FROM
ARTS & CRAFTS
MOVEMENT

TO
DESIGN DRIVEN
SYSTEMIC INNOVATION

AND BEYOND



CHALLENGES,
STRUCTURAL BARRIERS AND
OPPORTUNITIES NOT TO BE
MISSED

REFLECTIONS ON THE
CURRENT STATE OF
DESIGN IN EUROPE
(AND THE WORLD)

1950's:

ARTS & CRAFTS

RECONSTRUCTION

NATIONAL IDENTITY

SOCIETAL ASPIRATIONS

NEW MATERIALS

NEW TECHNOLOGIES

GLOBALIZATION

ARCHITECTURE

ICONIC DESIGN

1960's: HARD CORE

INDUSTRIAL DESIGN

1970's: RESEARCH

ERGONOMICS AND USER
ANALYSIS

1980's: INTEGRATED

DESIGN MANAGEMENT

1990's: CORPORATE IDENTITY &

BRAND DESIGN

2000's: USER DRIVEN

INNOVATION

CO-CREATION

USER CENTERED

MATERIAL & IMMATERIAL

SERVICE DESIGN

STRATEGIC DESIGN

T-SHAPED DESIGNERS

MULTIDISCIPLINARITY

CREATIVE INDUSTRY

2010 AND BEYOND

DESIGN THINKING

DESIGN DRIVEN INNOVATION

SOCIAL & SYSTEMIC
CHANGE

SUSTAINABLE
DEVELOPMENT

PUBLIC SERVICES

COHESION &
COHERENCE

ECONOMIC & URBAN
GROWTH

THIS CALLS FOR A RENEWAL AND
REVITALIZATION OF DESIGN'S
ORIGINAL VIRTUES – THE DESIGN
DNA:

MEANINGFULNESS

ATTRACTIVENESS AS KEY
INDICATOR

DESIGN AS A CRAFT

SENSITIVITY TO
AESTHETICAL
RESONANCE

DESIGN; MORE THAN
DESIGN THINKING

5 MAJOR CHALLENGES

ALIGNING EDUCATION &
RESEARCH WITH MARKET
NEEDS

COMPETITION FROM
"MBA COMMUNITY"

NEED FOR NEW
BUSINESS MODELS

PROFESSIONAL IDENTITY
AND POLITICAL DOMAIN

EUROPEAN AGENDA

5 STRUCTURAL BARRIERS

PROCUREMENT POLICIES

LABOUR MARKET
REGULATIONS

LACK OF RELEVANT
FUNDING SCHEMES

POLITICAL AND
BUREAUCRATIC
TAXONOMY

THE DESIGN INDUSTRY
ITSELF

5 OPPORTUNITIES NOT TO BE MISSED

PERVASIVENESS
(AS IN PERVASIVE COMPUTING)

POLITICAL AWARENESS

FOCUS ON USERS AND
CO-CREATION

BALANCING PEOPLE,
PROFIT & PLANET

RESEARCH,
MEASURABILITY AND
EVIDENCE

3 QUESTIONS TO BE ASKED

EXACTLY WHAT ARE THE DELIVERABLES OF DESIGNERS AND THE DESIGN INDUSTRY?

WHAT DO DESIGNERS BRING TO THE TABLE THAT IS UNIQUE ?

HOW DO WE ENSURE THAT THESE UNIQUE QUALITIES ARE BROUGHT BACK INTO DESIGN THINKING?

Thanks

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