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# What design is – historically, currently and ahead

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DESIGN MANAGEMENT > DESIGN THINKING > DESIGN CULTURE

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## My own background

Managerial experience from design driven manufacturing industries, CEO of a brand & packaging design agency and twelve years as CEO of Danish Designers.

As of 2012 project manager for EU-financed project – parallel with acting as an independent consultant since 2012 focusing on

- Strategic design development
  - Training programme & design policy development
  - Process and conference moderation and facilitation
  - EU expert work
  - Lecturing, speaking at conferences, writing and board work
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## The next half hour

A walk through the development – up until today – of the role and influence of design and designers, and then a look ahead at the roles, challenges and opportunities we foresee for design practice and design thinking, design protection and the adaptation of design as a driving force for innovation.





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## We could have called it

From design as a craft and representation of national identity to design as a driver of user centered innovation

- and beyond





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## Before 1950

DECORATION AND CUSTOMIZATION • ARTS & CRAFTS • INDUSTRIAL REVOLUTION • MASS PRODUCTION • BAUHAUS - FUNCTIONALIST MOVEMENT • DESIGN EMERGES AS AN INDEPENDENT PROFESSION





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## The fifties

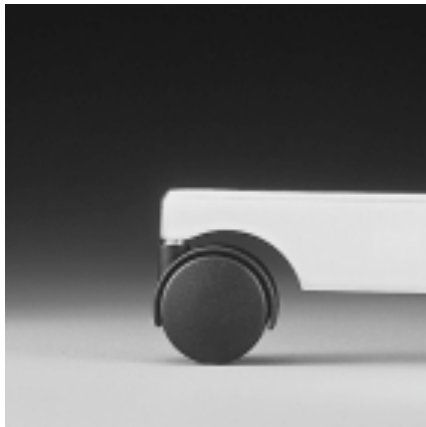
RECONSTRUCTION • WELFARE SOCIETY • SOCIETAL ASPIRATIONS  
NEW MATERIALS • NEW TECHNOLOGIES • GLOBALIZATION  
ARCHITECTURE • ICONIC DESIGN AND NATIONAL IDENTITY





## The sixties

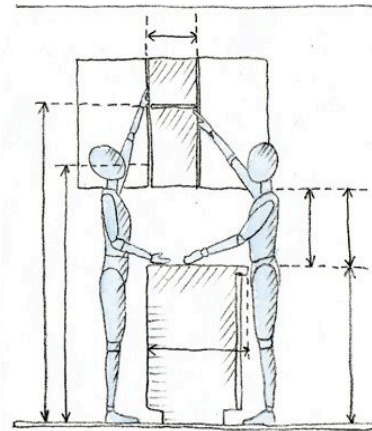
HARD CORE INDUSTRIAL DESIGN • OUT OF THE WOODSHOP  
COLLABORATION WITH OTHER DISCIPLINES • NEW MATERIALS  
NEW TECHNOLOGIES • DESIGN EMERGES AS AN INDEPENDENT  
PROFESSION WITH ITS OWN IDENTITY





## The seventies

FOCUS ON ERGONOMICS, USER EXPERIENCE AND INTERACTION  
EMERGENCE OF DESIGN RESEARCH • COMPUTER TECHNOLOGY  
COMES "ALIVE"







# The eighties

DESIGN MANAGEMENT BECOMES A WELL-KNOWN TERM • DESIGN  
DISPERSES THROUGHOUT ORGANISATIONS • INTEGRATION OF  
VARIOUS FUNCTIONALITIES • VALUE CHAIN APPROACH





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## The nineties

BRANDING • BRANDING • BRANDING • EMERGENCE OF DESIGN  
AS A TOOL FOR SOCIETAL CHANGE • SUBSTANTIAL GROWTH AND  
CONSOLIDATION IN THE DESIGN INDUSTRY





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## The zero's

DESIGN AS A TOOL FOR INNOVATION • TERMS LIKE USER CENTERED DESIGN, STRATEGIC DESIGN AND SERVICE DESIGN APPEAR • EU • DESIGN PROTECTION • MULTIDISCIPLINARITY AND CROSS-SECTOR COLLABORATION • SWITCH OF FOCUS FROM DESIGN TO THE CREATIVE INDUSTRIES





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## The tens – and thereafter...

DESIGN THINKING • SOCIAL, SYSTEMIC AND INFRASTRUCTURAL CHALLENGES – IN PARTICULAR LINKED TO URBAN DEVELOPMENTS • PUBLIC SERVICES AND PROCUREMENT • SUSTAINABILITY ISSUES AND CORPORATE SOCIAL RESPONSIBILITY • NEW UNDERSTANDING OF AESTHETICS





## What is all the fuzz about...?

Design has a proven effect on

- companies' performance measured in growth, exportability, staff loyalty and attraction, productivity and profitability
- consumers' perception of brands, products and services
- citizens' perception of public services and public environments
- productivity in public sectors like hospitals, elderly care and public administration
- corporate culture and ability to foster innovation
- scorecard performance on innovation and quality of life





## And what did it take to get there...?

A strategic approach on national as well as regional levels to

- design education and research
- developing design practice and communities
- supporting the uptake of design in private and public sector
- design promotion and design awareness building
- public procurement and investments

- all of which I will come back to in my second contribution this afternoon

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