

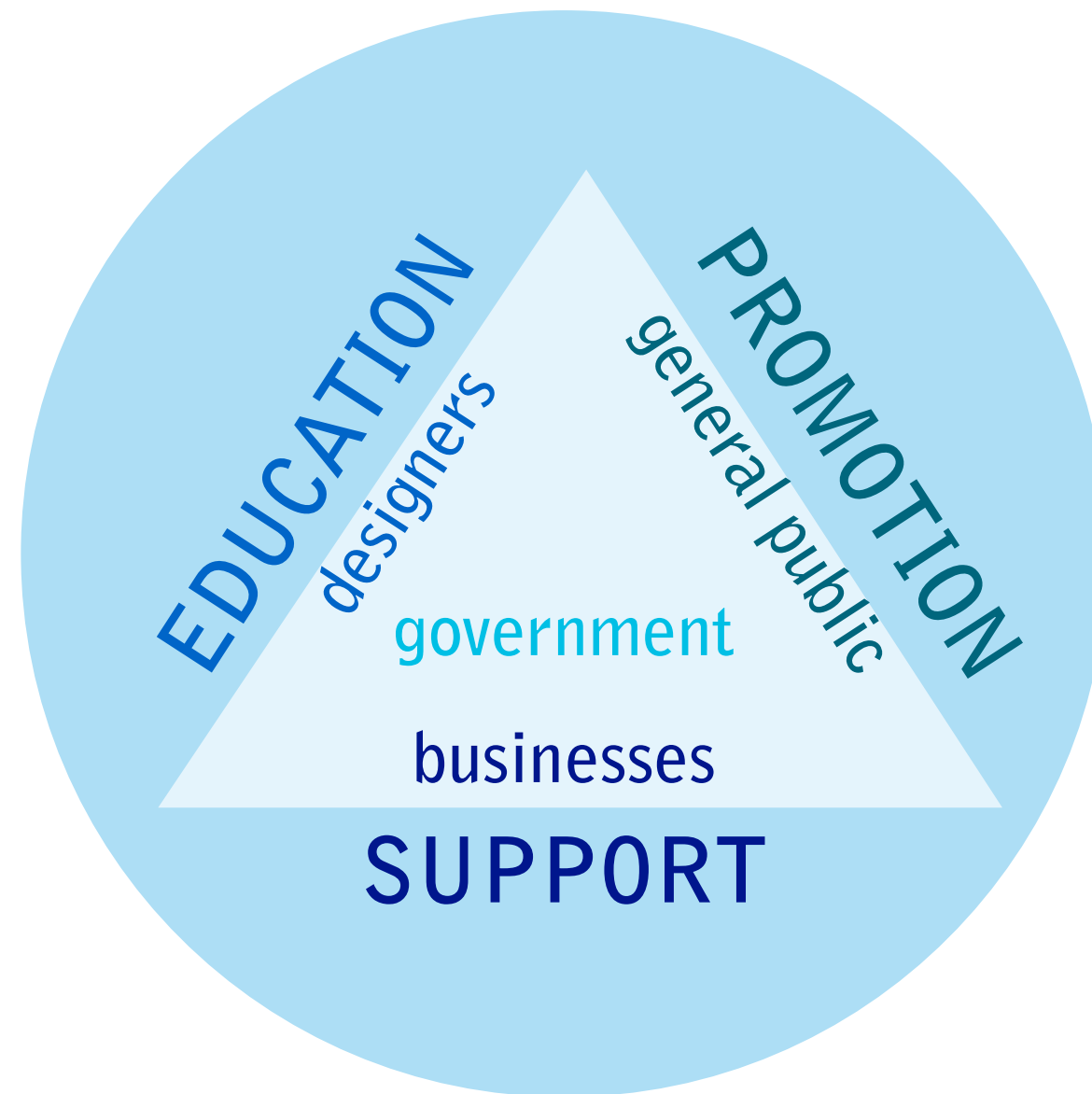
# Growth Potential of Design in Greece - suggestions

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AGENCE POUR LA PROMOTION  
DE LA CRÉATION INDUSTRIELLE

# Design promotion components



**DESIGN POLICY**

Source :A comparative analysis of strategies for design promotion in different national contexts  
Gisele Raulik-Murphy/University of wales / 2010

# Design promotion

## In general the first step

Aiming to make visible the role of design with specific messages towards the different targets:

### **General public**

- Design is user centered
- Design is a profession which needs a specific training
- Everybody has a right to a well-designed environment!

### **Companies and economic partners**

- Design is a tool for competitiveness
- Design can help them to find new markets
- Design can help them to export

### **Public and private policy makers**

- Design creates wealth and employment
- Design can be a factor of social cohesion
- Design can help to create a national image, which is an element of competitive advantage.

**Tools:** exhibitions, awards, conferences, seminars, publications

# Design support

## In general the 2nd step

### **Towards companies**

- build 'bridges' between designers and industry
- assist companies in using design for their business advantage and on the use of design at a strategic level.

### **Towards innovation networks**

- assist innovation networks and clusters to provide a good background for design

### **Towards structures providing technical (including intellectual property) or financial support to SMEs**

# Design policy

In general the last step

It can be developed at:

- National
- Regional
- Local level

Must have definite and measurable objectives

Needs a long term engagement

Concerns:

- organisation of promotion, education and support
- use of design by public organisations for better public procurements.
- exemplarity of public organisations behavior
- developing of the country's brand based on its values

# Design education

## **Education of designers**

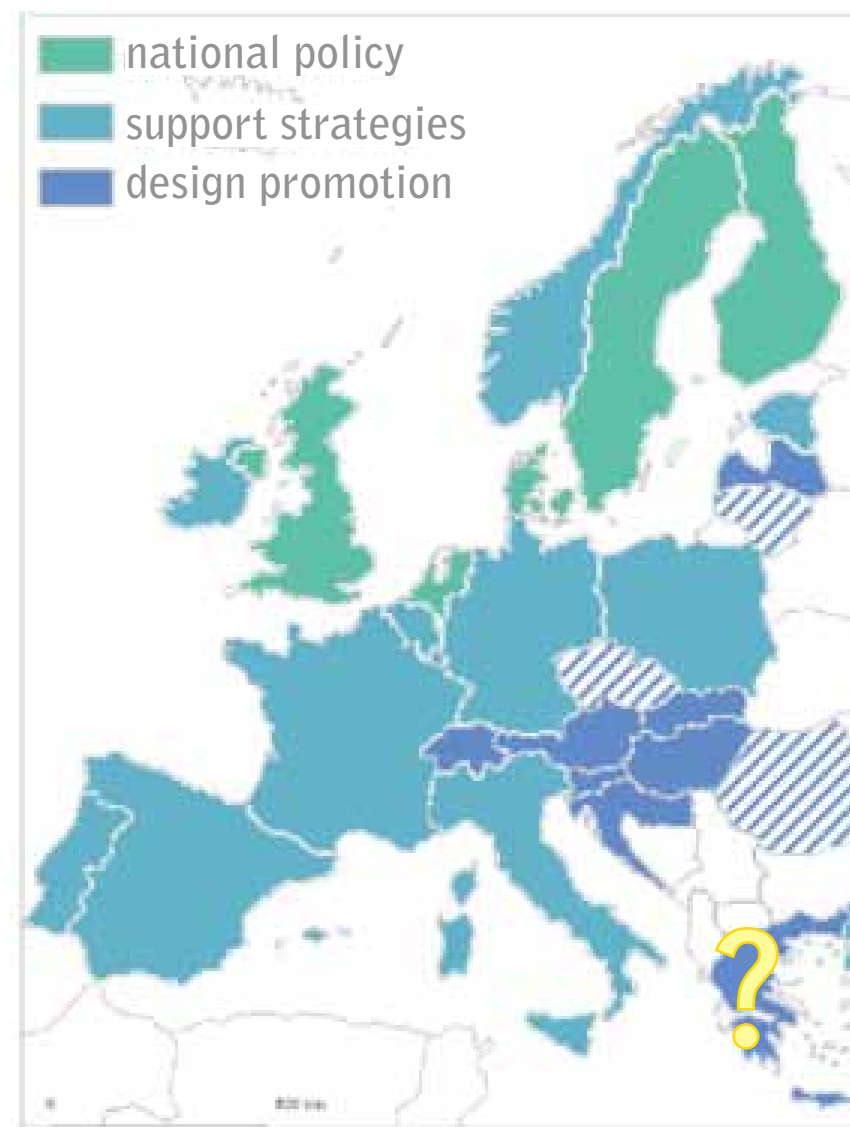
- Traditional education (degrees and post graduate courses)
- professional training

## **Education of engineers and managers**

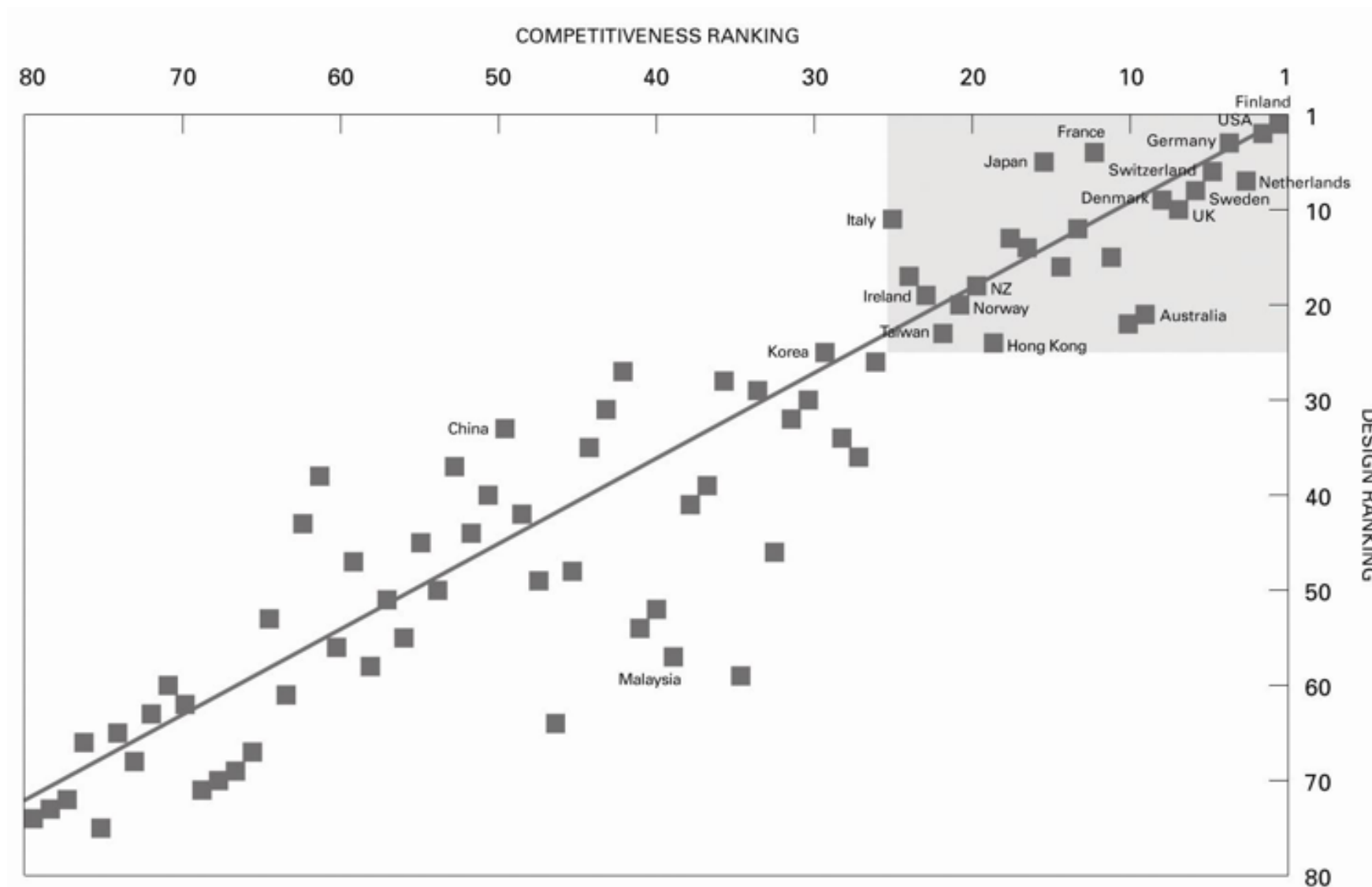
**General education** (primary and secondary school)

Few countries have developed all the components of a design policy.

Europe in 2006



# Correlation between competitiveness and design rankings



The shaded area in the chart shows the common area for which both the overall competitiveness index ranking and the design index ranking are 25 or better. It is worth observing that, with the sole exception of Korea, there are no countries ranked in the top 25 in terms of design that are not also ranked in the top 25 in terms of overall competitiveness. Conversely, there are no countries that are ranked in the top 25 in terms of overall competitiveness that are not also ranked in the top 25 in terms of design.

Source : the global competitiveness report 2001-2002  
(Design taskforce 2003 – New Zealand institute of economic research)



But it is not possible to establish a correlation between the type of design policy adopted in the country.

There is no “ideal” design policy

So what can Greece do?

Can you design a design policy for your country?

*«Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.»*

Herbert Simon- 1969

Then « How can you change the existing situation into a preferred one ? »

# 1st strength

## The quality of Greek graphic design and visual identity



Mousegraphics



Designers United



Designers United



Mousegraphics



2yolk



Beetroot



Mousegraphics

This quality is the result of the quality of the education system in these fields.

**Ένωση Γραφιστών Ελλάδας**

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GREEK GRAPHIC DESIGNERS ASSOCIATION

MEMBER OF **icograda**

# This leads to actions

## **On a microeconomic level**

Promote the use of graphic design and packaging design by companies and artisans, especially those aiming to export.

Possible fields: agribusiness, fishing, handicrafts, but also the new technologies and new media.

Actions: to foster connections and networking, to lead and finance pilot operations.

## **On a national level**

To create a label

To design the “Greece” brand



## 2nd strength

# Quality of interior design and architecture



Studioprototype



Leonidas Papalampropoulos



Minas Kosmidis



ASKarchitects



Tasos Kontodimas



Brand New

# Possible actions

## **Actions with private partners:**

- Support to commercial spaces, hotels...

## **Actions in public spaces:**

- Public services reception
- Information points
- Public transport facilities

# 3rd strength

## IT clusters and networks



**Corallia**, is a Cluster Initiative with the target of boosting competitiveness, entrepreneurship and innovation, through cluster-development support activities. It focuses on knowledge-intensive sectors, with a strong exports-orientation, possessing examples of success stories as inspirational reference, having SMEs as front-runners and using a novel «bottom-up» policy-making approach.

**Si-Cluster** The Hellenic Space Technologies and Applications Cluster is an emerging, industrially-led and user-driven innovation cluster.

**Mi-Cluster:** Nano/Microelectronics based Systems and Applications Cluster

**gi-Cluster Knowledge Base:** the Innovative Gaming Technologies and Creative Content cluster (or in short gi-Cluster), is a recently formed innovation cluster in Greece



## 4th strength

# Support organisations



**EOMMEX** - Hellenic Organization of Small & Medium sized Enterprises and Handicraft S.A.

<http://www.eommex.gr>

## 5th strength

# Support from abroad



**Reload Greece** is an initiative started by a group of Greek graduates in the United Kingdom. It is an initiative by the next generation for the next generation to change mentalities in Greece and turn words into action.



MANAGEMENT PROGRAMS AGENCY

# Structural actions

## **Development of new fields of design:**

digital design  
service design

# Structural actions

## Improve the visibility of the stakeholders

- Directory of resources: designers, professional organizations, design schools
- Virtual exchange platform

A French Example:  
national directory of design  
and innovation  
<http://annuaire.apci.asso.fr/>



## A Greek example:

**Yatzer** was previously founded by the Greek interior designer, Costas Voyatzis, who has been named as one of the 100 most influential people in the design industry by French heavyweight Architectural Digest. Since its initial launch on January 21, 2007, Yatzer.com, now owned by Yatzerland Limited, has been acknowledged as one of the most indispensable sources for design inspiration and is now a point of reference and a much desired forum amongst designers for presenting their work.



Now it is time for you to design the future  
of Greece!

*Thank you*

Anne Marie Boutin

**A.P.C.I**

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<http://www.francedesigninnovation.fr/>