



DFFN

Design For Future Needs

International Workshop 1
28 & 29 January 2002
Design Council, London



APCI - Paris

Anne Marie Boutin
Jean Schneider

BEDA – Barcelona

Stephen Hitchins
Michael Thompson

CNAM – Paris

Marc Giget
Lional Roure

Interaction IVREA - Ivrea

Jan Christoph Zoels
Silvia Gabriell

UIAH – Helsinki

Peter McGrory

Design Council - London

Lesley Morris
Louise Hawken
Mala Gondalia



Day 1

Broadcast and Receive

Partner background, related work, overall objectives, project role



Day 2

Criteria and Action

Scoping studies, criteria for case studies
Planning and actions



Monday

10.00	Design Council
11.00	APCI
11.45	Break
12.00	UIAH
13.00	Discussion
13.30	Lunch
14.30	IVREA
15.30	BEDA
16.00	Break
16.15	CNAM



Design For Future Needs?



What's next?

technology

socio economic

demographic



How do we get there?

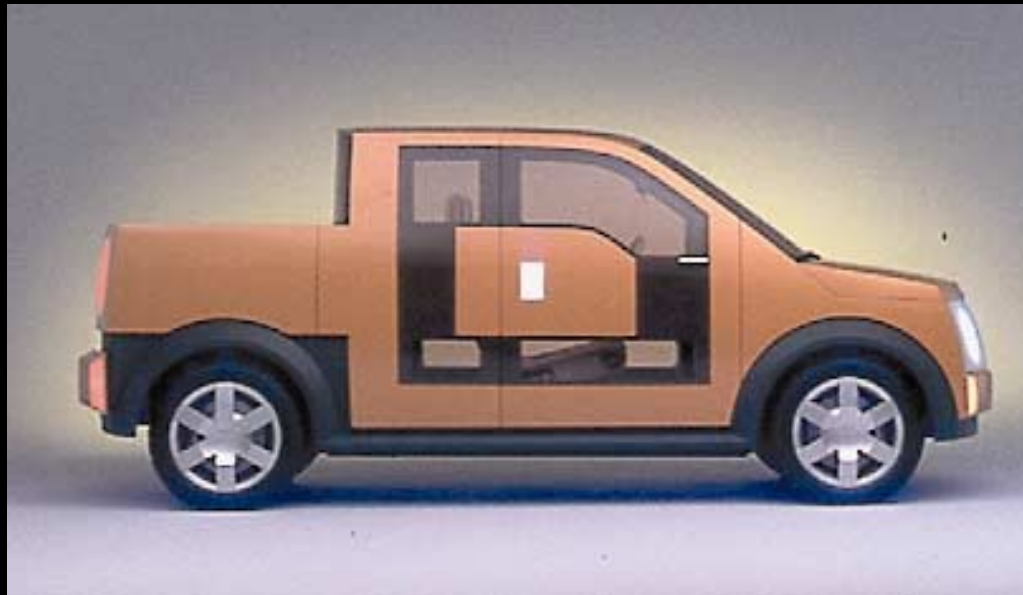
future planning,
prospective
foresight

Design?



Design?









"... open a dialogue between designers and policymakers to emphasise the potential for design thinking to assist in the anticipation of change and to prepare solutions for these changes. "



“..... identify tools, techniques and methodologies used in design forecasting practice in industry, the public sector and government policy throughout the EU to enhance understanding of how design thinking, planning and foresight initiatives in these areas can improve the ability to respond to social, economic and technological trends. “



Project Aims - 1

To explore all methods by which design activities consider and prepare for the future.



Project Aims - 2

To develop knowledge of techniques and methods through in depth study of examples of future design thinking.



Project Aims - 3

Identify themes where design thinking will enhance future planning.



Project Outputs

International conference in Brussels to broadcast the effectiveness of design in future thinking



Project Outputs

Wide dissemination of findings to the EU commission, politicians, planners and decision makers in social, urban, environmental and technology areas



Project Map

February 2002

21 June 2002

December 2002

Scoping Study - WP 3

APCI

CNAM

Interaction IVREA



Project Map

November 2002

Data Base - WP 3

APCI

CNAM



Project Map

18 March 2002

October 2002

Case Studies - WP 4
UIAH
Interaction IVREA



Project Map

18 March 2002

October 2002

Theme Development - WP 5
Design Council



Project Map

26, 27 November 2002

Conference - WP 6
BEDA



Project Map

December 2002

Report and Dissemination - WP 7&8

APCI

Design Council

Design Council



**To inspire and enable the best use of
design by the UK, in the world context,
to improve prosperity and well-being**



Design in the UK economy

- business spend on design
£26.7 billion
3% of corporate turnover



Importance of design to UK business

- 67% regard design as significant
- 14% regard design as integral

Design Council Survey 2001

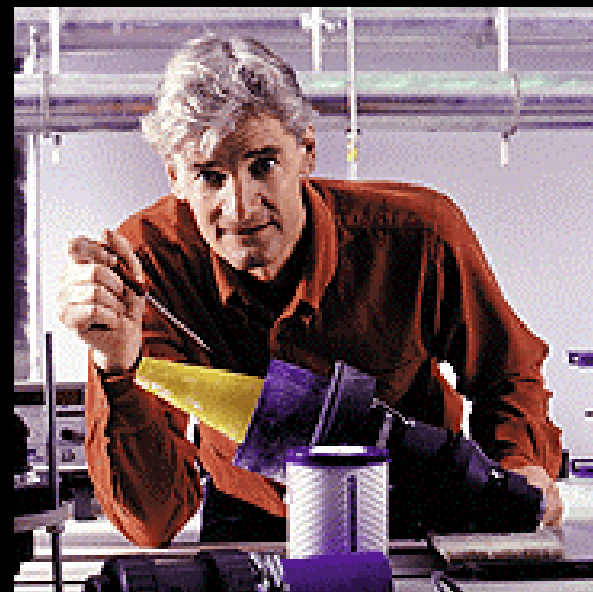


Role of Design Council

- Business
- Public Services
- Policy
- Knowledge of Design



Defining design





tv



exhibitions



inspire

Inspiring stories



Inspiring people



Design for quality of life

how design responds to wider social challenges



Design for working and learning

architecture, environment, and organisation
cultures, education



Design for a better environment

designs role in creating a sustainable future



Research topics



Living
longer



Flexible
working



e-futures



Sustainable
futures

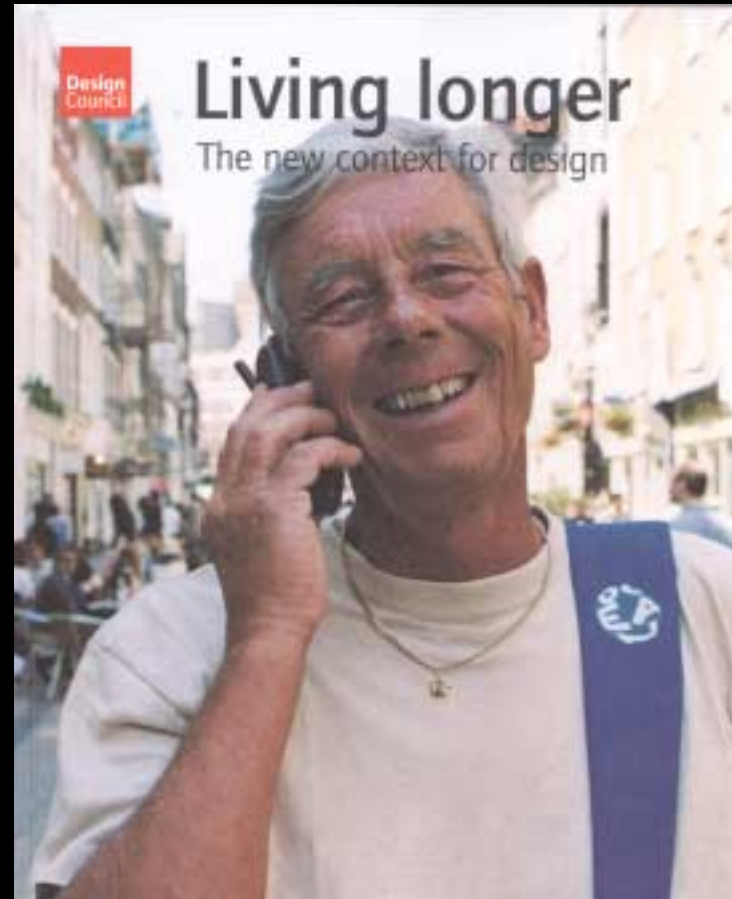


Smart
products



Innovation
culture

Living Longer





Living Longer

- Ageing population - 50% over 50 by 2020
- Falling birthrate
- Healthier and more capable into 80's

Living Longer



Living Longer



Living Longer



Living Longer



Living Longer



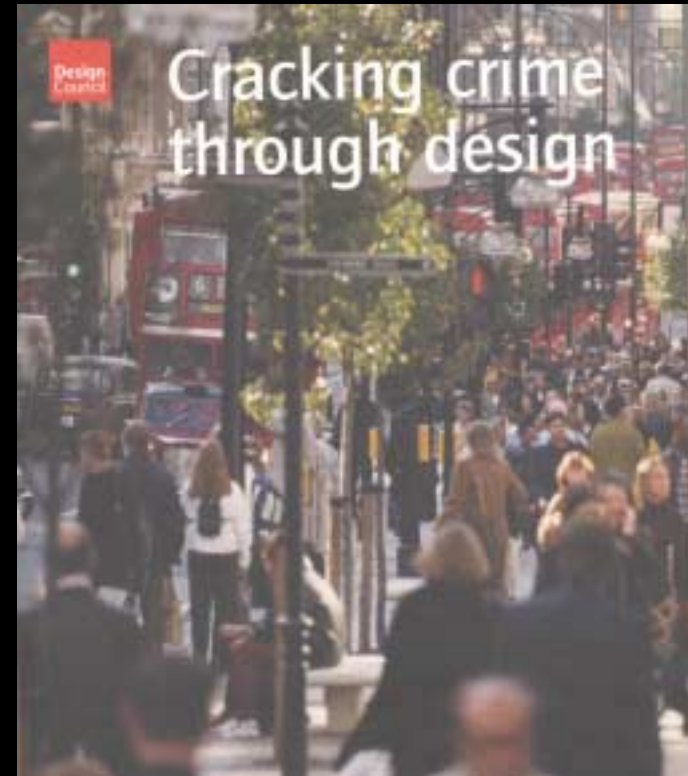
i-design



i-design



Design Against Crime

















Why Design?

- Science and technology
- Economics
- Invention
- Marketing



Why not science?

- Science – create the possible from the impossible



Why not technology?

- Create it and then find the value

GSM



Bluetooth





Why not marketing?

- Working with the present tense



Design and innovation?

- Connecting ideas and emotions



invention



innovation



design





Design Process

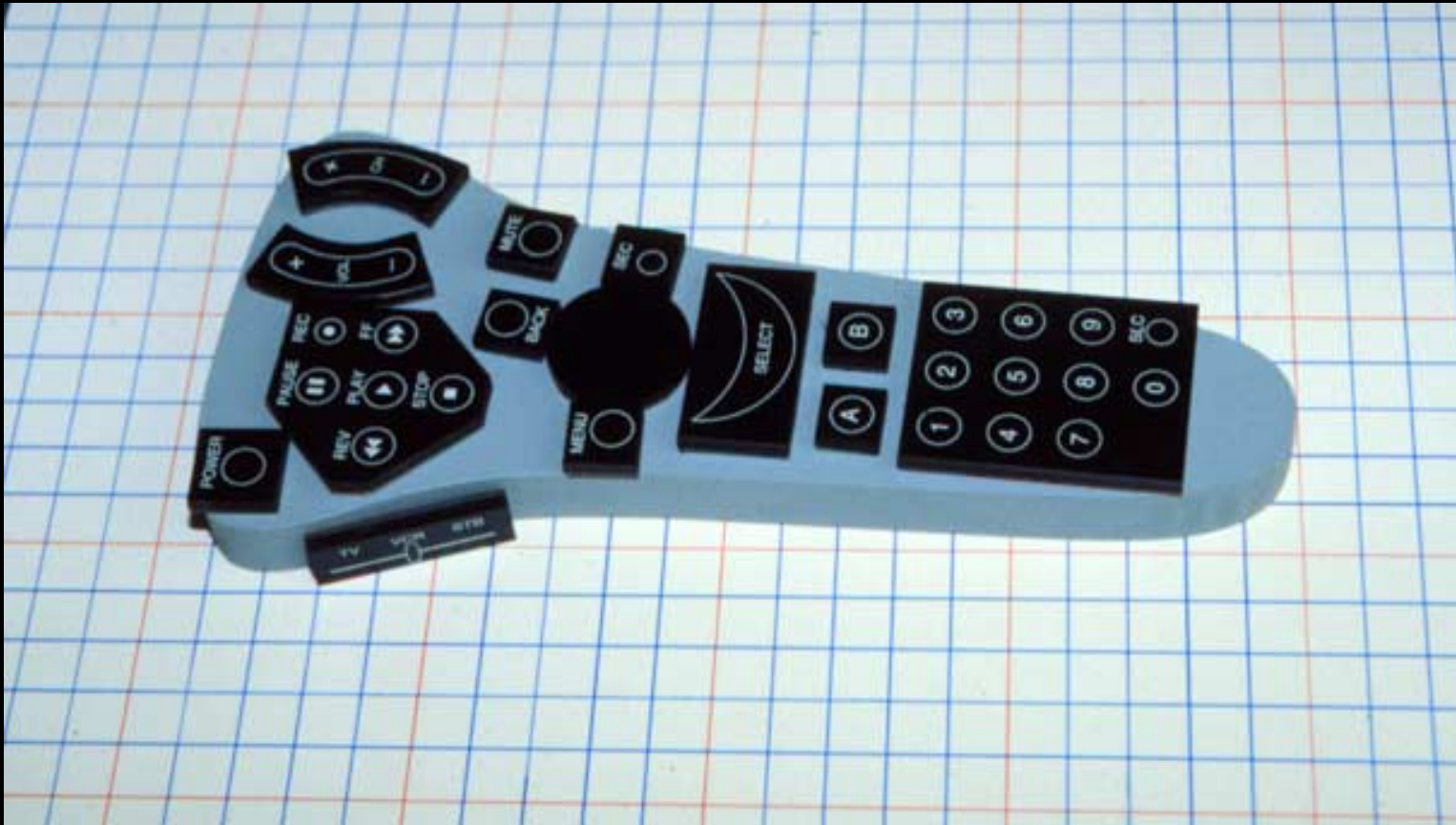
User research – not just what people want, but what they need.

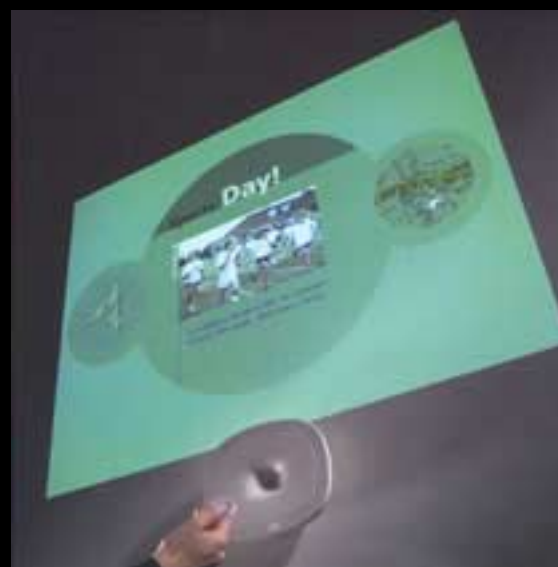




Design Process

Visions – creating alternative visions of the future for consideration







Design Process

Prototyping – creating the experience
before it is real





Design Process

Road Map – planning the route to the future, technology, processes, systems



Evening Dinner Debate



Ezio Manzini – Polytechnica Milano
Lucy Alexander – Design Laboratory
Stephen Aitkin – Foresight
Colin Burns - IDEO

**Design
Council**