



Øresund Design style, method, strategy

22 June 2010, 13:00 - 16:00

Copenhagen Business School, Solbjerg Plads 3, SP 213, Frederiksberg

Join us for an afternoon of presentations, discussions and networking on the opportunities and challenges for design as a business resource in the Øresund region. The presentations will conceptually and historically reflect on how design in Øresund has developed from style and crafts to strategic design via methodological approaches, and how it has preserved its existing content while adding new qualities. Some of the discussion topics will include:

- The unique challenges and opportunities for design in Øresund
- Managing design for creating business value and strategic impact
- Benefiting from the traditional strengths of Nordic design
- Transforming design and innovation into high-value business resources
- Challenges of creating the next generation of curriculum to educate the Øresund innovators and design thinkers of the future

For further information or to RSVP, please contact Yvonne Bjørkov
at yb.marktg@cbs.dk or 3815-2145.

Please RSVP before Friday, 18 June 2010.



PROGRAM

13:00 - 13:15

Welcome

Tore Kristensen

Welcome and Introduction of Speakers

13:15 - 13:45

Challenges for Design in the Øresund Region

Peter Bysted,

Based on his experiences as a consultant, practicing designer and the former Rector of Denmark's Designskole, Peter Bysted will discuss the challenges that design faces in the Øresund region today.

13:45 - 14:15

Embedded Cultural and Craft Dimensions of Nordic Design

Thomas Dickson

This presentation builds on a historical interpretation of where Øresund design comes from and what it looks like today as a carrier of a complex cultural content.

14:15 - 14:30

Coffee Break

14:30 - 15:00

Danish Design Consultancies and the Making of Strategy

Suzan Boztepe

Based on a recent study of leading Danish design consultancies, this presentation discusses how design is managed for creating business value and strategic impact.

15:00 - 15:30

Is Design a Good Business Then?

Tore Kristensen

This presentation is an account of several studies attempting to explain in quantitative terms what design can mean for businesses. It will show that even simple objects may have strategic implications.

15:30 - 16:00

Jesper Clement

Educating the Next Generation Øresund Innovators

This presentation will introduce a new Minor at Copenhagen Business School which brings design thinking, integrated design, and strategic design into business school curriculum.

16:00 - 17:00

Reception

