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Culture as Innovation

*Turku, Finland*

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# **Flowing Design • Departures & Landings**

**The Role of Collaborative Design Networks**

***'... architecture and design are likely to be  
redefined in their form, function, process and  
value in the coming years'***

Manuel Castells

Castells, Manuel (1996) *The Information Age: Economy, Society and Culture. Volume 1, The Rise of the Network Society*. United Kingdom: Blackwell Publishing. P. 448

# ACCELERATED GLOBAL PROCESSES

**Opening of new markets (Stiglitz 2001)**

**New technologies: transportation & communication (Appadurai 1996)**

## TRENDS IN DESIGN



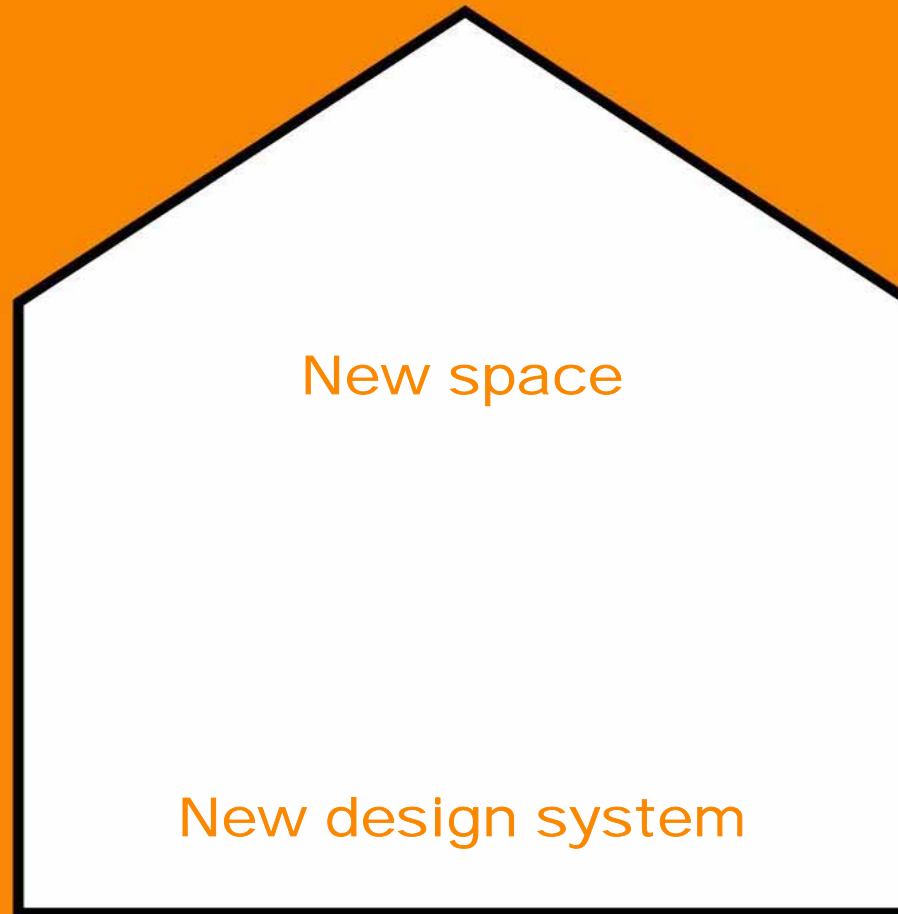
**Internationalisation**



**Localisation**

# New mode of production

(Lefebvre 1974, Castells 2000)



# Imagination

(Appadurai 1996)



*No longer a mere fantasy, but social  
process. It is work and negotiation*



A complex network diagram with green nodes and orange lines. The nodes are represented by circles of varying sizes, and the lines represent connections between them. The network is dense and interconnected, with many nodes having multiple connections. The text "Driven by" is positioned in the center of the network.

Driven by

GLOBAL NETWORKS OF INTERACTION

# CREATIVE INDUSTRIES

(Hartley 2005, Rennie 2005)



**New modes to organise, connect and understand the world**



**Importance of fostering a space where creative participation can occur**

Infrastructure > Connectivity > Content > Creativity



‘... all innovation begins with creative ideas [...] We define innovation as the successful implementation of creative ideas within an organization. In this view, creativity by individuals and teams is a starting point for innovation; the first is necessary but not sufficient condition for the second’

Teresa Amabile

The background of the slide is a dense network of thin, light orange lines connecting various green circular nodes of different sizes. The nodes are scattered across the frame, with some being significantly larger than others, suggesting a hierarchy or central nodes in the network. The overall appearance is that of a complex, interconnected web or social structure.

Milieu of innovation (Castells 2000)

Social structure of creativity (Florida 2002)

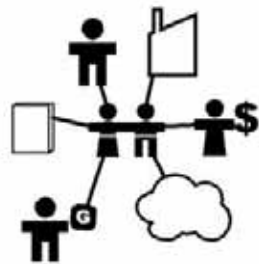
A network diagram with green nodes and orange lines. The nodes are represented by solid green circles of varying sizes, scattered across the frame. The lines are thin, orange, and form a dense, interconnected web that fills the background. The overall aesthetic is clean and modern, suggesting a digital or organizational network.

A DESIGN MILIEU?



# Design Networks

Defined by Production and Consumption Processes



# Production Process



Design climate

# Consumption Process



Retail  
Acquisition

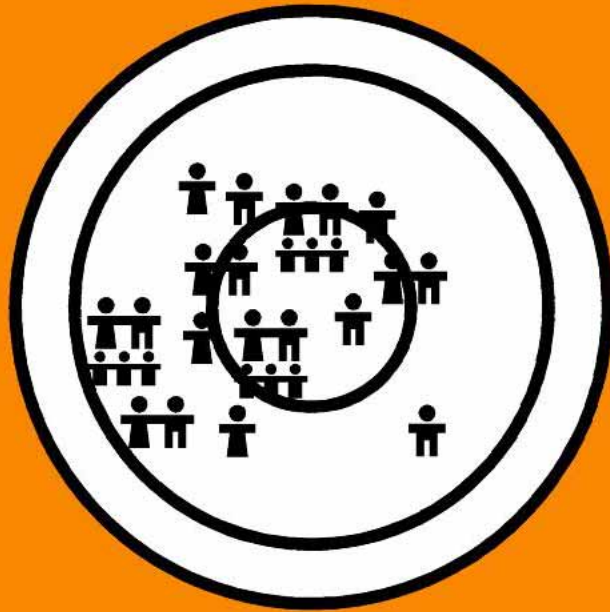


## Actors in the Design Market

The image features a dense, intricate network of thin, light-orange lines connecting various green circular nodes of different sizes. The nodes are scattered across the frame, with some being significantly larger than others, suggesting a hierarchy or varying degrees of connectivity. The overall effect is a complex, web-like structure that fills the background. Centered over this network is the text "DESIGN NETWORKS" in a bold, orange, sans-serif font.

# DESIGN NETWORKS

# Networks of cooperation



*Social*



*Institutional*

# Nodes & Networks

Cross-institutional

<b>Governmental</b>							
<b>Educational</b>							
<b>Promotional</b>							
<b>Commercial</b>							
<b>Industrial</b>							
<b>Professional</b>							
<b>Personal</b>							
	<b>Design fields</b>	<b>Economics</b>	<b>Engineering</b>	<b>Social sciences</b>	<b>Environmental sciences</b>	<b>Architecture</b>	<b>Medicine</b>

*Cross-disciplinary*





Governmental

**Aim**

*Promote regional or national development*

**Structure**

*Large-scale integration of networks*

**Actors**

*Government offices: Trade, Industry, etc.*

## DESIGN POLICIES

**Australia** regional design promotion

**Denmark** \* national design policy

**Estonia**

**Finland** \* national design policy

**Germany** institutional led promotion

**Ireland** \* national design policy

**Italy** official regional design policy and promotion programme

**Korea** \* national design policy and promotion

**New Zealand** national design policy

**Norway** \* national design policy

**Sweden** \* national design policy

**United Kingdom** national led promotion

**United States**, promotion by national level professional organisations





**Aim**

*Create future designers  
and develop research*

**Structure**

*Between institutions,  
with the industry and  
the government*

**Actors**

*Universities,  
polytechnics, post-  
graduate, independent  
research centres*

Educational



Cumulus  
International Association of Universities and  
Colleges of Art, Design and Media



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- » MEMBER INSTITUTIONS
- » HOW TO APPLY
- » APPLICATION FORM

HOME » MEMBERS

### What is the Cumulus membership about?



Cumulus is a non-profit organization of 107 institutions of art, design and media, and we are the only one in the world to serve art and design education and research. Cumulus is a forum for partnership and transfer of knowledge and best practices. Cumulus members can propose conferences, workshops, projects among members and with industry, business and other partners. Cumulus offers also projects for members. Members can organize mobility, do research collaboration, and keep on working on a topic in specific Cumulus working groups that meet annually. Members can also only observe and learn from the others through the events and Cumulus Working Papers.

Exhibitions and shows are an important tool to tell the others of the meaning of art and design in the world. Good examples are Cumulus European Ways of Life EWOL exhibitions in 2002 in Louvre Paris and in Korea, and 2006 in Nantes France as well as some other smaller exhibitions.

Cumulus can act as an umbrella for any need as for art, design and media education and research. Cumulus is active in collaborating also e.g. through European Union funding with other global partners like EU-Latin America programme Alfa, Culture2000, Erasmus, Leonardo, Erasmus Mundus, FP7 research programme but also based on bilateral national cooperation programmes.

*By being a member, you are in the heart of art and design.*

[ [Back](#) ]



Promotional

**Aim**

*Promote the local services and material production: culturally, economically, politically, etc.*

**Structure**

*With media, industry, universities, designers' associations*

**Actors**

*Promotional centres (public and private)*



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la / Sat 10-18  
su / Sun 12-18

# Design Forum Finland



- Design Forum Finland
- History
- Organization
- Strategy
- Exhibitions
- Press
- Prizes and competitions
- Publications
- Design Forum Shop
- Hiring Spaces
- Opening hours and contact information

Suomeksi

## NEW ARRIVALS 15 FINNISH FASHION DESIGNERS

**New Arrivals – Starring Finnish Fashion**, Design Forum Finland's summer exhibition, presents the young designers and visionaries of Finnish fashion along with main developments in this field. The exhibition tells what is today's luxury design or street fashion. How does creative design differ from luxury design? What is essential in Finnish fashion – uniqueness, boldness, originality or something completely different? [Read more...](#)

*New Arrivals – Starring Finnish Fashion*  
15.6.-2.9.2007 Design Forum Finland, Space1 and Space2



Finnish Design Delights



10.05.2007

[More Information](#)

### Two new exhibitions opening at Design Forum Finland

Two new exhibitions are opening at Design Forum on Friday 11 May. Space1 shows the winning entries of the Technical Instrument of Your Dreams

## Designer of the Month KUUKAUDEN MUOTOILIJAJ Fokus Fabrik

03.05.2007

[More Information](#)

### Designer of the Month in Design Forum Shop

Designer of the Month is a Design Forum Shop campaign that will bring out 12 young and talented Finnish designers during the year. In May it's group of



**NEW  
FINNISH  
DESIGN**  
IN NEW YORK

FINNISHDESIGN.FI





<b>Aim</b>	<b>Structure</b>	<b>Actors</b>
<i>Trade of products and services</i>	<i>Several industries simulta-neously, with clients and media</i>	<i>Shops, fairs, producers</i>

Commercial

# General info

Ufficio Stampa  
Press Office



Presidenza  
Board of Directors

I Saloni Milano

I Saloni WorldWide

Cosmit



Press

Events

Info

Transportation

Parking facilities

Services at Fairgrounds

Travel / Accommodation

F.A.Q

User Area

## Plan of fairgrounds







## Industrial

### **Aim**

*Production of goods and services*

### **Structure**

*Fragmentation of processes, subcontracting, collaborations between SMEs*

### **Actors**

*All types of manufacturing and service industries*



# FinnExport



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### Links

#### [Hakukoneoptimointi](#)

International search engine marketing.  
[totalmanagement.fi](#)

#### [Radio Modem](#)

Wireless radio modems for industrial applications.  
[satel.com](#)

#### [Nema 4x enclosures](#)

More than 1000 standard enclosures and accessories.  
[fibox-enclosures.com](#)

#### [Tekla Structures](#)

Tekla develops model-based, real-time software products.  
[www.tekla.com](#)

#### [Esmerk mediaseuranta](#)

Business information service.  
[www.esmerk.fi](#)



Professional

**Aim**

*Organisation of  
design practice and  
services*

**Structure**

*Between associations,  
NGOs, consultancies,  
agencies*

**Actors**

*Designer's  
associations,  
consultancies,  
agencies*





**Ornamo Design Award 2007**

The Ornamo Foundation's € 15,000 Ornamo Design Award granted to the Designer and Ceramist Brian Keaney | [Lisa »](#)

**INDEX: Award 2007**

The world's biggest design award has announced the top nominees. Four Finnish designs are among them. | [Read more »](#)

**The Fennia Prize 2007 Grand Prix awarded to Rocla**

Fennia Prizes of € 5,000 each were awarded to four companies. | [Read more »](#)

SPACE - ART - DESIGN

The members of Ornamo are among the best of their profession through their training and strong professional know-how. Common to all are a good sense of form and strong knowledge of materials. The designers of Ornamo are always up to date in their profession by following it actively and with further education.



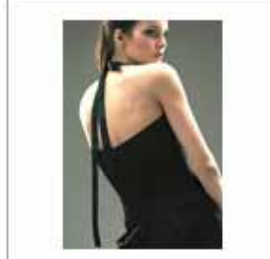
### Uudet portfoliot



**Heikki Ruoho**  
Huonekalusuunnittelija  
SIO



**Ville Mensio**  
Teollinen muotoilija TKO



**Svetlana Farafonova**



**Helena Vaari**  
Tekstiilitaiteilija TEXO



**Johanna Sarparanta**  
Taidekäsityöläinen TAIKO



**Katy Hertell**  
Taiteilija

### Muotoilijahaku

#### Vapaasanahaku

Hae muotoilijaa nimellä tai työhön liittyvällä avainsanalla tai sanan osalla. Kaikki portfoliot saat hakemalla \*-merkillä (tähti).

HAE

- » [Laajennettu haku](#)
- » [Hae muotoiluyrityksiä](#)

Valitse vetovalikosta hakuehdot ja paina allaolevaa painiketta. Hakutulos näyttää ne muotoilijat, joihin kaikki annetut hakuehdot sopivat.

Ala:

# BEDA

The Bureau of European  
Design Associations

## BEDA members

- Members
- Board
- Publications
- Contact
- Home





# BEDA

The Bureau of European  
Design Associations

Members  
Publications  
Contact  
Home

**BEDA** exists to ensure permanent liaison between the professional societies of designers, the promotional, educational, research, social and design management organisations and networks within the countries of Europe, and to act as a liaison between them and the authorities of the European Union.

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f. +34 (0)934 155 419  
office@beda.org

General Assembly in Berlin  
24 March 2007

The Bureau of European  
Design Associations,  
founded in 1969, with 39  
member organisations from  
22...

BEDA launches European  
Design Report

At the instigation of BEDA  
Member Design Austria,  
BEDA has recently  
launched its first ever "...

"There is much more to  
innovation than technology.  
We need non-technological  
innovation too, in design,  
business process, manage-  
ment and marketing." Günter  
Verheugen



Personal

**Aim**

*Promotion of own design work*

**Structure**

*Links between individuals and larger networks (all of the above)*

**Actors**

*Designers, linked with all those that support the practice*





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Submit

**Come up We're CLOSED**  
**NEW YORK DESIGN WEEK 2007**  
 CORE77'S EXTENSIVE COVERAGE:  
 GALLERIES, EVENTS & PARTIES

**EXPERIENCE IS THE PRODUCT.**  
 PETER MERHOLZ ON THE ONLY THING  
 THAT CUSTOMERS CARE ABOUT

**DESIGN MAI 2007**  
 ARNOLD VAN BEZOOYEN'S SHOTS FROM  
 THIS YEAR'S SHOW

**GRAVITY FREE 2007 REVIEW**  
 THOUGHTS ON THE CHICAGO  
 CONFERENCE, BY BRUCE THARP

/ NAVIGATION

- blog
- articles
- studio bullitts
- photo galleries
- podcasts (new)
- calendar + events
- books + links
- design schools
- discussions

RSS Feeds:

- Our Blog
- Studio Bullitts
- ID Jobs

Fine Print:

/ CLOGGER - SUBMIT A LINK - ARCHIVE

Apple Outlet now "open" for bargain hunters

Friday, June 01

Start saving now.

Special Deals

Big savings. Limited-time offers.

Apple Certified. Good as new. We test and certify all Apple refurbished products and include a 1-year warranty.



Refurbished iPod

Find deals on the Apple-certified iPod, iPod nano, or iPod shuffle you've always wanted.

Shop now



Refurbished Mac

Shop Apple-certified Mac desktops and notebooks at once-in-a-lifetime prices.

Shop now



Clearance Items

Get discount prices on new, unopened products from Apple and other manufacturers.

Shop now



Big Deals

See special offers, promotions, and other great deals available for a limited time only.

Shop now



Assistant Professor / Lecturer in Industrial and Product Design

The Hong Kong Polytechnic University : -, Hong Kong

Public Relations Director

Confidential : New York, New York

Marketing Ad Sales Producer

Confidential : New York, New York

- See all Jobs
- Post a Job

/ EVENTS

Electrolux Design

/ SUBSCRIBE

THE CORE77 NEWSLETTER

# Groups

## Browse Groups

Sorted by category

- Regional
- Industry
- School
- Organization
- Skill
- Special Interest
- Language
- [View All Groups](#)

[START A GROUP](#)

## Featured Groups

Some of the groups we've noticed recently



### Galeria de Diseño Industrial ITESM

19 members

15 images | 2 posts



### Point of Purchase Online Network

15 members

9 images | 2 posts

## What are Groups?

That's gold out there!

Coroflot Groups is like the Old West - a big open space waiting to be brought to life with your work and ideas. Round up some fellow frontiersmen/women and go stake out your claim. Do what you will with your spread; you can kick around and one-up each other with your latest projects or dig in and build an empire.

[START A GROUP](#)

## Recent Group Activity

What is up with Groups?

### Newest Groups

soft	7 minutes ago
VectorMagazine	5 hours ago
Futuristic Designers	9 hours ago
Designers	9 hours ago

### Popular Groups

Events, Experiential, ...	1220 members
Graphic Designers	1132 members
Europe	932 members





portfolios

Browse Portfolios

groups

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jobs

Browse Images

my account

Create a Portfolio

# Portfolios

## Site News

Underneath the radar

April 20, 2007  
**Announcing Coroflot Magazine!**

November 20, 2006  
**psst! - check it out...**

Read More

58,351 Profiles  
690 Jobs  
18 Members Online  
83 Guests Online

Create a Profile



## Featured Profiles

The Coroflot All-Stars



### Igor Dukic

Minneapolis, MN  
Print  
Featured on May 30, 2007



### Giles McWilliam

Chicago, IL  
Industrial Design  
Featured on May 30, 2007



### oliver schneider

cologne, Germany  
Interior Design  
Featured on May 30, 2007



### Raphael Pontual

Brasília, Brazil  
Design Management  
Featured on May 30, 2007



### Thu Hang Tran

## Browse All Profiles

Find designers by speciality

- Architecture
- Design Management
- Exhibition Design
- Fashion/Apparel
- Industrial Design
- Interior Design
- Point of Purchase
- 3-D Modeling
- Art Direction
- Environmental Graphics
- Illustration
- Interaction Design
- Packaging
- Print
- Motion Graphics

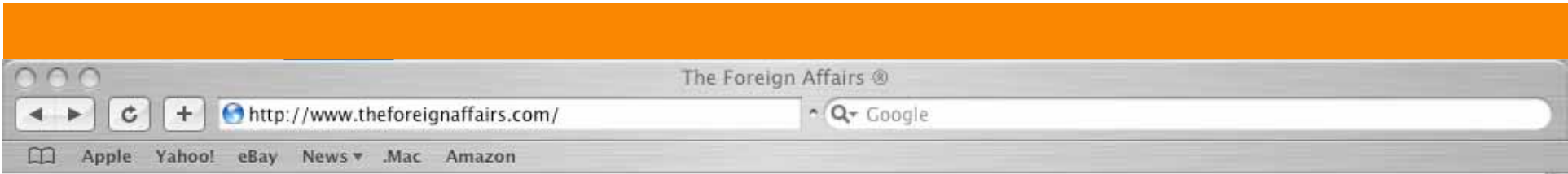
SEARCH FOR PROFILES

## Coroflot Magazine

Issue One available now

New!





# WHAT HAPPENS BEFORE DESIGN?



WHY?  
WHAT  
HOW?  
WHO?



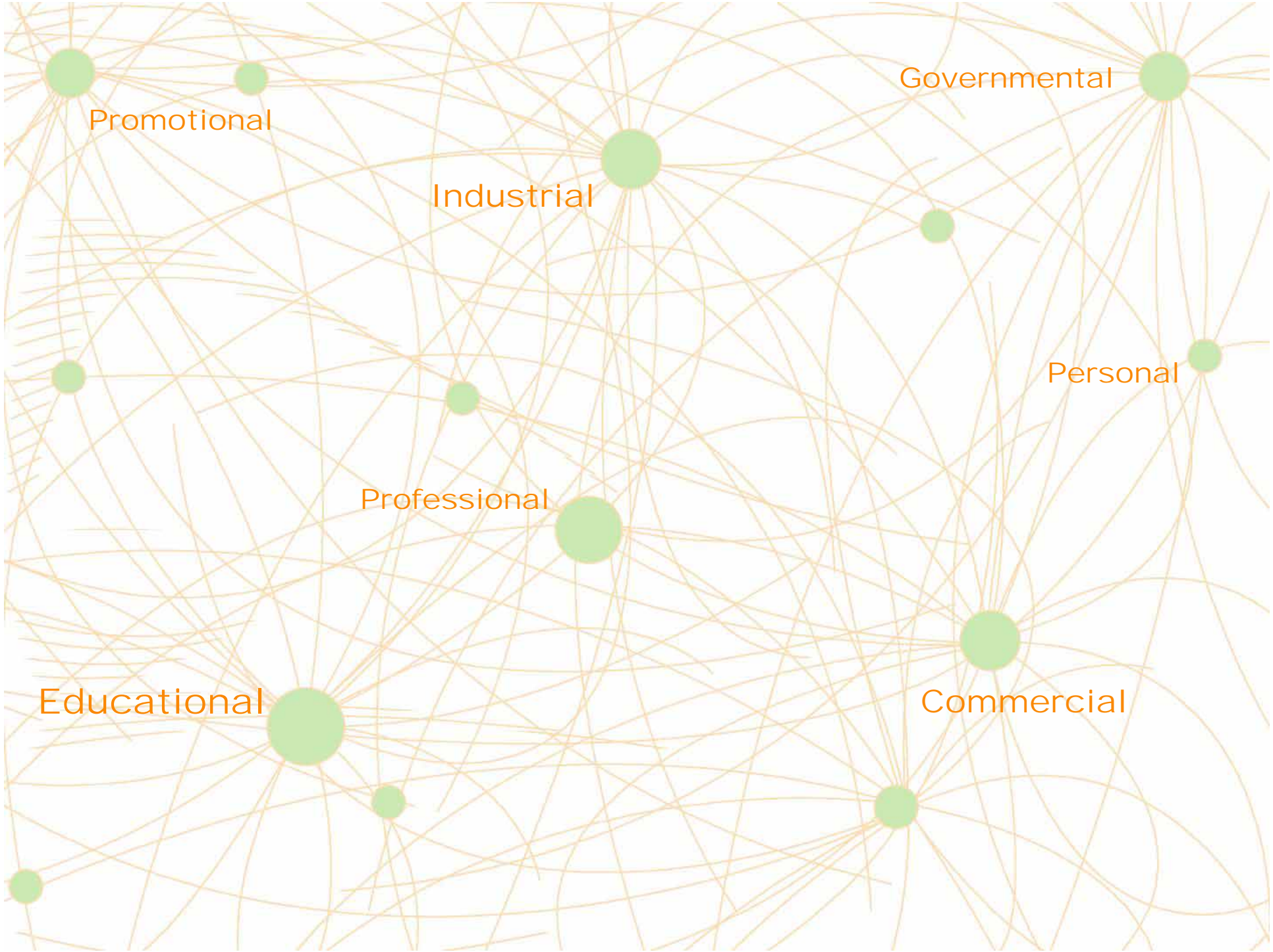
## WHY?

The integration of multicultural knowledge and the best global practice through interaction, association and collaboration between different experts in design, innovation and business is seen to enable the creation of global competitive advantage for local industries, through the application of novel, shared design knowledge, leading to an improved ability to take part in the international trade of products, services and environments. This enhanced ability has also the potential collateral benefits of improving local social wellbeing and creating positive involvement and awareness in stakeholder groups.

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International Council  
of Societies of Industrial Design  
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SITE SEARCH



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## news

BY 2030 WE WILL NEED  
TO BUILD 96,000 HOMES  
A DAY TO GIVE PEOPLE  
SHELTER

WORLD HOUSE INTERDESIGN 2007 - CALL FOR PARTICIPATION

"Sustainable Housing and Water: Local and Global Challenges" will bring together students, professionals, and faculty in the field of design from around the world to tackle four local design challenges from the Greater Toronto Region.

[DETAILS >>](#)

## education



Call for entries  
Big Totem, Little Totem

## galleria



ELECTRIC SCOOTER

Good Design Award (Gold Prize): Product category - Designer: Honda R&D Co.,Ltd. Power Products R&D Center Department 1, Development Division Masahiko Yamagishi Assistant Chief Designer

## events



**CONNECTING'07 WORLD DESIGN CONGRESS 2007**  
October 17-20, 2007  
Icsid XXV General Assembly, October 21-22, 2007  
San Francisco, California, USA



**WORLD DESIGN CAPITAL 2010**  
Submission deadline extended - April 16, 2007

[VIEW EVENTS CALENDAR >>](#)



International Council  
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SITE SEARCH <<

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MEMBERS

MEMBER TYPES

- ASSOCIATE
- CORPORATE
- EDUCATIONAL
- PROFESSIONAL
- PROMOTIONAL
- PROMOTIONAL / PROFESSIONAL



### Member Types

The organisational structure and activities of an organisation are the key factors in determining the membership category for perspective Icsid Members.

Icsid's pillars of membership are defined as follows:

**Associate**

An organisation or consultancy whose activities are consistent with the aims and objectives of Icsid may be admitted as an associate member.

Associate members may attend the General Assembly with two representatives, but have no voting rights. Therefore members in this pillar demonstrate their support for and association with Icsid, but are unable to play an active role in decision making at the General Assembly.

<< BACK

SEARCH MEMBERS <<

faq



Designium

http://www.uiah.fi/page.asp?path=1866;1919;4330;7529; Google


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University of Art and Design Helsinki > About us > Organisation > Research, Service and Development Units > **Designium**

UNIVERSITY OF ART AND DESIGN HELSINKI

ABOUT US STUDIES RESEARCH CORP. CO-OPERATION

FEEDBACK SEARCH SITEMAP HELP



# Designium

**Designium, the New Centre of Innovation in Design, is built upon close collaboration between the University of Art and Design Helsinki, the University of Lapland, Helsinki University of Technology (HUT), and the Helsinki School of Economics (HSE). The cooperation also includes other universities, polytechnics, businesses and public organisations.**

## Mission

**The mission of Designium is** to promote the development of national design policy and the internationalization of Finnish design. The aim is to develop design into a major competitive factor for Finnish industry.

## Vision

**Designium and its cooperation networks will** become a major cluster of design expertise nationally and internationally. It will promote the internationalization of the design industry, and its activities will have considerable positive impacts on the national economy.

- Designium
  - Green Imperative! Workshop 12. - 16.3.2007
  - Designium Newsletter 3/2006
  - Designium Newsletter 2/2006
  - Designium Newsletter 1/2006
  - Designium Newsletter 1/2005
  - Designium Newsletter

## Preliminary conclusions

1. **Design is experiencing changes in its mode of operations**
2. **Need for tools and methods to be competitive in the current global order**
3. **Trends: localisation and internationalisation**
4. **Increasing importance of collaborative networks**
5. **Designer as enabler of relationships:**
  1. **between people**
  2. **between and with products and services**





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**Articles available in:**

**<http://designresearch.uiah.fi/> > People > Paula Bello**