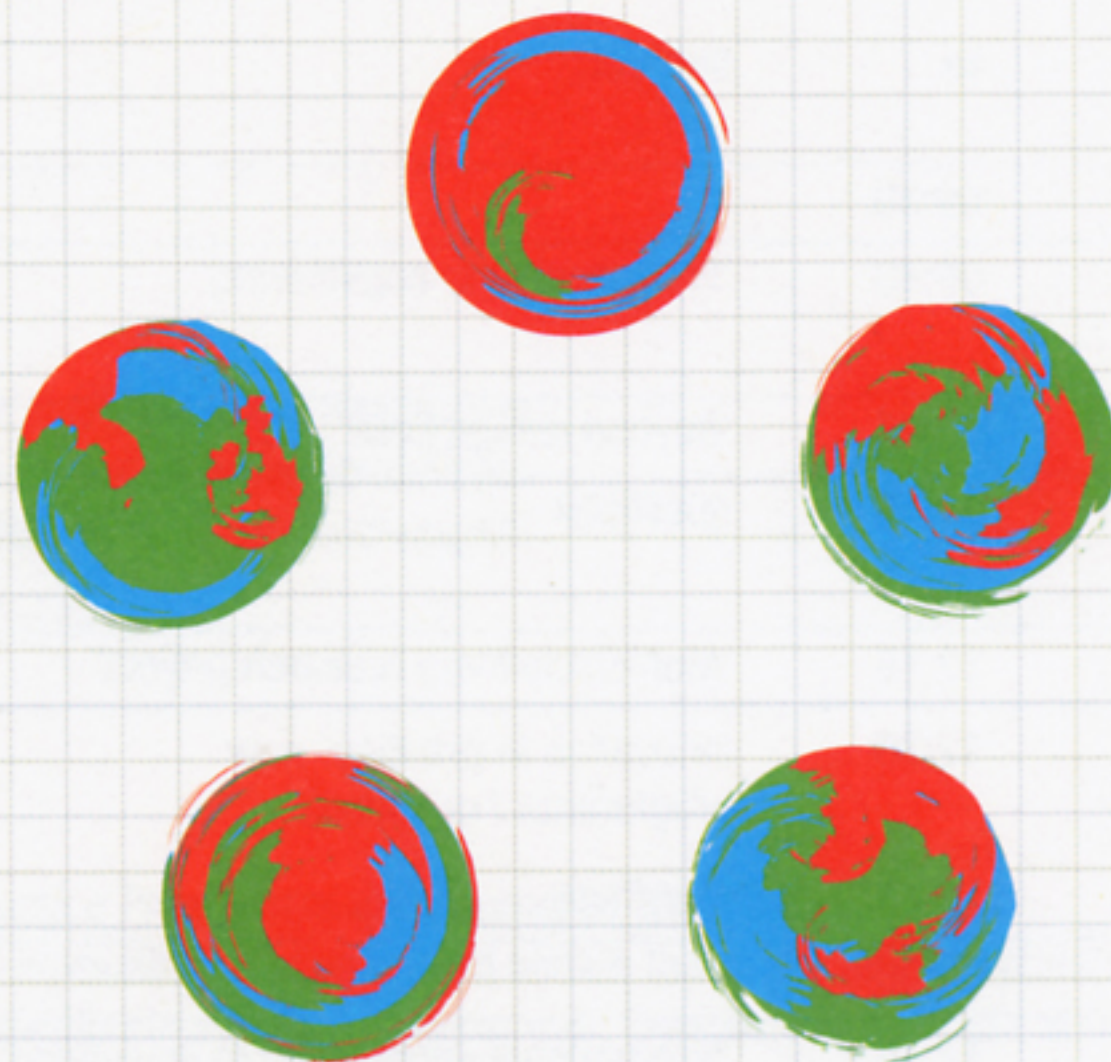


국제 디자인·공학 융합 심포지움

International convergence symposium on design · engineering



주제 / "전문분야의 새로운 혁신"

장소 / 경희대학교 예술·디자인대학 A&D gallery

일시 / 2010년 8월 30일(월) am 9:30 - pm 5:00

Main Theme / "Multidisciplinary Innovation"

Venue / A&D gallery, College of Art & Design,
Kyung Hee university

Date / August 30th, 2010 am 9:30 - pm 5:00

주최 / 예술·디자인대학, 공과대학 후원 / 공학교육혁신센터



국제 디자인 · 공학 융합 심포지움

International convergence symposium on design · engineering

Main Theme / "Multidisciplinary Innovation"

The field of design is the domain of competing ideas and strategies and is therefore hard to define. One thing is certain, however: In recent years the concept of design has been much broadened and we all recognize that creativity can be cultivated in any culture.

In relation to global design strategy and in light of the possibilities and challenges in treating design as an integrated element of corporate strategy and business development. The global marketplace is rather like the consumer Olympics and design is the main event.

Design is the result of deliberate and creative work on an idea, a problem or a desire for change. The result, whether material or immaterial, should be characterised by aesthetics and create added value. Design also has an incredible power for good. we firmly believe that it is one of the key tools which we have to find new ways to better deal with today's major social and environmental challenges such as climate change, crime, healthcare provision and ageing populations. Design can also help the world avoid making the same mistakes in the future. Nurturing our creative talents, championing the emerging sustainable design movement and simply getting design thinking into government, business and public services will go a long way to help shape a better future for the world.

description	from	to	subject	Speaker
registration	09:00	09:30		
opening remarks	09:30	09:40	'From design to engineering'	Gyuhyeon Kim
speech	09:45	10:45	'Beyond design DNA'	Haejin Kim
talk q&a	10:45	11:15	questions	
speech	11:15	12:15	'Multidisciplinary research project'	Mike Waller
talk	12:15	12:30	innovation in practice- new programme / questions	
q&a	12:30	12:45	questions	
lunch time	13:00	14:00		
speech	14:10	14:40	'International approaches to innovation'	Duncan Fairfax
q&a	14:40	14:55	questions	
speech	14:55	15:10	'Pilot of innovation in practice'	Aidan Sheridan
q&a	15:10	15:25	questions	
workshop / group task	15:25	15:40	introduction to method	All
	15:40	16:40	task	
discussion	16:40	17:00		All
closing	17:00	17:05	closing remarks	Bomsock Lee



Mike Waller, MARCA

Senior Lecturer & Programme Leader
MA Design Critical Practice and MRes Design,
MA Innovation in Practice,
Director, Pi Studio
Dept. of Design
Goldsmith University of London

Curriculum Vitae /

Masters in Industrial Design at the Royal College of Art in 1995 / Designer for General Electric Company- Domestic Appliances Design Director of Studio Dillon, London- Product, Furniture and Interaction Design / User Experience Designer NCR, Knowledge Lab / Head of 'Intelligent Things' Multidisciplinary R&D NCR, London Knowledge Lab. / RFID 'Internet of Objects' Research. / Member of the MIT AutoID Academic Alliance, MIT, Boston, USA / Wearable Computing Design for IEEE San Francisco, USA / Furniture Design, Challenge of Materials Gallery, Science Museum London / Co-Investigator 'Future of Media' research programme / sponsored by Leverhulme Trust / Senior Lecturer, Design Goldsmiths, University of London / RSS News Telescope for Cultures of Change / Exhibition, Barcelona, Spain / Digital City Legend, Make believe Exhibition London Design Festival / Publication NordiCHI Denser Now-Future of Media / Book Chapter Interactive Co-innovation Environment in (ed) MacGregor S. (2007) Higher Creativity for Virtual Teams / Fellowship London Technology Network / PhD Supervisors Qualification / Sustainable Design Conference, Indonesia, British Council, US Aid / Author Masters Critical Practice at Goldsmiths / Author Masters Innovation in Practice / Author Paper Challenging the Curriculum- Multidisciplinary Innovation, Berlin, Germany. / Creative workshops for Manufacture Advisory Service at Goldsmiths. Programme Leader Summer Schools in Design at Goldsmiths.

Session title : Multidisciplinary Innovation Workshop

The theme of this workshop explores the application of design and its creative and critical approaches to innovation, and how we apply design to multidisciplinary innovation across a wide range of subject areas from Science and Engineering to the Arts and Humanities.

The workshop explores how often separate subjects or academic departments can work more successfully together to create positive impacts in the world. This is often easier said than actually done, but through various creative approaches found in designing we can start to bridge our differences and create a common ground to create social, cultural, political and environmental value.

At Goldsmiths, University of London - Prospect and Innovation Studio (pi studio) we have been developing methods and processes for use in a wider contexts of innovation. During the session we will discuss some of these methods and processes. We will also work together during the session on a collective timeline to explore possible futures.

As well as focusing on methods of innovation we will also introduce some examples of research from the Pi Studio at Goldsmiths that raises questions concerning emerging technologies. We will ask, for example, how design might help to make better sense of the increasing of information that bombards us on a daily basis.

We will also introduce how our innovation research in the Pi-Studio is translated into teaching on our newly developed Masters programme 'Innovation in Practice', which is currently being piloted at Goldsmiths the latest international thinking on Innovation by Duncan Fairfax, Editor of the forthcoming Journal of Metadesign.

Title and Abstract of Presentation 2 /

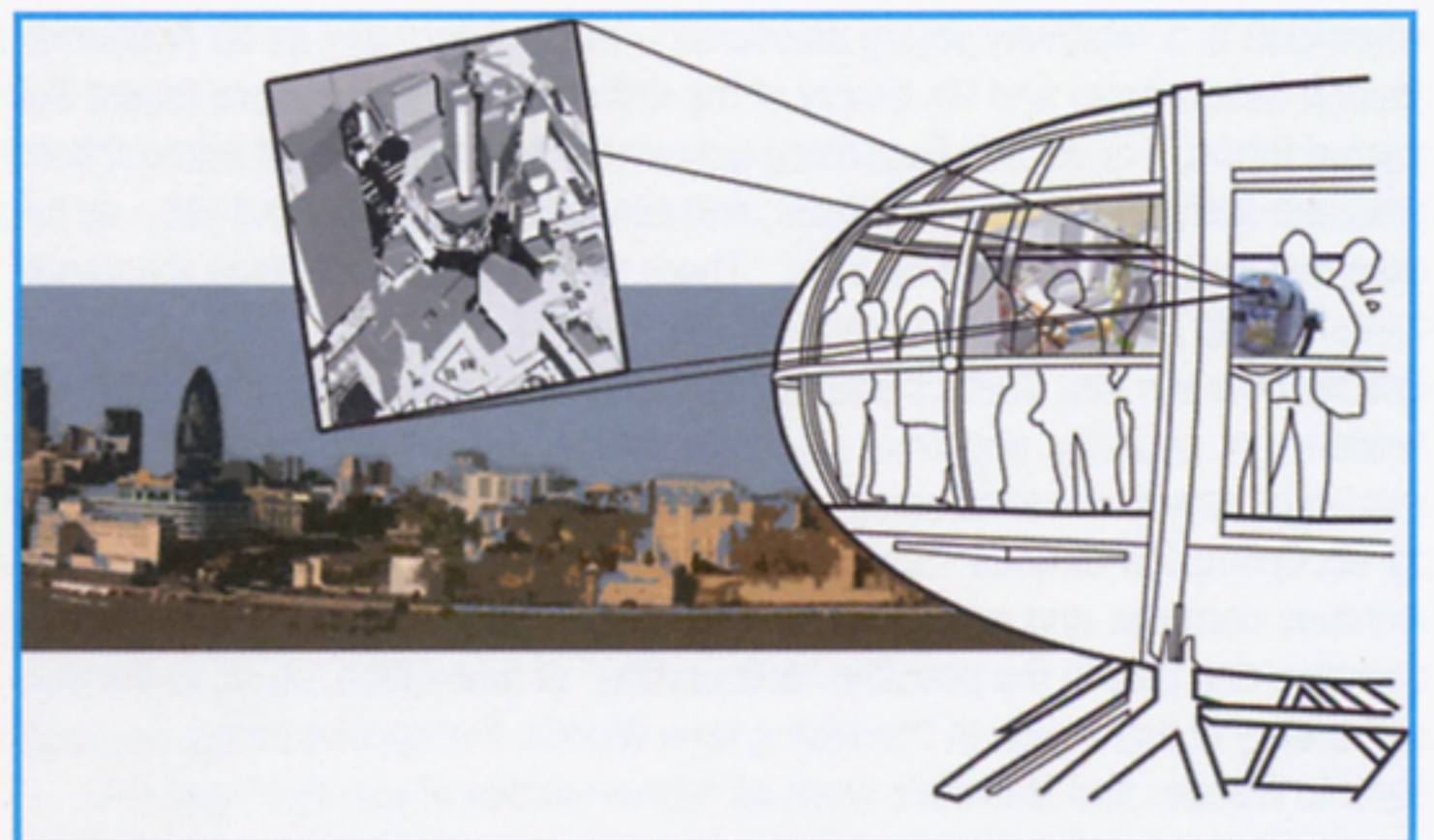
'Multidisciplinary Research Project'

1.0 Presentation of a Multidisciplinary Research Project- Leverhulme Trust- Speaker: Mike Waller Director Pi Studio

Prototyping of new devices

This is a presentation of a multidisciplinary research project that crosses several departments at Goldsmiths. It is one of the first research projects to have such a wide range of academic subjects and disciplines contributing to the work. The research programme is divided up into five sub projects, one of which is housed within the pi studio within the department of design at Goldsmiths.

The pi studio project is about 'Mediating Place', is focused on an exploration of the ways in which various 'locational' or 'locative' media - which are becoming an increasingly pervasive presence in our everyday lives - affect the way we relate to our world, or worlds, now and in the future. It is apparent that our environment (particularly urban) is increasingly mediated - infused with media technologies and their rich content, therefore the project is also concerned with how this 'media-full' environment allows us to participate within it, how it recreates and mediates our relationships to those things and spaces to which we are connected, and, ultimately our relationships to each other.



The presentation will place emphasis on the use of prototyping future objects in relationship to a research project



Haejin Kim

Senior Product Designer
Creative New Business Group,
Design Center, Samsung Electronics.co.,Ltd.

Curriculum Vitae /

Product Designer, Mobile phone Design Team, Samsung Electronics.co.,Ltd. (2006 – 2009)
Designer, Daewoo Electronics.co.,Ltd - Domestic Appliances, Design Research
Designer, Dadam Design Associates.co.,Ltd

Education /

M.A. Design Products, Royal College of Art (2003- 2005)
B.A. Industrial Design, the University of Seoul

Title and Abstract of Presentation 1 / 'Beyond Design DNA'

The launching of Apple i-phone has been hot issue for people all over the world. The interest at a single mobile phone was rare before i-phone came. How can anything evolve too fast like mobile phone market? Traditionally, Apple was not mobile phone but computer manufacturer. It has not been regarded as competitor to Samsung's benchmarking table. I-phone has greatly affected not only mobile phone market but also the paradigm which had been 'phone manufacturing and sales' in business. Furthermore, the paradigm shift is demanding innovation in IT industry.

This is a proposal to do open-discussion what is different between Samsung phone and Apple i-phone in point of product design. How do you describe the image of Samsung Galaxy-S and i-phone? Comparing two gadgets, hardware spec, their OS and design would be the must-do check point for purchasing this device. Samsung is pretty confident that Galaxy-S comes with 4" Super AMOLED display significantly larger than the other such screen on the market. Also, its OS – Android ; Google's little green robot.

Though hardware had been main feature to choose a mobile phone in the shop earlier for long, and then software was the next issue. Now contents are the key. With android platform, Samsung Galaxy-S is not alone in this fight. As it is Androids' finest so far, Galaxy-S line coordinates a single family device across all four national US carriers. Means Galaxy-S has different versions for service provider's exclusivity. T-mobile 'vibrant', Sprint 'Epic 4G' Verizon 'Fascinate' and AT&T 'Captivate'. They all have same hardware and software.

The obvious comparison is against Apple's single design line-up, design DNA can be discussed. What is beyond the two designs that we feel with first impression, its out looking and form. Strong i-phone DNA runs through the very first i-phone model to i-phone 4. What would you guess that these two company's message behind their styling? Especially for product designers, i-phone was a good example of design identity which Apple keeps throughout their IT products.



Apple i-phone has made new business eco-system which is App store and accessory industry. It is presumed that Apple had considered everything for a long time before i-phone launching. Until this June, i-phone app counted more than 2 million while android app has 70 thousand. Now they have i-phone 4 and i-pad. Experts say Apple's walkover may stay for a while as they welcome a new piece of Apple which has been a major event in the gadget world. Followed by Apple's distinction, the accessory business is also booming, me-too advantage. For example, i-phone case, headsets, audio speakers and etc. All we can have a look at a shop and online. I-phone made people has fun with the accessory not only the product itself.

It seems that there was design power beyond Apple's product. It is presumed CEO's

charisma or delicate design sense. Apple is said that their motivation is German Braun classic design of 'Dieter Rams'. His minimal, sharp proportional composition of form could influence upon Apple's design inspiration. Dieter Rams' 10 design commandments were innovative/ makes a product useful/ aesthetic/ helps a product be understood/ unobtrusive/ honest/ durable/ consistent to the last detail/ concerned with environment/as little design as possible. The design philosophy may not be deeply beyond the design DNA.



2.0 Innovation in Practice- Working with Industry. Introducing a creative multidisciplinary approach to Innovation. Speaker Mike Waller- Programme Co-Author Innovation in Practice Programme

The programme draws from Goldsmiths design departments international reputation and experience in researching Innovation, its graduates in design, and the delivery of innovation workshops to various industry sectors including manufacturing, creative industries and telecoms. The Presentation will introduce the programme that helps foster multidisciplinary innovation, facilitate continuing professional development and develop a productive academic space for dialogue between HE and Industry around innovation.

The programme aims to allow companies to release staff on a part-time basis to study at masters level on a programme that has various exit points with PG-Certificate, PG- Diploma and finally Masters qualifications.



Duncan Fairfax

Lecturer at Goldsmiths University of London.
Masters in Critical Practice and Masters in Innovation in Practice.

Curriculum Vitae /

Having lectured across the entire discipline of design from Architecture to Industrial Design and Visual Communications his principle research focus is on the cognitive processes of the design process itself and sociological theories of practice.

Title and Abstract of Presentation 3 / International Approaches to Innovation

Duncan Fairfax author of the Innovation in Practice Programme and Journal of 'Metadesign'

This talk will introduce the how new forms of innovation are being used across the world, and will place emphasis on multidisciplinary innovation. These approaches are being used on our new 'innovation in Practice' programme. Duncan will also talk about the relationship between pi studio academic research and teaching in relationship to teaching.

Innovating Innovation: Nonaka, Tsoukas, and Wenger

Innovation is a relatively young discourse – at least formally as an Academic discipline. Whether we situate its first formal contours within the work of Joseph Schumpeter and his theory of the Entrepreneur or the more recent Science and Technology Studies analyses of the nature of "invention" in all its myriad forms, it is, as Jan Fagerberg acknowledges in his recent introduction to The Oxford Handbook of Innovation (2005) still a young discipline with a predominantly formalist, scientific, and economic history; and yet – as he also acknowledges – it is in many ways "as old as mankind itself", with an essential human quality. As he says; "There seems to be something inherently "human" about the tendency to think about new and better ways of doing things and to try them out in practice". (2005, p 1)

Exactly how we can best conceptualize, articulate, and communicate what Ikujiro Nonaka (1995) has called the "tacit" knowledge of this innovative tendency or capacity, and what role both design, and what Etienne Wenger (1998) has called those "communities of practice", or Nonaka those shared spaces of emergent relationship or BA (2008), that engender it, play in its possible articulation will be the central preoccupation of this lecture.

By accepting Haridimos Tsoukas' insight that it is no longer possible – if indeed it ever was – to articulate, calculate, and adequately represent the infinitely complex and emergent or "innovative" behavior of any system – creative or otherwise – we will also look at the role that he suggests that narrative can play in the possible "articulation" of innovation, much in the way Dreyfus, Flores, and Spinoza have described it in their so called "ontological" theory of innovation in Disclosing New Worlds: Entrepreneurship, Democratic Action, and the Cultivation of Solidarity. This will then also be connected back to Wenger and Nonaka's work on "communities of practice" and BA.

References

- Dreyfus, H. (1997) Disclosing New Worlds: Entrepreneurship, Democratic Action, and the Cultivation of Solidarity. MIT Press. Cambridge Mass.
Fagerberg, J et al. (2005) The Oxford Handbook of Innovation. Oxford University Press. New York
Nonaka, I and Takeuchi, H. (1995) The Knowledge Creating Company. Oxford University Press. New York
Nonaka, I et al. (2008) Managing Flow. A Process Theory of the Knowledge-Based Firm. Palgrave. London
Tsoukas, H. (2005) Complex Knowledge. Studies in Organizational Epistemology. Oxford University Press. Oxford
Wenger, E. (1998) Communities of Practice. Learning, Meaning, and Identity. Cambridge University Press. Cambridge

Aidan Sheridan

Pilot of Innovation in Practice
Aidan Sheridan Goldsmiths Business Development Manager

Curriculum Vitae /

Aidan Sheridan will introduce the context facing business wanting to innovate and how the work at Goldsmiths through a pilot programme is introducing new ways of innovating to London based businesses.

Title and Abstract of Presentation 4 /

Workshop on Timelines- Experimenting with Innovation

This is an active session where we will be exploring time in relationship to innovation, culture and society. We will be looking at different modes of change from incremental to revolutionary, as well as exploring different ways to engage in developing concepts for the future; including forecasting, backcasting, fore projection, and back projection. This exercise will be achieved through building a large collective timeline.

The 20th century introduced the idea of an 'information society', then a 'knowledge society'. What next? We believe that the 21st Century should attempt to apply collective intelligence to create a more responsible 'wisdom society'. Meta-Design is a series of practical design related tools for achieving this. John has formed a new Global Meta-Design Network and is he is now based at Kyung Hee University.



Kyung Hee University

Goldsmiths
UNIVERSITY OF LONDON

Pi Studio 