

strategic design in global markets

AARHUS SCHOOL OF ARCHITECTURE, 26 APRIL 2010

Join us for an afternoon of networking, discussions and presentations on the role of design as a business resource in global markets. Learn about state-of-the-art practice and research on design strategy, innovation, and management.

- How to manage design for creating business value and strategic impact?
- How to navigate the unique challenges of cross border collaboration and innovation?
- What it takes to innovate with and for Asian businesses?
- How do designers transform design and innovation into high-value business resources?

Speakers:

Mr Frederick Rickmann, Co-Founder and CEO, DN

Mr Kristian Krøyer, Design Manager, Designit

Dr Suzan Boztepe, Research Fellow, Århus School of Architecture

This is an ideal opportunity to be part of a dialogue on strategic design. Bring your own questions and issues to the conversation and raise points that you find meaningful in this important discussion.

26 April 2010, 13:00-16:45

Århus School of Architecture Auditorium, Nørreport 22, 8000 Århus C

For further information or to RSVP, please contact Monica Mikkelsen at monica.mikkelsen@aarch.dk or 8936-0141.



Danish Centre for Design Research



PROGRAM

13:00-13:15

Welcome

Jørgen Rasmussen, *Head of Department, Institute of Design, Århus School of Architecture*

13:15-14:15

Strategic Design and Chinese Tactics: Creating New Global Answers Together With Asia-Pacific Enterprises

Frederick Rickmann, *CEO, DN*

14:15-14:30

Coffee Break

14:30-15:30

Managing Design at Distributed Design Teams

Kristian Krøyer, *Design Manager, Designit*

15:30-15:45

Coffee Break

15:45-16:45

Design Management and Innovation in Danish Design Consultancies

Dr Suzan Boztepe, *Post-Doctoral Research Fellow, Århus School of Architecture*

SPEAKERS

Frederick Rickmann is Co-Founder and CEO of DN, an international design company with offices in Denmark and Taiwan. DN's client base includes a wide range of telecom and consumer product companies in Singapore, Hong Kong and Taiwan, in addition to leading European and Danish companies. A frequently sought out consultant as policy advisor by a number of government and private institutions, Mr. Rickmann has served as jury member for several international design competitions. He regularly contributes to New Design Magazine in London and Management Magazine in Taipei. He is also a frequent speaker at universities and corporate design events across Scandinavia, Europe and Asia-Pacific, and a commentator on political and business issues between China and Taiwan for Orientering, a current affairs program on the Danish Broadcasting Radio P1. Mr. Rickmann has also served as a professional adjudicator on intellectual property rights (IPR) cases for several years. In 2007, he was nominated as a lay-judge on design matters by the Danish High Court.

Kristian Krøyer is a Design Manager at Designit Århus. Mr Krøyer specializes in product design and strategy for international companies in consumer electronics industry. He spent three years in Germany as Co-Founder and Managing Partner of Designit Munich. Prior to joining Designit, he served as Co-Founder of Eyegonomic, a firm specializing in design, development and marketing of high-end computer screens and televisions. Mr Krøyer holds a Master of Industrial Design degree from Århus School of Architecture.

Suzan Boztepe is a Post-Doctoral Research Fellow at Århus School of Architecture. She received her Ph.D. in Strategic Design from the Institute of Design, Illinois Institute of Technology in Chicago, Illinois, USA. Dr Boztepe's research interests lie in the areas of corporate innovation and design thinking, design anthropology, global product strategy, and generating economic value through design. She has taught strategic design, user-centered design, and product design in the United States, Canada, and Turkey.