

THE DAIM

REHEARSING THE FUTURE

RESEARCHING THE FUTURE

design
consultancy

research
anthropology

23rd FEBRUARY | 24th FEBRUARY 2010

How can designers and anthropologists actually boost the innovation process of companies and organisations?

How can companies encourage ordinary people to turn innovation patterns upside down?

How can design consultants strengthen their ability to rehearse the future?

How can universities, design consultancies and companies team up to meet the challenges of user-driven innovation?

We invite you to a mini-conference to discuss these questions addressed in the book REHEARSING THE FUTURE.

The book concludes the DAIM project, sponsored by EBST and conducted by The Danish Design School, the SPIRE center at SDU, Vestforbrænding and the design consultancies: 3PART, 1508, Sweco, Ergonomidesign and Maketools.

We welcome companies and institutions, design researchers, consultancies and students to take part in the conference:

DAY 1: Emphasis is on re-thinking innovation processes.

DAY 2: The main theme is how to set up research labs, projects and networks that can stimulate such processes.

It is possible to participate either for one or two days (same price).

TUESDAY

Rehearsing the future:

From rehearsals to business, *Joachim Halse*
It can be done, *Dan Boding-Jensen*
Will it work in the US?, *Liz Sanders*

Coffee

Actionable design anthropology

All-in-a-box, *Thomas Binder*
Roundtable, *Mikkel Ask Rasmussen,*
Fredrik Ericsson & Johanna Eriksson

Lunch

How to become a DAIM innovator?

The competency challenge,
Trine Paludan
Working for or with companies?
Mikkel Jespersen
Open space: What can consultancy do?

Coffee

We've got models - what's next?

golden projects and other models,
Eva Brandt & international guests
Making it stick and making it work,
Jacob Buur

Book reception

Conference dinner (optional)

09:00

10:30

11:00

12:00

13:00

15:00

15:30

17:00

18:30

WEDNESDAY

Researching the future

Nordic experiences
Visitors challenge researchers to take the next step

Coffee

Sharing prides and concerns

Expanding the network
Open space: labs/projects/networks

Lunch (and goodbye)

Registration deadline February 19th by email to nbr@dkds.dk. Participation fee 300 DKK/ students 100 DKK, including a copy of the book REHEARSING THE FUTURE. The conference dinner costs an additional 300 DKK.

Venue: The Danish Design School, Copenhagen Strandboulevarden 47, Building B, Festsalen.