

## INDUSTRY AND INNOVATION

Wednesday 3<sup>rd</sup> June 2015 - 10 am- 1 pm @polimi Via Durando, 10

This Cumulus working group aims to better understand and shape the role of design education to match the future demand of industry to innovate within a rapidly changing global economic environment. The changing nature of Design has gained attention from governments to address structural economic shifts brought upon through global financial challenges. Within this context design has been viewed as a mechanism of building resilience within a national economy by driving innovation, productivity improvements and social cohesion.

The working group was started in 2013 in Kalmar as the Design and Innovation network to address the broader issues addressing the changing nature of design within industry, government and society. After two engaging meetings, it was felt that this topic should be refined to reflect a stronger focus on the role of design within industry to support innovation. To reflect this change the working group has been retitled Industry and Innovation.

The revised Cumulus network aims have also been updated to reflect to bring together a global network of academics, educators and practitioners to share and explore approaches and challenges to the repositioning of 'design' as a downstream operational activity to a driver of strategic value at an organisational level. The network will aim to complement the activities of various National research programs investigating the role and value of design by framing the educational implications to enhance innovation within industry through design.

Specific questions that the working group will aim to address include:

- What will be the emerging design education content to enable industry to address structural economic shifts and remain globally competitive?
- What is the ideal balance between design, science, art and business education to address issues relating to industry and innovation
- What are the emerging industry engagement frameworks to enable design capability to be embedded within firms to enhance innovation?
- What are the education challenges to prepare design graduates to operate within this context?
- What exemplars projects exist and what forums should these be shared in?
- How can this group provide input to influence regional and global policy?

### **Call for presentation at the Milan conference**

The next meeting working group will be held in Milan. We are calling for presentations for the meeting from the Cumulus membership to build a dataset of how members are engaging with industry to drive innovation challenges. We would like to get a broad cross-section of examples of how design education works with industry and what are some of the lessons learnt (positive and negative) that have been gained. The outcome of the workshop will be to provide a map of activity, which will be populated at future meetings. This activity map will assist in identifying gaps and challenges, which can be explored through ongoing research through the working group.

To assist with collating material, participants are asked to prepare a case study or multiple case studies which outlines 'how and why' your institution has engagement with an industry partner to drive an innovation challenge. The case study summary should include:

- Institution
- Project Title
- Industry Partner Summary
- Project Description and duration of engagement
- Rational for engaging with your institution
- High level project outcomes
- Value of project to Industry / Institution
- Lesson Learnt
- External links to project deliverables

We would like workshop participants to submit this summary as a one-page document (maximum 500 words) prior to the conference and then provide a short presentation (5 minutes) of the project during the session. During the workshop we will start to build a map of the 'how and why' on types of industry engagement to

frame lessons learnt and gaps in our knowledge which will be shared throughout the Cumulus network after the Milan conference.

**PARTICIPANTS:**

Max 25

**CONTACT:**

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