

Business, Industry and Innovation Working Group BII

Evolving Responsibilities - Together

Christian Guellerin

The responsibility of design schools and universities has evolved: The focus is no longer solely on training “creative individuals”, but “creation professionals.” These minds are creative ones, exhibiting adaptability and incessant change, aware of the economic obstacles lining the paths of those businesses with which they will be working. Joining forces with a multitude of backgrounds is capital, including engineers, marketing minds and financial folks, not to mention philosophers, sociologists and artists. To embellish further the creative process, exchange with those from myriad horizons is indispensable. Design has become a discipline of project management at the same time when innovation is becoming a strategic move for business and society.

Student designers must have learned about the business at the same time they learned sharing, collaboration, team spirit and the need to work together. They have learned management: Design, a creation discipline boasting the individual aspect there within encouraged by teachers, has become a collective problem-solving activity of increasingly complex socio-economic issues. The designer is a responsible project manager. Within the company, governmental institution or NGO, the student is the driving force behind collective thought on new products, corporate services, image, brand, culture, etc.

As obvious as it may seem, learning the need to swap ideas was revolutionary in the apprenticeship phase and in the minds of designers. Teaching methods adopt a completely new approach, and engender a radically different responsibility.

We will today learn and rehearse a number of important perspectives where to go;

Chair: Christian Guellerin, Executive Director, L'École de Design Nantes France
<https://www.lecolededesign.com/>

Speakers:

Päivi Lähdesmäki - Senior Advisor, WIPO, The Hague Registry, Brands and Designs Sector
<https://www.wipo.int/portal/en/index.html>

Hague – The International Design System

The Hague System is an international registration service for industrial designs, which is administered by the World Intellectual Property Organization (WIPO). By filing one international application with the International Bureau of WIPO, protection for an industrial design may be obtained in more than 80 countries, among others, in all the Member States of the European Union and the African Intellectual Property Organization (OAPI), Japan, the United States of America or Russian Federation. The Hague System is used by individual designers, institutions of higher education and small, medium or large enterprises. The Hague System makes it easier for designers/employees of institutions of higher education/enterprises to protect their industrial designs abroad, in various local markets, thereby creating opportunities that would not otherwise exist for any designer/institution/enterprise with a limited IP budget. The Hague System provides a simple and cost-efficient way to confidentially protect and commercialize an industrial design and make sure that a fair return on investments made in creating and marketing the industrial design is received.”

Srini Srinivasan – President-Elect, World Design Organisation WDO, <https://wdo.org/>
WDO and its current mission, goals and how we can work together.

Alok Nandi – President, IxDA Interaction Design Association, <https://ixda.org/>
Cumulus & IxDA partnership as a basis for further news areas of collaboration

Päivi Tahkokallio – President, BEDA Bureau of European Design
Associations, <https://www.beda.org/>

Introduction of BEDA and about its primary task is to ensure that a next generation design policy for Europe is created (the current one goes back to 2013). How BEDA responds to climate change, circular economy, digitalization, AI, skills and values that all are identified as major issues that will affect future of Europe. When creating the new design policy for Europe we need to react on these. What role human skills may play not only in terms of the relationship of creative industries and design?