

Megatrends in design

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Dear all,

I would have loved to be there with you today, but hopefully I can contribute to your discussion with this presentation.

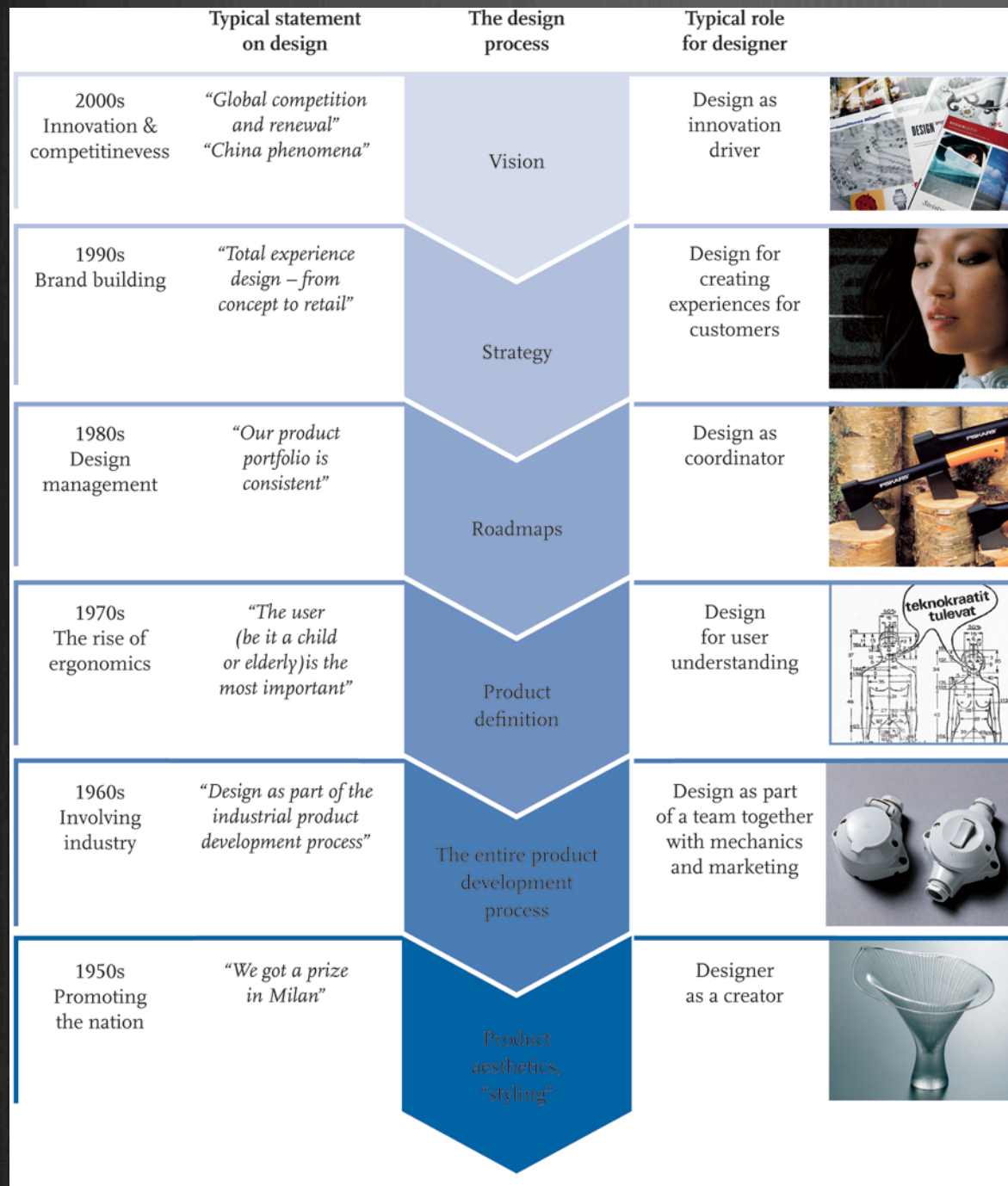
It would have been a lot easier to describe the slides to you in person, as presentations like this often become over-simplified, to the degree of sounding almost trivial. But I hope that this quick slide set can inspire you anyway, and if there is something you are wondering about we can continue the discussion next time we meet...

3 trends in the design world

1. Design is everywhere and everyone is a designer
2. Look – I've designed it myself!
3. Designers changing the word

Design is everywhere and everyone is a designer

Design, and the design work, has become more abstract over the years. Design is today pursued in many different areas, and in many different ways. At the same time as the importance of design to society has grown, it becomes more and more complicated to explain what design is.



This was the situation 10 years ago....

Today we talk about service design,
Design thinking, organizational design, etc.
- All areas with a high strategic importance
to companies, other organizations and
nations



But at the same time this work
is always done together with
other professionals, and the role
of the designer is getting more
and more blurred....

Currently there are a lot of definitions of what designers are or do. One is that designers are the ones who are trained to master a creative process, and that design tools and methods can make other members of a development team be more creative.

This puts forward many questions:

- Maybe design isn't a profession in the future, but a way of thinking that should be included into many educational areas?
- If design is considered a professional practice of its own, how is it defined and what is its role in transdisciplinary teams?

Look –I've designed it myself!

The role of production is changing, the role of the user is changing and hence – the role of the designer is changing

It used to be easy: one designer designed a product, and an audience received the finished product. The consumers' only choice was to buy it or not.

In reality it has been a lot more complicated for a long time now: design is done in a team with many other specialists – and the finished product is mass-customised for every consumer. When we buy a car we can choose the brand, the type, the engine, the colour, the interior, the extra features, and a lot more.

There are many examples of end user participation on the market, the next slides show just a couple.


NikeiD has been up and running for a decade soon. The consumer chooses the shoe model, the material and colour of every part of their sneaker, and a unique application text on the back of the shoe. The product costs just as much as a mass-produced one, and is delivered to your front door in about 2 weeks.

NIKEiD.








MENWOMENFAVORITESSTUDIOS

HOME > VIEW ALL PRODUCTS > BUILDSTART OVER

ZOOM KOBE 2 iD
\$145.00



VIEW OPTIONS



1. DESIGNDONE








2. PERSONALIZEDONE


3. FINALIZEDONE


4. REVIEW

Review Your Options

The Details

Base Color		Midnight Navy
Accent Color		Midnight Navy
Swoosh Color		White
Lace Color		Court Purple
Midsole Color		White
Midsole Top Stripe Color		Court Purple
Outsole Color		Court Purple


 EMAIL

 PRINT

ADD TO CART

RESERVE ITEM

NEWSLETTER GIFT CARD AFFILIATES

 COUNTRY SELECTOR

CUSTOMER SERVICE PRIVACY/TERMS OF USE
© 2007 NIKE. ALL RIGHTS RESERVED.

This creates endless possibilities, often not foreseen by designers.



The net is filled with
people showing off their
designs



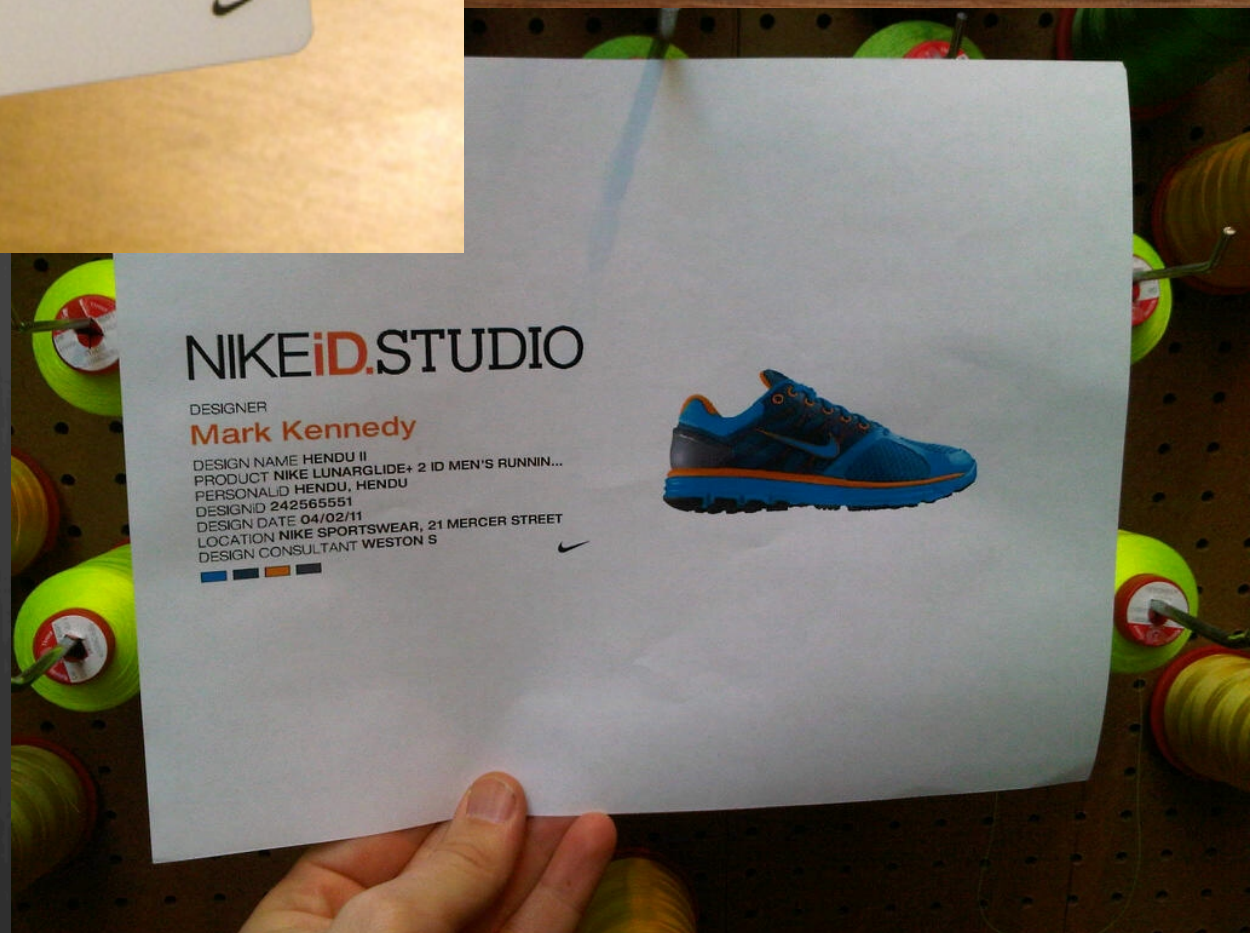
MAG.COM



...even if they can't spell



And people showing the certificates which states the user as the “designer” and the person who helped them, i.e. the sales person, as “design consultant”. (These certificates are only given if you have “designed” your shoe at a specific NikeID studio, not on-line.)



Shapeways is a concept which makes rapid prototyping etc available for anyone. The idea is that you use a 3D software and create a design, send in the file to them and then choose the material you want your product produced in. In a couple of weeks you get the finished product sent to you.

You can also choose to post your design on their site, allowing other users to pick it for production, paying for the material costs of their choice and an additional “design fee” that you have defined and that is paid to you.

No mass customisation but end-user created individual designs.

- [How it works](#)
- [Simple creating](#)
- [Buy and sell](#)
- [Upload and 3D print](#)

Product categories

- [Download](#)
- [Art](#)
- [Gadgets](#)
- [Games](#)
- [Home decor](#)
- [Jewelry](#)
- [Hobby](#)
- [Seasonal](#)

Shipping



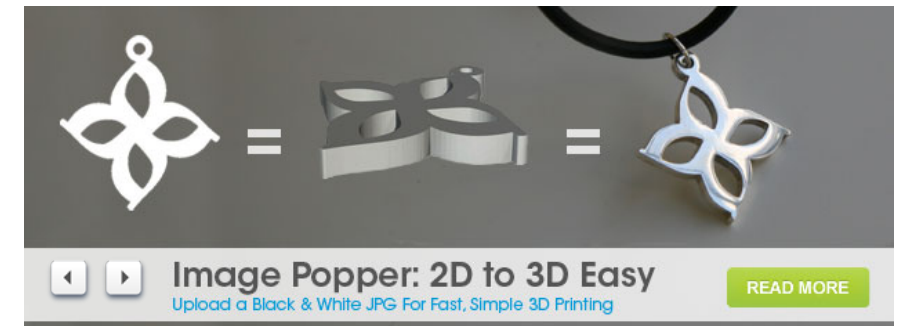
What's new?

- Meet us at ICFF
- 3D Ceramics printing
- Polished WS&F
- 3D printing in Silver
- Our Own 3D Printing Production
- Shapeways raises \$5M and opens HQ in New York

Shapeways in the press



Personalized products FOR you and BY you



All categories Search... Search + Advanced Search

Featured shop products

The latest and coolest products

[view all products](#)

<p>Comion closed bacelet \$ 19.09 (€ 13.25) goncalocampos ★★★★☆ (13)</p>	<p>Thugger 3.0 \$ 7.00 (€ 4.86) fakebusker83 ★★★★★ (24)</p>	<p>Yarn Phon...phone kit \$ 192.82 (€ 133.83) andrew simpson ★★★★★ (13)</p>	<p>Mini 12mm 3x3x3 Cube \$ 15.68 (€ 10.88) TomZ ★★★★★ (3)</p>
<p>PadFoot ~... for iPad \$ 20.00 (€ 13.88) Michiel Cornelissen ★★★★☆ (73)</p>	<p>No.1 Majo... Coasters \$ 21.87 (€ 15.18) andehans ★★★★★ (2)</p>	<p>Draw your own earrings \$ 40.00 (€ 27.76) byShapeways ★★★★★ (30)</p>	<p>CCTV surv...cufflinks \$ 81.60 (€ 56.64) A. Square ★★★★★ (9)</p>

Shapeways is about

Welcome to Shapeways

We are moving towards consumer driven production where users are designing the product themselves. This means that instead of designing the finished product the designer designs a system or a service, that allows the consumer to design the product themselves.

What does this mean to the designer role?

And how much does this change , not only how design is perceived, but also how products are produced, marketed or sold?

Designers changing the world

During the past years we have seen a huge increase in designers wanting to do projects that they find meaningful – typically together with Non-profit organisations like the Red Cross but also pushing the boundaries of traditional design in areas such as healthcare, municipalities and sustainability.



Final project for a BA student in 2010 from Umeå Institute of Design,
done together with the Red Cross

This gives us interesting possibilities for design in the future – the areas in which it is used are growing and we can see more potential organisations hiring design: NGOs, hospitals, governments, and so on.

Design is also taking on meaningful societal problems that we need to find solutions to: aging of the baby-boomers, sustainability, micro-financing etc.

... but at the same time these generation-Y designers are often very critical to the current companies, and might refuse to collaborate with them. This is not new in an educational context, but there is increasing evidence that they choose to do so also when they enter the workplace. How will this change our society?

I hope you have a great workshop!

Hälsningar,
Anna