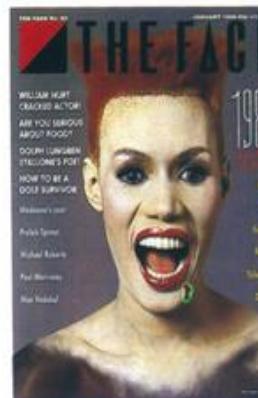
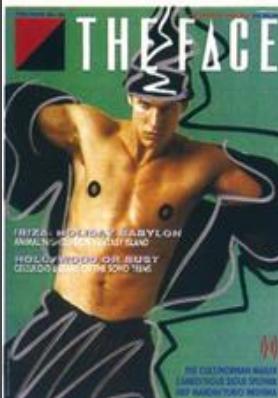
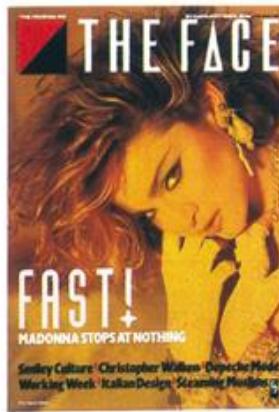
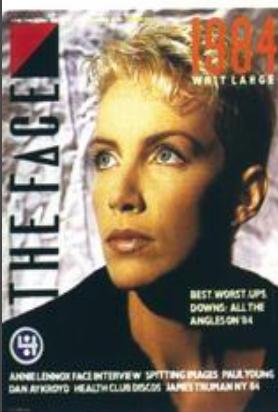
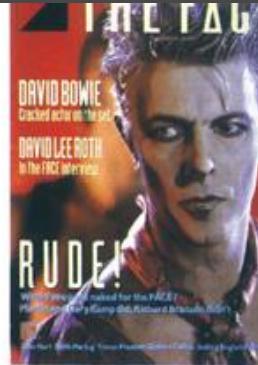
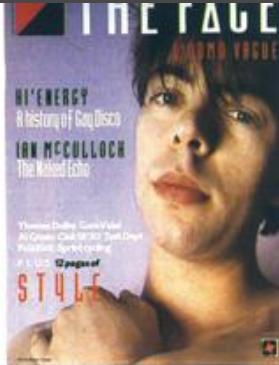


**INSTITUTE  
OF DESIGN  
INNOVATION  
THE GLASGOW  
SCHOOL OF ART**













A Swiss Delta Production - A Film by Gary Hustwit: 'Objectified'

# Objectified.

Featuring: - Paula Ariasall, Chris Bangs, Andrew Bevan, Erwan Bouroullec, Roman Bouroullec,  
Tim Brown, Anthony Dunnin, Dan Formica, Nendo Fukasawa, IDEO, Jonathan Iva, Helio Jorginho, David Kelley, Bill Moggridge,  
Mark Weislogel, Yves Behar, Michael Bierut, Pentagram, Philippe Starck, and many more.  
Music: - Ave Nossa, Ave, B.Ten Eben, The Great Ecstasy Of Mahogony, Michow Dose, Midcentury Product, Telefon Tel Aviv  
Original score - Kristen Dunn, Sound - Luis Miel, Director of Photography - Luke Geissbuhler  
Editor - Michael S. Hickey, Produced and Directed by Gary Hustwit  
© 2009 Swiss Delta, <http://swissdelta.com>  
Poster by Budi

swiss delta



GSFA  
INDI



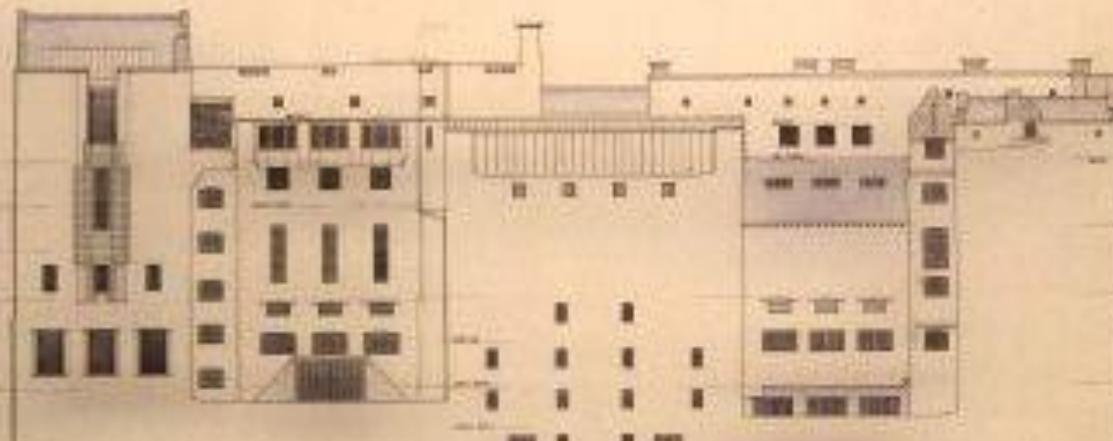


**‘Design is a behaviour,  
Not a department’**

*David Milne*



THE GLASGOW SCHOOL OF ART



SOUTH ELEVATION

© Glasgow School of Art, Glasgow

Pure deal Brilliant™

Glasgow Prestwick Airport



## Extracts from “Incomplete Manifesto for Growth” by Bruce Mau



## Forget about good

Good is a known quantity. Good is what we all agree on.  
Growth is not necessarily good. Growth is an exploration of unlit recesses that may or may not yield to our research. As long as you stick to good you'll never have real growth.

## Begin anywhere

John Cage tells us that not knowing where to begin is a common form of paralysis. His advice: begin anywhere.

## **Harvest ideas. Edit applications**

Ideas need a dynamic, fluid, generous environment to sustain life. Applications, on the other hand, benefit from critical rigour. Produce a high ratio of ideas to applications.

## Ask stupid questions

Growth is fuelled by desire and innocence. Assess the answer, not the question. Imagine learning throughout your life at the rate of an infant.

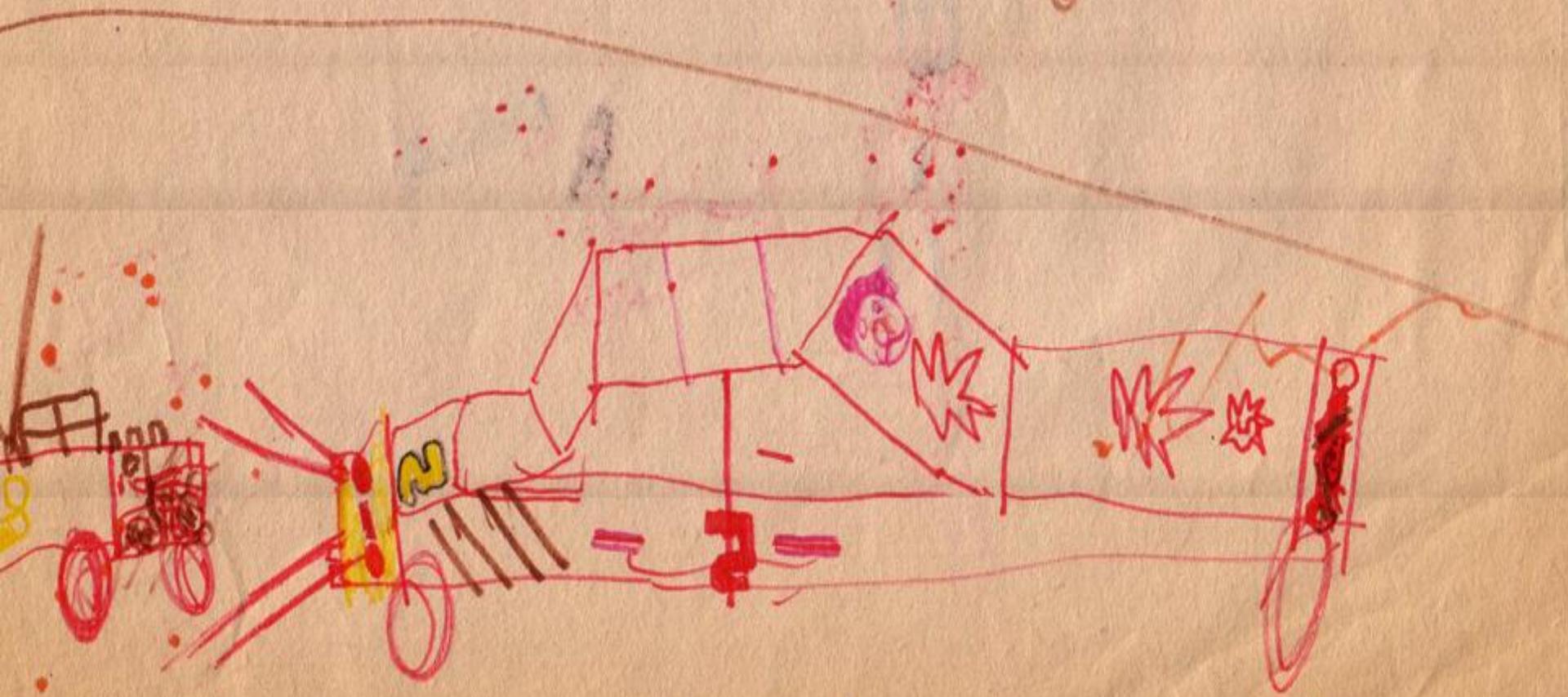
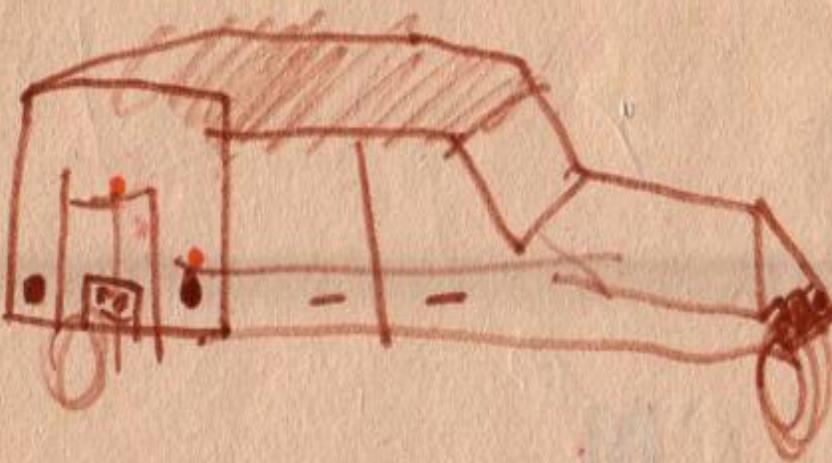
## Collaborate

The space between people working together is filled with conflict, friction, strife, exhilaration, delight and vast creative potential.

## Allow events to change you

You have to be willing to grow. Growth is different from something that happens to you. You produce it. You live it. The prerequisites for growth: the openness to experience events and the willingness to be changed by them.

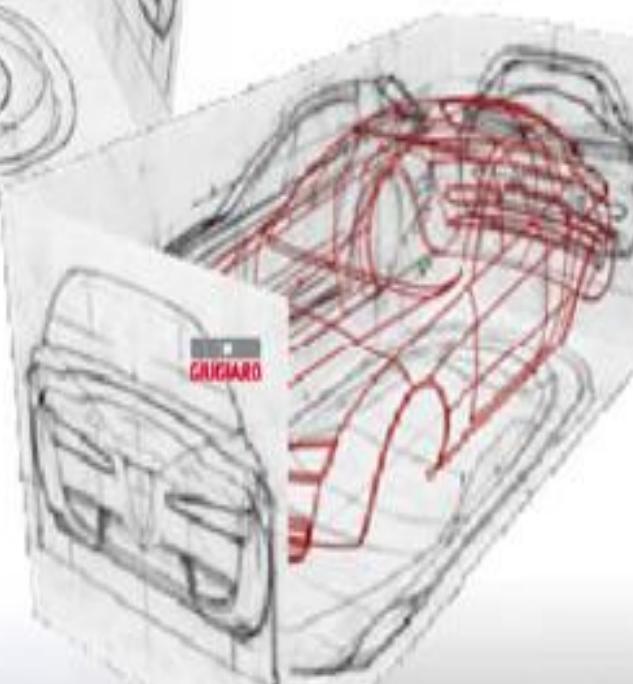
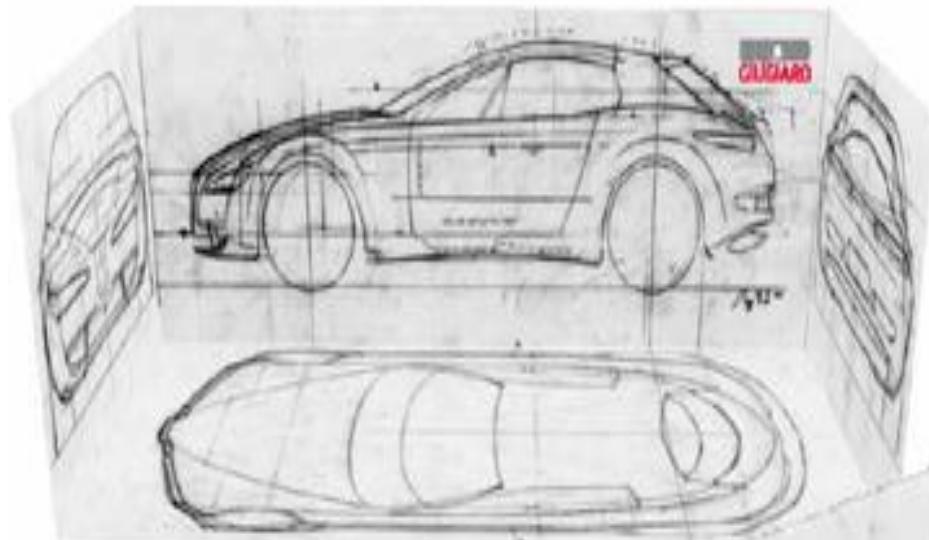
**Creativity is not device dependent**  
Forget technology. Think with your mind.





DG 234 JW

*From the 4 views technical drawings...*



- Scanning of the 4 view drawings
- Import in the 3D modelling software
- Virtual Box
- Lines creation

*...to the creation of surfaces*







# Harvard Business Review

## THE EVOLUTION OF DESIGN THINKING

IT'S NO LONGER JUST FOR  
PRODUCTS. EXECUTIVES ARE  
USING THIS APPROACH  
TO DEVISE STRATEGY  
AND MANAGE  
CHANGE.



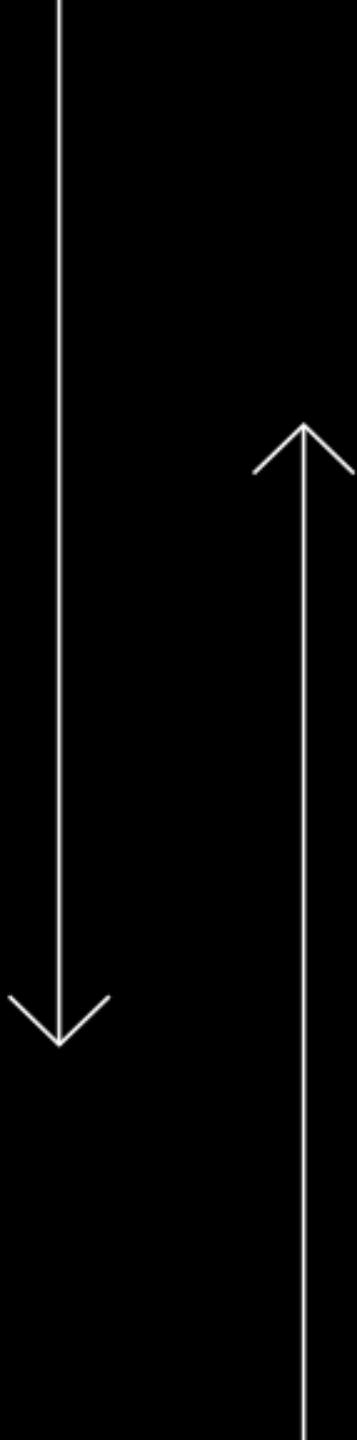
The  
professions



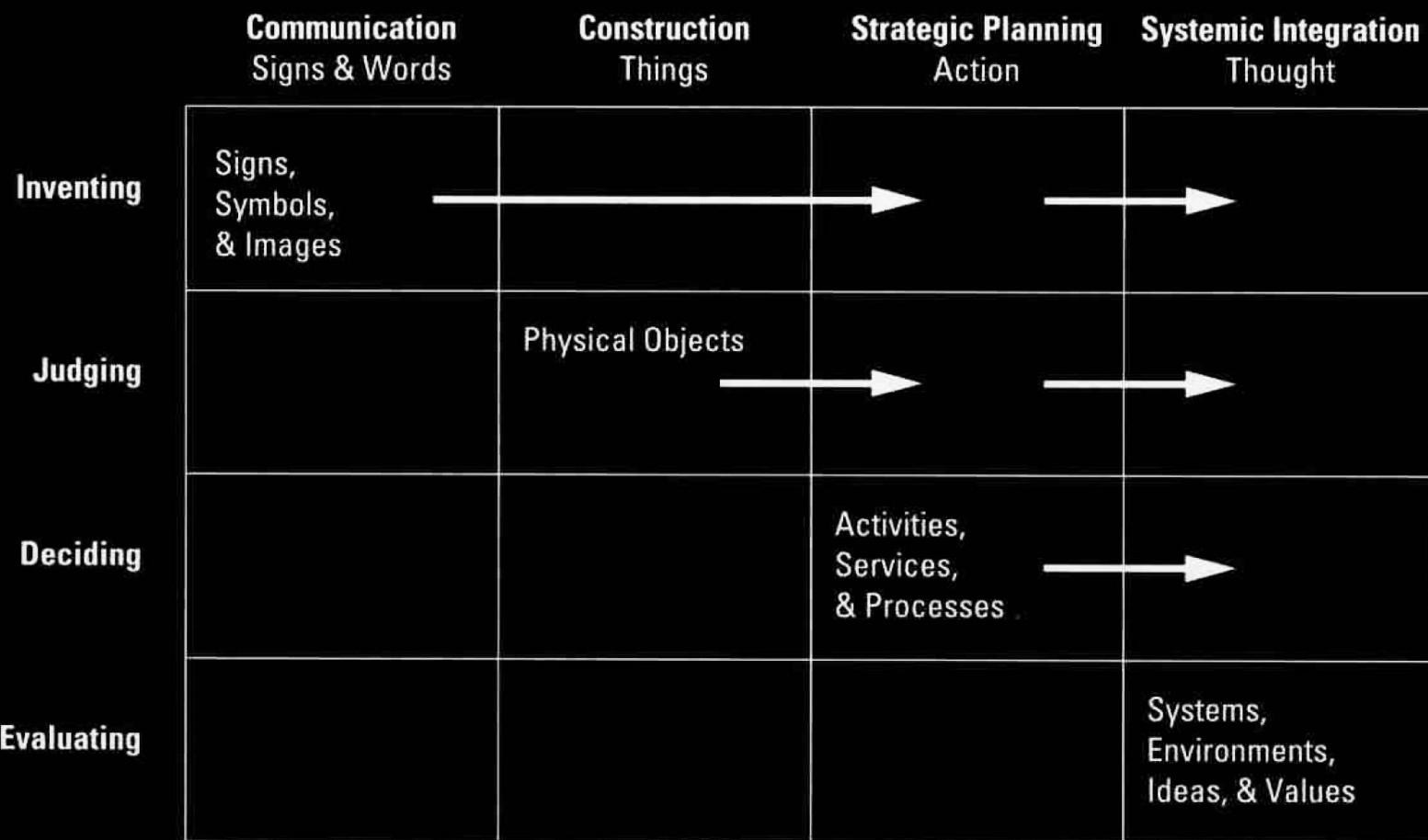
*the crisis in confidence in the professions, and perhaps also the decline in professional self image, seems to be rooted in a growing scepticism about professional effectiveness in the larger sense, a skeptical reassessment of the professions' actual contribution to society's well being through the delivery of competent services based on special knowledge.*

Schön (1994)

The  
professions



Design



The four orders of design thinking, Buchanan (1998)



We are in the midst of an epochal shift in the balance of power between goods and services, from one that favors manufacturing and control and coming to see their customers not as objects rather as participants in a two-way process. What is nothing less than a new social contract.

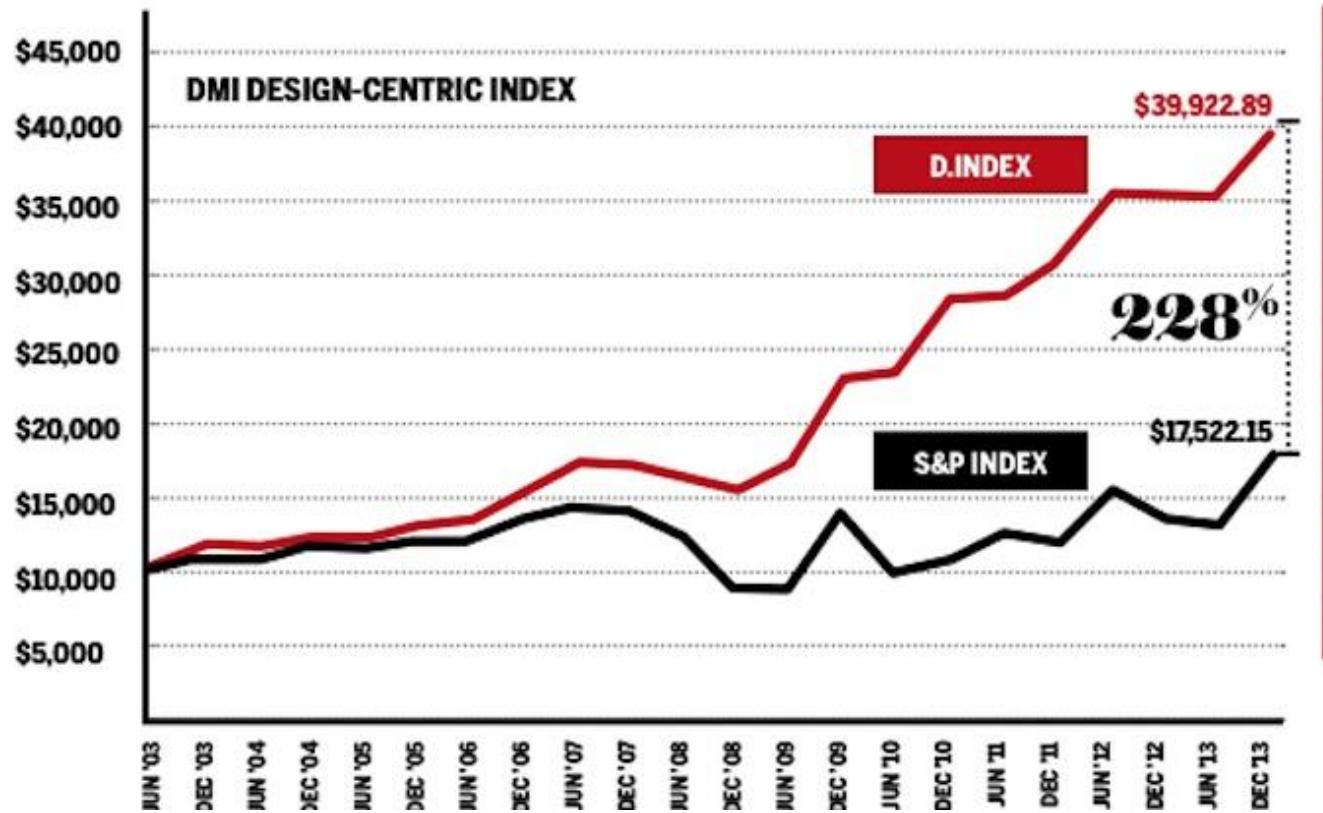
already care about energy efficiency and have shifted toward R&D programs focused more on alternative technologies—though many of these have been termed “Shift Projects.” IDEO’s project manager, who was part of an internal task force that began by questioning conventional approaches, is now part of a team at IDEO, Phoenix, Boston, Juneau, and Denver. The conclusion: people do not care about energy efficiency as a means to achieve greater sustainability or as being a means of achieving goals that are important to them at the level of their actual values and aspirations. IDEO’s team recommended that Dow shift from talking to its customers about these foundations to focusing on these foundations: stylish but thermally efficient buildings, retail displays of energy-efficient offerings, and educational tools to capitalize upon people’s desire for simplicity and convenience, such as how-to guides for upgrading their utilities.

Energy consumers, however, have been quite vocal in pushing up to the corporate and executive levels for more aggressive measures than we have seen in the past. This change in the dynamics of the design department, from R&D to customer service, is a welcome shift. It’s a move like the one the Department of Energy made when it became the U.S. Department of Energy. As the clock of design ticks on, it will be interesting to see what will happen next.

As the clock of design ticks on, it will be interesting to see what will happen next. As the clock of design ticks on, it will be interesting to see what will happen next.

## **Cox Review of Creativity in Business: building on the UK's strengths**

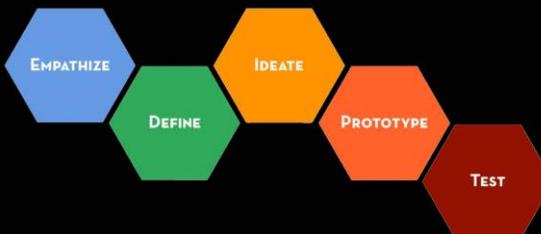
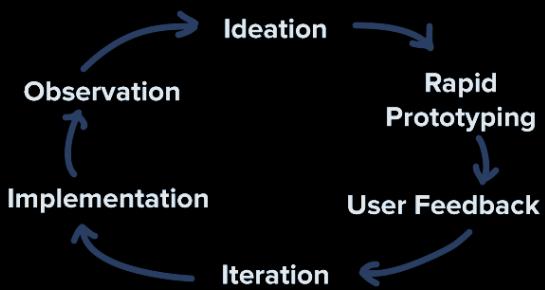
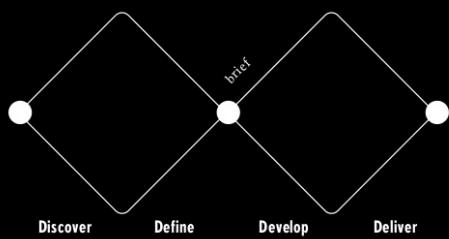
The UK Treasury's 2005 Cox Review highlighted the need for increased **creativity** and **innovation** within business (and organisations), and thus further defined the parameters for improving the competitiveness of 'UK Plc'

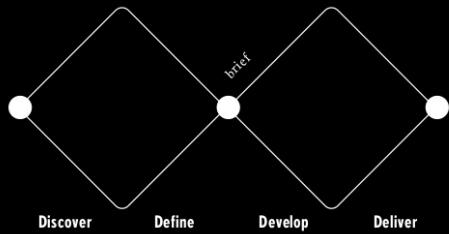


**DESIGN-CENTRIC ORGANIZATIONS:**

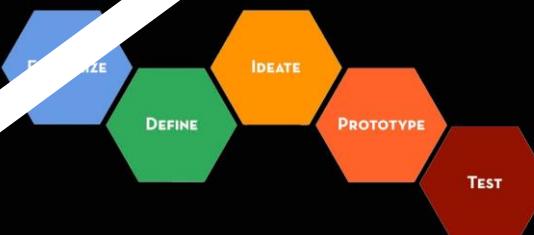
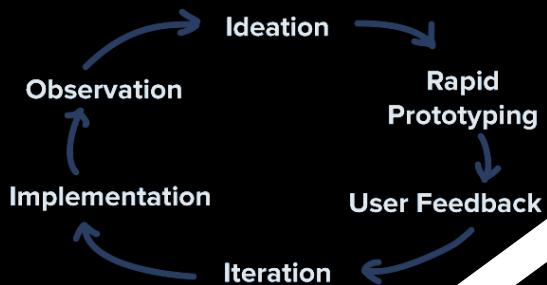
- APPLE
- COCA-COLA
- FORD
- HERMAN-MILLER
- IBM
- INTUIT
- NEWELL-RUBBERMAID
- NIKE
- PROCTER & GAMBLE
- STARBUCKS
- STARWOOD
- STEELCASE
- TARGET
- WALT DISNEY
- WHIRLPOOL

**dmi:**  
design  
management  
institute

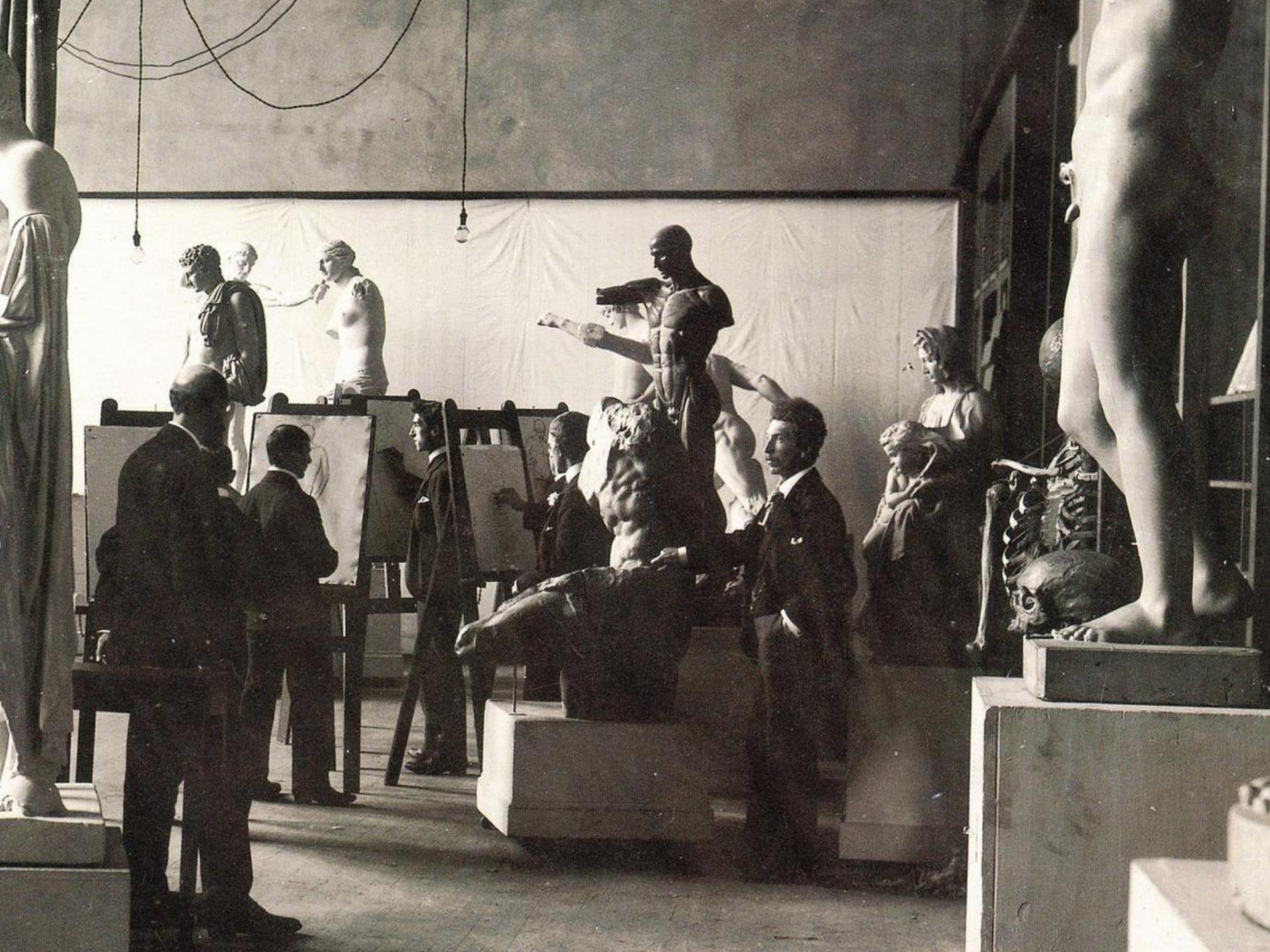




Observe      Reflect      M

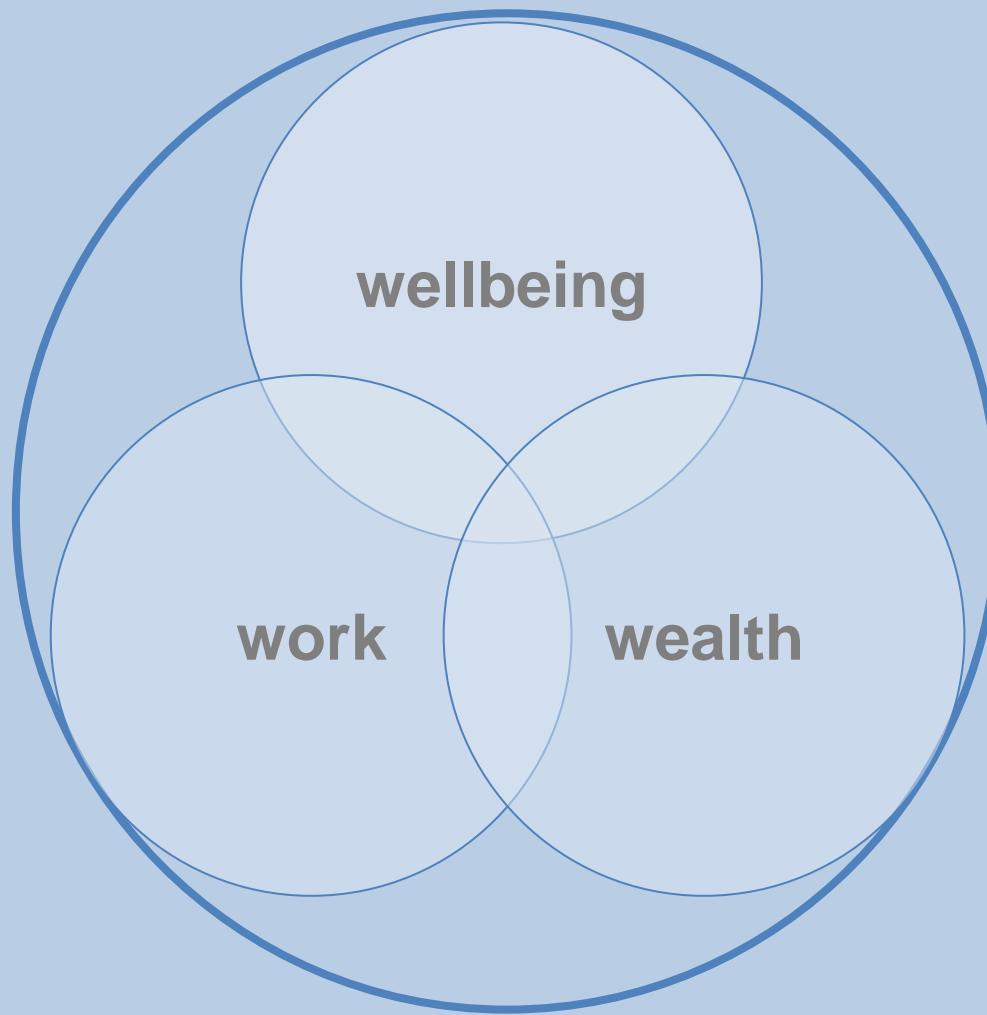


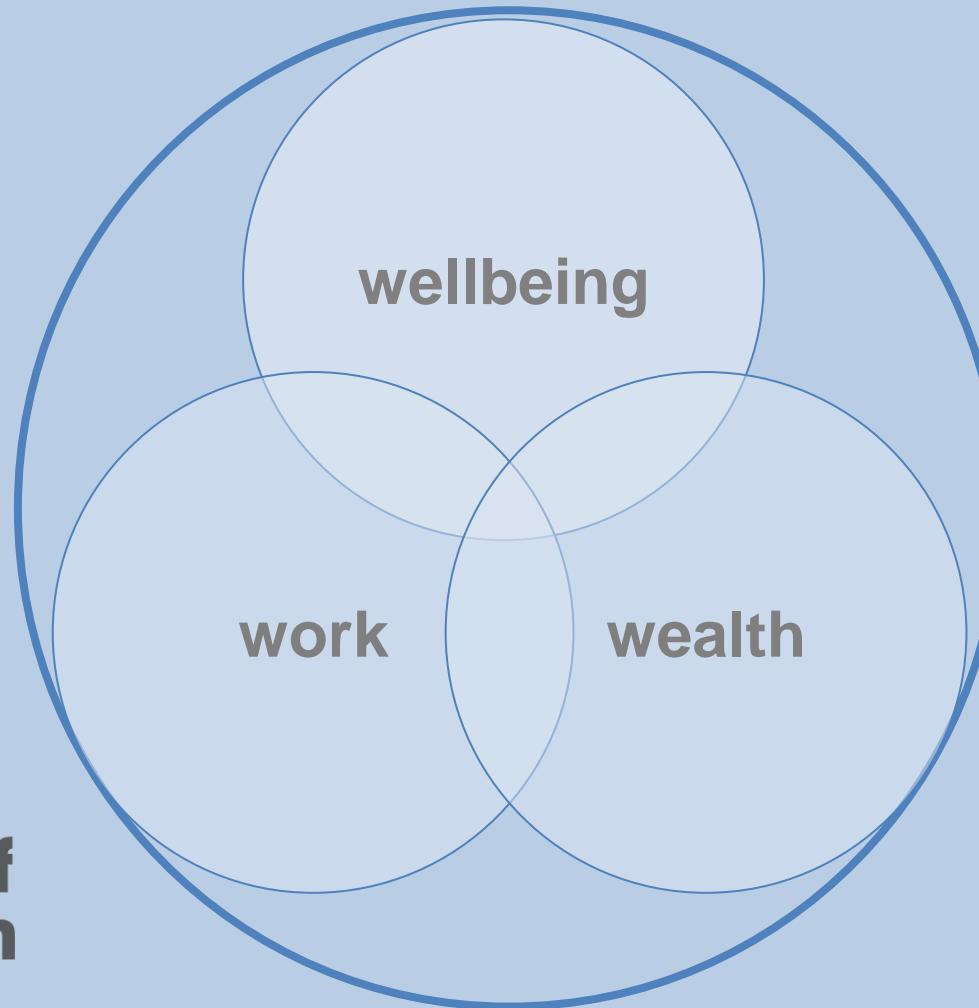
# Process is not enough!





Design Innovation  
Innovation **through** design and  
innovation **of** design





**Creating  
Cultures of  
Innovation**

BARCLAYS  
RBS  
FUJITSU  
TOSHIBA

## Creating Cultures of Innovation (CCoI)

*How can design act as a vehicle to enhance  
& embed sustainable innovative capability  
in organisations?*

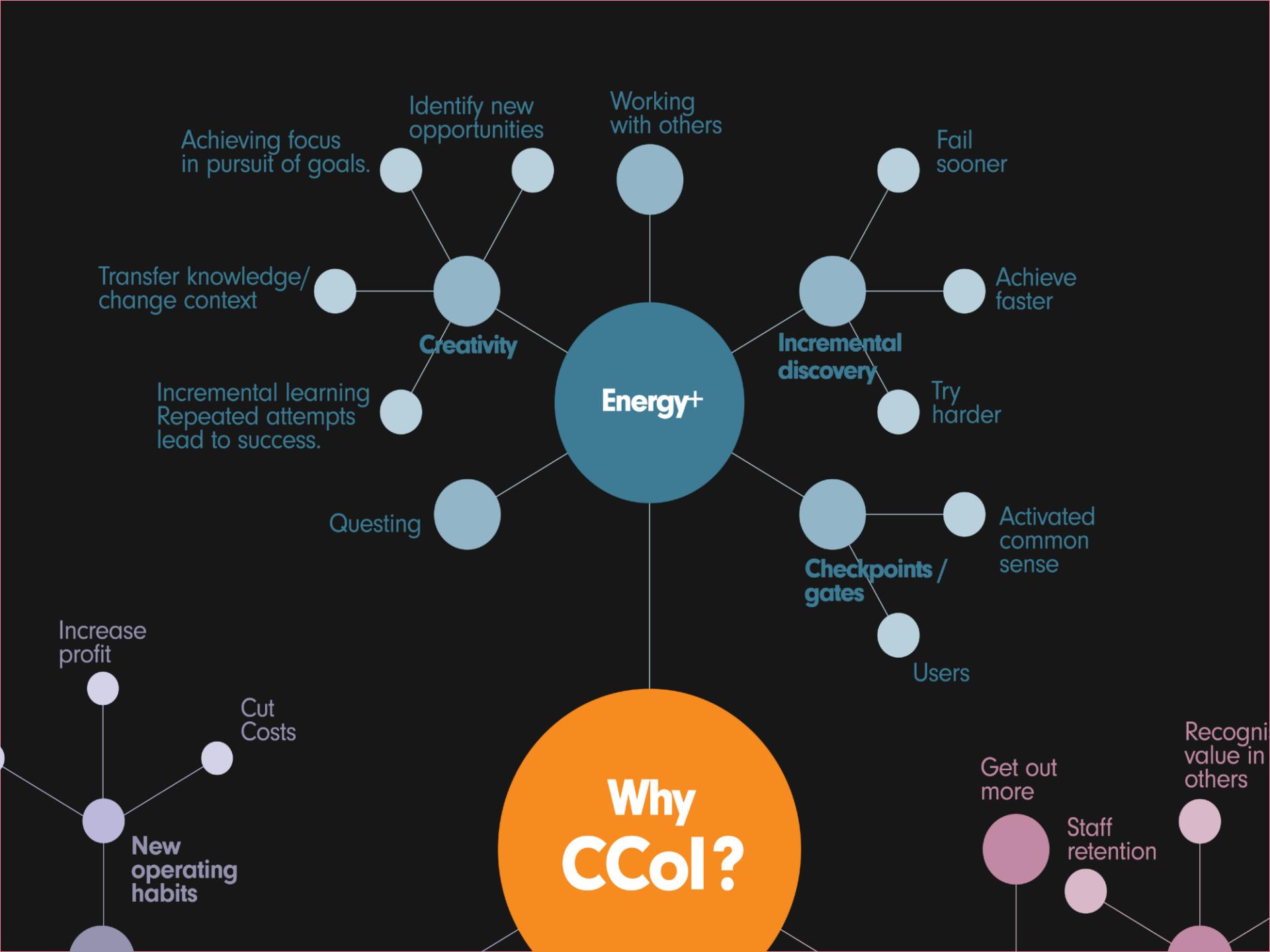
# The Telegraph **BUSINESSCLUB**

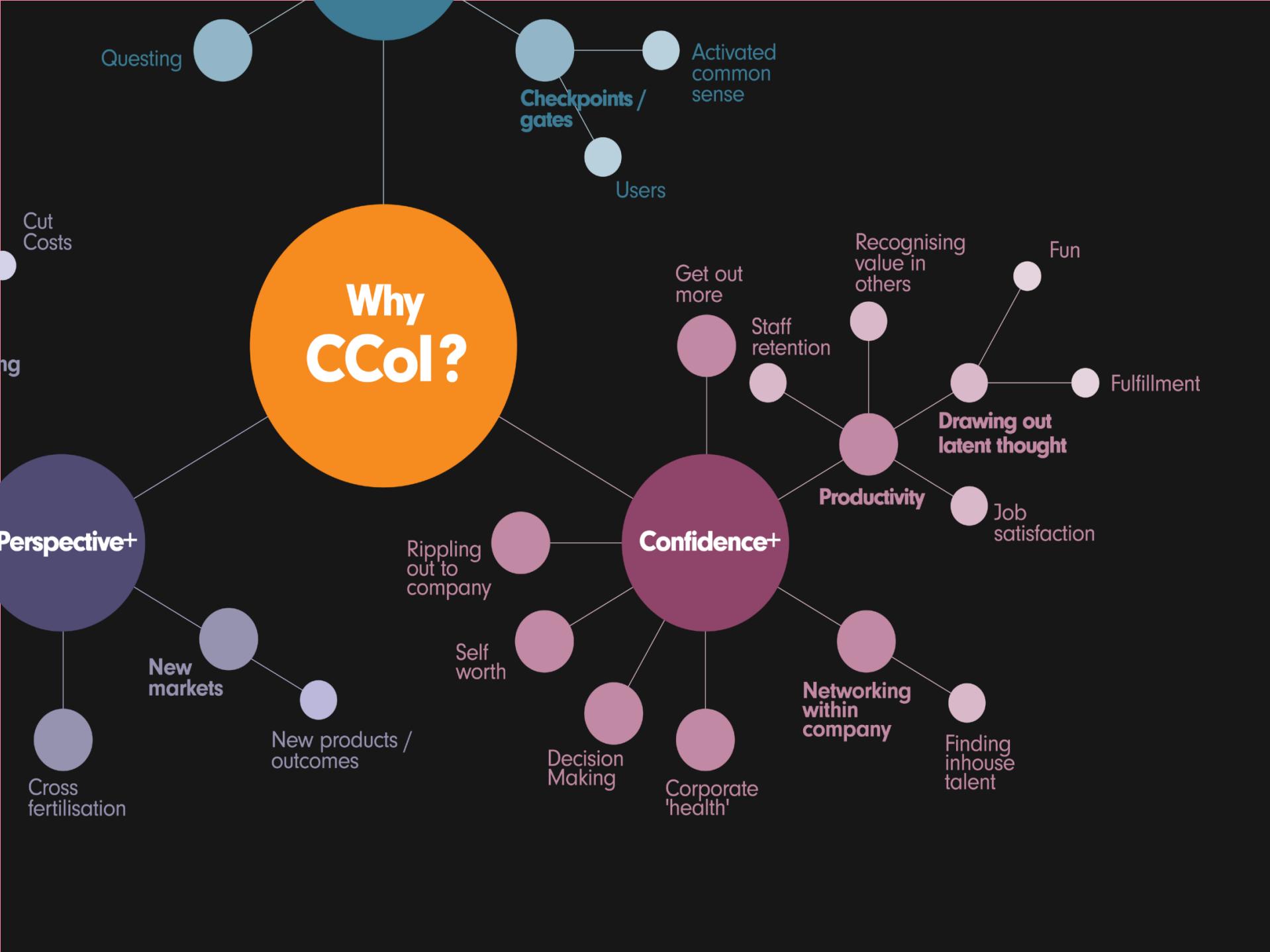




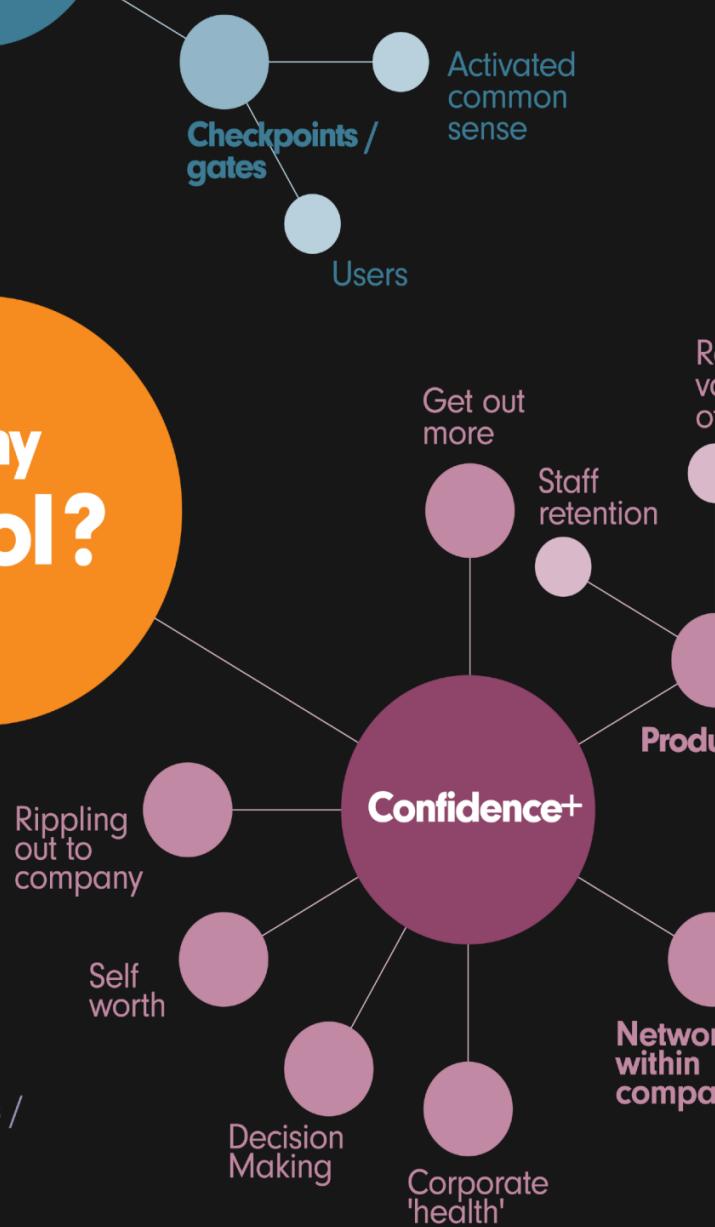
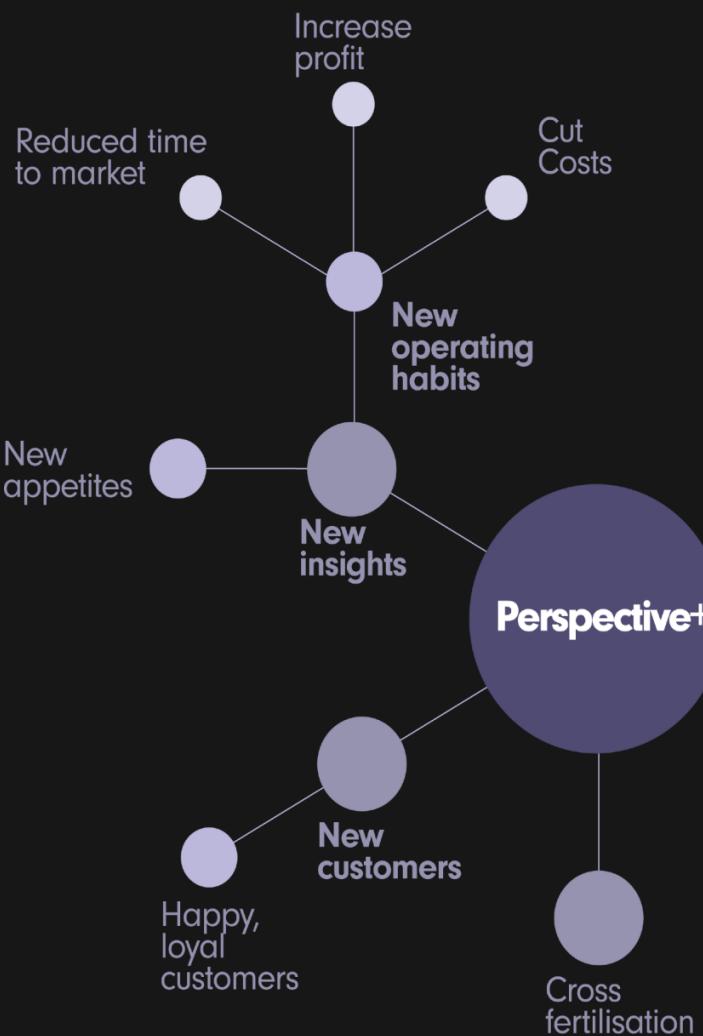


*'We have seen up to six figure savings in some of our products through cutting back on waste issues.. [We are] quicker at making a decision and acting than before'* | John Lupton, CEO, Scott & Fyfe





# Why CCoI?

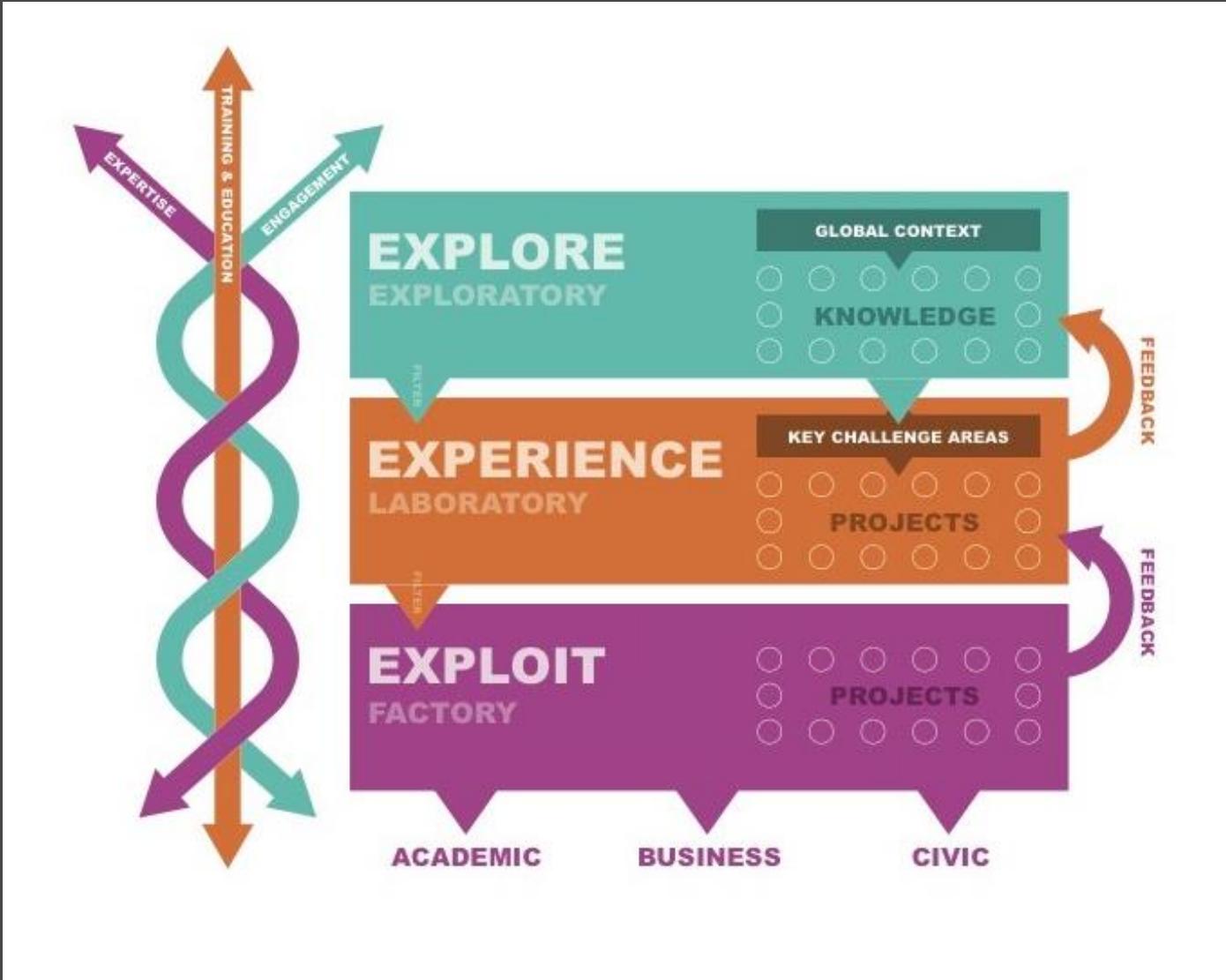




## Experience Labs >

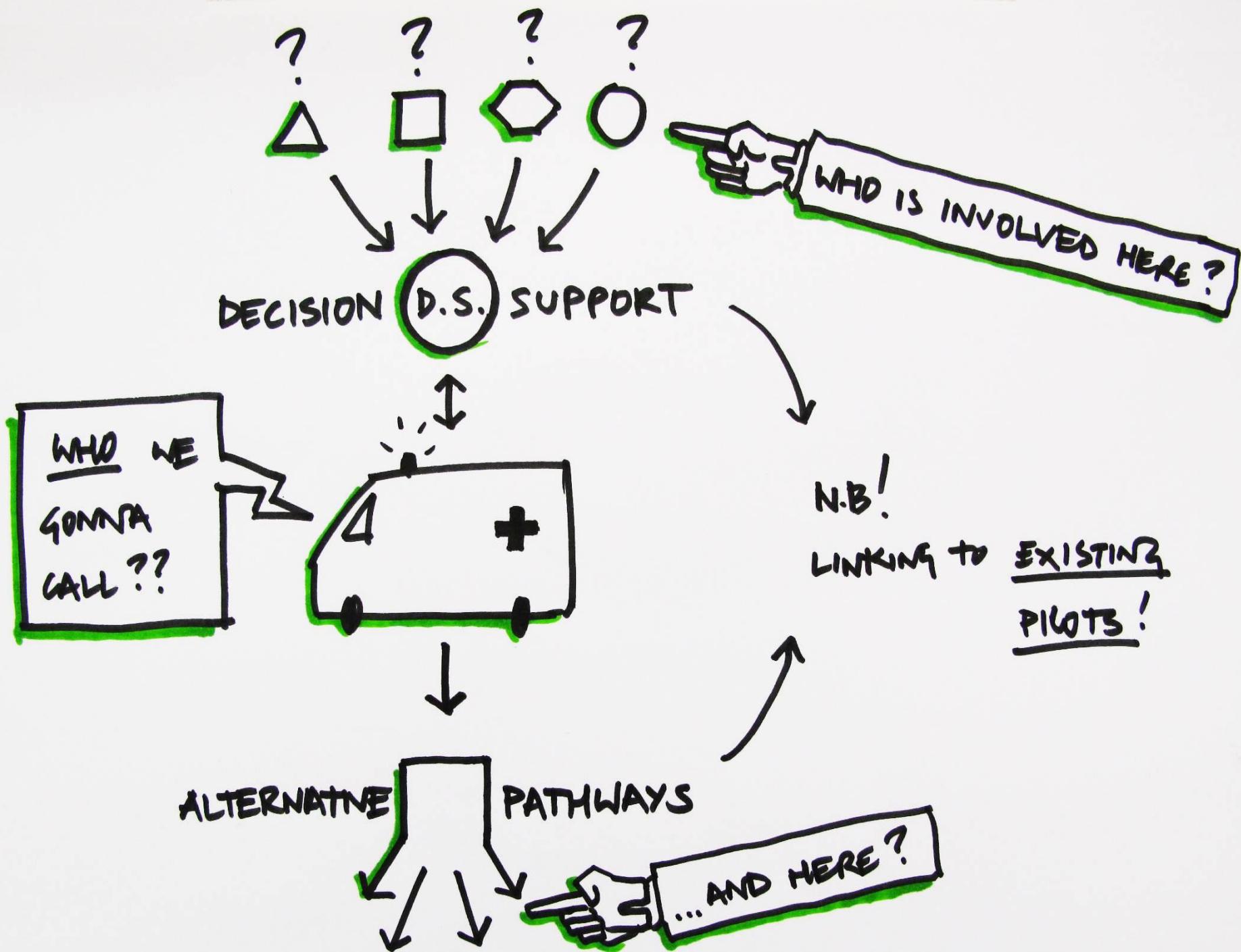
The central driver of Digital Health Institute innovation

A safe, realistic, creative and flexible environment for the early, rapid creation and iterative testing of new solutions to digital health challenges.



R M D

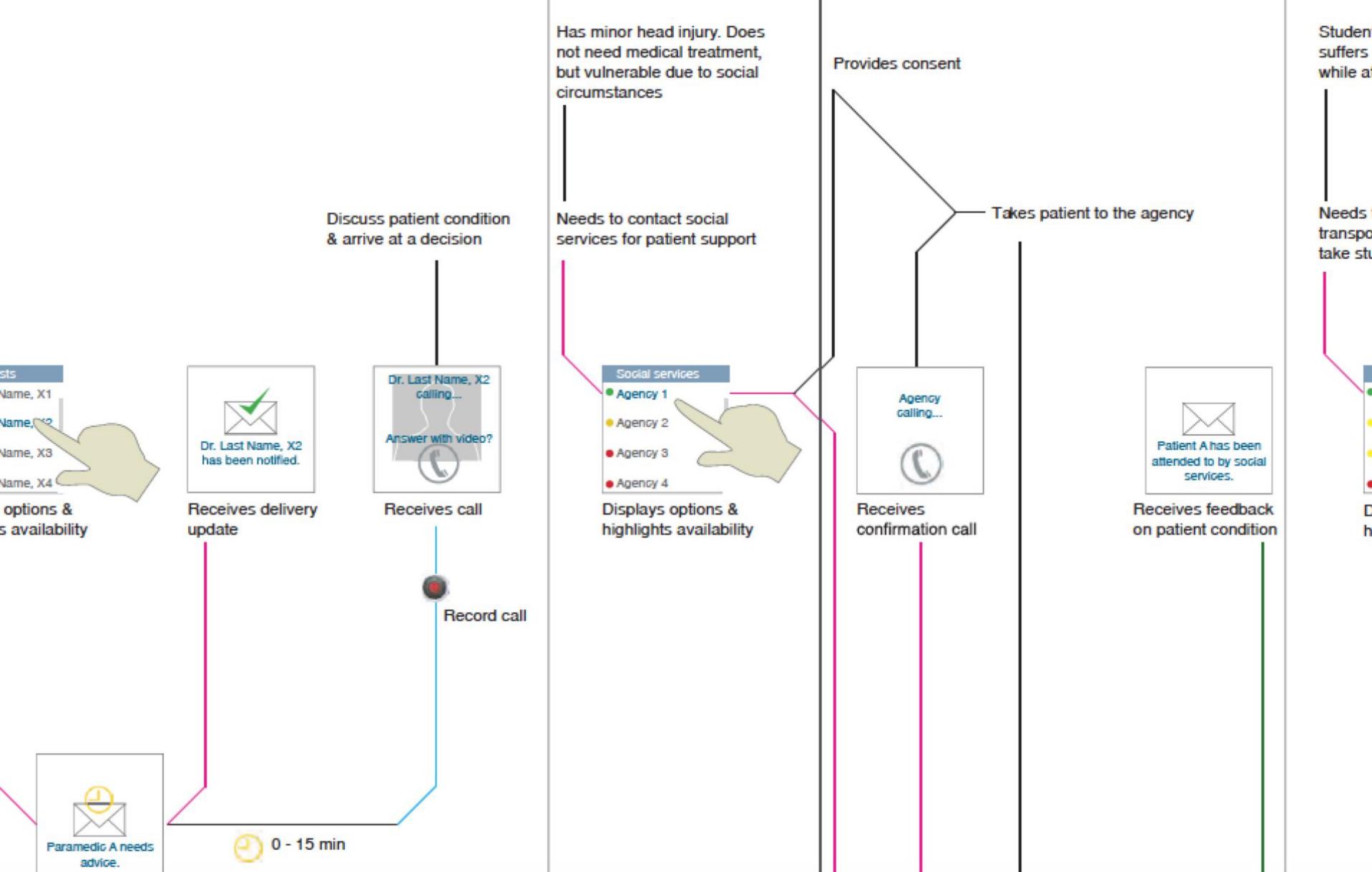
ERGENCY  
MEDICAL  
RESPONSE

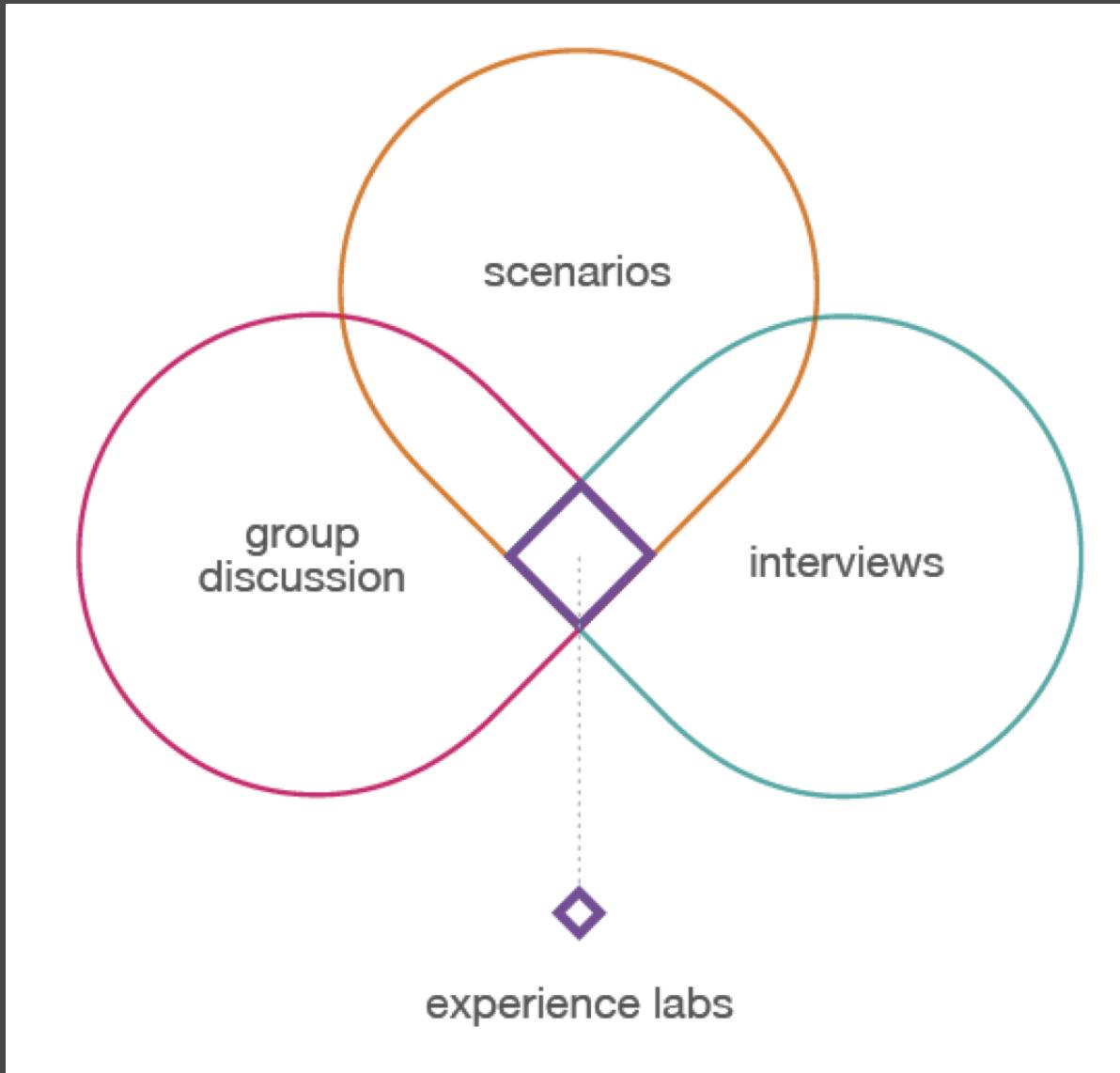






## CREATING ALTERNATIVE PATHWAYS







 **nestus**  
*stay free*



SETTING



CHARACTERS



STORY



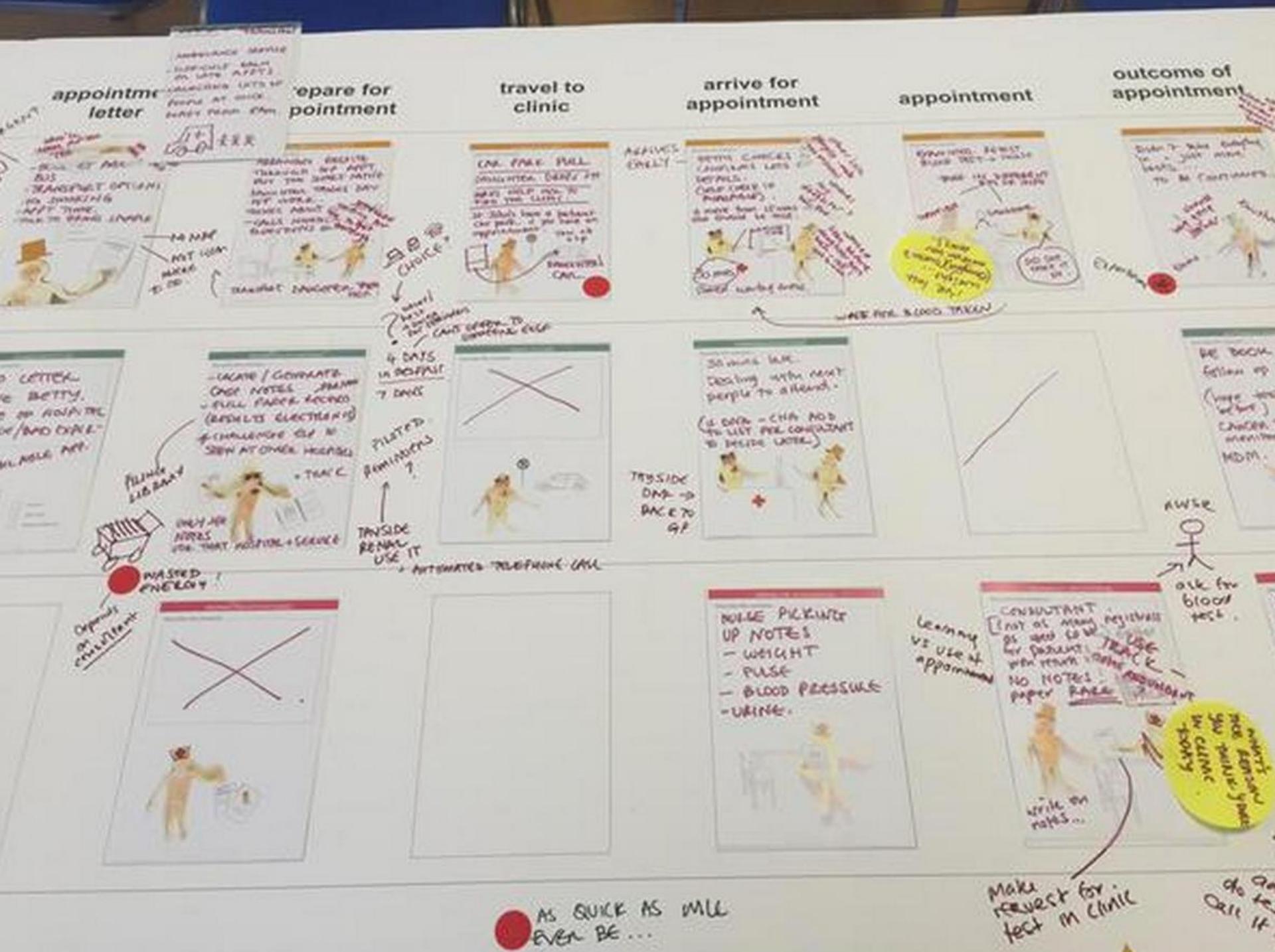


PLAY



# mapping the current outpatients experience



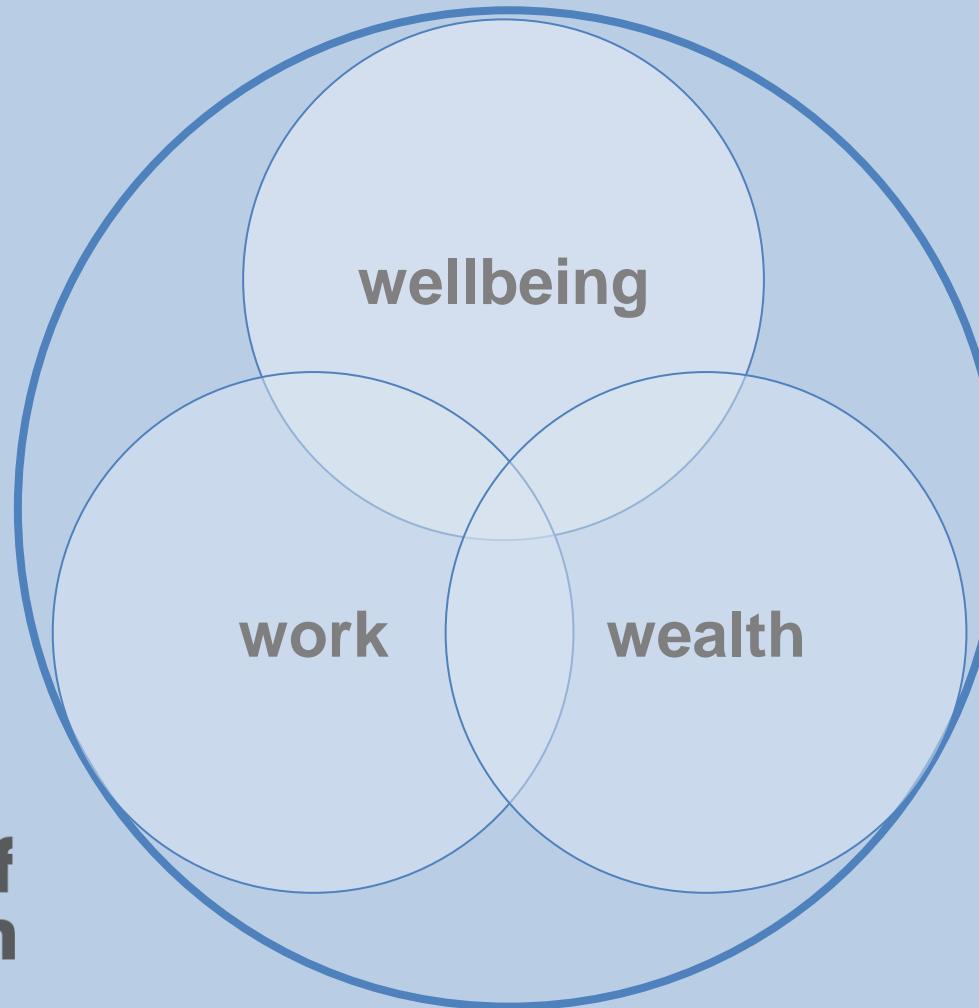


## Change in companies (and organisations)

- New Insights
- New operating habits
- New markets
- New Customers
- Increased profit

## Change in individuals

- Decision making
- Fulfillment
- Self worth
- Visual literacy
- Increased confidence



**Creating  
Cultures of  
Innovation**

 BARCLAYS  
 RBS  
 FUJITSU  
TOSHIBA



GRAND THEFT AUTO - MADE IN SCOTLAND

BUSES  
AND  
CALTON  
ROAD

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[www.gsa.ac.uk/indi](http://www.gsa.ac.uk/indi)

[d.mcintyre@gsa.ac.uk](mailto:d.mcintyre@gsa.ac.uk)