Post-graduate College Design Management

A new equipment for testing motion
RUNNING AHEAD
Design is a chance for business

FOR THOSE WITH INITIATIVE
Conferences of the Entrepreneur’s Club are a forum for exchange of experiences regarding the role of design in increasing a firm’s competitiveness

WINNING WITH BUREAUCRACY
Who will win in the anti-bureaucracy Chair competition

WHAT’S NEW IN THE LIBRARY
On the page of knowledge about new product development management

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The economy is still developing steadily. The zloty keeps getting stronger. EU funds are set to continue streaming heavily until 2012. Consumers are glad, while manufacturers, though they should be, are not equally so. Undoubtedly at last, there has come the right time to invest in industrial design!

In quantitative terms, Poland is the fourth biggest furniture manufacturer in the world, while, as regards value, furniture is still our third exported product. It is this sector, however, in which one of the largest manufacturers has declared bankruptcy in the court, making 450 of its 900 employees redundant. How did that come about?

A strong złoty and a disadvantageous currency rate, along with the fact that Polish furniture under foreign brands was sold as downmarket products, were enough to prevent a once thriving, dozen-year old company from keeping up with the competition with cheaper suppliers from other, developing countries. Poland has ceased to be a supplier of cheap production, but, unfortunately, our offer – in most cases – is still equivalent with the lowest market segment, and is currently, for such low quality, simply too expensive.

Simultaneously, the media are reporting about another Polish furniture company to open a factory in the USA and increase its shares in the domestic and overseas markets. How to interpret such dissimilar announcements? How to understand them and what conclusions can we draw as far as cooperation with designers is concerned?

The time of Polish factories as cheap subcontractors has come to an end. Everybody knew about that but not everybody found the solutions for their companies in due time. Only some of them had been changing for several years the profiles of their offers as they gradually launched even more advanced, primarily in quality terms, products. They had been ordering design projects, applying market segmentation. The report prepared by IWP and commissioned by the Ministry of Economy proved our arbitrary ‘design leaders’ name given them to be correct. They had declared their products’ market price to be from 20 up to 40% higher owing to turning to professional cooperation with designers. Not only did they retain a financial surplus, but also the offer, as well as the brands of these companies, are presently being recognized by the upmarket segment. The furniture market is not typically
associated with innovations; nevertheless, just as in any other market, one can come up with a revolutionary solution. All you have to do is to analyse the competition, search for a niche and take decisions at the right moment. Some have gone even further, starting to invest in research and the development of new products, drawing on both design and managerial solutions. New, innovative mechanisms, new product functions connected with changing clients’ needs, have enabled them to survive and succeed in new, more demanding markets. That is not the only area that has recorded some positive changes. The field of transportation, in which Poland is equally strong, is also doing better, due to, among other factors, constant collaboration with Polish designers and engineers. Overseas investors rarely move the least complicated production to us. They have realized that qualified managerial staff generating innovative solutions is more valuable. Motorola, Google, Microsoft, Lucent and many, many other manufacturers are utilizing our potential. And that’s fine. China, thanks to the Olympic Games, has shown that the effect of economies of scale is out of reach for us. In business competition all that is left for us is running ahead. Product design can be of help in it.
We’re open
Exhibitions in the Design Center are open every day except Mondays, from 11:00 am to 7:00 pm. Tickets at affordable prices.

Why „Monkey house“
In October we are opening a new exhibition and conference hall. It is located in a place which for years has been called by the Institute the “Monkey house”. If you want to know why, come and see.

Coming soon
An exhibition CHILDREN’S DESIGNERS. Among the participants YVES BEHAR and his projects for children – first and foremost the $100 laptop for everybody.

In the Design Center, at the previous location of the IID shop, you can find the INSTYTUT Restaurant & Cafe offering fusion cuisine, and a shop featuring the creations of young Polish designers. An excellent place for coffee, lunch, supper, or impulse buys at the last second. With a creative touch.

Increasingly creative business!
Organization of corporate board meetings and investment fund meetings in the Design Center is becoming more popular, especially if there is an interesting exhibit on display.

We’re in the center
In September we hosted journalists from the BBC (with a trifling viewership of 10 mln) preparing a program called Grand Designs. We recommended Polish products and Polish designers. We were also visited by Style-Vision, a French company concerned with the testing and creating of design trends all over the world. This time they were interested in today’s Polish style and its details.

Look, something new!
In October we are opening a new exhibition and conference hall. It is located in a place which for years has been called by the Institute the “Monkey house”. If you want to know why, come and see.
A modern DESIGN CENTRE

It is primarily a team of people – talented, competent, full of enthusiasm. Aesthetically sensitive, concerned about details but perceiving them in a broader context. People for whom design is an omnipresent phenomenon, encompassing a multitude of aspects of our lives. People who search for changes, knowledge, are curious of everything that is happening around the world.

That is precisely such a team of people that we have managed to gather in the DESIGN CENTRE. Only such a team is able to prepare a big, international event comparable to Gdynia Design Days, organize a contest for young designers – such as Fortis Young Design, or bring about the premiere of a Dictionary of Polish Designers – unique in its kind.

THE DESIGN CENTRE is also a place. Located in the vicinity of the Old Town in Warsaw, having at its disposal two perfectly equipped exhibition halls, ready to hold exhibitions, conferences and lectures organized for designers and entrepreneurs, scientists and audiences. Facilitated with a restaurant and a shop with the newest publications on design and young designers’ products available.
SŁOWNIK projektantów polskich

A unique dictionary of its kind

www.slownikprojektantow.pl is a new website for everyone interested in Polish design from the 1950s until now. A companion on designers, the largest base of product photos. The dictionary is compiled by IWP experts, currently updated and available free of charge.

Final form

The dictionary will consist of three parts, reflecting the clear chronological division in post-war design in Poland.

Część 1: 1950s – 60s giving an account of the history of Polish design in the most interesting and dynamic, in terms of development, period, being a well-justified reason for our pride and remaining a rich SOURCE OF INSPIRATION. Already active

Part 2: 1970s – 80s, we are planning to launch in spring 2009.

Part 3: the biggest one, constituted by contemporary Designers, beginning with 1990. It comprises the biographical entries of CURRENTLY active designers who are creating and working on the Polish market, as well as photos of the best products made in recent years.Scheduled to become active on October 15.

a map of Polish design

The dictionary encompasses knowledge of designers from all fields, ranging from furniture and industrial cloth, through ceramics, glass or household equipment, to machines and means of transportation. The biographical entries contain information on the designers’ education and professional activity, a list of the implemented products, the time of their coming into existence, the names of co-designers and details of the commissioners. The biographical entries are accompanied by the largest base of photos of Polish products. That is how a precise map of Polish design is being created.

experts’ respect

It is a many-year-long research project by IWP. The result of the work of scientists and practitioners gathered around it, as well as that of historians and theorists from various fields of design. It draws on the archive, one unique in the world, of the documentation of projects, and the industrial design library – unique in Poland. There is no institution more suited to the role of such a publication.
professionals on-line
Publication on the Internet enables the Dictionary to be continuously updated. It is the biggest and the most recent database, edited by experts, relating to the condition of Polish design. An information and promotion centre, as well as a community forum.

a tool for entrepreneurs
Part 3, devoted to contemporary designers, is the most comprehensive and constantly updated part of the Dictionary. It thus constitutes the most complete database of professionally active designers in Poland.

The analysis conducted by the IWP revealed that NO on-line dictionary worldwide provides the name of ANY Polish designer. This best proves how needed the Dictionary we are compiling is.

the editorial team
Scientific editor: Beata Bochińska – an art historian, design theorist, lecturer at the Institute of Art History of the University of Warsaw and President of the Institute of Industrial Design; Content consultants: part 1 – 1950s -1960s: Prof Irena Huml – an art historian and critic, and Ryszard Bojar and Danuta Paprowicz-Michno – designers; part 3 Contemporary Designers: Krystyna Luczak-Surówka – art and design historian. In collaboration with the Institute of Industrial Design experts. Head of the project: Katarzyna Rutka; cooperation: Janusz Wasilewski.

The photos of the designers from the 1950s – 60s stored in the IWP archive are available for sale. Detailed information at: slownik@iwp.com.pl

A Dictionary of Polish Designers is available free of charge at: www.slownikprojektantow.pl and www.iwp.com.pl
We are preparing for another edition of the Fortis Young Design programme, the only contest for a scholarship for young designers in Poland. Still the emotions aroused by the first one have not subsided yet. It was a new and very inspiring experience, both for us and the contestants.

For us, IWP, as the organizer, the most important element of the FYD programme was cooperation with a partner – being for the first time a financial institution that had “caught the bug” to enable young designers to get started with their professional lives. The winner of the main prize – the Prof. Wanda Telekowska scholarship – was Magdalena Sikorska, for her diploma project of the Grandphone, a telephone meant for elderly people, which was developed at the Academy of Fine Arts (ASP) in Poznań, in the Inspiring Design Studio under the supervision of Bogumiła Jung. So much did Fortis Bank enjoy the joint contest, that even before it was over, they decided to fund an additional prize and get all the employees involved in awarding it. Having conducted an intranet vote, they decided that Tomasz Brzeziński, a graduate of the Academy of Fine Arts (ASP) in Warsaw, and the designer of a folding stand for bicycles, would be given a professional graphics tablet.

The biggest challenge for the finalists of the contest was to get their projects outside the university walls and the academic environment. For most of them it was the first time ever to present their works to a professional jury consisting of representatives of the leading manufacturers present on the Polish market, such as: Zelmer, Vox, IKEA, Balma, Noti, Globaldom, Nowy Styl, Leroy Merlin, and Mikomax. ‘When I found out that I had managed to qualify for the final and I would have to present myself in front of a jury consisting of the manufacturers of the most important brands, I was terrified, since, probably like most of the other finalists, I had not had such a chance before,’ recalls Magda Sikorska. ‘Luckily the presentation was more like a nice, interesting conversation than a stressful examination. This experience
is bound to help me in job interviews and business conversations in the future.’

The jurors were impressed with the young people’s abilities, their perpetual willingness to improve, their knowledge of graphic programs and their enthusiasm. They reacted enthusiastically to the presentations and were eager to give advice on implementing or patenting the designs. In order to satisfy the needs of the design beginners, they additionally invited them to participate in internship programmes in their companies. Owing to that, the winner of the contest established contacts with Noti and Balma, and the other finalists with Nowy Styl and Mikomaks.

‘The award has given me greater belief in my abilities,’ says Magda Sikorska, ‘and the scholarship funds have been spent on great computer equipment intended for continuing my programming education. The internship with Tomasz Rutkiewicz, Designer of the Year 2007, is still ahead of me, and so is the training course organized especially for me. I can’t wait.’

We wish her success.

More information on the Fortis Young Design project at www.iwp.com.pl/fyd
Microsoft Imagine Cup 2008 concluded

Creators of the future

A part of the future of creative industry is born at the IWP

Krzysztof Bielski,
krzysztof.bielski@iwp.com.pl

For the first time a portion of the largest international competition conducted by Microsoft for students – the Imagine Cup 2008, focused on computer programming – has been conducted with involvement of the Institute. Our idea was to introduce students of design and graphics into student teams of computer programmers. We felt that such teams would produce innovation, professional technologically, functionally and visually appealing projects ready for implementation.

The competition also saw the inauguration of the Innovation Accelerator program, also led by Microsoft. Its purpose is to present participants in the technological competition business knowledge necessary to shape applications developed for the competition into products ready for the market. Teams participated in specially-prepared workshops in the areas of business start-up, marketing, promotions, sales and communication skills.

“In these times the ability to cooperate and share experience and skills with other members of a team is no less important than individual talents. Take the challenge and test your teamwork skills. Thanks to a collective effort and mutual inspiration, you can turn your ideas into reality. Gather your friends together and create technological solutions which will ensure better protection and growth of the environment.” This was the main message to the competition’s participants.

In the programming design category, the task consisted in shaping ideas into real applications which could be used to solve problems connected with environmental protection.

The winners of the competition were the members of the Demoscene Spirit team from the Adam Mickiewicz University in Poznań, including: Agata Czapracka, Szymon Majewski, Łukasz Michniewicz, Wiktoria Szydło, and Agata Majewska. The team was overseen by Tomasz Gdala. The team presented an application named LifeTracker. It enables the tracking in real time of animals belonging to endangered species. Congratulations!

In addition, the Institute for Industrial Design
awarded a special distinction to the best design consultant in this year’s competition. The winner was Agata Nowacka, a student of the Poznań University of Technology and member of the PUTatoes, for her Seenergy project. Agata received distinctions “for attempting an ergonomic approach to designing services, as well as creating a user-friendly solution making the technology accessible for the end user” – this was how the Director of the IID, Beata Bochinska, justified the selection.

Congratulations to all the participating teams! Preparations for the Imagine Cup 2009 are underway. We are waiting for the next group of creative talents. It’s going to be exciting!
Gdynia Design Days is the first mass event popularizing design in Poland. For three weeks of July products from Poland and 5 Baltic countries were presented there. The event was organized by the Institute of Industrial Design, having been commissioned by the Gdynia City Council.

We will return here in a year

‘I am convinced that this celebration of design will encourage designers and entrepreneurs in innovative pursuits’ – said Wojciech Szczurek, Mayor of Gdynia during the inauguration of Gdynia Design Days 2008. It worked. The city’s authorities have already announced other editions. Today we are giving you an account of the event and we are already inviting you to Gdynia next year.

Why Gdynia? Not without a reason. Because it is a young and modern city, wisely planned from its very beginning, with the aim of being open to the world. And the authorities want to follow this tradition.
A chair, a broom, a cup, a carpet … Good design has no limits. It concerns all products. It arouses interest and looks just as good in public spaces as within the walls of a noble gallery. For 17 days the best known design studios presented and sold (!) their products in harbour containers. They started, in some cases, the first business relations or first direct contacts with customers. An exhibition held in the Museum of the City of Gdynia was similarly effective. It presented 100 ‘design icons’ – objects for everyday use, available on the markets of Baltic countries. The exhibition was seen by a dozen thousand people. Most of them did not try to hide their surprise at the new materials, technologies and solutions. And they admitted that it was the first time they realized what good design meant.
The young took advantage of their chance. They convinced that they do have quite a lot to offer to enterprises. The winners of the Fortis Young Design contest, for young designers with the biggest business potential, along with the Polish finalists of the biggest new technologies contest in the world, Imagine Cup 2008, presented themselves in the Pomeranian Science and Technology Park (Pomorski Park Naukowo-Techniczny). The presentations by the latter were genuinely professional – solutions proven by ergonomic research, knowledge of the market situation and customers’ demands. The young software designers aroused spontaneous interest among enterprises operating in the field of new technologies.

In the modernistic warehouses of the Sea Station (Dworzec Morski), which witnessed the times of the great emigration and the legendary Stefan Batory Ocean Liner, drifting away to America with the dreams of generations of Polish people, other young design groups presented themselves under the motto ‘Future design. Time to relax’. Among the installations and multimedia presentations one could rest on a swing with a Ba-lans ring on a finger, which separated us from any civilizational communicators, encouraging us to focus on establishing inter-human bonds. That is how young people perceive our need to relax in the future. Who knows, maybe their visions will turn into a market product one day? After all, that was the case with the laptop and on-line work, for instance on a beach. Nobody even dreamt about them 30 years ago ... ‘Perfect,’ summarized Louis Saul, a designer from Germany, who
exhibited his lamps in one of the containers at Grunwaldzki Square during GDD.

The car bonnet design workshops conducted by Janusz Kaniewski – a Polish designer who has been co-operating for many years with global car brands – enjoyed a great deal of interest. We chose twenty of the best participants out of the numerous interested ones. The workshops enriched them with two discoveries. First of all, they became acquainted with the ‘clay’ technique, becoming the forerunners of this method in Poland. Secondly, they learnt about the role of emotions in designing. ‘Perhaps the time has come for the value added to this product – so far a masculine one – to be designed by women? After all, admen have already started placing the role of the emotions evoked by the car itself, and the process of purchasing it, in the context of the desires and consumer behaviours of women’ – pointed out Kaniewski.
An exhibition under the above title, summarizing the 15th edition of the IWP contest for the best designed products on the Polish market, was a genuine guide for the consumer. It showed products meeting aesthetic, ergonomic and functional requirements. Simply, good designs and, importantly, at a good price.


Our plans and dreams? We would like Gdynia Design Days to become soon what Design May in Berlin or 100% Design in London presently mean – on the map of Europe – for designers, manufacturers and distributors. We stand a chance, as participation in the next edition has already been announced by design studios from Germany, Russia, Denmark and Sweden. We invite you to Gdynia next year!

DESIGNLAB
O jeszcze jednym ważnym wydarzeniu GDD – Międzynarodowej Konferencji Naukowej „Ergonomia w cyfrowym świecie” piszemy na str. 30-31.
Great Design
fusion of
humanism and
technology.

Yves
Behar

Thinking about the future, optimism and new technologies. Responsibility, humanity and naturalism. These are characteristics of Yves Behar, one of the most interesting designers today. His products will be shown in Design Center.

"We (designers) have one foot in the consumer’s space and one foot in our client’s space, so we can act as a bridge, or the glue. The simplest definition of design is how you treat your customer. If you acknowledge their intelligence, and treat them well from environmental, emotional, and aesthetic standpoint, you’re probably doing good design" (Yves Behar for Fast Company)

In Design Centre we want to show good design practices, important and interesting matters. Those that will inspire designers, product managers as well as production responsible in the industry. And for a wide public as well.

In December and January exhibitions DESIGNERS FOR CHILDREN: Yves Behar, Polish designers especially for kids, workshops for the youngest and lots of fun.

XO is a famous laptop intended for children age 6 to 12, mostly from the under-developed countries. It’s a tool for learning, gathering information and to communicate.
It a great example of involved and responsible design, breaking restrictions and barriers.
XO came into being from OLPC, One Laptop per Child initiative and non-profit foundation. Its initiator is Nicholas Negroponte, pioneer of computer business, and designer - Yves Behar.

What is new in the library

The University’s Library is the largest collection in Poland of books on design, and one of the largest book collections worldwide specializing in industrial design. Every month over 50 new titles are added. Now, additionally – with investors and managers in mind – we are PROFILING our collections for publications on product management, taking into consideration pattern design, which is accompanied by an offer to prepare a bibliography on the addressed subject.
All services are available on-line.

Design inspirations,
700 pages of the most interesting projects and products of contemporary international design. Brilliant photos, clear form – to look at and to admire – followed by an index of the authors and manufacturers along with the precise contacts.

Katarzyna Rutka,
katarzyna_rutka@iwp.com.pl

On-line library: www.iwp.com.pl/biblioteka
The reading room: IWP, Warszawa, ul. Świętojerska 5/7,
Tue. – Fri. w godz. 10.00 a.m. – 7.00 p.m.

Plastic creatures are making a worldwide career. Transformed in thousands of ways, collections of colourful teddy bears, zombies, superwomen and supermen from the private apartments of young fashion lovers, are boldly marching to prestigious galleries. It’s not kitsch any more, it’s art. And from this album you can find out why.


Globalization, development in technologies and ever tougher competition pose new requirements for an enterprise. The author presents modern methods of structuring and programming the process of development of a new product, its design, testing and managing the product portfolio while the product is being created.


A valuable guidebook in the world of product management. Compatible with the current reality, it takes into consideration all the issues connected with this complex process. The theoretical knowledge is illustrated with practical examples; hence everybody can relate the information presented in it to their particular situation, regardless of the field they work in.


40 icons of Japanese post-war design. Step by step, we become familiar with subsequent stages of design, from the idea to the final product, with respect for several years of tradition, considering, as well, contemporary demands and trends. The form is strictly connected with the function. A synthesis of Japanese style. For inspiration.


From the project to the ready graphic product: a poster, a book illustration, a shop window, a neon ... The rules of composition, font choice, how to design a layout, what happens to colours when scanning, scaling, printing, what printing techniques do the leading design offices apply? An endless amount of practical advice makes this book a technical manual, as well as a creative tool, for every graphic designer.


A complete dossier of the leading British designer, Ross Lovegrove. His style constitutes nature-inspired organic shapes made of ultra-modern materials and with application of avant-garde techniques. From chairs, through showers and washbasins, to bicycles.


How to complete the project faster, easier and better? This question is addressed by David Bramston, the acknowledged designer working for firms like Motorola, Swatch and Christian Dior. And he illustrates his lecture with numerous project examples. A mine of knowledge for teachers and students of the field of product design.
Institute of Industrial Design RECOMMENDS!

- Training for enterprises and designers in processes for new product development management
- Cycle of Entrepreneur’s Club Conferences
- WSE-IID Design Management post-graduate college

DESIGNLAB

- Project management, canvassing design projects for competitions
- Preparing project data, consultations, collaboration with designers and testing centers as well as implementation of each phase of product development in the ergonomic sphere
- Biomechanical and anthropomorphic testing (electrophysiological, tensometrical, 3D “motion-capture” analysis) and expert opinions on the ergonomics of furniture, workstations, programming, special-purpose clothing and others
- Testing, reports, expert opinions on the creative industries (including industrial design) execution of projects for governmental and business institutions and enterprises
- Advising for market research performed for enterprises

www.iwp.com.pl
Some of the activities of EDUSIGN – a young “organization”, responsible for the educational sphere of the IID – are already known. In the framework of EDUSIGN a cycle of thematic conferences have been organized in the form of Entrepreneur’s Club meeting, under the title of “Design as a strategic element of a firm’s competitive development.” Managers, product directors and designers from various companies have at previous meetings had the opportunity to attend lectures from experts in the area of managing the development of a new product, as well as meet with Polish designers such as Janusz Kaniewski and Marek Adamczewski.

This autumn Edusign is moving full speed ahead. In October we are beginning with a strong accent – a joint venture with the Warsaw School of Economics. On 10 October the first edition of the Post-graduate College will open, “Planning design in new product management.” The lessons will be conducted by experienced lecturers and practitioners from various areas of the “Design management” field.

We also invite you to future meetings of the Entrepreneur’s Club, dedicated to the preparation phase of a conceptual project in the framework of the new product development process. We have two special guests for this occasion: Tomasz Rudkiewicz, a Polish designer, recipient of many Polish and international awards including Designer of the year 2007; also Kathryn Best, lecturer and author of the best-seller “Design Management”.

Kathryn Best will also be the guest at the gala inauguration of the Post-graduate College.

There is sure to be both knowledge and emotion in large amounts.
The best teachers

The Warsaw School of Economics, the Academy of Physical Education in Warsaw, the Academy of Fine Arts in Kraków, the Academy of Fine Arts in Gdańsk – lecturers from these four institutions and practitioners – designers and specialists from the IID will lead lessons at the post-graduate college “Planning design in new product development management.” This is the first and only offer in Poland for the instruction of specialists in the area of managing new design products.

The countdown is on to the beginning of the academic year. Newly-renovated lecture halls await students. Work on the college’s course of study has already been finished, and the list of students closed.

The course of study has been prepared to transmit the fullest body of knowledge possible to future product managers. It encompasses finances, marketing, design theory, ergonomics, management and law. The workshop/practical lessons allow participants to take part in simulations of the real stages of new product development, as well as familiarize themselves with the newest testing equipment at the IID (including the motion analysis system “motion-cap” from VICON, known to lovers of games and computer animation), get to know its possibilities, and its offer for collaboration with industry. Students will also independently conduct biomechanical tests used to evaluate the ergonomics of consumer products.

The first edition of the post-graduate college “Planning design in new product development management” is underway.

We would like to invite all students to the first lesson, to be held 10-11 October in the lecture halls of the IID. The inauguration of the academic year, at which the first lecture will be presented by Kathryn Best – lecturer in Design Management at the university College for the Creative Arts in Farnham – will be held 15 October.
Development of the process of innovation in products is indispensable for increasing the competitiveness of Polish enterprises. One of the key elements in the process of creating a new product is design. Its function is not only to ensure aesthetic differentiation, but also to give the product functionality, satisfying the demands of its purchasers. Understanding of such items is, therefore, necessary for those in the position of product managers and others in marketing, as well as the R&D and production departments of enterprises.

The purpose of the WSE and IID-sponsored “Planning design in new product development management” is to transmit such knowledge. Renowned lecturers and practitioners from these institutions offer a comprehensive treatment of marketing, organization, legal and financial aspects involved in the question of industrial design and ergonomics in the shaping of new products, which ensures a high level of quality for students of the college. Graduates of the college will be specialists, fully prepared to manage the development of new products, implement production of them, and effectively bring them to market.

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Prof. dr hab. Tomasz Gołębiowski, director of the Department of International Management at the Global Economy Faculty of the WSE, director of the college “Planning design in new product development management”
Entrepreneur’s Club Conferences

For those with initiative

The statistics are grim – indicators of the competitiveness of Polish enterprises are often lower than those of countries at a similar level of development. The IID desires to support the growth of design, which – as results from our studies – is an effective tool for raising a firm’s level of competitiveness. One such initiative is the series of Entrepreneur’s Club Conferences.

The conferences have an unusual format. In one time and place they are a gathering of academics and theorists alongside practitioners and entrepreneurs, as well as world-recognized experts in their field. Those who have experienced success share their experiences and express their points of view on a particular question concerning the development process of a new product. Owing to this, participation in future Conferences in the cycle not only guarantees the acquisitioning and deepening of knowledge but also gives the opportunity to compare one’s opinions with those of experts. It is also a chance to make contact with representatives of companies from all over the country, and an inspiration to further action by giving a new way of looking at routine problems from a different perspective.

The Entrepreneur’s Club is open to all wishing to join. Among the participants are owners and directors of companies, managers of products and brands, research and development specialists, workers in marketing, logistics, designers, graphic designers and constructors – all those who are committed to raising the quality of design, improving their qualifications and strengthening the competitiveness of their enterprises.

We invite you
to participation in the next Conference taking place on 16 October
Topics to be discussed include:
> development of a conceptual project,
> theoretical and practical aspects of the creation of a new product,
> questions connected with management of a design project.
Kathryn Best
a design management specialist, in the past has worked with such firms as Orange and Starbucks. Her book, “Design Management”, will be the handbook for our post-graduate studies and will be available for purchase at the IID.

Tomasz Rudkiewicz
designer; has worked for firms such as Nokia, Amica, Volvo, Solaris. Designer of the Year 2007

Future editions of the Entrepreneur’s Club will discuss:

> the modeling and prototype process (February 2009),
> practical aspects of constructing a project schedule (April 2009),
> project implementation (June 2009),
> - trends and directions for development in Polish design (October 2009).

Those interested may inquire at the following contact address: elzbieta_rozbicka@iwp.com.pl
Good choices
Good designs

Good Design 2008 – a competition for the most well-designed products on the Polish market

Send information about your products

www.iwp.com.pl

Please send catalogs, informations and product pictures to this address

Good Design
Instytut Wzornictwa Przemysłowego Sp. z o.o.
ul. Świętojerska 5/7; 00-236 Warszawa

dobrywzor2008@iwp.com.pl
tel. 022 860 03 60
SUPPORTING DESIGN WITH KNOWLEDGE

In 2000 the European Council accepted the 10-year Lisbon Strategy, whose goal is “by 2010 to shape the European Union into the most dynamic and competitive knowledge-based economy in the world.” At the same time knowledge has become the 21st century economy’s most valuable resource, determining growth and innovation.

One of the most important sources of innovation for industry is research and development work. However, there is no innovation without design. Design supported by knowledge.

The R&D division’s mission is the construction of the most comprehensive center of design supported by knowledge in Poland. The cooperation of two independent entities - DESIGNLAB and EDUSIGN – will ensure the creation and channeling of knowledge to their clients, above all designers and entrepreneurs. Over the last year we have been able to start the process of building an excellently equipped testing laboratory with an ergonomic profile, complete and expand our research team, establish links with external partners, as well as grow our research offer and educational activities: from training sessions through scientific conferences, and studies at the post-graduate level. We are receiving public subsidies in order to make knowledge, which is so dear, available to all interested.
The Division of Ergonomic Research at the IID has enriched itself by acquisition of the highest class of equipment for testing motion. It is a modern tool for designers, producers and research centers. We invite you to make use of it.

The IID laboratory now possesses three independent measurement systems which have been synchronized in real time. They are:

- **3-D motion analysis system** from VICON (USA),
- **24-channel wireless electromyograph** from NORAXON (USA) the stress load on the muscular system,
- a set of detectors which allows for the measurement of stress related to performing work tasks AMTI, BIOMETRICS LTD, NORAXON, TekScan Inc.

Our measurement system allows for the simulation of a human’s behavior in space without the need to build costly prototypes, as well as to test products’ interaction with users while still in the design phase. Similar methods are employed by Pratt & Witney, Airbus, John Deere, all leading motorization firms, producers of office furniture, and “mo-cap” systems employed by producers of computer games.

**For use in the areas of:**

- ergonomics, biomechanics, sport, multimedia, motorization, aviation, medicine, expert testimony.

**What can be gained**

- **designers** – simulation of human activity in defined situation without the need to build costly prototypes, as well as testing of products in interaction with the user during the design phase,
- **producers** – advanced technical tests, prototype simulation
- **testing institutions** – the possibility to undertake tests of an experimental and explorative nature with the highest level of technology in the world.
What connects Airbus with Wiedźmin?
The VICON 3D wireless motion analysis system, used both in the design of an ergonomic airplane cockpit and in production of Wiedźmin, the computer adaptation of Andrzej Sapkowski’s saga which is shattering sales records in Poland.

We invite
testing institutions, producers of furniture for seating, work stations, academic institutions, informatics companies, producers of computer games, health care facilities.

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The purchase of the apparatus was possible thanks to funding from the Ministry of Science and Higher Education, and the Creator of Innovation program, as well as financing resulting from the basic statutory functions of the Institute. The equipment will be used for such tasks as ergonomics workshops for participants in the post-graduate program “Planning design in new product development management”.

Photo (with Vicon’s consent)
Ergonomics in the digital world

Computerization is not a threat. It is an enormous opportunity to create an environment friendly for everyone. We must do everything to use this opportunity.

The Fourth International Scientific Conference entitled ‘Ergonomics in the Digital World’ was an important move towards ‘friendship’ with new technologies. It was held on July 16 in the Pomeranian Science and Technology Park (Park Naukowo-Techniczny) in Gdynia within the framework of Gdynia Design Days. Nearly one hundred participants from the country and abroad – scientific workers, specialists in ergonomics, students, pedagogues, as well as designers and manufacturers attended it. The Deputy Mayor of Gdynia, Marek Stępa, was also present there. Reports presenting the possibilities of digital research tool applications in science and design, as well as giving an account of the social context for device functioning and digital programmes, aroused considerable interest. The outcome of the conference is one: computerization of the world around us is not a threat, but – on the basis of the knowledge of human-digital world interaction – an enormous opportunity to create an environment friendly for everyone.

A bilingual (Polish – English) monograph, including the contents of the conference participants’ presentations, is presently being prepared within the framework of a series of the Works and Materials of the Institute of Industrial Design (IWP). It should be of interest to everyone dealing with research, development, implementation and launching onto the market digital products: scientists, students, pedagogues, as well as designers and manufacturers. Once ready, it will be available in the on-line library.

The ‘Ergonomic Design for Schools’ monograph, edited by Ewa Nowak, Ewa Kalka, and Iwona Palczewska, is the result of the previous, 3rd Scientific Conference.

CD available at: www.iwp.com.pl/biblioteka/Sprzedaz/Prace-i-Materiały,
A brilliant supplement to the scientific lectures meant for ‘grown-up’ audiences were, happening simultaneously, educational workshops for children entitled ‘Ergonomics in the child’s digital world’. The infants, their parents, pedagogues and tutors had a chance to see ergonomic and non-ergonomic computer work-stands, found out what seating comfort means, sat on many different chairs, chairs of various dimensions, with and without armrests, made of various materials (wood, plastic, cloth-lined, made of leather). And that was the point. While playing, the children were also learning the rules of how to use the computer in a healthy way.
„Analysis of application of industrial design in Polish enterprises” prepared by the Institute for Industrial Design at the request of the Ministry of Economy.
It’s here at last! And it’s already bringing immeasurable effects! A professional, detailed and transparent report on the state of Polish design, as well as about the profits for companies (the micro scale) and the economy (the macro scale) brought by design.

86% of companies state that it pays to invest in design. Among the leaders in design (enterprises purposefully investing in design to a level far above the norm) this opinion is shared by practically all – 98%.

4 x more products were brought to market by firms which valued the role of design as key to their activity

from 20% to 40% - potential growth of price for a well-designed product according to one-fourth of those surveyed

60% of the leaders in design point to the large role of design in the growth of consumer satisfaction and reputation of the firm

51% of the leaders in design see the large influence of design on their products’ competitiveness on the market

65% of firms are convinced that the near future will see further growth in the role of design

The report has been richly illustrated with examples of quality Polish design. Among them are photos of products – laureates of competitions such as Dobry Wzór (Good Example), PRODECO, and Śląska Rzecz.
A press conference was held on 15 May to introduce the report to the market. Its hosts were (from left): Krzysztof Gúlda – director of the Department of Economic Development in the MoE; Dariusz Bogdan – Vice Minister of the Economy; and Beata Bochinska – chairwoman of the IID.

The report is already helping gain the support of the government for enterprises.

By creating awareness of the need to invest in design, it has been made possible for firms desiring to do so to participate in the Operational Program for Economic Innovation (OPEI) for the years 2007-2013.

This program creates the possibility of financing for activities leading to the development and implementation of innovation, understood as new or markedly improved solutions for products, processes, marketing or organization.

**These activities include:**

- support for target projects and implementation of the results of R&D works – activity 1.4-4.1,
- stimulation of R&D works at enterprises and support in the area of design – activity 4.2,
- diffusion of innovation; in other words, support of institutions in the business environment offering pro-innovation solutions and their networks with a nationwide reach – activity 5.2,
- intellectual property management, support in receiving and guarding intellectual ownership – activity 5.4.

12 May - the PAED announced a competition

For subsidies to finance R&D works (activity 4.2) and by the end of June had already stopped accepting applications.

90 applications for a total sum over 253 mln euro were submitted. There were “only” 50 mln euro up for grabs.
IID open to cooperation

Here are two examples of our joint ventures, with both public administration and a private firm.

Report on the state of culture

The Ministry of Culture and National Heritage is preparing a Report on the State of Culture. This is a comprehensive work which will take into account such areas as industrial design as one of the branches of the culture industry. The development of this section (concerning design) has been entrusted by the MCNH to the Institute for Industrial Design. Our specialists will prepare a diagnosis of the state of Polish design, indicate primary trends and directions for development, and present recommendations for future areas of activity.

The report will be prepared by the end of this year and published in 2009. (ap)

A product’s second life

This is an interesting example of how a new encasement can transform a product of excellent technical parameters, but visually unattractive, into a product of the next generation. In April, the Institute began collaboration with PZ Cormay SA — a producer of high-quality diagnostic reagents and distributor of medical devices — and with the Kraków-based project college Triada Design. The subject was the development of a new encasement for the medical analysis device ACCENT 200. Triada Design was not proposed a simple “face lift”. The modernized encasement improved the aesthetics of the unit, but above all, owing to a total re-construction, improved its functional characteristics. It was made more user friendly and serviceable, as well as extending the time of independent operation owing to an enlargement of the volume of space for reagents.

In July a model was presented at the largest diagnostics industry fair in the world — the Clinical Lab Expo in Washington, organized by the American Association for Clinical Chemistry (AACC). It was the subject of great interest from people searching for new and interesting solutions. The new Accent 200 from Cormay will be introduced into the company’s offer starting next year. (ip)

We encourage you to collaborate with the IID. More information can be found at www.iwp.com.pl

We encourage you to get acquainted with the results and conclusions of the Report.
The 2-volume publication is available (both in Polish and English) in the headquarters of: The Ministry of Economy, pl. Trzech Krzyży 3/5, in the main hall IID, ul. Świętojerska 5/7, in the Institute’s secretariat.

You can also download it from the IID’s Web page www.iwp.com.pl/artykuly/Prace-badawcze

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