

## Call for papers

### **NordDesign 2014 at Aalto University Design Factory**

Espoo, August 27<sup>th</sup> – 29<sup>th</sup> 2014

Satellite: Melbourne, August 2014 (date to be confirmed)

In the area of innovation, design and product development we quite often seem to know that something works in practice, but might lack understanding on the theoretical foundations. Many of the topical issues related to design, development, and innovation that seem to be regarded as “common knowledge” within the industry, are insufficiently founded from the theoretical perspective. On the other hand, results of academic research are often insufficiently disseminated to the industry.

**We are calling for evidence-based academic work on topical issues on design, product development and innovation that strengthens both our theoretical understanding, and the connection between theory and practice.**

The 10<sup>th</sup> biannual NordDesign Conference – Creating Together – will take place in Espoo, Finland on 27-29 August 2014. The conference is organized by Aalto University Design Factory and the Department of Engineering Design and Production along with the International Design Business Management Program and the Innovation Management Institute in partnership with Design Society. The conference will bring together design, engineering and innovation experts from Nordic countries and internationally. The three-day programme will involve leading keynotes, presentations from both academia and industry along with real interaction and co-creation of new opportunities between academics and practitioners. Delegates will experience the atmosphere of Aalto Design Factory, which reflects the main theme of this conference, interdisciplinary co-creation.

## **NordDesign 2014 goes to Australia!**

To celebrate the 10<sup>th</sup> NordDesign conference, we decided to provide an opportunity to be part of the event at almost exactly the opposite side of the world! Parallel to the main event in Finland, there will be a one-day satellite conference with a shared live session at **Swinburne Design Factory, Melbourne**.

Participants in Melbourne will come together to discuss, present and provide the conceptual and pragmatic foundation for our innovation community. In addition to the conference themes, insights into creating an eco-system in Asia-Pacific region including programs, projects, partners will be discussed.

We are looking forward to seeing you at the 10th NordDesign conference in Finland and Australia!



## Conference themes

The Nordic approach to design and product development is based on cooperation between industry and academia. The cooperation between industry, research and education is close and informal. We see this as a very important advantage in global competition and want to build on this tradition to further advance the cooperation and co-creation between academia and industry.

Researchers and practitioners are invited to submit contributions to the conference within the themes and topics presented below.

Collaboration and co-creation	Approaches and methods	Management and support	Education and teaching
<ul style="list-style-type: none"> <li>• Interdisciplinary approaches and teamwork</li> <li>• Co-creation and user involvement</li> <li>• University-industry collaboration</li> <li>• Networked product development and innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Creativity and idea generation</li> <li>• Visualization and prototyping</li> <li>• Product and service development processes, methods, and tools</li> </ul>	<ul style="list-style-type: none"> <li>• Environments supporting design and development</li> <li>• Management of design and innovation</li> <li>• Leadership in innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Answering the future needs of education</li> <li>• From disciplinary silos to interdisciplinary expertise</li> <li>• Contemporary approaches to pedagogical development in design education</li> </ul>

The conference is organised in cooperation with the Design Society and complies to the Design Society's rules and quality standards with respect to review process, publication etc. Submitted full papers will be double blind peer reviewed.

## Key dates:

Abstract submission deadline: February 21

Notification of acceptance: March 10

Full papers due: May 9

Camera-ready papers due: July 25

## Registration:

The registration fee 400 € includes the proceedings, lunches, refreshments and the conference dinner.

The registration fee for the satellite event at Swinburne Design Factory will be 200 AUD.

## Further information and local contacts:

Professor Kalevi Ekman  
Researcher Miko Laakso  
Researcher Mikko Säaskilahti

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