

42070 Holistic Design

### **Future oriented workshop**

Max Munnecke, August 2006

The purpose of the future-oriented workshop is to explore future innovation opportunities. The scope of the assignment is not limited to a specific company but take a broader industry-level point of view that allow radical new innovations and businesses to be conceived. The output of the workshop is an overview of future innovation opportunities - with details about their context and potential value - which companies can use as a framework for understanding the fuzzy world around them and in particular to define an innovation strategy.

In the course "Helhedsdesign Autumn 2006" the workshop will run through the month of September 2006. The output will be used to select a promising innovation opportunity, that should be matched with a company which is interested in further development of the idea. In the remaining months of the course the innovation opportunities will be developed into a well-rounded solution in collaboration with the company.

The theme for the workshop is "creative work tools in design teams" for the year 2015. It has been selected as the main theme because there are a wide range of social and technical issues which within a 3-10 years horizon have the potential to change the nature of work. The creative work in design teams are in particular of interest because it is increasingly important to the success of many companies. It's an emerging market, which will be relevant across a broad range of industries, but as of today it is primarily found within design consultancies and R&D departments of innovative companies. However, the volume of creative workers are reaching a critical mass and their skills are becoming more sophisticated, so there is an emerging market for a new generation of creative and inspirational work tools.

The premise is that creative and conceptualizing skills are increasingly important to develop solutions that increase consumer value. These skills deal with highly imaginary, associative and inspirational elements, which rarely fit in the structure of an archive or a database. Currently it is common practice to use prototypes, moodboards etc. to externalize and share these abstract elements in multi-disciplinary teams, - but that will be very different in year 2015!

The workshop will start out with an analysis of both social and technological issues and developments related to the work sphere. We will in example investigate the nature of work and how people's lifestyle changes the perception of work. The insights from the analysis are the foundation for envisioning future scenarios and exploring innovation opportunities.

The analytic, creative and visionary elements will by the end of the workshop be transformed into an integrated framework that easily communicates the essence of the workshop using rich visuals.