



Design as a driver for business innovation

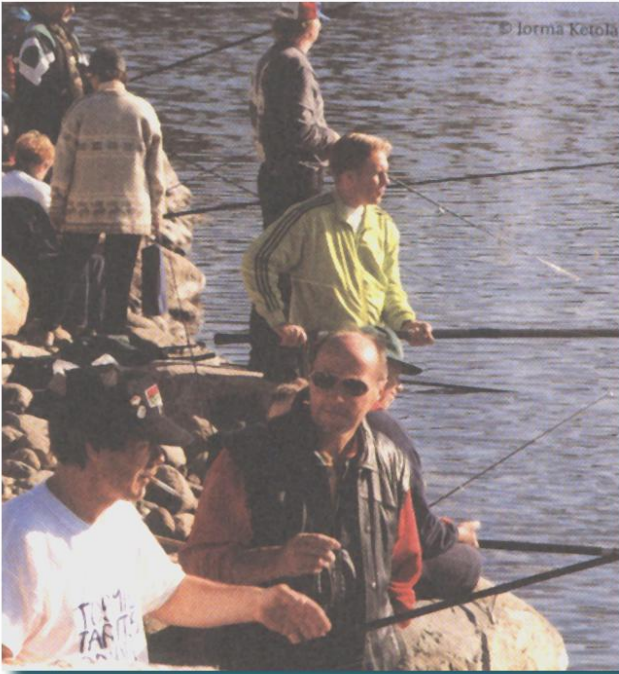
The Helsinki Model: Design Cluster at Arabianranta



The **Arabia** Factory Building



Images of The Old Town district





Construction work at Arabianranta



About TaiK

University of Art and Design Helsinki – TaiK – is an international postgraduate university institution with students from over 50 countries. It offers doctoral, masters' and bachelors' degrees in a wide range of disciplines – fine art, design, new media, art education, visual culture, motion picture and production design. TaiK has been leader in Finnish art and design education for over 130 years.

The University has approximately 1900 students in various degree programmes. An international spirit and English language are part of our everyday life. Almost 17 percent of our students come from abroad making us Finland's most international university.



Innovation Through Design

Professor **Eija Nieminen**, Director, Designium Innovation Centre

National Strategy

WHAT?

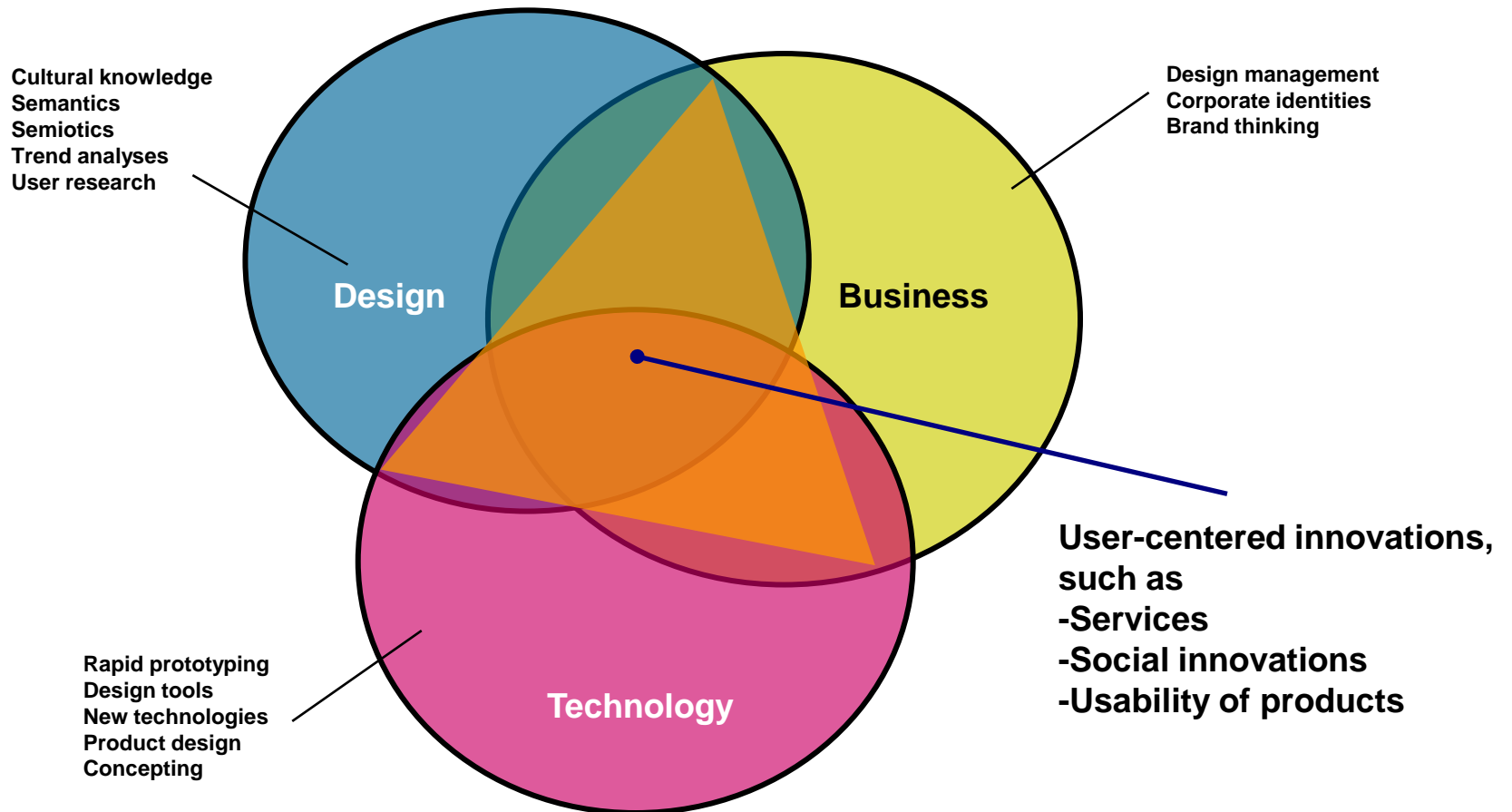
- linking design into the national innovation system

HOW?

-developing design into a major competitive factor for the national economy through national development agenda

- 2000: Establishing Designium Innovation Centre at TaiK
- 2001 – 05: TEKES R&D programme with 27 milj. EUR
 - Academy of Finland research programme with 5 milj EUR
- 1995 - : Education (IDBM, School for Creative Entrepreneurship)
- 2009: Aalto University

Design as a driver for user-centered innovations



Strategy

Mission

Designium promotes the development of national design policy and the internationalisation of Finnish design, developing design into a major competitive factor for the Finnish industry.

Vision

Designium will develop into a leading cluster of design expertise both nationally and internationally. It will support the internationalisation of the sector and achieve major improvements in the national economy.

Strategy 2008 –

- ➔ **Internal Services e.g. Innovation Activities**
- ➔ **External Services e.g. International Networking**
- ➔ **Strategic Research and Development projects**

Designium Steering Group

Chairman

Dr. **Krister Ahlström**

Members

Industrial designer **Arni Aromaa**, Pentagon Design Oy

Professor, rector, **Helena Hyvönen**, University of Art and Design

Helsinki

Senior Design Manager **Jari Ijäs**, Nokia Corporation

Professor **Outi Krause**, Helsinki University of Technology

Rector **Yrjö Sotamaa**, University of Art and Design Helsinki

Director **Janne Viemerö**, Tekes

Professor **Liisa Välikangas**, Helsinki School of Economics

Designium Staff 2008

Director

Professor **Eija Nieminen**, D.Sc.

Innovation Services

Project Manager **Juha Järvinen**, M.A.

Career Services

Coordinator **Ulla Eskola**

Intellectual Property Counselling and Services

Lawyer **Viveca Still**, LL.D

Researchers

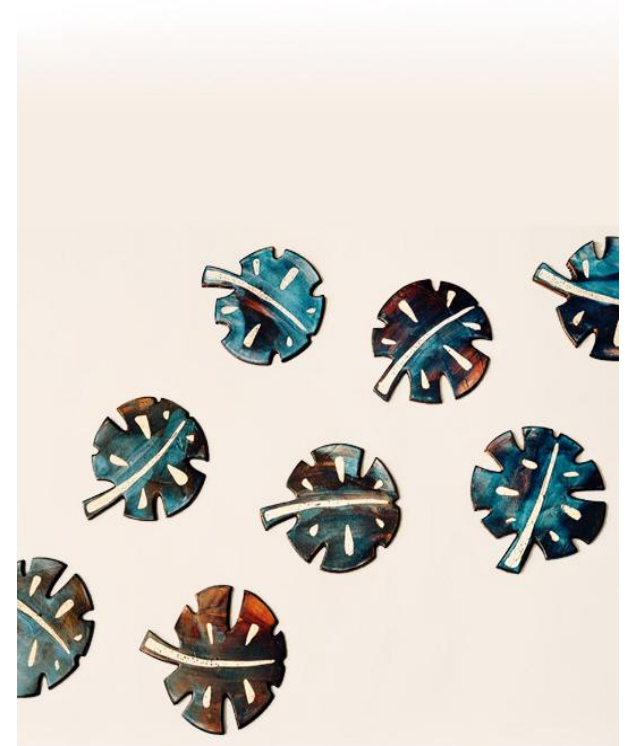
Services

Information Services

- ➔ Designium produces information and analytics on the international development and use of design in the business sector and at national level
- ➔ Designium Newsletter

Career Services

Copyright Service Unit for Finnish Art and Design Universities

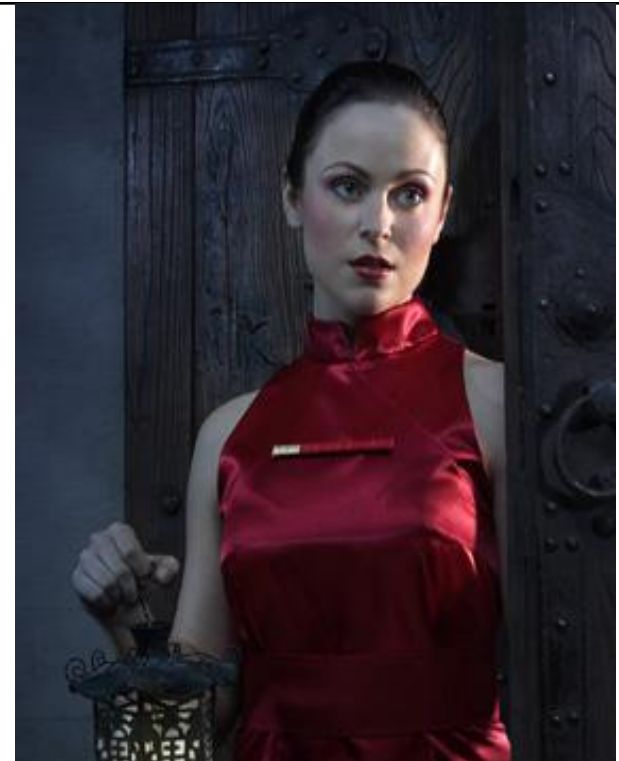


Ceramics by Mirja Niemelä, Lic. of Arts.
Photo: Raino Ranta

Services

Innovation Services: TULI-programme 2002->

- ➔ TULI = “From research results to business innovations”
- ➔ Total number of TULI projects, completed in UIAH by Designium: **75** (40% design, 60% media)
- ➔ Financing to date approx. € 200.000



Jewellery by Tarja Takalo, M.A. TULI project evaluated business potential and partners. The Innovator established a company and a network of experts to facilitate production.
Photo: Marko Huttunen



Main innovation tool: The *new* TietoTULI Programme

- **TietoTULI** is coordinated by Designium, aimed on commercialising knowledge-intensive innovations to create new service businesses, originating from creative/human sciences
- Partner network: **Taik, Theatre Academy, Academy of Fine Arts, Sibelius Music Academy**
- Both TietoTULI and Metropolitan TULI are aimed on evaluating and commercializing research results from the respective universities



Development projects

Green Imperative!

(Tekes financed)

Business partners ABB Marine, KONE Corporation, Nokia Corporation

Improving design consultancies in Finland

(Tekes/Muoto 2005 programme)

Business partners 5D Design consultancy, ed-design Oy, Linja Design Oy, Muodos Oy, Pentagon Design Oy, Studio Salovaarat Oy

International research partners Stanford University, Center for Design Research



Mobile flower pots by Tanja Sipilä and Susanna Hoikkala, M.A. TULI project evaluated business potential and located a suitable SME to be the partner in production.
Photo: Patrik Rastenberg

Development projects

Nordic-Baltic Innovation Platform for Creative Industries

(NIC financed)

Smart Store

(Tekes/ELO programme)

Main Business partners Sokos, L-Fashion group, Turo Tailor Oy

International research partners Harvard Graduate School of Design

Development Project of an Evaluation Model of the Strategic Impact of Industrial Design

(Tekes/Muoto 2005 programme)

Main Business partners ABB, Ekeri, Iittala, Kone, KONE, Nokia NMP, Oras, SK-tuote, Suunto and T-Drill



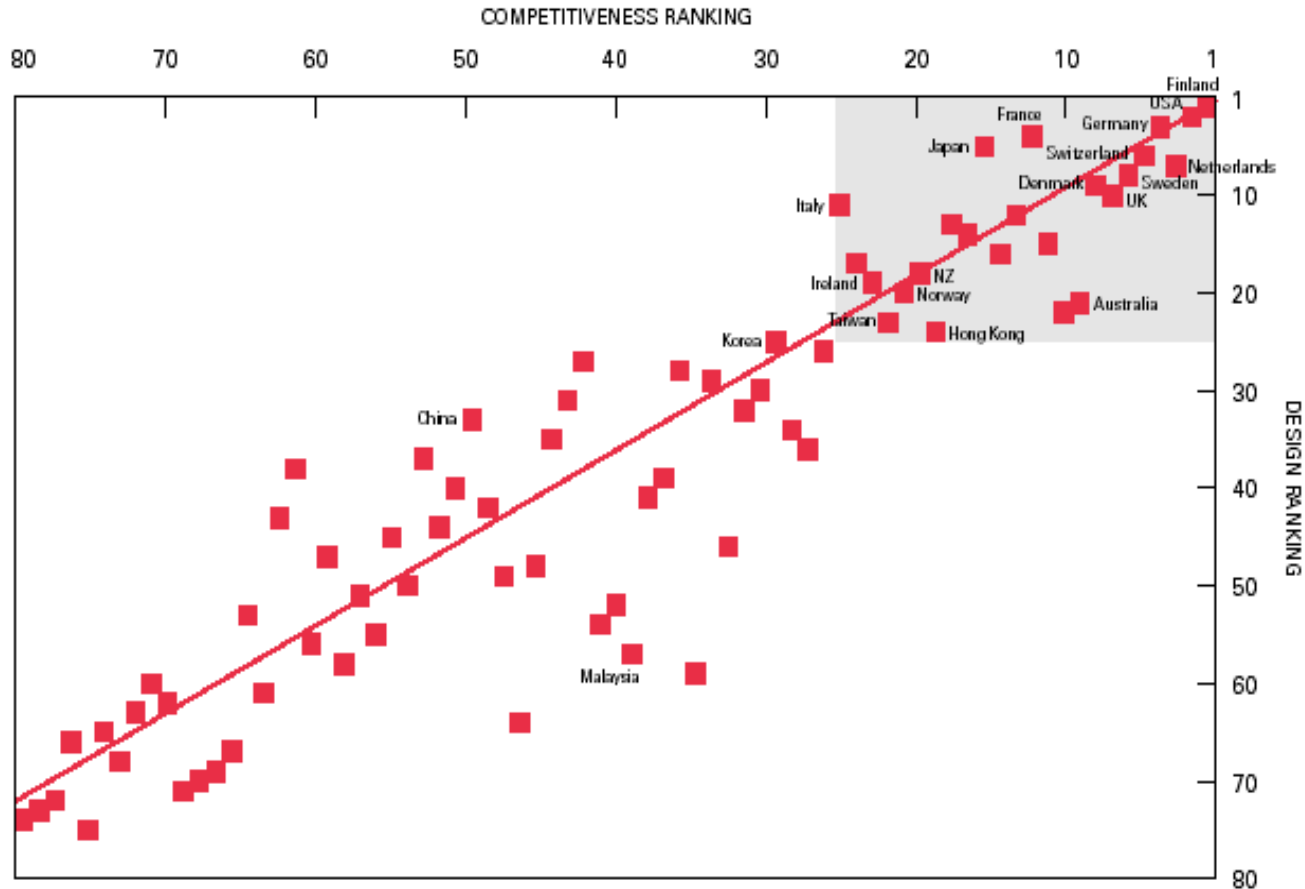
Variable-geometry bicycle by Joakim Uimonen M.A. TULI project evaluated Business potential and IPR questions.
Photo: Joakim Uimonen

(www.uiah.fi/designium > publications)

- **Creative Sustainability – Case Studies on User-driven Business Innovations**
- **Modelling the Strategic Impact of Design in Businesses**
- **Nordic-Baltic Innovation Platform for Creative Industries**
- **Innovation Network of Art and Design Universities in Nordic and Baltic Countries**
- **Design Policy and Promotion Programmes in Selected Countries and Regions (New edition in May, 2006)**
- **From Design Services to Strategic consulting: Improving the Core Competencies of Finnish Design Consultancies**
- **Survey of industrial design in Finland**
(New edition in May, 2006)
- **Study on the anticipation of design education (1 & 2)**
- **Preparatory Report for the Design 2005 Programme**



New Zealand Ranks Finland as # 1



The design ranking of the country is based on the design average shown. Of the numerous indexes compiled in the Global Competitiveness Report, there are five that relate to the application of design: extend of branding, capacity for innovation, uniqueness of product design, product process sophistication, and extent of marketing. To derive an overall measure of design application, these indexes are then averaged.

Future development

- **Consortium** of three universities (University of Art and Design, University of Technology and Helsinki School of Economics)
- Focus: **World-class research and education**
- Ice-breakers: Factories - aim

on developing a new type of learning and research culture between business and universities