

INDUSTRY INSIGHTS: MAKING VALUE

For Higher Education students - all courses

ABOUT THE EVENT

What is design's role in restoring economic and societal health? This is an overwhelmingly big question, but one of which many of today's designers and businesspeople are becoming increasingly conscious.

In a 'think tank' style event, students will have the chance to network with peers from across the country, as well as leading experts and practitioners from a range of contexts to share professional learning and practical insights around this question and the issues it raises.

Talks from leading practitioners and professionals from across the sector will provoke discussions about the broader systems and processes that exist around the production of goods and services, encouraging students to consider the implications for their own practices. Speakers will explore principles of the 'circular economy' and the role of innovative methodologies encompassing manufacturing, service design and business practice on promoting holistic value and lasting positive impact.

EXHIBITION IN FOCUS: In The Making

This exhibition, curated for the design museum by Edward Barber and Jay Osgerby, captures over twenty objects mid-manufacture, putting the aesthetic of the unfinished centre stage. Varying from the £2 coin to a cricket bat, a surprising range of objects have been chosen by founders of the design studio Barber & Osgerby, to be exhibited in an unfinished state, celebrating the intriguing beauty of the production process.

Admission to this exhibition, as well as access to **Hello, My Name is Paul Smith** and **Extraordinary Stories About Ordinary Things**, is included in tickets for the Industry Insights event.

KEY INFORMATION

Venue: Gallery 1.5, Design Museum, Shad Thames, London SE1 2DY.

Date: Wednesday 12 February 2014

Event start: 4.30pm

Event finish: 7.30pm

Cost: £10 - including full admission, plus light refreshments.

This event has been developed collaboratively with Higher Education students from the Royal College of Art's [Service Design MA programme](#), as part of a pilot project called **Big Design**.

Event Speakers include:

Dr Nick de Leon ([RCA Service Design](#)), **Sophie Thomas** ([The Royal Society of Arts](#)) and **Joe Heapy** ([Engine Group](#)), all of whom are supporting **Big Design** as Industry Partners; plus, 'Designs of The Year 2014' nominee, **Roland Lamb** ([ROLI/ Seaboard](#)).

Find Out More: www.designmuseum.org/universities.