

## INDUSTRY INSIGHTS: HUMAN CENTRED DESIGN

Friday 25 April 2014, 4.30-7.10pm.

Drinks until 7.40pm.

### EVENT PROGRAMME

#### How can we design solutions that are life-changing?

This event aims to stimulate conversations, insight-gathering and practice-sharing opportunities about human-centred approaches to design.

It focuses on professional case studies driven by the contexts of people, rather than corporate or technological contexts. It foregrounds the needs, behaviours, attitudes and desires that affect how individuals and communities experience products, services and systems, prompting more responsive and investigate ways of designing for human complexity, to optimise wellbeing and happiness.

#### EXHIBITION FOCUS: Designs of The year 2014

The 7<sup>th</sup> annual Designs of the Year exhibition gathers together a year of cutting-edge innovation and original talent; showcasing the very best in global Architecture, Digital, Fashion, Furniture, Graphic, Product and Transport design.

Admission to this exhibition, as well as access to **Hello, My Name is Paul Smith** and **in The Making**, is included in tickets for the Industry Insights event. [Find out more](#)

### FULL SCHEDULE

#### FOR THOSE VISITING EARLIER IN THE DAY:

**Please collect your ticket from the Admissions Desk if arriving before 4pm.**

- In conjunction with the Big Design 2014 pilot, a Higher Education programme co-designed with the RCA Service Design MA students, Industry Insights event ticket-holders are invited to visit the multidisciplinary student teams' Final Presentations.
- **These start from 12.45pm in Gallery 1.5 and run until 2.10pm.** Arrive promptly via the Blueprint staircase for registration if you intend to listen to these presentations.



- **From 2.40pm** there will also be a student-run 'Big Design Live' drop-in event at the back of the 2<sup>nd</sup> Floor where Designs of The Year 2014 is installed.

## **INDUSTRY INSIGHTS EVENT SCHEDULE:**

### **16.30 - Event Registration and refreshments**

Located in Gallery 1.5, entrance via Blueprint Staircase (Level M)

### **16.50**

#### **Welcomes and Introductions**

Miriam Craik-Horan, Learning Manager – Schools, Colleges and Higher Education, Design Museum.

### **17.00**

#### **Presentation 1**

Dr David Swann (University of Huddersfield) - Designs of The Year 2014 Product Nominee for 'ABC Syringe.'

### **17.30**

#### **Presentation 2**

Anthony Sheret & Edd Harrington (Colophon Foundry/The Entente) - Designs of The Year 2014 Graphics Nominees for 'Castledown Primary Font.'

### **18.00 SHORT BREAK**

### **18.10**

#### **Presentation 3**

Dejan Mitrovic & Clare Brass (SustainRCA) will showcase a H.E. project that adopted a creative and experimental approach to 'chicken-centred design as an illuminating side-view of the methods and possibilities of Human Centred approaches.

### **18.40 Final Q&A / Plenary**

All speakers participate in a final discussion of the main question, 'How can we design solutions that are life-changing?', supporting the conversation with HE student delegates.

### **18.50 Big Design Awards introduction**

(Please see attached programme information.)

### **18.55 Big Design Awards & Judges Feedback**

### **19.10 Formal Close/ Drinks Reception (Optional)**

### **19.40 EVENT ENDS**

Guests depart via Blueprint Staircase, onto the riverfront side of the museum.