

# Danish Designers Inform: Anniversary Addition

## Designing Design, keynote speech on "The True Impact of Design" conference on 10th anniversary of Danish Designers

### Dagens samlede program

**9.30 - 15.30 Jubilæumskonference "The True Impact of Design"**  
Konferencen blev afholdt hos Paustian.

**Designing design**  
Dino Karabeg, associeret professor, Oslo Universitet

**Measuring the effect of design**  
Steinar Amland, direktør Danske Designere

**Design in a global context**  
Peter Butenschøn, rektor, Kunsthøgskolen, Oslo

**The potential of design**  
Lars Goldschmidt, adm. direktør, Foreningen af Rådgivende Ingeniører

**Design as a resource for national and regional growth and innovation**  
René Bugge Bertramssen, vicedirektør, Ministeriet for Udvikling, Teknologi og Videnskab

Moderator var Anne Skare Nielsen, Fahrenheit 212

**16.00 - 18.00 Generalforsamling - også hos Paustian**

**18.00 - 19.00 Drinks hos Paustian**

**19.00 - 22.00 Jubilæumsmiddag**  
Middagen blev serveret i Restaurant Paustian for bestyrelsesmedlemmer, sekretariatsansatte, samt medlemmer af faste udvalg 1995 - 2005, samarbejdspartnere og sponsorer.

**20.30 - 02.00 Fest i Pumpehuset for alle**  
Musik: The Breakers og DJ Malle b-side.

Tak til vore sponsorer:  
DSB, Fredericia Furniture A/S, Grundfos A/S, Børsen, Københavns Lufthavne A/S, Paustian, Royal Copenhagen, Hilton Copenhagen Hotel.

Inform/Jubilæumsmiddagen/Side 2




### "The True Impact of Design"

Konferencen blev holdt i Paustians biograf med 62 deltagere. Indholdet i de forskellige oplæg er udtrykt i essentielle citater.

**Designing design**  
Associeret professor Dino Karabeg, Oslo Universitet.

**Lise Vejse Klind, bestyrelsesformand, Danske Designere, bed velkommen**

**Anne Skare Nielsen, Fahrenheit 212, var moderator**

**Academic research**  
Tradition Publishing articles within area of specialisation  
Design Creating the information which is needed

**Design**  
Tradition Modifying a traditional object  
Design Recreating to meet the need

**Measuring the effect of design**  
Direktør Steinar Amland, Danske Designere

Of course design has an effect - just look at all the design driven companies in Denmark: Stelten, Georg Jensen, B&O, Louis Poulsen etc.

What we need to measure is the effect of design where it is truly integrated - such as increased life quality for the user, sustainability, work safety etc. And the effect of design thinking on our daily lives, on man made environments, on our outlook and on society at large.

**Three objectives**

- to encourage industry, service providers and public authorities to use design and designers
- to encourage development and funding of design policies and initiatives
- to encourage improved life conditions and quality of life for all.

**Three challenges**

- to develop methodologies which are credible and which enable benchmarking across national boundaries and across different sectors
- to develop coherent terminologies within the design and innovation domains
- to further develop design effectiveness measures parallel with development within the design domain.

**Traditional culture is the culture which evolves spontaneously.**  
"We are no longer living in a tradition". Anthony Giddens

Modern culture is signified by being global, rapidly changing, where reason is the "replicator" and power is the "selector".

Design is the alternative to tradition.

Design is to tradition as creation is to evolution.


Tradition can no longer be relied upon - design has become necessary.

**Way of thinking**

<u>Tradition</u>	<u>Design</u>
detailed	holistic
low-level	high-level
as given by tradition	designed

**Orientation**

<u>Tradition</u>	<u>Design</u>
Performing the given social and cultural role	Securing the integrity and function of a large whole (global ecosystem, culture etc.)



"Design can finally mean anything", René Spitz

"We may as well design design". Rachel Cooper

Modern culture with traditional informing is like a bus with candle headlights.

We can design information. We can design the words.

A designed definition of culture: Culture is cultivating of well-being.

