

設計思維 創新週

香港知專設計學院

蘇黎世藝術大學

Design Thinking and
Innovation Week
October 4 to 7, 2018

Organisers:



Zurich
University
of the Arts

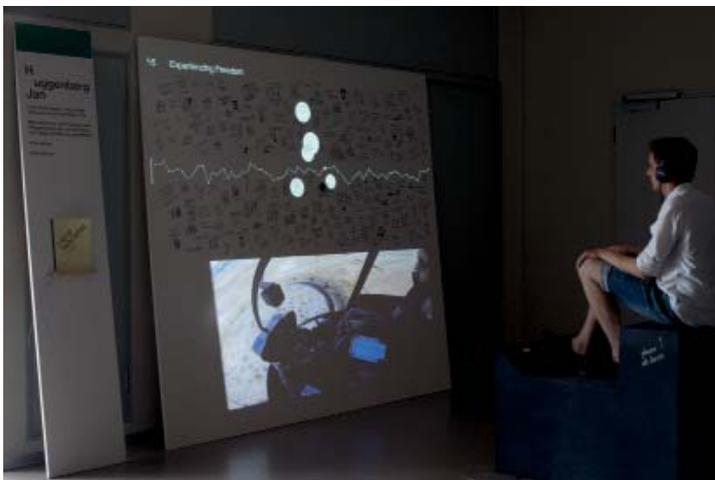


HONG KONG
DESIGN
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香港知專
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About Zurich University of the Arts

Zurich University of the Arts (ZHdK) is one of Europe's largest universities of art. It offers degree and research programs in design, film, fine arts, music, dance, theatre, and art education for over 2700 students and 650 teaching staff on a purpose-built campus designed to provide an excellent environment for teaching and learning. The city of Zurich lies in the heart of Europe and simultaneously represents the center of Switzerland's service business, design and arts scene. Hosting national networks such as Digital Switzerland 2025 and caring for a vibrant community for startups and innovation, the Design Department of ZHdK relies on a broad prominent international network of partners, be it major corporations like AUDI, SWATCH, IKEA, and others. As one of the most diverse University of arts in Europe, we have a long lasting tradition and viable experience inspired by our Swiss ethics in building ecosystems by welcoming individual point of views equally in order to build a superior whole.



Why Design Thinking?

In the course of societal and technological change and global challenges, design has transformed itself from a product-oriented discipline to a holistic approach to solve complex economic and social issues. Using Design Thinking as a creative problem-solving process based on proven methods and frameworks from the designer's toolkit, enables us to develop new and more sustainable solutions. Key elements like radical customer centricity, diversity and experiments allow us to start with the needs of people and then combine them with requirements for business success, ideally enhanced by the possibilities of technology.



Looking from the side of education, design carries a broad set of valuable methods and approaches for the training of professionals, covering various requirements future jobs will face. Design can turn technologies into user-friendly and playful experiences. Design can unleash creative potential to tackle societal challenges and provoke social innovation with participative methods. Design creates meaningful and recognizable identities that can help to identify and orientate. In any way: Design Thinking is the source of innovation for various fields in our society and economy. The mind shift from problem solving to enabling potential is therefore a cornerstone in future design activities.



Design Thinking and Innovation Week: Schedule and Programme from October 4 to 7, 2018

Day 1: Design and Economy AM 10-12:30		Thursday October 4 PM 2-5		Evening PM 7-9	
	<p>*Opening Prof. Hansuli Matter, Regula Stibi, Andreas Rufer, Deputy Consul General of Switzerland in Hong Kong, HKDI Principal and VIP guests</p>	WS 2	<p>Rethink your business through design Stefano Vannotti Max 35 pax</p>	WS 4	<p>The value of design Stefano Vannotti and Danica Zeier</p>
WS 1	<p>Keynote on design thinking and innovation</p>	WS 3	<p>Designing business ecosystems Danica Zeier Max 35 pax</p>		
Day 2: Design and Identity AM 9-12		Friday October 5 PM 2-5		Evening PM 6	
WS 5	<p>Identity and diversity in global branding and communication Peter Vetter Max 50 Pax</p>	WS 6	<p>Swiss design culture: small, beautiful and inventive Prof. Michael Krohn Max 35 pax</p>	<p>Opening ceremony exhibition: Interactive and playful — design for and from a new generation Reto Sigfried Renggli Swiss Consul General in Hong Kong</p>	
		WS 7	<p>Economy 4.0: Challenges for branding, design and communication? Peter Vetter Max 35 pax</p>		
Day 3: Design and Society AM 9-12		Saturday October 6 PM 2-5		Evening PM 7-9	
WS 8	<p>Art and design as a source for social innovation Nuria Krämer (Art), Daniel Späti (Culture), and Karin Zindel (Urban) Max 50 pax</p>	WS 9	<p>Creating values through identity, branding and design Peter Vetter Lecture and Workshop Max 35 pax</p>	WS 11	<p>Integrative leadership as driver of innovation culture Stefano Vannotti and Danica Zeier Case based panel discussion</p>
		WS 10	<p>Tangible Experiences Joel Gähwiler Max 35 pax</p>		
Day 4: Design and Technology AM 9-12		Sunday October 7 PM 2-5		Evening PM 7-9	
WS 12A	<p>Science Toys - Science Tools An exploration of experiences with Air Noemi Chow Max 25 pax</p>	WS 13	<p>Toys of Joy Noemi Chow and Aela Vogel Max 35 pax</p>	<p>*Closing Session: How to foster talents and educate people for upcoming challenges in the labour market? Panel discussion with Prof. Michael Krohn, Regula Stibi, and HKDI representant</p>	
WS 12B	<p>Design thinking for wicked problems Stefano Vannotti and Danica Zeier Max 25 pax</p>	WS 14	<p>How digitalisation changes the culture of objects and services in our society Prof. Michael Krohn Max 35 pax</p>		



*Opening and Closing sessions are open to the public. Free of charge.
Check out the QR code for online registration.

Professional Team

Noemi Chow WS 12A, 13

Noemi Chow studied Knowledge Visualisation at University of Art and Design in Zurich (ZHdK) and works as a scientific illustrator. She is a visual designer with focus on information visualization. With scene imagery, reconstruction from the past, information graphics, animation and virtual reality she makes information and knowledge tangible. Currently she finished her Master in Interaction Design, where she researched how immersive media can be used to mediate complex topics such as climate change.



Prof. Hansuli Matter Opening

Head of Department Design at the Zurich University of the Arts ZHdK, member of the executive Board of ZHdK and Head of Further Education ZHdK. Professor Hansuli Matter holds a Master of Science in Architecture of the Swiss Federal Institute Zurich ETH. He joined the renowned architects Herzog & de Meuron, Basel and worked for them on international projects such as the Tate Modern or the Laban Dance Center in London. He has been working for the predecessor organization HGKZ as well as for ZHdK in various positions amongst them as lecturer for Media Technologies and Architecture, head of Scenographical Design and Head of Bachelor of Arts in Design. He was elected Head of Department Design in 2014.



Joël Gähwiler WS 10

Joël Gähwiler is research associate and head of the Physical Computing Lab at Interaction Design (IAD), Department Design, Zurich University of the Arts, where he teaches in physical computing, spatial interaction and interface design courses. He holds a Master of Arts in Design from the Zurich University

of Arts and created the prototyping platform shiftr.io as part of this master's thesis. His research focus is on the Internet and Things and formulating a design theory for networked artifacts from an Interaction Design perspective.



Reto Sigfried Renggli Opening

Federal Department of Foreign Affairs FDFA. He started his professional career in the financial sector before joining the Swiss Federal Department of Foreign Affairs in 1991. He completed his consular training in Berne and Vancouver. Following postings in Stuttgart and Bonn, Germany, Mr. Renggli



was detached to Switzerland Global Enterprise in Zurich in 2001, where he was co-responsible for developing the new worldwide external network of the official Swiss Export, Import and Location Promotion Agency. In 2002 Mr. Renggli built up the Swiss export promotion bureau in the Swiss Embassy in Warsaw, Poland. Subsequently, he was appointed Swiss Consul General in Edinburgh, United Kingdom. From 2011 until 2015 Mr. Renggli was acting as Head of the HR-Resources Planning Department in the Direction of Resources in Berne. Since July 2015 he is serving as Swiss Consul General in Hong Kong. After his bank training, Mr. Renggli studied Business Administration and he holds a Master of Advanced European Studies of the University of Basel.

Nuria Krämer WS 8

Nuria Krämer studied Multimedia at the Centre de la Imatge i Tecnologia Multimedia, Politechnic University of Catalunya. She has since then been working in the audio-visual sector as an art director in advertising and as art director assistant, set decorator, artistic consultant in different international TV and movie productions. In the year 2009 she moved to Zurich, where she graduated in the MA in Transdisciplinary. Since 2014 the local academic coordinator for ZHdK for the development of an international collaboration platform, assistant professor and part of the leading team of the Transcultural Collaboration program.



Prof. Michael Krohn WS 6, 14

Head of the Master of Arts in Design, Vice Director of the Department Design at the Zurich University of the Arts, Professor Michael Krohn has a background in Industrial Design and Design Engineering. Since 1992, he is active in research and education, combining experiences from the

design practice with academic development. Main topics are innovation strategies, social design and the creative use of digital media. Parallel to that, he runs the design agency "FORMPOL". Active in internationalisation of design, he is part of a global network.



Andreas Rufer Opening

Deputy Consul General Andreas Rufer took up his assignment with the Consulate General of Switzerland in Hong Kong and Macao in January 2016. He is heading the Public Diplomacy Office and is active in the field of Art and Culture, Innovation, Technology, Higher Education and Society.

He is a member of the Swiss Foreign Service since over 20 years and has served around the globe at Swiss Embassies in Paris, Guatemala, Vienna, Kuala Lumpur, Dublin and prior to arriving in Hong Kong with swissnex Boston, one of the Science Consulates of Switzerland in the USA. Andreas Rufer has a special interest in film, design and projects at the intersection of art and science, a niche that has become more and more popular in the past years. He also follows closely the growing innovation industry in Switzerland as well as global human rights and public health policies. He has a background in Business Administration and International Relations.



Daniel Späti WS 8

Daniel Späti is trained as a designer and worked six years in product development and design for Bally, a global fashion brand. Since 15 years he is an organizer and curator of cultural events, and teaching at ZHdK and in the last years developed a cross-disciplinary MA semester program called "Transcultural Collaboration", involving students from 7 art universities from Hong Kong, China, Taiwan and Singapore and Switzerland. Since 2017 he is responsible for the development a new collaboration platform involving art universities from East Asia and Europe for international teaching and research programmes. His personal research is recently focusing on event culture and city development.

**Aela Vogel** WS 13

Aela Vogel is a Canadian-Swiss trained design manager and critical product designer. After completing her Bachelor's in design management in Lucerne Switzerland she decided to specialize with a Master's degree in product design at the Zurich University of the Arts. Following her education she wanted to combine her love for research, design management and product design professionally. Since 2017, Aela has been working at Zurich University of the Arts in the Design and the further education department. She combines her position at the University with her role as a designer at a Zürich based experience design agency. Her personal design research is focused on gender in design.



Regula Stibi Opening, Closing
Regula Stibi is the Head of the ZHdK Continuing Education Centre. She studied Piano in Zurich and music mediation at the University of Music Detmold. She was residency at the Cité Internationale des Arts in Paris and in London and got a work grant for her artistic work. After extensive concert activities

in the field of contemporary music and contemporary music theatre, she has specialized in the field of higher education management and has a high expertise in the field of lifelong learning.

**Danica Zeier** WS 3, 4, 11, 12B

Danica Zeier studied music and economics and went on to complete her Master of Advanced Studies in Culture Management at ZHAW. She conceptualizes, lectures and mentors in and for Executive Education courses on the subjects of innovation, change management, design thinking and leadership at ZHdK, the University of Basel and the University of Zurich. As the owner of artsnext, Danica Zeier supports a variety of national and international cultural institutions on strategy, development processes, structures and organization processes.

Stefano Vannotti WS 2, 4, 11, 12B

Stefano Vannotti is a course director, lecturer and strategist. His teaching and research interests focus on the subjects of design methodology, design thinking and strategic design. He is the course director of the MAS Strategic Design continuing education portfolio and a strategist for the Department of Design. He lectures on design theory, interaction design and service design at both Bachelor's and Master's level. Alongside his roles at ZHdK, Stefano Vannotti also teaches at other universities and advises businesses on developing digital products and services and on organizational transformation processes.

**Karin Zindel** WS 8

Karin Zindel is designer and researcher. She studied Product Design, Art & Design History and Theory in England, Italy and Switzerland. After her studies, she spent some years exploring porcelain in the fields of art and design, creating everyday objects, light and room installations. Besides, she developed photographic projects for institutions like Terre des Hommes with special interest in socio-cultural issues and ethnographic field research. Since 2009, Karin has been coordinating comprehensive activities and projects for the Department of Design at Zurich University of the Arts with focus in social, urban and environmental transformation through design. She has experience in teaching, mediation and art management.

**Peter Vetter** WS 5, 7, 9

Peter Vetter has gained extensive experience while working in Italy, Germany, the USA and Japan. He founded Coande, Communication and Design in Zurich, where he is responsible for strategy consulting and design development. His portfolio includes projects as BMW, IBM, Museum of Fine Arts Houston, Zentrum Paul

Klee or the City of Rapperswil-Jona. He is senior lecturer (MA, BA) and researcher at Zurich University of Arts. He is guest lecturer at different universities in Switzerland and abroad. Peter Vetter publishes on design history and design and economy.



Check out PEEC website or QR code to find out the details of each workshop.
<http://www.hkdi.edu.hk/peec>

How to apply?

Course Fees

Standard rate:

2-day pass: HK\$4,470

4-day pass: HK\$8,000

Application Deadline:

September 15, 2018

Early Bird Discount:

2-day pass: HK\$3,800

4-day pass: HK\$6,800

Early Bird Deadline

for the public:

September 7, 2018

for supporting organisations and

government departments:

September 15, 2018

Medium of Instruction:

English

Certificate:

Certificate by ZHdK and HKDI will be issued to participants upon successful completion of the programme

Online Application:



Organisers:

HKDI
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PEEC, LW004
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