

Strategic International Senior Executive Forum PRODUCT DESIGN FORUM

Enhancing your product design by achieving design leadership through implementing creative and technical design processes, whilst remaining customer focused and technologically innovative

30 & 31 May 2007, Hotel AB Skipper, Barcelona

With the participation of leading experts:



Verena Kloos
President of Designworks
USA
BMW GROUP



Richard Cawthray
Design Leader Beauty
Care
PROCTER & GAMBLE



Michel Saboune
Vice President, Creative
Design Centre
SONY ERICSSON



Per Holmen
FMCG Director
KONTRAPUNKT



Hans-Dieter Futschik
Design Director
**DAIMLERCHRYSLER
AG**



Dr. Christian Bonten
Head of the Design
Factory
BASF



Joe Ferry
Head of Design
**VIRGIN ATLANTIC
AIRWAYS**



Adriana Monk
Chief Designer - Interiors
**JAGUAR & LAND
ROVER ADVANCED
DESIGN**



Oscar Peña
Senior Creative Director
Strategic Design,
Products and Services
PHILIPS DESIGN



David Ancona
Chief Designer
**VOLVO STRATEGIC
DESIGN BARCELONA**



Sam Baron
Head of Design, Fabrica
BENETTON GROUP



Clay Burns
Vice President
SMART DESIGN



Ralph Schneider
Innovation Manager,
Creative Centre
BAYER



Ian Scoley
Head of Industrial Design
AIRBUS



Wolfgang Müller-Pietralla
Head of Future Affairs
VOLKSWAGEN GROUP

ATTEND THIS STRATEGIC PRODUCT DESIGN FORUM TO LEARN FROM LEADING GLOBAL CORPORATIONS SPEAKING ON:

- Driving your New Product development (NPD) through innovative technological solutions to remain competitive
- Successfully implementing design individuality to achieve valuable brand identity
- Exploring creative techniques and utilising your product design to connect with your customer
- Balancing design leadership strategies against the demand of the market and future trends
- Implementing emotional strategy as part of your product design process by combining spontaneity with clear design direction
- Expanding your business opportunities through effective design partnerships

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DAY ONE: Wednesday 30 May 2007

PRODUCT DESIGN FORUM

Hotel AB Skipper, Barcelona

9:00 OPENING REMARKS FROM THE CHAIRPERSON

9:15 INTRODUCTORY SPEED NETWORKING

Brief networking introduction with your peers for a few minutes to become acquainted with your fellow attendees

CASE STUDY BY BMW GROUP

9:30 ACHIEVING DESIGN LEADERSHIP THROUGH THE USE OF DESIGN MANAGEMENT

- Generating design leadership by identifying a future need
- Selecting the right direction in order to reach your target
- Applying design management and responding with specific skills and tools
- Using the relevant methods and techniques to complete the management process

**Verena Kloos – President of Designworks USA
BMW GROUP**

CASE STUDY BY PROCTER & GAMBLE

10:15 EXPLORING ADVANCED THEORIES AND METHODS OF PRODUCT DESIGN TO ACHIEVE COMPELLING BUSINESS RESULTS

- Integrating design strategies into business strategies
- Addressing your market in the planning stage with scenario-building processes to form advanced design solutions
- Shaping your vision with strategic innovation to get from design concept to product reality
- Continuously researching for more advanced methods of product design and measuring them against your techniques

**Richard Cawthray – Design Leader Beauty Care
PROCTER & GAMBLE**

11:00 BENCHMARKING COFFEE BREAK

CASE STUDY BY SONY ERICSSON

11:30 MERGING TECHNICAL DESIGN PROCESSES AND CREATIVE CONCEPTS IN NEW PRODUCT DEVELOPMENT (NPD)

- Planning and prioritising stages of your product development while taking into account the technical and creative aspects
- Translating and realising functional requirements for your NPD
- Addressing production issues and identifying costly aspects early in the design cycle
- Blending technical and creative design processes through your innovation team to ensure your new product design connects with your customer

**Michel Saboune – Vice President, Creative Design
Centre – SONY ERICSSON**

SPONSOR SESSION

12:15 STRENGTHENING BRAND PERFORMANCE BY ENSURING OPTIMAL DESIGN SPEND EFFECTIVENESS

During this presentation, Per Holmen will address how to strengthen your brand performance, not only through packaging design, but also by ensuring marketing spend effectiveness to give maximum return on investment through:

- Maximising your budget and understanding consumers to develop relevant design
- Building your brand consistently at all touch points
- Achieving effective implementation by reaching out to the end user

Per Holmen – FMCG Director – KONTRAPUNKT

13:00 BENCHMARKING LUNCH

CASE STUDY BY DAIMLERCHRYSLER AG

14:15 EXPLORING DESIGN AND BRAND DEVELOPMENT AT MERCEDES-BENZ

- Evaluating processes and decision making while selecting the appropriate tools and methods for design
- Implementing design strategies into the creative development process of Mercedes-Benz design
- Understanding the Mercedes-Benz brand development initiatives
- Achieving the ultimate brand-identity through unique design processes

**Hans-Dieter Futschik – Design Director
DAIMLERCHRYSLER AG**

CASE STUDY BY BASF

15:00 UNDERSTANDING INTERDEPENDENCY OF PROCESS, SHAPE AND MATERIAL - CHALLENGES OF THE DESIGNER WHILE DESIGNING WITH PLASTICS

- Selecting the appropriate production process and the right material
- Evaluating and viewing the unique design process of plastics parts
- Working closely with material R&D to ensure innovation
- Addressing the Design Factory as a knowledge base for industrial designers

**Dr. Christian Bonten – Head of the Design Factory
BASF**

CASE STUDY BY VIRGIN ATLANTIC AIRWAYS

15:45 ASSESSING THE VALUE OF DESIGN AT VIRGIN ATLANTIC AIRWAYS

The need for companies to invest in Design is often advocated, but what is the return on such investments? Whilst it is costly to invest in design can companies afford not to invest in design? This presentation covers the value of design from the perspective of the client. It shows how the use of both in-house designers combined with external consultancies can prove a successful combination, if managed correctly. It also illustrates that design is just one component in product development but can be core in achieving a company's brand goal.

**Joe Ferry – Head of Design
VIRGIN ATLANTIC AIRWAYS**

16:30 BENCHMARKING COFFEE BREAK

BRAINSTORMING SESSION

17:00 DEVELOPING YOUR PRODUCT AND DESIGN STRATEGIES ALONGSIDE THE SPEED OF DIGITAL AND TECHNOLOGICAL INNOVATION

Modern technological advances have opened the door to new opportunities for design. Creating new strategies to coincide with technology requires new ranges of interdisciplinary knowledge. During this interactive session you will have the opportunity to discuss and brainstorm the following issues:

- Collaborating multidisciplinary teams to successfully develop new product design tools
- Ensuring your team is continuously updated on technological advancements
- Dealing with the pressures of competitiveness: reaching the forefront of innovation

18:30 CLOSING REMARKS FROM THE CHAIRPERSON

18:45 SPANISH EVENING RECEPTION

Meet & Network with fellow conference participants over drinks & tapas in a convivial atmosphere

DAY TWO: Thursday 31 May 2007

PRODUCT DESIGN FORUM

Hotel AB Skipper, Barcelona

8:30 OPENING REMARKS FROM THE CHAIRPERSON

CASE STUDY BY JAGUAR & LAND ROVER

8:45 POSITIONING INTERIORS AS THE PERFECT PLACE TO EXPRESS BRAND VALUES

- Providing sensory elevation as the biggest luxury of all
- Connecting with your customer through creating a sense of individuality
- Exploring the technical dimensions of interiors against the creative implementation and the effects they have on the overall brand
- Exemplifying the Jaguar C-XF as an interior success with brand values

**Adriana Monk – Chief Designer - Interiors
JAGUAR & LAND ROVER ADVANCED DESIGN**

CASE STUDY BY PHILIPS DESIGN

9:30 USING BRAND DESIGN TO ENHANCE CUSTOMERS EXPERIENCES WITH YOUR PRODUCT

- Optimising your brand identity by creating new strategies based on your customers needs
- Balancing physical design against the service industry to achieve the ultimate product experience
- Designing an experience for your customer from the purchase of your product and throughout its life span
- Exceeding your customers expectations by pushing your product past its boundaries

Oscar Peña – Senior Creative Director Strategic Design, Products and Services – PHILIPS DESIGN

CASE STUDY BY VOLVO STRATEGIC DESIGN BARCELONA

10:15 VOLVO'S STRATEGIC DESIGN STUDIO IN BARCELONA, A LEAN AND COMPACT DIGITAL SATELLITE STUDIO AS A COST EFFECTIVE CREATIVE OUTPOST FOR A GLOBAL BRAND

- Choosing Barcelona for design and getting designers closer to customers with a city centre location
- Reducing non productive overheads to a minimum and the attraction of running costs over investment
- Creating and motivating a small team that can interact efficiently as a remote group within a larger organisation
- Using an international perspective on a brand with a strong national identity

**David Ancona – Chief Designer
VOLVO STRATEGIC DESIGN BARCELONA**

11:00 BENCHMARKING COFFEE BREAK

CASE STUDY BY BENETTON GROUP

11:30 DRIVING BENETTON'S CREATIVITY THROUGH ITS CREATIVE RESEARCH CENTER

- Introducing Fabrica as the creative research center of Benetton
- Globally enhancing Benetton's identity through a unique creative production plan
- Developing innovative collaborations to maximize creative product design
- Uncovering the future vision by connecting and becoming actively involved with the creative public

**Sam Baron – Head of Design, Fabrica
BENETTON GROUP**

SPONSOR SESSION

12:15 DIVERSITY, SUSTAINABILITY, AND THE FUTURE OF INTEGRATED DESIGN

Expanding consumer tastes and the needs of society demand a constant refresh in our creative approach. Insights and strategy set the stage, but the path to successful consumer experiences still passes through iteration, empathy, instinct, and big ideas.

Clay Burns – Vice President – SMART DESIGN

13:00 BENCHMARKING LUNCH

CASE STUDY BY BAYER

14:15 FORMING PROFITABLE DESIGN PARTNERSHIPS AND CREATING NEW PRODUCTS TO DRIVE BUSINESS GROWTH

- Assessing the financial benefits for both sides of the partnership and creating methods to investigate profitability
- Collaborating in the design and production process and negotiating accountability terms
- Evaluating the risks involved with new partnerships against the positive publicity and brand exposure
- Expanding your organisations expertise and appealing to a wider market with new business opportunities

**Ralph Schneider – Innovation Manager, Creative Centre
BAYER**

PANEL DISCUSSION

15:00 ANTICIPATING TRENDS IN A CONTINUOUS GLOBALLY RESHAPING MARKET TO ACHIEVE PRODUCT DESIGN LEADERSHIP

- Identifying social change and the effects on customer loyalties and behaviours
- Preparing for a trend shift and developing appropriate tools and methods to enhance product design techniques
- Exploring the key dimensions of trends
- Leading trends of the future through achieving sustained design leadership

**Panel Member:
Michel Saboune – Vice President, Creative Design
Centre – SONY ERICSSON**

16:00 BENCHMARKING COFFEE BREAK

CASE STUDY BY AIRBUS

16:30 ALIGNING VIRTUAL DESIGN WITH 3D DESIGN: ASSESSING THE BENEFITS AND BOUNDARIES

- Balancing the costs against the benefits of investing in interactive virtual design programs
- Exploring different techniques of combining 3D and virtual design to your product design process
- Measuring the safety and accuracy of virtual design as opposed to traditional 3D design methods
- Evaluating the effectiveness of virtual design: testing your product design prior to production
- Allowing your customers to experience your product while still in its design stage through virtual simulations prior to developing expensive prototypes

Ian Scoley – Head of Industrial Design – AIRBUS

CASE STUDY BY VOLKSWAGEN GROUP

17:15 APPLYING EMOTIONAL STRATEGY TO PRODUCT DESIGN AS A PROCESS OF CREATION

- Shifting from standard functionality to more customised and emotionally appealing product design
- Recognising the emotional connectivity with your customer through collaborating with R&D and marketing
- Balancing spontaneity with orientation and forming an emotional strategy framework for your design process
- Assessing the effectiveness and results of implementing emotional strategy to your product design process

**Wolfgang Müller-Pietralla – Head of Future Affairs
VOLKSWAGEN GROUP**

18:00 CLOSING REMARKS FROM THE CHAIRPERSON

18:15 CLOSE OF THE CONFERENCE

WELCOME TO BARCELONA

PRODUCT DESIGN FORUM

30 & 31 May 2007, Hotel AB Skipper, Barcelona



Welcome to Barcelona !

Barcelona is the capital of Catalonia in Spain, Europe. The city, Spain's second largest, has a wealth of unique historic architecture, mediterranean climate and has emerged as one of the most popular tourist destinations in Europe during the 1990s.

Language

Barcelona's official languages are Catalan and Spanish. Most signs are indicated in Catalan, although Spanish and English are also widely spoken.

What to do?

Stroll along the following famous streets:

La Rambla, a tile-covered tree-lined pedestrian walkway, the busiest and most liveliest street of the city. This street has an excellent atmosphere and is full of local artists, street entertainers and pavement cafes.

La Plaça Catalunya, emotional centre of Barcelona.

El Portal de l'Angel, a commercial pedestrian road.

Wander the **Barri Gotic**, the largely intact medieval centre of the city.

Walk in **Born**, a very popular area with great restaurants and cafe's to enjoy a few drinks.

Check out **Gràcia**: a neighbourhood just off Parc Guell, full of local culture, few tourists, great places for relaxing and eating. Ride Teleférico to get from the sea front to Montjuïc mountain.

What to see?

Gaudi architecture, including the Parc Güell, the still unfinished Sagrada Família and the houses; La Pedrera/Casa Milà and La Casa Batlló.

Parc Güell. This is on a hill overlooking Barcelona, so expect a relatively steep walk to the top; you will be rewarded with a panoramic view of the whole city.

La Pedrera. This huge curved apartment building does not have a straight line in sight. You are also able to view inside one of the apartment buildings. The best part however, would have to be the roof terrace, featuring twisted chimneys covered in shimmering tiles of pottery, marble and glass.

Sagrada Família. The Sagrada Família is a truly inspiring creation from Antonio Gaudí. He started work in 1883 on the four towers of the Nativity façade, and at his time of death in 1926 he only saw one of them completed. Work on the unfinished building relies exclusively on donations from visitors.

La Rambla, the most famous boulevard in Barcelona with its special market **La Boqueria**

Plaça d'Espanya with famous red columns built before the summer Olympic games in 1992.

The Gothic Quarter, with the Cathedral of Santa Eulàlia and the Gothic Church of Santa Maria del Pi. Also worth the visit is the Gothic Basilica of Santa Maria del Mar, near the Picasso Museum.

La Plaça Reial is located next to La Rambla and is considered to be one of the most beautiful squares in the world.

The port of Barcelona is situated at the end of La Rambla where you can view the famous statue of Christopher Columbus.

The Estadi Olímpic Communication Tower, Barcelona Olympic stadium and village, including the **Montjuïc Castle** are all located on **Montjuïc** hill.

Tibidabo is located on the mountains of Barcelona and offers a spectacular view of the city (532 m high). This is a place where according to some legends the Devil seduced Jesus Christ offering him the whole world in exchange for his worship.

FC Barcelona. If you are a football fan then you cannot miss a visit to Camp Nou, the home ground of Barcelona's biggest and most popular team, and one of Europe's greatest footballing 'cathedrals'. Camp Nou is the biggest stadium in Europe with a capacity of 98,600 people, and it also hosts shops and a museum of the club's history.



Where to eat?

Barcelona's cuisine is hit-or-miss, as with all highly touristic cities, but good food does exist at reasonable prices.

The large cafes that line the Passeig de Gracia and the Rambla de Catalunya, just north of the Plaça de Catalunya, offer a variety of delicious tapas.

You can get food from any part of the world in Barcelona, but make sure you try some traditional Catalan food. The great Catalan dish is "pa amb tomàquet": toasted bread smeared with tomato, olive oil and salt. The selection of seafood is consistently great. The most popular quarter for Barcelona's citizens is Barceloneta, where you can try fish based dishes, such as Paella (a name that may hide many different kinds of rice concoctions) or Arròs negre (Black Rice), that takes its colour because it is made using squid ink. It is a very good place to eat tapas as well. Gràcia, Ciutat Vella, Eixample and Poble Sec also offers a wide range of Restaurants.

Where to shop?

Barcelona is considered to be one of Europe's top fashion capitals. Pay a visit to the famous **El Corte Inglés** (Plaça Catalunya), Spain's biggest department store offering an array of luxurious goods and designer labels.

Also stroll along the **Passeig de Gràcia** considered as the "Champs Elysées" of Barcelona for more exquisite brands.

Information from wikitravel.org

