

# Strategic International Senior Executive Forum NEXT GENERATION PRODUCT DESIGN

Innovating with product design by utilising the newest technologies, following future trends and implementing consumer research in all stages of product development

3 & 4 June 2008, Barcelona

With the participation of leading experts:



**Paul Edwards**  
Senior Design Manager  
**VIRGIN (ATLANTIC)**



**Peter Birtwhistle**  
Chief Designer  
**MAZDA MOTOR EUROPE GMBH**



**Axel Meyer**  
Group Design Director  
**NOKIA**



**Andrew Hartman**  
Creative Director, New Business  
**PHILIPS DESIGN**



**Chip Reeves**  
Director, Design Programs  
**DOW CORNING (USA)**



**Patrick Le Fèvre**  
Director Marketing & Communication Power Modules  
**ERICSSON**



**Andrea Siodmok**  
Head of Design Knowledge  
**DESIGN COUNCIL (UK)**



**Carole Favart**  
General Manager of European projects  
**TOYOTA MOTOR EUROPE**



**Markus Schmitt-Fumian**  
Director Innovations & Design  
**SIEMENS**



**Jan-Hendrik De Groot**  
Director Product Design EMEA  
**TUPPERWARE**



**Andre Doxey**  
Footwear Creative Director  
**NIKE**



**Ignacio Germade**  
Design Director, UK, Singapore and India Design Centres  
**MOTOROLA**



**Mauro Porcini**  
Head of the International Design Center Consumer & Office Business  
**3M**



**Olivier Mache**  
Design Director  
**DECATHLON**



**Robert Sachon**  
Director Brand Design Bosch  
**BSH BOSCH UND SIEMENS HAUSGERÄTE**



**Sylvie Hériard Dubreuil**  
Vice President  
**EXPLOCENTRE - ORANGELABS**



**Clément Bataille**  
Head of Design  
**EXPLOCENTRE - ORANGELABS**



**Richard Cawthray**  
Design Leader Home Care  
**PROCTER & GAMBLE**

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

- How to reach commercial success through design innovation
- Bridging the gap between product design and brand identity
- Investigating and interpreting future trends in product design to gain competitive advantage
- Identifying and following up opportunities for product design innovation
- Developing and designing attractive sustainable products
- Integrating design in business to reach financial success and position your company as a design leader

Organised by



Global Benchmarking Group

**DAY ONE: Tuesday 3 June 2008**  
**NEXT GENERATION PRODUCT DESIGN FORUM**  
Barcelona

**8:15 OPENING REMARKS FROM THE CHAIRPERSON**

**8:30 INTRODUCTORY SPEED NETWORKING**  
Brief networking introduction with your peers for a few minutes to become acquainted with your fellow attendees

**CASE STUDY BY HYUNDAI**

**8:45 SESSION OUTLINE TBA**

**Speaker TBA – HYUNDAI**

**CASE STUDY BY VIRGIN (ATLANTIC)**

**9:30 REACHING COMMERCIAL SUCCESS THROUGH DESIGN INNOVATION**

- Launching new innovative products that are financially successful and appealing to consumers
- Incorporating business innovation into your design processes to stimulate new design solutions
- Exploring new methodologies that create opportunities for innovation
- Proving the value of design for the company's overall business goals whilst leveraging the newest trends
- Analysing what influences design whilst taking the best out of it and implementing it into the new products

**Paul Edwards – Senior Design Manager  
VIRGIN (ATLANTIC)**

**CASE STUDY BY MAZDA MOTOR EUROPE GMBH**

**10:15 BRIDGING THE GAP BETWEEN PRODUCT DESIGN AND BRAND IDENTITY**

- Understanding the brand identity as a core of business strategy whilst designing a visual image that supports the brand
- Building product design beyond the product itself by incorporating the brand into the products identity
- Ensuring you have the needed resources to develop an attractive design whilst communicating brand identity to consumers
- Developing a product whose design reflects clear, consistent and moving brand messages that will ensure market success

**Peter Birtwhistle – Chief Designer  
MAZDA MOTOR EUROPE GMBH**

**11:00 BENCHMARKING COFFEE BREAK**

**CASE STUDY BY NOKIA**

**11:30 IDENTIFYING AND FOLLOWING UP OPPORTUNITIES FOR PRODUCT DESIGN INNOVATION**

- Working closely with designers from different disciplines to help develop various views on design
- Utilising market research to generate new ideas whilst working on new design strategies
- Exploring the possibilities of different materials and technology for improved design solutions
- Learning about new trends, cross-industry, whilst continuously driving design innovation

**Axel Meyer – Group Design Director – NOKIA**

**SPONSOR SESSION**

**12:15 SESSION OUTLINE TBA**

**13:00 BENCHMARKING LUNCH**

**14:05 FIRST IMPRESSIONS**  
Networking with your peers to collect impressions from the event so far and exchange ideas from the morning

**CASE STUDY BY PHILIPS DESIGN**

**14:15 INTEGRATING DESIGN IN BUSINESS TO REACH FINANCIAL SUCCESS AND POSITION YOUR COMPANY AS A DESIGN LEADER**

- Convincing business leaders in your company to think, and be, more design oriented by demonstrating the success of well-designed products

- Identifying opportunities for new business development by integrating design and management
- Exploring the relationship between design and corporate success whilst measuring the impact of design on your bottom line
- Helping higher management to become creative thinkers and increase their understanding of how their customers experience the products

**Andrew Hartman – Creative Director, New Business  
PHILIPS DESIGN**

**CASE STUDY BY DOW CORNING (USA)**

**15:00 EXERCISING DESIGN LEADERSHIP THAT HELPS ESTABLISH A CREATIVE, COLLABORATIVE ENVIRONMENT**

- Teaching your executive team to think more creatively by demonstrating the benefits of good design for your company
- Aligning design talent to help create a competitive advantage for your business through design collaboration and problem solving
- Generating innovative design solutions by investing in high quality people whilst setting up tracking and reward systems
- Proving the profitability of design whilst integrating it into business strategies through design leadership to achieve the bottom line
- Creating a corporate culture that supports design thinking whilst providing sufficient resources for innovation

**Chip Reeves – Director, Design Programs  
DOW CORNING (USA)**

**15:45 BENCHMARKING COFFEE BREAK**

**CASE STUDY BY ERICSSON**

**16:15 MAKING CLEAN DESIGN A PHILOSOPHY, NOT A CONCEPT**

With the Earth's population getting close to 7 billion, there are increased individual and collective concerns about preserving our environment and natural resources. The design of new products has to take new parameters into consideration, driving new ways of working that are guaranteeing a sustainable future to the next generations. From a simple component to the completion of a complex project, lots of steps have to be taken. In this session our speaker from Ericsson will explain how it is possible to drastically improve the way products are designed to reduce the overall environmental impact. He will cover different areas that Design Managers will have to take into consideration in order to ensure that product design will contribute to a sustainable environment for future generations.

**Patrick Le Fèvre – Director Marketing & Communication  
Power Modules – ERICSSON**

**BRAINSTORMING SESSION BY DESIGN COUNCIL (UK)**

**17:00 EXPLORING THE DRIVERS OF INNOVATION AND DESIGN IN THE MODERN ECONOMY**

During this interactive session all the attendees will have the opportunity to brainstorm in small groups on some of the following questions:

- What are the global challenges and opportunities for design as the world moves from an industrial to a creative and service economy?
- Looking at trends issues and paradoxes that are driving global change
- How is social innovation, co-design and collaboration changing design management, methods and professional practice?
- How can companies adapt and evolve to maintain a competitive advantage?

**Andrea Siodmok – Head of Design Knowledge  
DESIGN COUNCIL (UK)**

**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: Wednesday 4 June 2008  
NEXT GENERATION PRODUCT DESIGN FORUM  
Barcelona

**8:00 OPENING REMARKS FROM THE CHAIRPERSON**

**CASE STUDY BY TOYOTA MOTOR EUROPE**

**8:15 EXPLORING PRODUCT DESIGN MANAGEMENT, BEYOND THE DESIGN...**

- Investigating new fields and methodologies that can contribute to strengthen concept creation
- Understanding where the new challenges are and how to overcome them
- Combining expertises with new actors of concept studies
- Learning how to create a fluent "story" from concept to realistic scenario

**Carole Favart – General Manager of European projects TOYOTA MOTOR EUROPE**

**CASE STUDY BY SIEMENS**

**9:00 EXPLORING FUTURE TRENDS IN PRODUCT DESIGN TO GAIN A COMPETITIVE ADVANTAGE**

- Translating consumer research into results that will help predict new upcoming trends within the next five years
- Exploring other industries and their design trends whilst benchmarking on best results
- Understanding the consumers taste and needs whilst developing satisfactory design that meets their requirements
- Investigating how product design interacts with the brand to influence consumers feelings about products
- Creating innovative design whilst balancing it with requirements for profitability from the marketing department

**Markus Schmitt-Fumian – Director Innovations & Design – SIEMENS**

**CASE STUDY BY TUPPERWARE**

**9:45 INVESTIGATING THE IMPORTANCE OF CONSUMERS AWARENESS ABOUT THE PRODUCT**

- Treating product design as a medium of knowledge and awareness
- Analysing to what extent do product concepts influence human behaviour
- Establishing core design values and their relevance for new business strategies
- Exploring the role of innovative feature sets in a direct-selling environment

**Jan-Hendrik De Groote – Director Product Design EMEA TUPPERWARE**

**10:30 BENCHMARKING COFFEE BREAK**

**CASE STUDY BY NIKE**

**11:00 IMPLEMENTING QUALITATIVE CONSUMER RESEARCH IN PRODUCT DESIGN**

- Preventing over-testing your product design by focusing on qualitative instead on quantitative consumer research
- Creating exciting design that reflects the voice of consumer whilst implementing it at every stage of the design process
- Building long-term knowledge systems around consumers needs and expectations to ensure successful business strategy
- Embracing methods that can deliver strong predictions about what consumers really want from your product

**Andre Doxey – Footwear Creative Director – NIKE**

**SPONSOR SESSION**

**11:45 SESSION OUTLINE TBA**

**CASE STUDY BY MOTOROLA**

**12:30 DRIVING INNOVATION THROUGH DESIGN TO REACH DESIGN TRANSFORMATION**

- Understanding the role that design plays in the innovation process
- Designing products that connect with people at an emotional level
- Understanding the impact that design has in building strong brands
- Creating stories that consumers understand -narrative in design

**Ignacio Germade – Design Director, UK, Singapore and India Design Centres – MOTOROLA**

**13:15 BENCHMARKING LUNCH**

**14:20 SECOND IMPRESSIONS**

Collecting impressions and ideas from the event so far

**CASE STUDY BY 3M**

**14:30 INTERPRETING NEW TRENDS TO PREDICT FUTURE DESIGN STRATEGIES**

- Designing products that satisfy real customers needs and wants whilst creating well-designed quality items for their future requirements
- What is the new user experience and how does that affect current design trends?
- Predicting the role of design in the future and how it will change as a discipline
- Overcoming challenges of commercial pressure and the constant need for bringing out new innovative products

**Mauro Porcini – Head of the International Design Center Consumer & Office Business – 3M**

**CASE STUDY BY DECATHLON**

**15:15 SUCCESSFULLY DESIGNING YOUR PRODUCT FOR SPECIAL TARGET GROUPS WITH DIFFERENT NEEDS**

- Recognising the need to develop products that can satisfy target groups other than middle-aged men
- Taking into account different genders and age groups of consumers whilst designing products that meet their desires
- Working closely with the marketing department to find out about the taste and needs of different target groups
- Creating products for consumers with different abilities in order to expand the product range whilst offering better service to your customer

**Olivier Mache – Design Director – DECATHLON**

**16:00 BENCHMARKING COFFEE BREAK**

**CASE STUDY BY BSH BOSCH UND SIEMENS HAUSGERÄTE**

**16:30 MASTERING THE EVOLUTION OF NEXT GENERATION BOSCH DESIGN**

- Looking at the consumers top buying criteria in the white goods industry in order to design successfully beyond the aesthetics
- Maximising brand positioning in order to transfer brand values into design values and vice versa - Brand guidelines vs. Design guidelines
- Looking into the future of design trends by applying the trend filtering whilst analysing the relevance of trends
- Innovating and improving product design whilst further developing your brand

**Robert Sachon – Director Brand Design Bosch BSH BOSCH UND SIEMENS HAUSGERÄTE**

**CASE STUDY BY ORANGELABS**

**17:15 LEARNING HOW DESIGN CAN MULTIPLY DISRUPTIVE INNOVATION**

- Developing a new approach for disruptive innovation by renewing the customer experience in the Explocentre of the Orange Labs
- Sharing the creative process between different disciplines to get the best out of design and innovation
- Building co-creation with consumers and design in the early stage of the process
- Utilising a multi-disciplinary design team to maximise innovation whilst benchmarking on the best practices

**Sylvie Hériard Dubreuil – Vice President EXPLOCENTRE -ORANGELABS  
Clément Bataille – Head of Design EXPLOCENTRE -ORANGELABS**

**CASE STUDY BY PROCTER & GAMBLE**

**18:00 MANAGING IN-HOUSE PROCESSES FOR SUCCESSFUL DESIGN**

- Developing and implementing internal processes for successfully managing design and designers in your company
- Maximising cooperation with other departments in order to achieve a holistic approach to design
- Finding and training the right experts that will be a valuable asset for your department
- Creating a corporate culture that supports talented designers whilst providing them with sufficient resources for innovation

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

**18:30 CLOSING REMARKS FROM THE CHAIRPERSON**

**18:45 CLOSE OF THE CONFERENCE**

# WELCOME TO BARCELONA

## NEXT GENERATION PRODUCT DESIGN FORUM

3 & 4 June 2008, 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. Gracia, 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*

