



Design research base in Scotland
value circa: **£30,000,000**
in externally funded research
2008 -2012

Who is involved

- We have many partners from industry already signed up and more engaging with the project.
- We have cultural partners from across Scotland who will act as venues for events, exhibitions, expos in support of DiA
- We also have a media partner who will publish regular articles on design and designers to ensure that we get the message out there



Future Visibility of Design in Scotland

2015/2016 will see the launch of the V&A at Dundee, committed to design, past, present and future. A Knowledge Exchange hub-DIA will be at the heart of this enterprise. Developed from the research, providing Scotland with a centre for innovation through design.

DiA will deliver:

- a public engagement strategy to facilitate understanding of design as more than iconic objects.
- a programme of events, lectures, seminars and workshops to deliver knowledge of design as a strategy.
- expo's and exhibitions to showcase design as innovation disseminating work in Scotland, the UK and Internationally.

The research capacity and legacy will continue to operate within HE linked to the V&A at Dundee to ensure continual relevance to business.



The V&A at Dundee

Dundee has been working in multiple partnerships to bring to Scotland a branch of the V&A. The project has received government and HLF support and is being developed as part of a wider context to reconnect the waterfront to the city.



GSA

Aberdeen City Gardens



ALBA | CHRUTHACHAIL

Visibility

Scotland is building its cultural capital for design, recognising the need to give support to this growing sector of the economy - the creative industries. This includes the establishment of Creative Scotland to advocate for the creative and cultural industries.

KEHub Design in Action

- DiA compliments existing support provision and builds designs infra-structure for the professional community right across Scotland
- Sole traders and small enterprises dominate design's business model restricting R&D capability and opportunities for growth
- DiA is about applying design as a strategy in effect moving design from the end of the innovation process to the start-via the Boardroom

STRATEGY



d_{esign}

Sector engagement:

ICT, Rural economies, wellbeing, food, sport
(*commonwealth games 2014*)

Argument why: sectors not traditionally engaged with design so less preconceptions which will allow design to function at its maximum as a method, a process, a system, an experience, a service and a product. Design is non-sectorial it is consumer focussed, markets driven, and industry centric. Design brings experience of innovating to meet the expectations of the client, consumer and manufacturer.



creative

Scotland's Business environment current

Major sectors are: manufacturing of technology and electronics, niches in oil and gas, financial services, engineering, construction, ICT, further and higher education as well as an emergent creative industries economy (already with strong strengths in gaming and textiles. Scotland's economy is now post-industrial.



creative

Business environment current

In Scotland SMEs are dominant (97%) the majority are employ less than 50. Overall 67% of the economy is in the micro SME sector.

Design's value to the Scottish economy is £5.2 billion, (GVA of £2.4 billion) employing 60,000+



Importance of Innovation

- Cost reduction alone will not enable company growth
- Without innovation economic growth is unachievable
- Innovation must be viewed as a substantive positive change to a business for it to be competitive and increase its market share



- Innovation should drive quality, durability and service for the customer base
- Innovation works when the culture of the business is built upon goal definition, appropriate action to achieve these participation in teams, monitoring of progress/results, good communications and information are essential

Importance of Design Innovation

- Design as a discipline:
- Engages with and is consumer focussed
- Operates from first principles
- Works in multi-partnerships for problem resolution
- Offers multiple potential solutions
- Understands both the big picture and the detail
- Delivers achievable solutions
- Can deliver, products, processes, services, systems, experiences





Portfolio company

Products often require multi-company resources to bring them together, these company networks/partnerships will capitalise on the economic model of Scottish companies (small - medium SME) using their scale as an asset for flexibility and agility in having the capacity to remodel their focus, without significant resource implications and disruption to business practices.

design

The research will conduct an analysis of the different approaches developed by the project teams to build both sectorial models of innovation, and to establish generic methods. Research indicates that there are no generic models of innovation currently being deployed.