

## Panel discussion 2: Quality - what shall we teach them?

### Andy Pratt

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### Garrick Jones

Partner, The Ludic Group; Research Fellow London School of Economics; Senior Tutor in Innovation, Design and Engineering, Royal College of Art

### Dani Salvadori

Director of Enterprise and Innovation, Central Saint Martins College of Art and Design

### Heath Reed

Principal Industrial Designer, Design Futures, Art and Design Research Centre, Sheffield Hallam University

## Points of reference – Dani Salvadori

- Innovation: the missing dimension *Richard K Lester & Michael J Piore, Harvard, 2004*
- The art of innovation: how fine arts graduates contribute to innovation *Kate Oakley, Brooke Sperry and Andy Pratt, NESTA, 2008*
- Any shopping mall built since 2008

<http://research.shu.ac.uk/engineering-for-life/>  
(Engineering for Life)

<http://www.csid.unt.edu/about/people/frodeman.html>  
(Centre for the Study of Interdisciplinarity)

<http://www.youtube.com/watch?v=VShmtsLhkQg>  
(John Cleese on creativity)

design futures

Heath Reed, Principal Industrial Designer, Design Futures, Art and Design Research Centre, Sheffield Hallam University



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of the arts  
london  
central  
saint martins

