

# Ny definition af dansk design

Udpluk fra designdebatten  
de seneste 3 år...



”Dansk design er  
en gammel stol”

Dansk design er i opbrud fra guldalderetiden, som har været præget af den strenge, smukke skandinaviske formgivning.

Designerne er klar over, at den tid er forbi. Man er på vej tilbage til at opdage, at design er et større felt. Vi skal ikke kun formgive en stol. Vi skal tage fat på kulturen, se på hvordan mennesker lever og designe ud fra det

Thomas Binder. Berlingske 20. maj 2005



Men når debatten de seneste år har fokuseret på innovation og koncept, som også landets designskoler i stigende grad har drejet undervisningen hen imod, må det ikke gå ud over formgivningen. Det har der dog været en tendens til, mener branchefolk, som understreger, at det ene ikke udelukker det andet. Tværtimod er nytænkning og formgivning to sider af samme sag

Johannes Foersom, Foersom & Hiort-Lorenzen i Information 8. januar



Design er resultatet af et bevidst og kreativt arbejde med en idé, et problem eller et ønske om forandring. Resultatet, materielt eller immaterielt, skal være præget af æstetik og skabe merværdi.

Dansk Design Centers designdefinition

**DDC**®

Hvor langt er vi nået med  
at ændre opfattelsen af  
dansk design?

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danish design

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... Timepieces from Danish Design  
300 x 300 - 8k - jpg  
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"Danish Design" is recognized as a ...  
593 x 395 - 22k - jpg  
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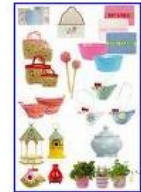
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family of birds Danish design ...  
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Danish design revival  
499 x 434 - 88k - gif  
[www.um.dk](http://www.um.dk)



... passion for Danish design with ...  
350 x 525 - 118k - jpg  
[www.yvestown.com](http://www.yvestown.com)



... (the Danish Design School) Poul ...  
390 x 360 - 13k - jpg  
[www.danishwayofliving.com](http://www.danishwayofliving.com)



Danish design  
450 x 338 - 48k - jpg  
[www.putsonline.co.uk](http://www.putsonline.co.uk)



NEXT GENERATION DANISH DESIGN  
450 x 450 - 49k - jpg  
[www.dezeen.com](http://www.dezeen.com)



Yeah for Danish design chairs  
760 x 570 - 48k - jpg  
[kristincopenhagen.blogspot.com](http://kristincopenhagen.blogspot.com)



DANISH DESIGN - DANISH CHRISTMAS  
280 x 280 - 14k - jpg  
[www.shantiart.co.uk](http://www.shantiart.co.uk)



... by Japanese/Danish design, ...  
350 x 350 - 39k - jpg  
[www.daddydrama.com](http://www.daddydrama.com)



Futuristic bike Danish design lamp ...  
600 x 490 - 207k - jpg  
[www.ph-photo.net](http://www.ph-photo.net)



Danish Design Nr. AH/11A  
555 x 290 - 13k - jpg  
[www.designandfun.com](http://www.designandfun.com)



Danish Design Center  
385 x 289 - 125k - jpg  
[www.jaunted.com](http://www.jaunted.com)



... cannot afford real Danish Design ...  
330 x 428 - 17k - jpg  
[protos.dk](http://protos.dk)



Danish Design in Everyday Life' ...  
283 x 283 - 35k  
[www.danishedge.dk](http://www.danishedge.dk)



Danish Design Iq13q712 Sportive Mens ...  
250 x 296 - 41k - jpg  
[www.kenmarwatches.com](http://www.kenmarwatches.com)

hm...

Case→

1981, Jizan Saudi Arabien...





Approachen er svær at kopiere



Approachen er svær at  
kopiere

Men den er svær at  
brande



Case→

I

D

O

E

IDEO

- + Industrial Design *Objectified*
- + Happy New Year's: iPhone Party App
- + IDEO's Kara Johnson Writes on
- + Bill Moggridge Keynotes at ITRI in

- + Holiday Cheer & Thank You from
- + 'BusinessWeek' Talks with Tim Brown
- + Reframing Recession: Moving Forward
- + 'WSJ' on Value of Design +



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WE ARE A GLOBAL DESIGN CONSULTANCY. WE CREATE IMPACT THROUGH DESIGN.

IDEO

THINKING

# FOCUS

Select a Focus Area

social impact

What has three wheels & the potential to alleviate

the global

## WATER CRISIS?

IS YOUR NURSE OR DOCTOR A PROTOTYPER?

TRANSFORMATIVE DESIGN

What do 21st-century students expect from their education?

DESIGN FOR LEARNING

WHAT DO ENGINEERS SEE THAT WE DON'T?

POPEYE THINKING

WHAT DOES IT TAKE TO GO FROM BLAH TO

# BEACON?

BRANDED EXPERIENCES

WHAT DOES IT TAKE TO GO FROM INSIGHT TO INNOVATION?

GOING TO MARKET

CleanWell

All-Natural Antibacterial Foaming Hand Wash

DOES BANKING AND SAVING HAVE TO BE A HASSLE?

SERVICES

What does the future of

## HEALTHY SNACKING

look like?

FOOD & BEVERAGE

How can following a daily regimen become second nature?

DESIGN FOR ADHERENCE

What does square footage have to do with the mind-body connection?

Healthy Spaces

What does the future look like for Barbie?

KID & PLAY

IN THE YEARS, FULL "CUBES" MATCH TO HYPER-TEXT, FOR 30-40%

mobility

HOW DOES ONE TIME BECOME EVERY TIME?

RETAIL & HOSPITALITY

How can small changes make a big impact?

what does it really mean to walk in someone else's shoes?

design of community

networkedculture

why didn't someone think of this sooner?

HEALTH & WELLNESS

How can the virtual world be leveraged

To Benefit the physical world?

Log In

Can there really be a biking revolution?

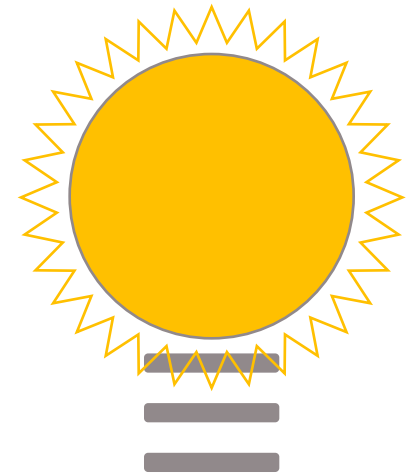
INNOVATION STRATEGY

IS GAMING A MEASURE OF GLOBALIZATION?

LEARN MORE ABOUT



# En strategisk tilgang til designbegrebet →



Forretningsmål + Kundernes behov = Koncept



Dansk design,  
det er jo.....

Mål med et nyt dansk  
designbegreb →

Hvad skal et nyt  
designbegreb bidrage til?

1)...

2)...

3)...

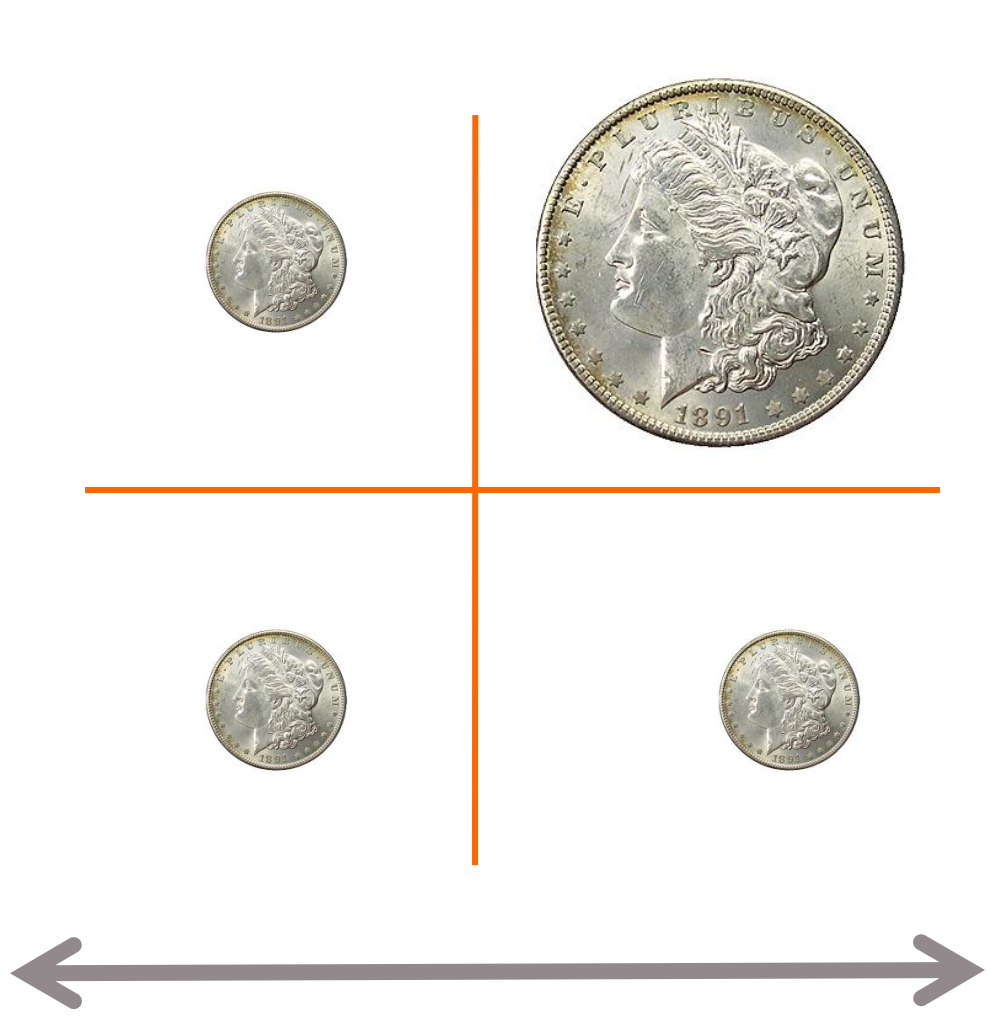
# Strategisk identitet →

Hvilken designprodukt  
gør dansk design mest  
'konkurrencedygtig'?



Passer til  
vores  
identitet

Passer  
ikke ift.  
vores  
identitet



Ens ift  
konkurrenter

Forskellig fra  
konkurrenter

Altså: find frem til det  
unikke ved det at tilhøre  
en dansk tradition – og  
overfør det til  
designbegrebet...

Begreber som: Demokrati,  
konsensus, ikke-  
hierarkisk, analytisk...etc..

Kunderne →

Hvem bliver den vigtigste  
designkøber fremover?

1)...

2)...

3)...



Konceptet →

Definer et koncept for  
dansk design

Spydspidsprodukter?

Helte?

Tilgang?

Andet...

ØVELSE



Hvad sker der når du  
googler i 2010?

Eksempel: Hvad er dansk film kendt for?



THIS IS TO CONFIRM THAT THE DIRECTOR OF THE FOLLOWING  
MOTION PICTURE

DOGME  
95

"Slurpy Boy"

DOGME  
95

HAS SUBMITTED A SIGNED, SWORN STATEMENT TO THE EFFECT THAT  
THIS MOTION PICTURE HAS BEEN PRODUCED IN COMPLIANCE  
WITH THE RULES AND INTENTIONS SET FORTH IN THE

DOGME NO.

DOGME 95  
MANIFESTO

DOGME NO.

CONFIRMED THIS DAY

Copenhagen, 25-12-2006



LARS VON TRIER



KRISTIAN LEVRING



THOMAS VINTERBERG



SØREN KRAGH JACOBSEN