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Abstract
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Innovation, Design, and so on...: inspired design network

Author/Speaker:
Paulo Maldonado ¹ (Portugal)
Fernando Moreira da Silva ² (Portugal)

Affiliation:
CIAUD – Centro de Investigação em Arquitectura, Urbanismo e Design da Faculdade de Arquitectura da Universidade Técnica de Lisboa
APD – Associação Portuguesa de Designers
OA – Ordem dos Arquitectos

Email
paulomaldonado@tekhne.com.pt

Address:
Av. Defensores de Chaves, 42 – 5º D 1000-119 Lisboa, Portugal

¹ Paulo Maldonado. Professor/researcher/architect/designer. Master of Design (Faculty of Architecture/UPorto University). Preparing is PhD with the project “Innovation, Design and so on...” at the Faculty of Architecture/Technical University of Lisbon (FA/UTL). Design Assistant Professor – Master in Product Design (FA/UTL). Consultant in design strategies, design management and design, for companies, institutions and for the Portuguese Design Centre.

² Fernando Moreira da Silva. MPhil in Colour and interior Design (University of Salford). PhD in Colour and Architecture (University of Salford). Post-Doctorate in Inclusive Design (University of Salford). Associate Professor in Design Project/architect. Design PhD course coordinator (FA/UTL). Design Area coordinator at CIAUD (Research Centre in Architecture, Urban Planning and Design – FAUTL). Supervisor of Paulo Maldonado’s PhD in Design: “Innovation, Design and so on...”.
Key-words
Design; innovation; design policies; strategic vision; insight

Abstract
An empirical analysis of examples of design and design management integrated in three contexts – institutional, corporate and academic – makes it possible, first of all, to identify creative and operative methodologies and processes aimed at innovation in design and through design; and, secondly, to build a theoretical model aimed at good design and/or design management practices and excellence in the global environment – SPES (HOPE).

The fact that these contexts are real and not ideal scenarios signifies that there will be no omission of eventual differences between expectations created and achievements obtained – REAL CONTEXTS.

Managing design and innovation processes in multicultural contexts, in a permanently changing global environment, is a proactive and collaborative task involving wide experience, skill and knowledge – PEOPLE.

The individual and the collective attitudes, inspired by strong leadership, should be militantly curious, avid when collecting, filtering and processing data, critically observant, aware of tendencies, discerning when detecting opportunities and attentive to detail without losing sight of the big picture. They should reinvent using new means and methods, use imagination and intuition to envision the future and thereby actively contribute towards accomplishing the spirit of the mission, with social responsibility and sustainability – VISION.

In the first instance, create virtual scenarios for discussion and pre-validation of the involved concepts, in order to identify problems, re-define goals and estimate operation risks. The next step is to act and define strict implementation strategies for a new business design process – DESIGN STRATEGIES.
Design methodologies can be reviewed and redesigned using megatrends and benchmarking, by studying behaviour patterns of individuals and groups in their natural habitats, by analysing media content and messages aimed at these target groups and other processes induced by productive thinking – DISTINCTIVE DESIGN COMPETENCIES.

The proposed systematization requires a rapid definition of potentially effective ideas and concepts: distinctive or innovative concepts that, in principle, reunite conditions necessary to stimulate, create empathy, produce strong emotions, create desire - offer unforgettable and wonderful experiences: Notice board items – UNIQUENESS.

This concept, which depends on creative ability as its operating tool for management and design management, will be placed in context by overlapping our perceived or true experience as initiators of design processes, leading to innovation – INTEGRATION COMPETENCES.

Our research project for PhD has two main objectives:
To develop a theoretical support that will establish well-defined, socially responsible and sustainable design and design management practices;
To contribute to knowledge by the implementation of a culture of innovation and design within the industry and other design scenarios, already recognised or to be introduced in the EU and globally.

Some hypotheses arise from the study:
Designing innovation by taking into consideration various meanings will make it more effective;
Innovation can be customized to fit each specific case;
With this theoretical model it will be possible to tailor strategies and models for innovation and functional design diagnosis and to develop firm plans for action and implementation that will offer organizations competitive advantages and success, on a global level.