



Collaborating with Frenemies, The Circular Economy and The Internet of Things: The 3rd Product Design & Innovation Conference 2013

22 January 2013 – Paul Priestman, Founder of Priestman Goode and other leaders in industrial design from across the world will return to London on 15 and 16 May 2013 as the third annual Product Design + Innovation conference (www.pdesigni.com) moves to the new venue of the Oval Cricket Ground to explore how industrial design and innovation can help to kick-start sluggish Western economies.

Product Design + Innovation features speakers designing for leading brands in the UK and abroad and draws on expertise across corporate functions and sector divides. Among the topical themes explored in depth this year will be: product-service ecosystems, emerging industries, premiumisation, the internet of things, consumerisation of healthcare, wired transport and the circular economy: designing for reuse, repair and recycling.

“As traditional notions of product design stretch at the seams, this conference is proving an invaluable opportunity for the profession to regroup, step back and review emerging areas of practice,” says conference chairman Kevin McCullagh, director of Plan and columnist on Core77.

The economic shift from products to services is well established in developed economies and one of the biggest questions for designers at every level from the board of corporations to design students focuses around product-service ecosystems. Clive Grinyer, director of customer experience at Cisco IBSG and one of last year’s most popular, engaging and thought-provoking speakers keynotes this topic under the theme of *System thinking and collaborating with frenemies*.

One of the biggest transformations in transportation is the growing importance of infotainment, online connection and additional services. Paul Priestman, founder of Priestman Goode will be among the keynotes for the conference’s session entitled *Wired Transport: Connected trains, planes and automobiles*.

Sure to be one of the conference’s hottest topics is in the session looking at the *Internet of things: designing connected objects*. Speakers include Tej Chauhan, founder of ChauhanStudio and designer of the Autographer.

A session on *Premiumisation: trading up to higher-end products and services* will feature representatives of leading brands including Magnus Welander, CEO and president of Thule. Ignacio Germade, head of total product offering at Vertu also joins this session’s panel debate.

Contributors confirmed for the *Consumerisation of Healthcare* session include Jim Dawton, partner at DesignIt, Jason Mesut, head of user experience at RMA and Thomas Troch, innovation manager at InSites Consulting.

Sponsored by Materialise, Product Design + Innovation is aimed at product designers and innovation professionals working for a brand owners, consultancies and OEMs. Conference places booked before 29 March 2013 offer savings of up to £100 with an early bird discount. Further details of the speaker programme and registration details are available at: www.pdesigni.com

Ends.

Conference logo and photographs of speakers available on request from:

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Visitor Information:

The third Product Design + Innovation conference moves to The Oval Cricket Ground for 15th and 16th May 2013. This unique two-day conference for industrial designers hosts internationally renowned speakers, tackles the hottest topics in industrial design and provides unrivalled networking opportunities. The brand-rich line up will give delegates the ultimate insight into the latest trends, developments, opinions and the future of industrial product design, manufacture and sustainable innovation.

REGISTRATION & COST

Early Bird Registration Fee

1 Day Delegate Rate Book before Friday 29th March 2013: £275 + applicable VAT

2 Day Delegate Rate Book before Friday 29th March 2013: £495 + applicable VAT

Standard Registration Fee

1 Day Delegate Rate Book after Friday 29th March 2013: £325 + applicable VAT

2 Day Delegate Rate Book after Friday 29th March 2013: £595 + applicable VAT