## newdesign

issue seventy six 2010





the most profound impact on the

way we live our lives would be the

has transformed the world around

us and given us the ability as indi-

viduals to transfer information free-

ly with instant access to knowledge

that would have been difficult or

near impossible to find previously.

It has affected everything from the

way we do business to the way we

interact with each other to the way

we buy groceries, overtaking tradi-

tional bonds and relationships.

What do you think are the

main drivers that are currently

our lives. Recession, global unrest,

now face new challenges and need

reassurance and comforting. With

ment and the growing threat of cli-

mate change, there is an increased

growing anti-globalization senti-

corporate and social citizens.

disaster and tension means we

impacting on future trends?

Over recent years we have wit-

nessed turbulent times. Fear,

information age or digital age. It



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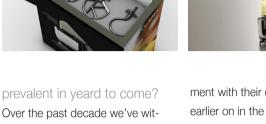
Youmeus experience and expertise originated in Industrial design however over recent years we have begun to approach design in a more 'holistic' way, working across disciplines. We believe that a broader approach enables us to achieve a coherent product story with maximum consistency. From product design to graphic design, branding and advertising, we believe that it's all the same - it's about communication.

Our approach has allowed Kenwood.

one our most complex and stretching projects to date for the UK

pliances. The multi-disciplined of sale systems.

The project encompassed vision & design where we were involved in helping Kenwood identify and build a new market segmentation, naming and brand positioning followed by an intensive product development programme to take the idea from concept to market.



such as IKEA's in store kitchen

software and online tools sup-

strategy.

in the coming years.

design system, Google's Sketchup

porting Dell's mass customisation

We should expect to see fur-

ther developments and innovation

CAD systems will utilise the

Internet better giving designers and

engineers access to shared informa-

tion and the ability present their

work over live 3D video confer-

encing systems. (No need to carry

expensive workstations into your

Flat computer monitors will

be replaced or combined with 3D

holographic displays allowing you

to walk around your designs or

view them to scale and context.

Affordable 3D rapid proto-

typing printers will make their way

in to most design studios alongside

traditional printers. This will allow

designers to interact and experi-

clients boardroom anymore).

ment with their designs much earlier on in the product-development process; (much in the same way we used to work when we made mock-ups and models in the workshop). Rapid prototyping will

become rapid manufacturing and could revolutionise traditional manufacturing, tooling and production processes as we know them This alone could become a key driver of the mass customisation revolution with companies developing new products and services having unique configurations to fit demand. One day we may have our own rapid manufacturing devices at home so that we can create our own products of have the product delivered electronically from our favourite suppliers. Its not a far fetched scenario as we have already seen the printing press and photographic laboratory transfered to our homes in the form of desktop publishing and digital desktop

 As computer hardware gets faster we should expect to see more real-time hardware rendering. This will give designers the ability to present their ideas live on screen rather than static images.

What has been the biggest erosity and transparency will pay a more important role in business trend/s in the last decade? There is no doubt that the most and brand building as we move away from a capitalism society of significant megatrend that has had

> As described by Richard Seymour, co-founder of design agency SeymourPowell, "Us and them is very important in the future, whole corporations, whole brands are starting to migrate from them'ism to us'ism."

corporations and institutions to

individuals and communities.

The barrier between them and us is closing. CEO's are blogging on twitter, McDonalds has changed it's slogan from "We love to see you smile" to "i'm lovin' it" and rather than talking at customers, brands are engaging followers in conversation, encouraging participation and creating valuable content.

Mass-marketing and globalization will give away to value-driven consumerisum - a shift to conuncertainty and doubt characterises scious consumers buying into brands that support their lifestyle choices. Everything from sustainable, ethical, and organic products to supporting local brands and communities. This new order will drive new marketing and pressure on companies to be good manufacturing strategies from the way we communicate to how we Values like trust, integrity, gen\_ manufacture products.

We have all heard the saying that 'good design is good for business'. Do you agree? Have you noticed with your clients that they are seeing the benefit that good sesign can bring to their business and do you think that we will see more of this in the future?

Design is good for business however, it all depends on how it is used and integrated into the business DNA. Quite often design and the benefits it can offer is misunderstood or badly implemented.

Let's remind ourselves of the practitioners who shaped our world in the early 20th century at a time when all the disciplines were more fused, mathematics, science, art and technology. Practitioners often addressed big issues, social and economic problems and would move seamlessly between the disciplines in order to achieve their goals. This broader approach gave birth to thinkers and visionaries who were seeing the bigger picture and with an understanding that led to new things.

Design today has become a tool of consumerism, become more focused and has led to the emergence of specialism among the disciplines e.g. Industrial design,

user interface design, packaging design, graphic design and many other specialist niches. So today we find designers working on much smaller aspects of the bigger picture, often in isolation and often lacking overview and vision. Consequently people today who buy design lack experience and knowledge of the true benefits design can offer the business. Unfortunately this misunderstanding has coloured peoples perception of design to stand for aesthetics, colour and fashion.

Like many other designers we also face the same issues to change perceptions by challenging the briefs set by our partners and finding stories that can help better communicate an understanding of the true benefits that design can offer.

Increasingly product and industrial design consultancies are providing their clients with the 'full package' from research, styling, engineering, branding, packaging, POS and so on. Will this be an ongoing trend and do you see the future of the traditional product design consultancy changing in the future?

us to work on a diverse range of projects including Insights, Strategy & Vision for Virgin Atlantic Airways through to full NPD projects for

kMix for Kenwood has been manufactures of food preparation ap- think will become more

nature of the project and the diverse international team we interfaced with presented us with many challenges which we overcame to deliver a critically acclaimed product.We designed the complete product experience including the kMix identity, mixer product, packaging, exhibition stands and point

What design tools do you

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