

NORDIC DESIGN & INNOVATION WEEK 2015

WORKSHOP IN INCLUSIVE DESIGN

Learn how to involve lead users to offer more innovative, user friendly and relevant solutions for your customers, whether you provide services, products or environments.

2 November 2015
in 800 SHOW, Jing'an District

10:00-12:30 Morning lectures
12:30-13:30 Lunch
13:30-17:00 Workshop

A people-centred design process is not only a strategy to solve problems, but a potent strategy for identifying problems to solve.



Do not miss this unique opportunity to learn about Inclusive Design as a people-centred strategy for innovation.

In this interactive workshop you will learn tools and methods that can help benefit your organisation immediately.

Delivered by the Norwegian Centre for Design and Architecture as part of the Nordic Design and Innovation Week

Why participate?

This practical workshop that will put theory into practice builds on the thinking, methods and tools as described in the book *Innovating with People - The Business of Inclusive Design*. It will focus on giving you a practical introduction to Inclusive Design, and also looks at the barriers and benefits of embedding it in the corporate space at a strategic level.

You will learn about:

- The value of a people-centred design as a powerful business strategy
- Practical methods to understand people's needs
- Communicating the benefits to clients and decision makers

You will receive:

Course material and a copy of the book *Innovating With People – the Business of Inclusive Design*, containing tools and methods to get you started!



“Innovating with People is an excellent introduction to inclusive design. Concise, jargon-free, and beautiful.”

- Dr. Hua Dong, Professor in Design and Innovation, Dean of the College of Arts and Media, Tongji University

If interested in participating, please contact Grace at the Norwegian Consulate General in Shanghai to register:
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同济大学设计创意学院
包容性设计研究中心
Inclusive Design Research



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Find cases, inspiration, resources and more at:

www.inclusivedesign.no

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