



DMI

DESIGN MANAGEMENT INSTITUTE

# Meeting the Challenges of Design Leadership

**The 10th European International  
Design Management Conference**

29–31 March, 2006  
Grand Hotel Krasnapolsky  
Amsterdam, The Netherlands

## Meeting the Challenges of Design Leadership

**D**esign leadership means both to design and to lead—to lead design and to lead business by design. Today, those responsible for design creation face leadership challenges and opportunities greater than ever before. Who should lead design? Who leads by design? How and why does a company “lead with design?”

Design leadership has many interpretations, ranging from inspiration to collaboration, and from culture to globalization. At this conference, learn how experts lead with design in a climate of change; how design managers adapt to this new challenge; how thought leaders interpret changing socioeconomic dynamics; and how to get inside “leadership” to become more-effective design leaders. This conference will provide the insight and interaction essential to utilizing design leadership for business success.

### Keynote



#### *A Question of Choice*

*Stefano Marzano, CEO & Chief Creative Director, Philips Design*

The contexts in which designers, brands, companies, and individuals operate have been changing radically in recent years. This brings new challenges and new choices. We now have to take into account not only our traditional saturated markets, but developing markets, as well. We need to find new ways of innovating and perhaps even redefining what we mean by *design*. Stefano Marzano will examine these changes and describe how Philips is approaching these challenges by refocusing its brand and taking a fresh, more holistic, view of design.

Supporting Benefactor

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A Q U E N T

## Presentations



### *Design Leadership in a Climate of Corporate Responsibility*

Rachel D. Cooper, *PhD, Professor of Design Management, Adelphi Research Institute for Creative Arts and Sciences, University of Salford*

As corporate social responsibility continues to emerge as an explicit feature of business development and success, what effect does this have on the design profession? Rachel Cooper, co-author of *The Design Experience*, will review the issues, identify the contribution designers can make, and discuss the impact on the corporate community, and society in general.



### *Design as a Process*

Christoph Böninger, *President, designafairs Europe*

Globalization is forcing companies to develop products quicker, cheaper, and with less manpower. This pressure makes teamwork and collaboration difficult. Designers can provide the connection and foundation among people from different professions and regions to keep teamwork alive. Christoph Böninger will explore how designers are assuming the role of “enablers” in the 21st century and what this means for the profession in the future.



### *Myth-Busting Design Leadership: A Self-Critical Exploration of the Actual Status*

Tim Selders, *Director & Co-Founder, PARK advanced design management*  
Paal Smith-Meyer, *Creative Director, Concept & Design, LEGO*

Following today’s management trends, the design management community is eagerly adopting the notion of leadership and “bringing design to the board.” But what is this “leadership” really all about? Does it actually exist or is it just a wishful dream? Isn’t design leadership today not much more than applying some design tools in nondesign areas, such as business planning? Tim Selders and Paal Smith-Meyer will self-critically explore some of the theories, definitions, and cases of design leadership, including examples at LEGO, to uncover what this “leadership” actually is.



### *Task Number One: Designing the Differences*

Mario Trimarchi, *Principal, FRAGILE*

Numerous companies from all over the world can make the same product with virtually identical performance characteristics, appearance, quality, lifespan, and price. In services, we find the same homogeneous, general picture of the market. We are now faced with the urgent task of solving the problem of “designing the difference.” Mario Trimarchi will illustrate the attitude of the “shifted balance” in designing different approaches in the proposal of new products, visual communication, identity systems, and trademarks.



### **Design Leadership: A Commercial Imperative**

Raymond Turner, *Principal, Raymond Turner Associates — Design Leadership Consultants*

Design leadership is a commercial imperative. It creates differentiation, sustains competitive advantage, and enables world-class performance that is sustainable into the future. When companies ignore the design leadership role, they deprive shareholders of a full return on their investment in design. Understanding the differences between design leadership and design management is also essential to success. Raymond Turner will examine issues related to both, drawing from his extensive experience as a design leader in many corporations. He will also give his views of current design leaders from around the world.



### **MINI: The Relaunch of a Legendary Brand**

Dr. Jürgen Häusler, *PhD, CEO, Interbrand Zintzmeyer & Lux AG*

The relaunch of the MINI provides an outstanding example of ambitious, visionary, and comprehensive branding. It represents an extraordinary success story in times when risk avoidance, consensus politics, and short-term thinking dominate most marketing strategies. Dr. Jürgen Häusler will examine the MINI case study to highlight the major obstacles currently facing the branding industry.



### **The Design Game: Designing Brand Identities for the Olympics and Commonwealth Games**

Richard Henderson, *Managing Partner, CBX Asia  
CBX a Colemanbrandworx Worldwide Partnership L.L.C.*

Brand identity is an abstract idea that delivers tangible results. Defining the strategy and creating an identity for the Sydney 2000 Olympic Games and for the Melbourne 2006 Commonwealth Games was all about bringing a personality to life through design—that of an event, a city, and a nation. Richard Henderson, design director of the identities for both games, will present an overview with insights into the strategic approach, creative process, and designed outcomes that shaped perceptions and delivered rewarding results through an integrated design strategy.



### **More Than a Fresh Lick of Paint: Great Relationships Build Great Brands**

Pat Kinsley, *Director, Newworld Associates*

This is a story of a leading paint brand changing the face of a rapidly competitive paint market. The brand name Dulux is synonymous with quality paint. This power brand recognized that its market share was threatened by smaller private and designer paint brands. While other traditional brands took a back seat, Dulux took an unconventional journey that allowed them to revisit their reason for being, their brand values, and ultimately secured their position as market leaders through design.

## **Leadership Forums**



### **The Best of Both Worlds: Achieving Design Leadership by Combining Two Design Management Approaches**

Fennemiek Gommer, *Principal, Spanners Strategic Brand Development*



### **Why Design Is Not an Added Value**

Philippe Picaud, *Design Director, Decathlon*



### **Applied Innovation Beyond R&D, Design, and Marketing**

Jose Manuel dos Santos, *Account Manager, NODE PARTNERS SA*



### **Signposts for the Next Decade**

Andrea Cooper, *Head of Design Knowledge, Design Council*



### **Blogging for Design Leadership: What Corporate PR Can't Tell!**

Ralf Beuker, *Principal, Strategy Coaching*

# Conference Registration

## Send or fax this conference registration to:

Design Management Institute  
29 Temple Place, 2nd Floor  
Boston, Massachusetts 02111-1350  
USA

Phone: +617-338-6380

Fax: +617-338-6570

Website: [www.dmi.org](http://www.dmi.org)

Email: [dmistaff@dmii.org](mailto:dmistaff@dmii.org)

## Non-US wire payments

If you would like to pay by wire transfer, please contact DMI for account information.

## Cancellation policy

All cancellations or substitutions must be received in writing.

Until 1 March:

We will deduct a €120 administrative charge and refund the remaining fee.

1 March - 15 March:

We will deduct a €120 administrative charge and credit the remaining fee toward a future conference (within a year) or a new (no renewals) full price membership.

After 15 March:

No refunds.

## Conference/Membership Special Offer

Receive substantial savings by registering for the conference and becoming a DMI member at the same time. As a new member, you will receive member conference pricing and all the other benefits included in DMI membership. Visit [www.dmi.org/membership](http://www.dmi.org/membership) for a complete list of benefits. (Offer not valid for current DMI members.)

Member Category	Member Conference Fee	Regular Membership Cost	Discount Membership Cost	Bundled Price	Net Savings
Professional	€830	€340	€230	€1060	€205
Professional Group	€740	€1367	€1150	€1890	€402
Organization	€690	€2734	€2350	€3040	€619
Forum	€645	€5467	€4900	€5545	€847

## Conference Registration

Check the appropriate boxes to register for the conference.

Please register me for the conference.

I would like to take advantage of the membership special offer.

Registration Category	Conference Only	Conference and Membership
<input type="checkbox"/> Nonmember	€925	NA
<input type="checkbox"/> Professional member	€830	€1060
<input type="checkbox"/> Academic Individual member	€830	NA
<input type="checkbox"/> Professional Group member	€740	€1890
<input type="checkbox"/> Academic Group member	€740	NA
<input type="checkbox"/> Organization member	€690	€3040
<input type="checkbox"/> Forum member	€645	€5545

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City

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Country

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Tel

Fax

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Website

**Total payment enclosed:**

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Payment:  Check\*  Wire  VISA  MasterCard  AMEX

Card No.

Expiration Date

Today's Date

Signature

*\*Please make check payments in US dollars, drawn on a US bank, payable to the Design Management Institute.*

# General Arrangements

## Registration Information

Please sign up for the conference by completing the registration form and mailing or faxing it to DMI with your payment. You may also register at [www.dmi.org/european](http://www.dmi.org/european). The DMI website has complete information about the conference, including an up-to-date schedule. The Institute will confirm your registration in writing shortly after your payment is received. Registration fee includes reception and dinner on Wednesday, lunch on Thursday and Friday, reception on Thursday, and the conference book.

## Conference Schedule

The on-site conference check-in will be held from 12:30 until 15:00 on Wednesday, 29 March. The conference officially begins with the opening session on Wednesday at 15:00, followed by a reception and dinner. The conference concludes on Friday, 31 March, at 16:30. A detailed conference schedule can be viewed at [www.dmi.org/european](http://www.dmi.org/european).

## Hotel Reservations

*Business Single/Double €175*

*Executive Single/Double €210*

All hotel room reservations must be booked directly with The Grand Hotel Krasnapolsky and not through the Design Management Institute. Please be sure to reference “**DMI Conference**” to ensure the above special rates. The room cut-off deadline is 01 February, 2006. Reservation requests received after this date will be accepted on a space available basis only and may not qualify for special conference pricing.

The Grand Hotel Krasnapolsky  
Dam 9  
1012 JS Amsterdam  
The Netherlands

Tel: 31-20-5549111

Fax: 31-20-6228607

[www.nh-hotels.com](http://www.nh-hotels.com)

## Travel arrangements

Flight arrangements should be made to the Schiphol Airport. To get to The Grand Hotel Krasnapolsky from the airport, you may take a taxi or the KLM bus service. The trip takes about 20 minutes. The hotel is located in the center of Amsterdam, convenient to the major attractions of the downtown area.



**DMI**

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