

NID360

nordic industrial design conference

19 May 2016, Crowne Plaza Towers, Copenhagen, Denmark

Designing the Future

NID360: The Full 360°



Cutting Edge Industry Insight

This is a great time for design: Global opportunities and social challenges, technological breakthroughs and crowd funding – everything is possible and anything goes. We are expanding industrial design and erasing boundaries that held us back before. The more we become integrated in our organisations, the more our influence increases and the more our profession rises. There is no limit.

Are we alone, each on our own crusade to make it happen, taking leap after leap? **NID360** provides you with a 360 degree perspective and helps you to navigate the world of Industrial Design. Come to listen and learn, to engage and influence, to inspire and be inspired.

Panel Debates

It is clear that every organisation needs to revolutionise their industrial design process to meet the demands of the modern consumer. The pace of change is such that taking your foot off the pedal for even a short time will lead to your competitors gaining a critical edge in the competitive global landscape. This sessions offers you the chance to hear hot topic areas and contrasting views discussed and debated - this is the cutting edge of Industrial Design and we encourage you to join in too!

Roundtables

different topics, different moderators & lots of discussion!

Your chance to build your own agenda - choose the topics that match your priorities and get involved in real discussion. This is your opportunity to get across your point of view and discuss how best to solve your challenges. With contributors from numerous verticals you will gain real industry insight and ideas on how to truly transform your organisation.

Structured Networking

Numerous opportunities to meet and interact with industry experts, disruptive innovators and your peers. Whether this is over an early morning coffee, networking lunch or a glass of wine at our networking cocktail there is something for you.

15+ Expert Speakers

We have invited the very best industrial designers from organisations across Europe, those that have been at the forefront of driving change and innovation in their organisation. What are the challenges that they faced? How did they overcome them? And what are they planning to do in the future to stay ahead of the game? Our speakers are here to make you think about how your organisation can improve it's design process?

12+ Invaluable Sessions

Get the facts straight from both local and international business leaders. This is an opportunity to benchmark your organisation and understand what you can do to improve your design process in the coming years. Ask questions and engage with all attendees, but most of all this is the time to be inspired about the future of product design and innovation in your organisation.

80+ Delegates

By joining us at **NID360** you are putting your organisation at the forefront of thinking on the future of Industrial Design. What does your organisation need to do in order to keep creating products that resonate with your current customers and reach out to new industries and customers.

The world of design is changing - it's time you jumped onboard and started the process of designing your organisation's future.

NID360: Agenda

Registration and Networking Coffee



Opening address from NID360 Chairman

Alex Liebert, Project Manager Industrial Design, **Atlas Copco**



Keynote: The future isn't what it used to be - are you prepared?

Robin Edman, VD/Chief Executive, **SVID**, **Swedish Industrial Design Foundation**

- *The rapidly and increasingly changing landscape of design*
- *Complex new challenges for businesses and society*
- *Making the right decisions and harnessing the potential of design*



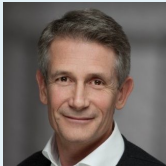
Talk: From fashion electronics to high tech Rock 'n' Roll

Marcus von Euler, Design Director / Co Founder, **Zound Industries**

- *75 MEUR in 7 years through design philosophy in practice*
- *Communicational and cultural hurdles we need to overcome*
- *Explaining the mechanics of a design-driven company to investors*

Panel Discussion - The Future of Design

- *Cutting edge insight from thought leading industrial designers*
- *Question, debate and engage on the future of your industry*



Robin Edman
VD/Chief
Executive
SVID



Marcus von Euler
Design Director /
Co Founder
Zound Industries



Daniela Bohlinger
Manager
Sustainable Design
BMW Group

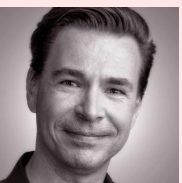
Networking Break



Keynote: Wheels of Change

Daniela Bohlinger, Manager Sustainable Design, **BMW Group**

- *Sustainability as a holistic strategy to benefit all stakeholders*
- *Hands-on cross-sector convergence of sustainable solutions*
- *BMW i3 – a journey into the leadership of sustainable design*



Accelerate your Industrial Design for more innovation, better collaboration, and faster Time-to-market

Michael P. Skytte, Solution Manager & Solution Owner and **Anders Heinicke**, Key Account Manager, **PLM Group**



- *Proven strategies to capture your ideas digitally*
- *Creating tangible 3D concept models quickly to get more and earlier feedback*
- *Successfully managing multiple concepts in a cost-efficient way*

Networking Lunch

Roundtables

Interactive roundtable discussions on the key topics influencing industrial design - 2 table rotations of 30 minutes per session. Your chance to get deeply involved in the discussion!



Sustainable Design

- Daniela Bohlinger, BMW Group



Getting a seat at the decision table

- Michael P. Skytte, PLM Group
- Anders Heinicke, PLM Group



Future of design

- Robin Edman, SVID
- Marcus von Euler, Zound Industries



People-driven innovation

- Speaker to be confirmed

Networking Break



Talk: Sustainability is an integral element of our work

Speaker to be confirmed

- *Sustainable materials and desirable appearances*
- *Emphasising the sustainable origin of a material through its appearance*
- *Engaging the consumer in the sustainability effort of your company*



Talk: Disrupt by Design – The power of creative thinking in business

Dr. Anne Stenros, Professor, Aalto University School of Business

- *Strategic design – the key differentiator in tomorrow's industries*
- *Enabling disruptive innovations and new business models through design*
- *Design-driven company culture as a creative superpower and game changer*



Talk: Creating business with people-driven innovation – inspired by women

Speaker to be confirmed

- *Providing people with a seamless, branded user experience*
- *Benefits to motivate customers throughout their entire customer journey*
- *Viewing strategy, innovation and design through a gender lens*



Closing remarks from chairman

Alex Liebert, Project Manager Industrial Design, Atlas Copco

Drinks Reception

