

ACTIVITIES  
2003/2004

## ABOUT THE SWEDISH INDUSTRIAL DESIGN FOUNDATION

### **The Swedish Industrial Design Foundation** (SVID)

aims to improve the awareness within the private and public sectors of the importance of design as a competitive tool and to encourage businesses and organisations to integrate design methodology into their activities.

**SVID was formed in 1989** by the Royal Swedish Academy of Engineering Sciences (IVA), SIND (now known as the Swedish National Board for Industrial and Technical Development, or NUTEK), and the Swedish Society of Crafts and Design (Svensk Form). The board of SVID comprises representatives of the IVA, NUTEK, Svensk Form, the Federation of Swedish Industries and Vinnova. At the time of its foundation, SVID's focus was on industrial design: hence the name. Today, SVID works along the lines of a much broader concept to demonstrate design as a force for development for the private and public sectors. Its main target group comprises industry and commerce, designers, universities, colleges and, increasingly so, local government.

**SVID operates across the country** from its own regional offices and partner offices with a range of local players. Thanks to the contacts established with SVID and the advice it provides, businesses gain guidance on how design should be procured and integrated into their development activities. SVID also conducts regional and national projects in collaboration with selected partners in which design methodology and knowledge constitute the forces that drive developments.

**SVID is financed** by the commissions it receives, primarily from the Ministry of Industry, Employment and Communications. In addition to the annual government commission, SVID runs projects funded by industry, regional bodies such as the county administrative boards and regional societies, and the EU. National projects can also receive other forms of government funding.

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# Inspiring, industrious and instructive!

**In a highly inspiring, industrious and instructive 2003 we were able to launch a number of new projects, expand our regional network and start preparations with Svensk Form for the 2005 Year of Design.**

## A BROADER DESIGN CONCEPT

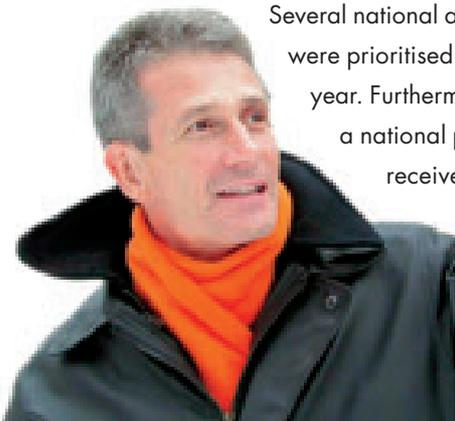
The broadened design concept and the role of design in the creative process have been central to our customer relations during the year. In our day-to-day work and in our projects we define design as part of the creative collaboration towards the shaping of processes, messages, artefacts, services and environments from a user-perspective.

## A LARGER NETWORK

We have focused actively on expanding our network of partner offices to allow us to spread information and inspiration. This gives us a better chance of satisfying the interest in design as a force for development expressed by almost all the regional growth programmes. We teamed up with five new partner offices during the year, making a total of eleven to add to the five regional offices and one local office around the country. We also expect to open another regional office and more partner offices in 2004.

## MORE PROJECTS

Several national and many regional projects were prioritised and launched during the year. Furthermore, part of a proposal for a national plan of action for design received financing, enabling us to focus our efforts on finding funds for commercial and regional development projects



Robin Edman,  
Chief Executive of SVID

covering everything from playgrounds to medical technology and the design of services.

## NEW WEBSITE

We also completely redesigned the SVID website, [www.svid.se](http://www.svid.se), during the year. One important consideration in this project was to make the site as accessible as possible. Our vision is for the website to become the natural digital meeting place for everyone who uses design professionally. The website was launched in early 2004. Another new website, [www.merdesign.se](http://www.merdesign.se), was created to promote the 2005 Year of Design and is run by Svensk Form.

## INTERNATIONAL RELATIONS

Many international contacts have been made in and beyond Sweden, but most importantly we have been learning about how the companies and organisations around us work with design. SVID is one of the 16 design organisations in Sweden, Denmark, Finland and Norway involved in the joint development of *era 05*, the major Nordic World Design Congress scheduled for September 2005.

## EDUCATION AND RESEARCH

Thanks to our educational and research efforts, the SWIDREA Graduate School can now be opened, with tutor training commencing in 2004. The Research Forum will form part of a network of universities and colleges called *the Swedish Design Research Network*.

*We at SVID look forward to a very interesting and exciting 2004, a year in which we will be able to further develop the long-term ventures that we have now initiated. Our challenge for the year ahead is to improve the understanding of design in the public sector and in the education and research fields. We also hope to be able to create more and better forums for design in Sweden.*

# National projects

**A proposal for the *Design as a force for development* programme was presented to the Government in December 2002. The following February, the Ministry of Industry, Employment and Communications commissioned SVID to run certain parts of the programme relating to commerce, expositions/marketing, and organisation. Ten national projects have been selected and will be presented later in this report. Reports on the projects, which will run from 2003 to 2005, will be presented on different occasions in 2005.**

## MANAGEMENT AND FUNDING

The prospective project managers were appointed for each industrial project in connection with the production of the programme proposal. Three of the projects are being run formally under the management of other bodies than SVID although in very close collaboration with SVID's organisation.

The spring of 2003 was a time of contract negotiations and the start of the long-term funding efforts. The funding solution offered by the Ministry of Industry involves a part-financing of the projects, with other parties (industry, the regions etc.) as the main financiers.

## THE 2005 YEAR OF DESIGN

SVID was also asked to prepare a Year of Design in 2005 in partnership with Svensk Form. Preparations during the year included the opening of a Year of Design campaign

office at Svensk Form and the development and launch of a website ([www.merdesign.se](http://www.merdesign.se)). For further details see the special section on the Year of Design.

## PROJECT SUPPORT

A "project hub" was established at SVID during the year to mediate contacts, information, experiences and design competence, and to generally support and coordinate the national projects.

To ensure that the projects are effective and achieve their goals, SVID is introducing a new project management model. This model is supported by an internet-based administrative tool accessible to all project managers and their colleagues.

## GOAL EVALUATION

SVID has also been liaising with the Swedish Institute for Growth Policy Studies (ITPS) to ensure that the goals we have established can be followed up and evaluated. After consultations with the ITPS, SVID decided to set up grand targets alongside the project-specific goals. The grand target for the industrial projects is to increase the number of "design-mature" companies and organisations in Sweden; in other words, to make more businesses aware that they can use design as a way of strengthening their development activities and to understand how this can be done.

## INVENTORY OF DESIGN COMPANIES

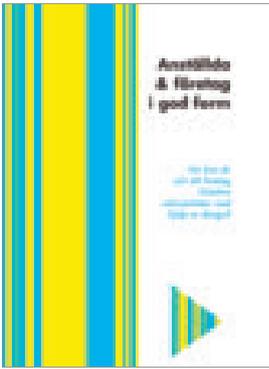
Last autumn, SVID embarked on an inventory of all the design companies in Sweden. The first step was a study entitled *the Industrial Design Consultants*, part of a series of surveys of the nation's design consultancy sector. So far, SVID has examined design companies specialising in product development (i.e. industrial designers), and will be looking at additional areas of the sector in 2004. The purpose is to make an inventory of the design competence available for developing the country's private and public sectors.



CREATIVE PRODUCTION.

*Packaging as value creator* — a Designstudio Värmland project.

## 1 EMPLOYEES AND EMPLOYERS IN GOOD SHAPE



This project is designed to help smaller engineering companies and local government organisations offer their employees competence development and instruction through the medium of design.

The aim is that an understanding of design in a company will reinforce its work situation in terms of growth, production and product impro-

vement as well as its working environment and equality.

If Swedish companies and public sector organisations are to lead the world in the use of design methods, the knowledge and development of many different people in the area are essential. The project is being run in partnership with the Swedish Trade Union Confederation (LO) and the Association of Swedish Engineering Industries.

Marketing material, specially designed for members of the Swedish Metalworkers' Union, was produced during the year. SVID also contacted the Federation of Swedish County Councils, the Swedish Association of Local Authorities and the Swedish Municipal Workers' Union to organise study groups on council activities. A number of workplaces have already started study group programmes.

### Objective

Business and work environment development

### Target group

Employees and managers of smaller engineering companies and local government organisations

### Project manager

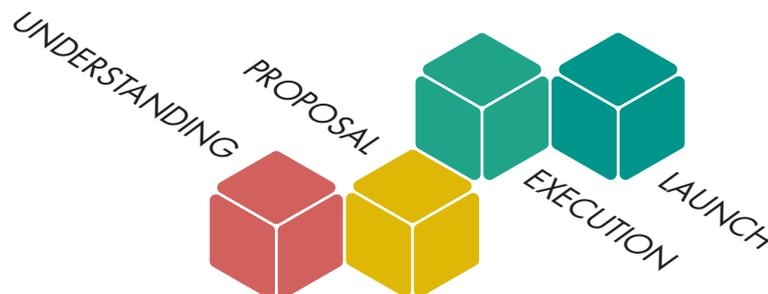
Marie Loft  
tel +46 40 35 92 15  
e-mail: marie.loft@svid.se

## 2 DESIGN FOR ENTERPRISE

This project is aimed at the training of professional consultants and design buyers. It is based upon the experiences SVID has drawn from 350 *Design reviews* and on a *Nordic Design Project* that collected and further developed operational methods for reinforcing the use of design as a competitive tool by SMEs.

The results of the project have been used to create Design in Business Development (DiA), a digital aid for supporting presentations and dialogues. DiA is an educational tool that will be upgraded regularly during the project.

In 2003, DiA was further developed in consultation with designers and other specialists. Design reviews with teams were carried out in 8 companies and 70 consultancies, and 24 designers received their first training with the system. A reference group was formed and market material developed.



### Objective

To improve the target group's knowledge of design as a strategic competitive tool. Design for business developers and business developers for designers.

### Target group

Business, technical and design consultants, design buyers, commercial developers and entrepreneur trainers

### Project manager

Hans A. Tell  
tel +46 8 783 83 58  
e-mail: hans.tell@svid.se

### Objective

To demonstrate how design can help boost the participating companies' foreign sales

### Target group

Companies that are or intend to become established on an international market

### Project manager

Christer Ericson  
tel +46 611 55 05 79  
e-mail:  
christer.ericson@svid.se

## 3 DESIGN FOR THE EXPORT OF MEDICAL AND BIOMEDICAL TECHNOLOGY

Although Sweden has a number of companies that have consolidated their national market positions, it is important for us as a nation that they achieve greater successes on the international markets as well.

By introducing design in their business development, these companies will acquire greater opportunities to strengthen their competitive muscle on the global market. This means promoting and reinforcing concepts such as ergonomics, safety, functionality and efficiency, all integrated from a design management perspective.

In 2003, the work focused on identifying and negotiating the fine details of the project with potential financiers, pilot companies and designers.



WELDING GUN, an advanced tool used for cutting and sealing blood lines during blood transfusions. Design by Ergonomidesign.

### Objective

To show how design can be used to improve or create services

### Target group

Companies and organisations with a service orientation

### Project manager

Hans Frisk  
tel +46 611 205 85  
e-mail: hans.frisk@svid.se

## 4 DESIGN OF SERVICES

Services predominate in today's knowledge economy. The service sector accounts for about 75 per cent of the country's economically quantifiable business. It includes both commercial service production (e.g. in the travel and visitor industry, media, banking and finance, as well as consultancy and development businesses) and public service production (e.g. in health-care and nursing, schools and public administration). Its share of the total economy is probably even greater if account is taken of public, free, non-profit services and the exchange of ideas and know-how that is proliferating rapidly in all parts of the economy. Design methodology can add customer value to the services and enable them to be better suited to people's many and varied needs.

*Design for services* is an umbrella project comprising 5-6 different sub-projects. Prelimi-

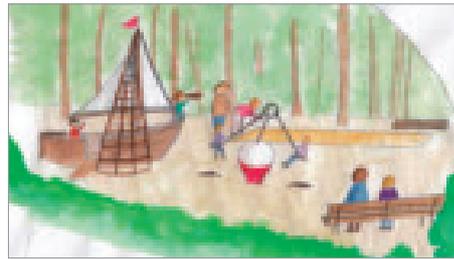
nary studies include previous SVID projects in home healthcare/psychiatric care, packaging recycling and the collection of hazardous waste, all from a sustainability and user perspective. Their collaboration with complementary specialisations and skills also gives industrial designers suitable tools for developing non-physical products as well. New methods will also be developed.

In 2003, a sub-project entitled TilliT 3 applied for and received funding from Vinnova (The Swedish Agency for Innovation Systems) for research, development and demonstration (FUD) purposes. The area in question, IT and medical technology for network-based health-care in the home, is an effective patientcentred IT support tool. Negotiations were also conducted with financiers and pilot companies on other sub-projects.

## 5 THE OUTDOOR ENVIRONMENT—DESIGN FOR THE LEARNING SCHOOL

The owner of this project is Miljöresurs Linné, a non-profit association for the whole of Småland county set up to function as a platform for sustainable development for the region's companies, councils, local authorities, organisations, schools, colleges and universities.

The project is based on the UN Convention on the Rights of the Child and on the idea that all children have a right to proper learning environments in schools that stimulate the joy of discovery and activity. Its objective is to create outdoor environments that work for less abled children and therefore for all children. The design of such environments is to recognise the needs of the children and involve them in the creation of their daily space on their own terms. The goals of the project are for the children



to thrive better in the demonstration environments and for the participating companies to increase their market shares. The child-centred *Barn Bra* (literally Child Good) concept, which is based on a UN convention, will also be launched. During 2003 Växjö University was assigned to build up a scientific knowledge base. The project is connected to a preliminary study in Småland that was started in May 2003 and that will continue until June 2005.

### Objective

To create demonstration environments and spread experiences and methods

### Target group

Companies and organisations that develop outdoor environments for children

### Project manager

Margareta Moqvist  
Miljöresurs Linné  
tel +46 470 86 173  
e-mail:  
margareta.moqvist@g.lst.se

## 6 THE SUMMER DESIGN OFFICE

Summer design offices consist of students from different colleges and universities (including students of design, interior architecture, landscape architecture and architecture as well as engineering and economics students who have at least five credits of design studies), all working together on short conceptual projects.

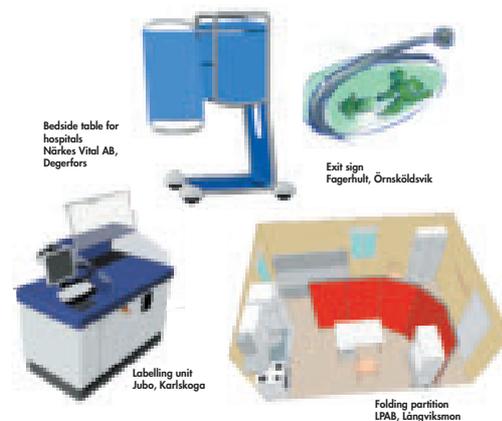
Most of the projects are run in SMEs, but several municipalities around the country have also commissioned work. Established designers guide the students and provide feedback on their ideas.

For seven weeks in the summer of 2003, 92 students from around two dozen colleges and universities worked for over 100 customers at 16 summer design offices located around the country, from Kalix in the north to Hässleholm in the south.

According to a survey carried out by an independent evaluator, 93 per cent of the

companies or municipalities commissioning work for this project said that the understanding and knowledge of design and its significance that they had acquired was good or very good.

For more information, see:  
[www.sommar-designkontoret.svid.se](http://www.sommar-designkontoret.svid.se)



SAMPLE ideas from the 2003 summer design offices

### Objective

To provide university and college design students with expert professional experience and to spread information and ideas about design as a method

### Target group

Smaller companies and organisations

### Project manager 2003

Björn Norden  
tel +46 70 643 22 80  
e-mail: bjorn.norden@svid.se

### New project manager, 2004

Elisabeth LissOla  
tel +46 70 557 77 79  
e-mail:  
elisabeth.lissola@svid.se

## 7 DESIGN FOR LARGE AND SMALL COMMUNITIES

This project is designed to test and show how design methodology and a holistic approach can be integrated into municipal growth strategies. The idea is for the project to help strengthen and convey the municipal identity and to contribute to the development of local businesses. A pilot project in four small municipal regions, namely Orsa, Laxå, Västervik and Hällefors, started in 2003 and will continue into 2004 with the support of NUTEK (Swedish National Board for Industrial and Technical Development), LNU (NUTEK's project for local business development) and ARENA for Growth.



SVID is also involved in a design project in Åre, with which the pilot project will be collaborating.



WORKSHOP with four local councils.

## 8 THE COMPETITIVENESS OF VEHICLE INDUSTRY SUPPLIERS

This project is divided into three sub-projects: Design Management, Special Vehicles and The Challenge.

Design Management gives support to suppliers with development potential in their strategy profile management, design management, and industrial design development with the help of specialists from a range of design and management fields. The experiences drawn from the project will go towards a handbook, articles and a series of seminars.

Special Vehicles and The Challenge enable manufacturers to appraise their development potential in the design field. The focus is as much on the product as it is on different forms of communication. Useful and instructive examples from the project will be displayed to the industry and other affected parties.

The first sub-project is being conducted in partnership with the trade association Fordons Komponent Gruppen. The others are being run

in association with the proDesign/Chalmers project, which is supported by the Knowledge Foundation.

In 2003, eight designers were given specialist training in the field. Most of them will join other designers to carry out design projects in companies and to take part in company training programmes, all arranged by Chalmers Teknisk Design.

Development efforts in some two dozen companies have begun. Almost all of the companies are market leaders in their own fields in Sweden, and are spread over southern and central Sweden with anything from a few to several hundred employees. The projects are being run at companies that manufacture heating systems, haulage systems, ignition systems, instruments, bodywork components, forged parts, rubber parts, special vehicle bodies, fire engines, light trucks and vans.

### Objective

To develop a method for applying design methodology and processes as a tool in regional and business development

### Target group

Municipalities, local business and residents

### Project manager

Björn Norden  
tel +46 70 643 22 80  
e-mail:  
bjorn.norden@svid.se

### Objective

To strengthen the competitiveness of vehicle suppliers

### Target group

Swedish suppliers to the vehicle industry, manufacturers of special vehicles, components and accessories

### Project manager

Kaj Abbestam  
mobil:+46 70 563 65 46  
e-mail:  
kaj.abbestam@svid.se

## 9 PACKAGING AS VALUE CREATOR

The *Packaging as value creator* project is being run by Designstudio Värmland, under the authority of Region Värmland. The aim of the project is to develop a joint platform for the Swedish packaging, advertising, design and industrial design industries. The platform, which is to be used for the transfer of information and ideas and for competence development, produces design tools for connecting research results and training to industry. The project is organised in a network of collaborating competence areas, the different elements of which, by breaking the traditional value chain, meet, become activated and work together in an unconventional and commercial way. The project has explicit links with the new regional growth programme.



2003 saw the supervision of degree projects within the framework of the project. A summer course was held in association with Karlstad University, and another course, *Packaging as value creator*, was arranged with the School of Design and Crafts at Göteborg University. The project has also held a number of workshops, one of which for a management group from Stora Enso and another in connection with the *Pacsem* seminar series in Karlstad.

### Objective

To develop new value-creating packaging concepts for clear user-messages and sustainable development with improved cost-efficiency in production and distribution

### Target group

Management groups and advertising, design and industrial design agencies

### Project manager

Tomas Edman  
Designstudio Värmland  
Region Värmland  
tel +46 54 700 1775  
e-mail: tomas@designstudio-varmland.nu

## 10 2005 YEAR OF DESIGN



The 2005 Year of Design was announced in the governmental declaration delivered in October 2002. On 1 April 2003,

Svensk Form opened a campaign office to prepare for the Year of Design. The theme of the event, *Work and Working Life*, aims to inspire innovative design solutions at different workplaces in Sweden. However, the theme is not normative for all the projects being prepared by different companies and institutions around the country; the concept is to be interpreted in its widest possible sense and applied in a wide range of areas such as schools, hospitals, industry, the service sector, local government and so on.

The Year of design will give everyone who works with design in Sweden a chance to display their projects or results under the slogan *More Design*.

In 2003, the campaign office concentrated on quickly establishing strong networks in the arts, private and public sectors, as well as in schools and the media. The network was set up to ensure the conception of a wide range of critical and constructive design projects throughout the land during the Year of Design. At the end of the year, the Year of Design campaign office had a hundred or so proposals from museums, companies, public authorities, media and universities as well as over two hundred potential partners. On top of this, Svensk Form and SVID's regional networks are very active in terms of their contacts with companies, municipalities and county councils in preparation for the Year of Design, and the network is expanding rapidly. Printed matter, a film trailer and a website were also developed and launched during the year. For more information see [www.merdesign.se](http://www.merdesign.se).

### Objective

To improve the country's understanding and appreciation of the importance of design in cultural, economic, social and ecological contexts

### Target group

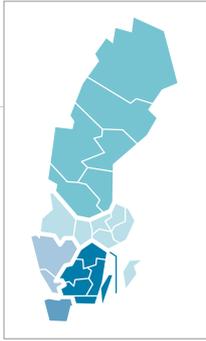
Decision makers in industry and public sector organisations, and the general public

### Project manager

April 2003-March 2004  
Henrik Orrje  
Svensk Form

### New project manager, as of April 2004

Anna Rygård  
Svensk Form  
tel +46 8 463 31 90  
e-mail: anna.rygard@svenskform.se



# Regional Projects

SVID's regional activities are divided into five regions, increasing to six in the spring of 2004.

## NORTHERN REGION

- The Northern Region comprises the counties of Norrbotten, Västerbotten, Västernorrland, Jämtland, Gävleborg and Dalarna. The regional office is in Härnösand, and a local office for the two northernmost regions is in Luleå. The Northern Region is geographically the largest.

## CENTRAL REGION

- The Central Region comprises the counties of Stockholm, Uppsala, Västmanland, Värmland, Örebro, Södermanland and Gotland. The regional office is located in Stockholm. In the spring of 2004, the central region will be split into two; the regional office for the Central Region will be relocated to Örebro, while the new Stockholm region will be based in the SVID head office in the city.

## WESTERN REGION

- The Western Region comprises Västra Götaland and the county of Halland. The regional office is in Göteborg, where it will be moved in February 2004 to a more publicly accessible location in the city.

## SOUTHEAST REGION

- The Southeast Region comprises the counties of Östergötland, Jönköping, Kalmar, Kronoberg and Blekinge. The region has its offices in Växjö and in the spring of 2004 will be incorporating Gotland.

## SOUTHERN REGION

- The Southern Region comprises Skåne. The regional office is in Malmö. This is a new regional office for 2003 and was made possible thanks to our close collaboration with Region Skåne, the local government coordination and development organisation.

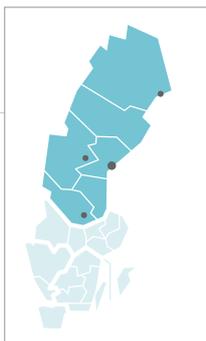
### THE REGIONAL OFFICES' MANDATE

The regional offices carry out national as well as regional projects in collaboration with different organisations and businesses in which design methodology and knowledge constitute the forces that drive developments. They are also tasked with giving companies practical guidance on how design should be procured and integrated into their development activities. SVID's regional network has taken part in discussions in a number of counties/regions on the design of regional growth programmes (RGPs). Design is a prominent feature of 17 of the 21 RGPs around the country, which we see as solid proof that our regional activities are effective.

### PARTNER OFFICES ON THE INCREASE

Thanks to our close working relationship with organisations and business partners, SVID has established offices with a number of regional partners. At the start of 2004 there were such partner offices in 11 regions/counties. In 2003, new offices were set up in the counties of Västernorrland, Dalarna and Halland as well as the Sjuhärd and Gnösjö regions.

Preliminary studies were also carried out in 2003 for the establishment of partner offices in Östergötland and Söderörn. Discussions have been entered into with local organisations on the setting up of partner offices in Eskilstuna and Stockholm as well.



## NORTHERN REGION

### VÄSTERBOTTEN AND NORRBOTTEN COUNTIES— LOCAL OFFICES

SVID's local offices are located at Centek in Luleå. The summer of 2003 saw the conclusion of the *Botten-design* project that had been launched in April 2001, the main thrust of which was to make contact and engage in design projects with companies along the coast of these two counties.

In the autumn of 2003 a new project was launched for the same coastal area entitled *Design Botnia* and is scheduled to continue into 2005. During the year, the local office was responsible for setting up a summer design office in Kalix.

### VÄSTERNORRLAND COUNTY—PARTNER OFFICE

The *Design Västernorrland* project has been underway since the autumn of 2002 under the authority of the County Council. Since the autumn of 2003, the project's employees have constituted one of SVID's partner offices. Two people work full time on training, business development and design in a broader social perspective.

There are plans to move the office in 2004 to Sundsvall and Mid Sweden University, which is starting a new engineering programme specialising in technical design later that autumn. This will constitute a Design centre as previously planned. Also in the autumn, SVID hopes to be submitting an application to extend the project into 2006.

Summer design offices in Nordingrå and Vindeln were also arranged in 2003.

### JÄMTLAND COUNTY—PARTNER OFFICE

The Jämtland Regional Design Centre partner office opened in the autumn of 2001 with two employees. Organised under the aegis of the County Council, the Jämtland Design Centre

today enjoys a strong position in Jämtland and is a respected partner in many different contexts. All design activities in Åre are channelled through a new design centre that opened in February 2004. Several popular design exhibitions were held in Östersund, and there are talks underway with ALMI Företagspartner.

In 2003, a summer design office was arranged in Bräcke.

### DALARNA COUNTY—PARTNER OFFICE

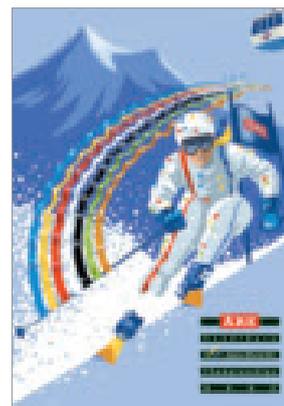
In the summer of 2003, the Design in Dalarna (DiD) project became one of SVID's partner offices under the management of the Tekniskalen Foundation in Borlänge. DiD has carried out a number of activities, such as exhibitions and company projects.

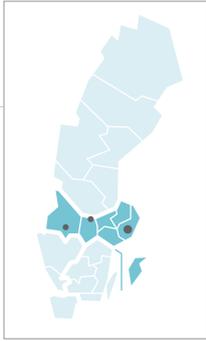
Summer design offices were arranged in Orsa and Borlänge.

### GÄVLEBORG COUNTY

Discussions will commence early in 2004 with representatives of a number of interested parties, including the Gävle County Administrative Board, where there is a desire to create a three-year design programme for the county. The Board has expressed an interest in being the principal financier and in SVID taking an active role in its development.

A major design project is underway in Åre in preparation for the 2007 World Downhill Skiing Championships. Illustration by [www.lagerprod.se](http://www.lagerprod.se).





## CENTRAL REGION

### STOCKHOLM COUNTY

The Central Region carried out a preliminary study into a regional design programme during the year in association with Svensk Form, the Stockholm County Administrative Board, the City of Stockholm, and the ESF committee in Stockholm. The resulting report, entitled *Design as a force for development for the Stockholm Region — a platform*, contains a thorough audit of the conditions for design-promoting activities in the capital region. In the autumn of 2003, the region continued to hammer out a regional design programme, with a particular focus on the 2005 Year of Design. It hopes to have a programme ready for presentation in the spring of 2004.

In 2003 a preliminary study was carried out into starting up a partner office in Stockholm and in Södertörn.

### ÖREBRO COUNTY—PARTNER OFFICE

The Swedish House of Form (Formens Hus) in Hällefors received a new exterior structure during 2003, and by the start of 2004 this first stage in its development was complete. The House of Form, which is currently operating from temporary premises, will be one of the first buildings



THE HOUSE OF FORM in Hällefors

in the world built along the principles of the Factor 10 environmental concept. It has also purchased Torbjörn Lenskog's art and design library with its total of 5,000 books, while its exhibitions — *Design for the Machine*, *Design Hits Home*, *Flats of the Fifties*, and *The Design Process* — have been open to the public.

In 2003 summer design offices were arranged in Hällefors, Karlskoga, and Degerfors as part of the Design for Regional Growth project. This was a joint venture with ALMI Företagspartner in Örebro. The participating companies were given a design review with SVID's newly developed Design in Business Development (DiA) product, which was carried out by a team of professional designers and business developers.

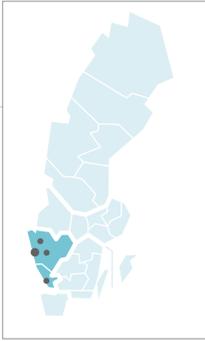
A *24-hour design race* was organised in Laxå in association with Designstudio Värmland.

### SÖDERMANLAND COUNTY

A new partner office for the Mälardal region is being built in collaboration with Mälardalen University College.

### VÄRMLAND COUNTY—PARTNER OFFICE

Design Studio Värmland is SVID's partner office in Karlstad. The *Packaging as value creator* project was launched during the year, which has given rise to close cooperation surrounding research, education, business development and innovation systems between The Paper Province, Karlstad University, Broby Grafiska Utbildning, Region Värmland (the regional growth and development organisation) and Designstudio Värmland. This cluster, which has been given a permanent form under the name of The Packaging Arena, is intended as an arena that is open to national and international cooperation with strategically important partners.



## WESTERN REGION

### LABOUR MARKET PROJECT: KONCEPTSTUDION

For six months, eight young designers worked on developing their competitiveness on the labour market for employment and self employment, and this at a time when it was extremely difficult for newly graduated designers to find jobs or work experience. The project provided condensed experience development, market relations and consultancy competence, and enabled five designers to start their own business.

### CARING DESIGN

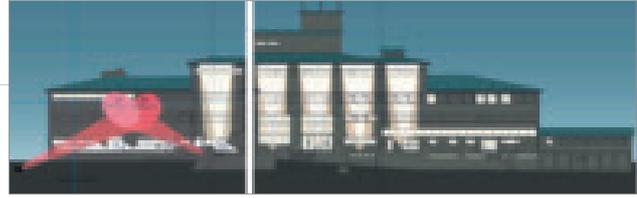
This project is being run by the Västra Götaland region under the co-arrangement of SVID, Svensk Form and Göteborg University School of Design and Crafts. The project has trained a large number of designers and employees in the private and public sectors. A follow-up project has been started to support the development of many different public environments and to support companies in the development of new products.

### DESIGN CHECK

As part of the Västra Götaland region's programme for SME growth, SVID has been working with a special *design cheque*, and as a result around two dozen companies have received financial support for the engagement of designers.

### COLLABORATION WITH THE KNOWLEDGE FOUNDATION

SVID's collaboration with the Knowledge Foundation's Expert Programme has taken place on a number of different levels, from joint projects with proDesign and seminars with meNY and tekniQ, to business development surrounding the summer design office with krAft.



LIGHTING—facades of a music production centre in Göteborg. A proposal submitted by Konceptstudion to Business Region Göteborg.

### VÄSTRA GÖTALAND COUNTY—THE *FOUR CITIES*

#### (FYRSTAD) REGION—PARTNER OFFICE

SVID currently has two partner offices in Västra Götaland, the most recent having been formed in 2003 in conjunction with the Sjuhärad Region Association of Local Authorities. The office is one tool in the local RGP, which is overseeing a number of projects including the setting up of three design centres in Sjuhärad.

A summer design office was arranged in Mark and Varberg municipalities by the Sjuhärad Region Association of Local Authorities (i.e. in Västra Götaland and in Halland).

#### THE SJUHÄRAD REGION—PARTNER OFFICE

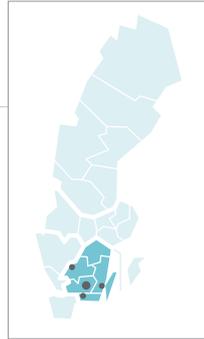
The other partner office is the Innovatum Design Center (IDC), which, amongst other things, carried out a large number of seminars and met over a thousand people during the year. A more form-based design review has been developed and wherever it has been trialled it has always led to design commissions. In total, around 50 design projects have been arranged. The IDC has also performed market analyses, the results of which have been presented in a dozen or so reports.

A summer design office has been run in Trollhättan under the management of the IDC. The University of Skövde's Framtidstorget (a meeting place for students and industry) arranged a summer design office in Skövde.

#### HALLAND COUNTY—PARTNER OFFICE

2003 saw the establishments of Design in Halland as a design hub for companies and municipalities in Halland. The hub is a collaborative project between Region Halland (the local growth and development organisation), municipi-

## SOUTHEAST REGION



palities and Halmstad University, and is also a new partner office for SVID.

Activities have focused on having Design in Halland and SVID established with the county's local authorities, organisations and companies. The office aims to promote design as a force for development in Halland in a number of ways, such as by organising seminars in the region's municipalities and supplying Region Halland with a plan of action for design. The concept of the design review has been tested as a training tool in practical projects with SMEs, and a summer design office has been arranged in Halmstad.



FLOOR SANDER designed by Epsilon, one of the companies involved in *Fördel Östergötland* on the theme of green product development.

### NETWORK PARTNERSHIP FOR PRODUCT DEVELOPMENT AND DESIGN

In 2003, a county-wide network project was launched in Småland to impart information and knowledge of design to SMEs by developing the competence of those who assist them with product development issues. The goal of the project is to generate business growth by improving industry's knowledge of design.

### PLAGIARISM EXHIBITION

2003 saw the opening of the Plagiarism Exhibition in Växjö. It was then taken to Älmhult, Malmö, Nybro (Pukeberg), Kalmar and Karlshamn. It will also be shown further north in Gnosjö and Valdemarsvik. Organised in conjunction with the exhibition were information sessions about the new design protection system.

### SUBCONTRACTORS' FAIR

In November, SVID's Southeast Region attended the ELMIA subcontractors' fair to examine the conditions for subcontractors for forthcoming design projects. The industrial base of the southeast region largely comprises subcontractors.

### BLEKINGE COUNTY—PARTNER OFFICE

Since 2001, the Industrial Development Centre in Olofström (IUC) has been acting as a partner office for SVID in Blekinge County. In 2003 a summer design office was arranged in Blekinge, and the krAft funds injected into the project allowed the group of participating companies to learn more about design and its importance for business development. In the year previously, the IUC had carried out a similar scheme with very positive results. One of the companies,

Konga Mekaniska, which took part in the project in 2002, held a course in the spring of 2003 under the national *Employees and Employers in good shape* project for its entire staff. Cetetherm, a company which took part in the project in the summer of 2003, has also just concluded a similar series of courses for its staff.

#### JÖNKÖPING COUNTY—PARTNER OFFICE

The Gnosjö Region

2003 saw the launch of the IUC partner office in the Gnosjö region, a natural continuation of the activities carried out in the region ahead of and during the summer design office of 2000-2002. A market survey is being conducted under the proDesign project with the companies that had previously taken part in the summer design office.

In 2003 a project was launched with eight companies, all of which are undergoing an introductory course in design.

#### KALMAR COUNTY—PARTNER OFFICE

As of August 2003, the Regional Council in Kalmar County has a person working full time with design issues. The Regional Council also acts as a partner office for SVID, and initially its focus has mainly been on following up previous projects and on building up contacts.

Summer design offices run by SVID have also been arranged in Västervik, while the Pukeberg School of Design has organised a similar setup under the name of *summer offices*.

#### KRONOBERG COUNTY

In Kronoberg County, a great deal of energy has been put into establishing a design studio, which was inaugurated

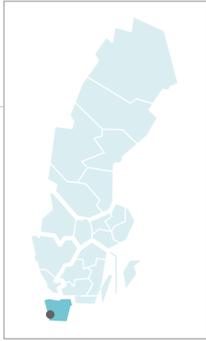
in February 2003. This event was accompanied by the exhibition *Next?* on loan from the Skåne region. Several projects are underway within the framework of the studio's business. A well attended design seminar was arranged in October in association with the Kronoberg Academy of Science and Industry at Växjö University.

#### ÖSTERGÖTLAND COUNTY

A project concerning eco-friendly product development was carried out during the year as part of the *Fördel Östergötland* project and with the support of a network of technical transfer consultants in the county. A number of research institutes and SVID rented joint premises at ALMI in Linköping for the purposes.

A preliminary study was conducted in the summer and autumn of 2003 on a partner office in Östergötland. The study comprised three sub-projects: firstly a design exhibition in Valdemarsvik, which led to the establishment of a Carl Malmsten upper secondary school; secondly the planning of a summer design office for 2004; and thirdly contacts with Universitetsholding, a company carrying out a preliminary study into a design studio in Östergötland. The result so far is a design register that shows who purchases design, who produces their own design, and who sells design.

Contact has been made with the eastern branch of Svensk Form, which wants to set up a design centre in Linköping. A design committee for Östergötland has been formed and will be drawing up a proposal for the events to be organised in the county during the 2005 Year of Design.



## SOUTHERN REGION

### PREPARING FOR THE YEAR OF DESIGN

In 2003, SVID held information meetings with local players and potential participants in the Year of Design, and helped to establish a design magazine for southern Sweden. The Southern Region has been assigned by the Year of Design campaign office to arrange a regional design conference in the spring of 2004. The project is being supported by SVID, Malmö city and Region Skåne. The first issue of the design magazine will be published at the same time.

### SUMMER DESIGN OFFICE

Summer design offices were arranged in Hässleholm.

### SKÅNE IN GOOD SHAPE

2003 saw the launch of *Skåne in good shape*, a joint project organised in conjunction with the Skåne branch of the Swedish Trade Union Confederation and the ESF committee. The goal of the project is to improve the workplaces of the Confederation's members. Applying the principle that the working environment must work for all — regardless of gender, age, cultural background and other social factors — the project aims to make the workplaces more accessible and attractive to men and women alike. In 2003, the project

oversaw the start of design activities with the Malmö fire brigade and the Post Office.

### NEXT?

SVID and the Form/Design Centre in Skåne initiated an examination of our future living environments in 2002 with the launch of *Next?*, a joint project with HSB, the Swedish Association of Architects, the Aeswad group, Inspired 2050, Testbedstudios, Uid, IKEA and the Division of Industrial Design at Lund University to name but a few. The project is financed by Region Skåne, the City of Malmö and SVID.

The goal of the project is to create dynamic exhibitions in the Öresund Region for meetings between people with different competencies. In 2003, it gathered together a number of players working on the issue of our future living environments from an everyday-life perspective. An exhibition was also organised in Borås and the website was launched.

### ÖRESUND REGION

The Öresund Design Project is one of six cluster ventures in the area and has been devised to demonstrate design as a strength factor by using it as a strategic tool. The goals of the project are to strengthen the global marketing of the region and to coordinate its design education programmes. In 2003 a platform was set up for the project, a board was appointed and work was begun with project leaders in Sweden and Denmark.

The project is supported by the EU's Interreg IIIA initiative, Region Skåne, the National Capital Development Council (HUR), Oresund University, the Danish Royal Academy of Fine Arts, Danmarks Designskole, Bornholms Akademi, the Danish Design Centre and SVID.

# Next?

The *Next?* project is examining tomorrow's living environments

# The design process

The design process is a model for the application of design in product development. It is part of the company's entire development process and is used to achieve successful, creative results with the help of design skills and know-how.

The design process can be applied to many different areas and projects that concern processes, messages, goods, services or environments.

SVID has identified six stages in this process. Most design organisations have their own descriptions, but they are very similar. The design process can vary from project to project and designer to designer.

## 1 POINTS OF DEPARTURE AND ASSUMPTIONS

Design concerns everyone and everything. It is a powerful tool for influencing hearts and minds and for promoting creative thinking and human consideration.

Our surroundings profoundly shape us, as do our presents and pasts.

Technological, financial and personal resources and time aspects are basic elements that must be defined before work can commence.

## 2 USER STUDIES

A needs and functionality analysis is carried out, involving examinations of the general conditions (such as quantitative and qualitative studies) and a series of talks and tests with the users concerned. It is also advisable to make contact with the networks involved and selected media. All this information is to be analysed ahead of the work yet to be done.

## 3 CONCEPT AND VISUALISATION

From the platform of the previous two stages, one or more concept proposals are developed. These are then presented and tested with the close cooperation of other specialists and from a production and marketing perspective.

## 4 EVALUATION AND CONCEPT SELECTION

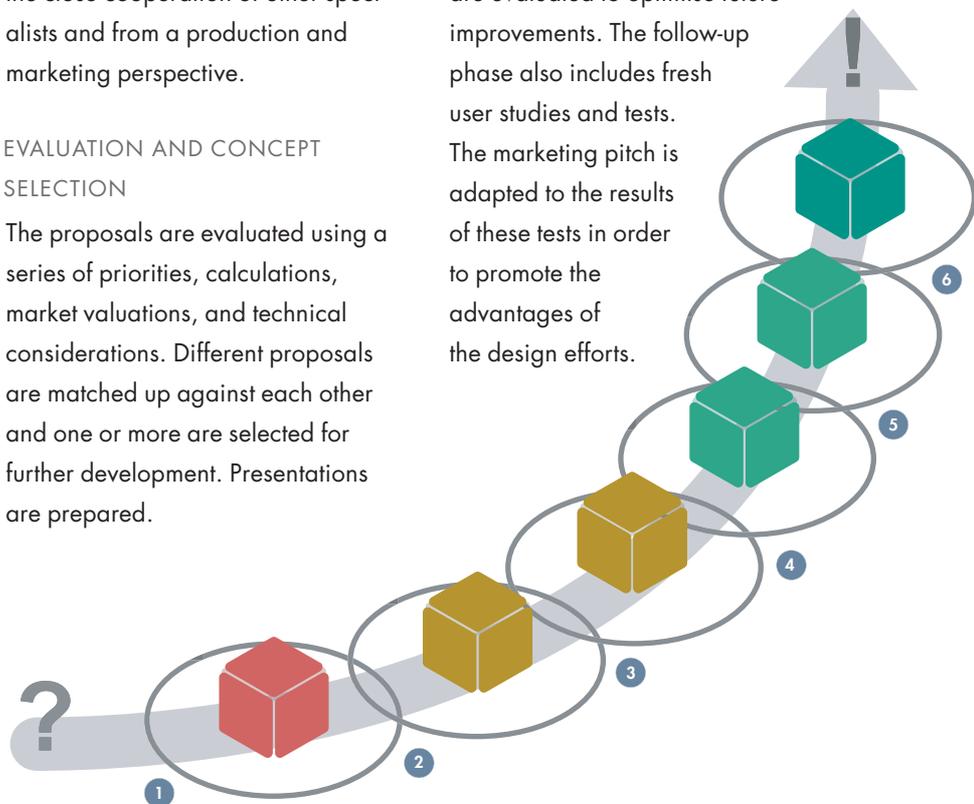
The proposals are evaluated using a series of priorities, calculations, market valuations, and technical considerations. Different proposals are matched up against each other and one or more are selected for further development. Presentations are prepared.

## 5 FINE-TUNING AND IMPLEMENTATION

The selected proposals are developed further and firmly anchored with key persons. The final proposal is presented, tested and evaluated. This requires the engagement of other specialists able to help, for example, in drawing up production blueprints and specifications. Once any potential problems have been ironed out, the production process can begin.

## 6 FOLLOW-UP AND EVALUATION

After production start, all parameters are evaluated to optimise future improvements. The follow-up phase also includes fresh user studies and tests. The marketing pitch is adapted to the results of these tests in order to promote the advantages of the design efforts.



# Personnel

# Design Consultants

## HEADOFFICE

Switchboard: +46 8 783 80 00  
Fax: +46 8 661 20 35  
E-mail: post@svid.se  
Webside: www.svid.se  
Street address:  
Näringslivets Hus, Storgatan 19  
Post: Box 5501, 114 85 Stockholm

### Robin Edman

President  
Tel: +46 8 783 83 13  
Mob: +46 70 608 70 13  
robin.edman@svid.se

### Claes Frössén

Marketing Director  
Tel: +46 8 783 83 27  
Mob: +46 70 536 73 23  
claes.frossen@svid.se

### Jenny Holmberg

Information manager  
Tel: +46 8 783 83 31  
Mob: +46 70 287 05 09  
jenny.holmberg@svid.se

### Hjördis Nilsson Gråberg

Financial director  
Tel: +46 8 783 83 85  
Mob: +46 70 607 39 56  
hjordis.nilsson@svid.se

### Gunilla Galva

(as of January 2004)  
Financial assistant  
Tel: +46 8 783 83 24  
Mob: +46 70 742 83 90  
gunilla.galva@svid.se

### Anne Flyboo

Director of developments  
Box 1501 (Västra Esplanaden 5)  
351 15 Växjö  
Tel: +46 8 783 83 86  
Tel: +46 470 70 74 11

Fax: +46 470 279 37  
Mob: +46 70 533 55 54  
anne.flyboo@svid.se

### Jan Agri

Project coordinator  
Tel: +46 8 783 83 79  
Mob: +46 73 039 94 57  
jan.agri@svid.se

### Gunilla Haggård Lindvall

(until 31 March 2004)  
Administrator  
Tel: +46 8 783 83 42  
Mob: +46 70 689 00 56  
gunilla.haggard@svid.se

## NORTHERN REGION

### Christer Ericson

SVID  
Box 29 (Storgatan 11)  
871 21 Härnösand  
Tel: +46 611 55 05 79  
Fax: +46 611 34 96 39  
Mob: +46 70 574 27 56  
christer.ericson@svid.se

### Hans Frisk

SVID  
Box 29 (Rosenbäckshallén 31)  
871 21 Härnösand  
Tel: +46 611 205 85  
Fax: +46 611 205 45  
Mob: +46 70 543 40 86  
hans.frisk@svid.se

## Väster- och Norrbotten Counties

### Kenneth Isaksson

SVID  
c/o Centek  
(Luleå Universitet)  
971 87 Luleå  
Tel: +46 920 49 29 08  
Fax: +46 920 990 20  
Mob: +46 70 559 17 37  
kenneth.isaksson@centek.se

### Maria Magdalena Holmgren

Tel: +46 920 49 11 92  
Mob: +46 70 629 11 92  
magdalena.holmgren@centek.se

## Jämtland County

### Tore Brännlund

Regionalt Designcentrum  
Jämtland  
Kunskapens väg 1, hus P  
832 23 Frösön  
Tel: +46 63 16 83 05  
Fax: +46 63 16 57 74  
Mob: +46 70 626 78 55  
tore.brannlund@jll.se

## Dalarna County

### Hans Lundkvist

Teknikdalen i Borlänge  
Box 760  
781 27 Borlänge  
Tel: +46 243 168 80  
Fax: +46 243 168 80  
Mob: +46 70 554 92 68  
hans@stegvis.com

## Västernorrland County

### Bengt Sandström

Design i Västernorrland  
Landstinget  
Regional utveckling  
871 85 Härnösand  
Tel: +46 611 230 70  
Fax: +46 611 34 96 39  
Mob: +46 70 678 03 48  
bengt.sandstrom@lvn.se

## CENTRAL REGION

### Hans A. Tell

Svensk Industridesign  
Box 5501 (Storgatan 19)  
114 85 Stockholm  
Tel: +46 8 783 83 58  
Fax: +46 8 661 20 35  
Mob: +46 70 872 77 20  
hans.tell@svid.se

## Örebro County

Lars Wieselgren

Formens Hus

Box 90

712 21 Hällefors

Tel: +46 591 643 60

Fax: +46 591 643 54

Mob: +46 70 318 04 09

[lars.wieselgren@hellefors.se](mailto:lars.wieselgren@hellefors.se)

## Värmland County

Tomas Edman

Designstudio Värmland

Universitetsgatan 2

656 37 Karlstad

Tel: +46 54 700 22 24

Mob: +46 70 576 67 38

[tomas@designstudiovarmland.nu](mailto:tomas@designstudiovarmland.nu)

## WESTERN REGION

Kaj Abbestam

SVID

Drottninggatan 30

411 14 Göteborg

Tel: +46 31 774 04 40

Fax: +46 31 774 04 40

Mob: +46 70 563 65 46

[kaj.abbestam@svid.se](mailto:kaj.abbestam@svid.se)

Andreas Johansson

Mob: 070 857 02 24

[andreas.johansson@svid.se](mailto:andreas.johansson@svid.se)

Patrik Westerlund

(As of February 2004)

Mob: 070 250 05 00

[patrik.westerlund@svid.se](mailto:patrik.westerlund@svid.se)

The Four Cities Region

Siv Andersson

Innovatum Design Center

Box 902 (Åkersjövägen 10)

461 29 Trollhättan

Tel: 0520 48 84 21

Fax: 0520 48 63 80

Mob: +46 706 57 60 17

[siv.sivdesign@swipnet.se](mailto:siv.sivdesign@swipnet.se)

The Sjuhärad region

Jonas Olsson

Sjuhärads kommunalförbund

(Association of Local Authorities)

Skaraborgsvägen 21

506 30 Borås

Tel: +46 33 48 09 57

Fax: +46 33 48 09 59

Mob: +46 70 649 09 57

[jonas.olsson@sjuharad.se](mailto:jonas.olsson@sjuharad.se)

Halland County

Lars Eriksson

Högskolan i Halmstad

(Halmstad University)

Box 823

301 18 Halmstad

Tel: +46 35 16 76 64

Fax: +46 35 16 75 64

Mob: +46 70 542 42 24

[lars.eriksson@set.hh.se](mailto:lars.eriksson@set.hh.se)

## SOUTHEAST REGION

Gisela Mattisson

SVID

Box 1501

(Västra Esplanaden 5)

351 15 Växjö

Tel: +46 470 70 74 17

Fax: +46 470 279 37

Mob: +46 70 644 26 87

[gisela.mattisson@svid.se](mailto:gisela.mattisson@svid.se)

Blekinge County

Svante Malm

Industriellt Utvecklingscentrum i

Olofström AB

Västra Storgatan 20

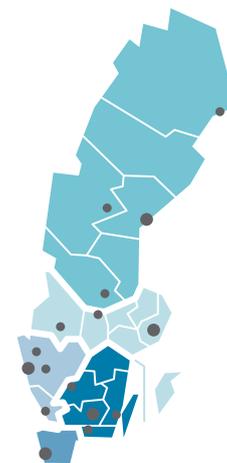
293 38 Olofström

Tel: +46 454 975 00

Fax: +46 454 414 99

[svante.malm@iuc-olofstrom.se](mailto:svante.malm@iuc-olofstrom.se)

## SVID 2003



Kalmar County

Maria Agestam

Regionförbundet i Kalmar län  
(Regional Council)

Box 762 (Nygatan 34)

391 27 Kalmar

Tel: +46 480 44 83 86

Fax: +46 480 546 54

[maria.agemstam@kalmar.regionforbund.se](mailto:maria.agemstam@kalmar.regionforbund.se)

Gnosjöregionen

Bo Willermark

Industriellt Utvecklingscentrum i Gnosjöregionen

Box 50

334 21 Anderstorp

Tel: +46 371 160 93

Fax: +46 371 160 91

[bo@iuc.gnosjoregionen.nu](mailto:bo@iuc.gnosjoregionen.nu)

## SOUTHERN REGION

Marie Loft

SVID

Stortorget 9, 6 vån

211 22 Malmö

Tel: +46 40 35 92 15

Fax: +46 40 35 92 04

Mob: +46 70 680 27 73

[marie.loft@svid.se](mailto:marie.loft@svid.se)

**Swedish Industrial Design Foundation**

Box 5501 • SE 114 85 Stockholm  
tel +46 8 783 8000 fax +46 8 661 2035 [www.svid.se](http://www.svid.se)