

Design is Difference
2013 设计就是与众不同

agIdeas 2013

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Many people have been surprised at the success and accolades that agIdeas has enjoyed over its 23 year history. I believe that this has been a result of simply listening and understanding.

agIdeas has always listened, and listened loudly, to all those specific groups that it has sought to have relations with.

There has been a real attempt to understand the needs of each stakeholder group and then respond by providing specific events that deliver *information and inspiration around those needs.*

agIdeas continues to be inclusive and celebrate the differences that exist within the design profession and the various outcomes it provides. Almost every year there has been modification and/or evolution of existing events, as well as the addition of new events to the program.

While consistency has always been important, nothing in the design world ever really remains the same. We genuinely believe that the next event will be the most relevant and exciting and that the coming program will always be our best. So, for those who love design; for those who have just discovered its existence; for the business leaders who have just discovered its power; for the educators who have found new forums to exchange ideas and knowledge; and for those designers seeking information, inspiration or just a simple reminder that we are part of one of the most relevant and exciting professions, welcome to agIdeas 2013. Hopefully our best event ever

We are lucky! 'We' are: graphic designers, product designers, design strategists, architects, interior designers, photographers, fashion designers, animation designers, UI designers. 'We' are: design thinkers. We are lucky because we are design thinkers in a magic moment for design, whatever our specialisation and title!

Design and design thinking are the new buzzwords, in corporations, in the business community, in society. Read any business or gossip magazine and, one way or another, design appears with an unusual frequency. In the past year I have had conversations with about five big corporations who were appointing, for the first time, a Chief Design Officer. In recent months I have travelled the world participating in conferences on marketing, R&D and innovation; design is one of the new keywords everywhere. And I see managers from companies that historically have never invested in design – tobacco companies, healthcare companies, insurance companies – starting to attend design conferences. Design is not just owned by the design communities any more. Design is everywhere!

We, as design thinkers, are at a crossroad. While corporations are trying to figure out how to embrace and leverage design, we are crafting a new role and a new space for our profession in the business world and in society in general. And we are the protagonists of this change; it is a turning point that the next generations will read about in books on the history of design.

We are lucky not only to be living in this moment but also because of who we are; we are thinkers and doers, that is our profession. We translate insights into actions and things to be shared and experienced. As such, by leveraging the resources of our practices and clients, we also have the opportunity to shape the world. In fact, we actually have the opportunity – and with it the responsibility – to shape a better world.

No matter the nature of the designer, whether a luminary producing unique pieces with a strong symbolic character (products, architecture, clothing, photography, animation, advertising) or a strategic leader envisioning humble pieces for the mass market, the design community is called on to generate 'things' that will impact on the life of people and the environment they live in. In this scenario, the great ethical risk is that millions of products may be produced that are neither useful nor sustainable and end up polluting our world, both ecologically and visually. The mission of the designer must be to dream up 'things' that can help add practical, emotional and poetical meaning to the life of each individual. Our obligation is to produce joy and happiness for society through meaningful, sustainable experiences.

With this opportunity and obligation comes a key question for the design community: can we meet the challenge? It means delivering real strategic value and innovation for our clients and their customers, and ultimately the world.

To be real design thinkers and disruptive innovators, we need to go beyond our ability to craft beautiful things and learn to be empathetic, passionate, in love, strategic, business savvy, curious, polyglot, storytellers, resilient, in constant pursuit of inspiration, optimistic, humble yet confident, hungry, and naive. We need to own and master each of these qualities, blending them together. It's therefore the role of design schools, design firms, design teams in corporations, design institutions, design conferences, indeed any design entity, to make sure that these qualities are always celebrated, shared, taught and learned.

But how can we teach passion, or what it is to feel? How can we teach empathy, or curiosity? How can we teach the desire to search for inspirational models? How can we teach going beyond one's own discipline to experience 360° learning? Can we just rely on extraordinary professors or design leaders to randomly happen upon people's lives and teach these things? Is there a way to institutionalise such learning? How do we create awareness of the qualities one needs to be a real design thinker and a disruptive innovator? Is the learning and celebration of culture perhaps the necessary background for, firstly, right thinking and, ultimately, design thinking?

I experienced aglIdeas last year, and I was so pleased to find, in a common physical, emotional and spiritual space, a group of creative people from all kinds of regions and design disciplines, gathering together with the goal of connecting, interacting, debating, building on each others ideas, inspiring each other through unbelievable speeches on stage as well as through the most intriguing side conversations in hallways or at dinner.

I found in aglIdeas a place where you could almost touch with your fingers the passion, the empathy, the strategic thinking, the naivety, the curiosity, that we all search for as creative people and with which we all need to nourish ourselves on a regular basis.

aglIdeas is the concrete manifestation of what we desperately need as designers. No matter what your core discipline is, get out of your mind space and your physical space and investigate and learn more about the parallel worlds: product design, fashion, architecture, packaging, branding, strategy, art, there are so many – and aglIdeas offers a fantastic blend of all of them. To innovate in your own field, move outside it and navigate with joy and fun the uncomfortable waters of the other disciplines, embracing the pleasure and the sweet discomfort of gaining broader knowledge and new perspectives.

The organisers of aglIdeas orchestrate the random, and yet carefully planned – encounter of brilliant creative minds and then, with a smile on their faces, step back and observe with satisfaction what those inspiring people do, individually, on stage but above all, collectively, off stage. Among themselves and together with the thousands of attendees, they blend and inspire each other.

aglIdeas is one of those magic contexts where the collision of the most diverse creative disciplines from the most diverse regions of the world creates the most diverse and unexpected outcomes. Just go there, once, to feel what I am talking about. Go there to discover what I am unable to describe to you with simple words. Go there and invest in your growth as a designer and as an individual. And have fun! I'm sure you will.

Mauro Porcini
Chief Design Officer
Pepsi Co.

我们都是幸运的，因为我们都是生活在这个设计的奇妙时代里的设计思考者。我们之所以幸运不仅源于我们所处的时代，还因为我们是设计的思考者和执行者。我们有机会和责任去塑造一个世界，一个更好的世界。

无论是名家大作还是大众用品，设计所衍生的“产品”能够影响人们的生活和所处的环境。设计师的任务是造就出能够对个人生活产生实际影响的“产品”，为社会创造有意义的、可持续的愉悦和幸福。于是对于设计界提出的重要问题便是：如何为我们的客户、消费者和整个世界实现这个过程？

作为真正的设计思考者和颠覆性的创新者，我们应该开拓视野，提升各方面的能力来设计出更优质的产品。在不断追求灵感、乐观、信心、求知的同时学会将情感融入设计、学会战略性的商业眼光、提升适应能力等等，这些都是我们应该具备的特质，这也应是设计学校、设计公司、设计组织机构和任何设计团体所应该倡导、分享和传授的特质。

AGlIdeas是一个可以为设计者的需求提供帮助的组织。无论你的设计领域是哪一类，现在你应该从你的思维模式中走出来，进入到与你平行的世界：产品设计、时尚、建筑、包装、品牌、战略、艺术……AGlIdeas将这些完美的融合，通过在这些不同领域和学科所获取的感受来激励设计者在自身领域中超越自我的发挥。去那里吧，为你的成长增彩！我相信你一定会玩的开心！

Presented annually for the past 22 years in Melbourne, Australia, agldeas International Design Week has evolved into one of the largest and most prestigious design festivals in the world. agldeas offers an inspiring program of events that celebrate design excellence and promote the power of design-driven innovation. Over 12,000 delegates from all over Australia and around the globe converge on the festival to attend the 9 unique events and a further 100,000 people visit exhibitions. The events contribute to the development of knowledge and expertise in a diverse range of the creative industries

Established in 1991 by Ken Cato, agIdeas is organised and presented annually by the Design Foundation, a not-for-profit organisation that aims to:

- broaden awareness of design in the general community so that people recognise and demand good design and drive sector reform
- assist businesses to understand how design can be used as a strategic resource to create value and build competitive advantage
- enable design professionals to interact with renowned creators and thinkers and be inspired to reach global standards of excellence
- provide a forum for researchers, educators and design practitioners to prepare and present rigorous research that examines the role of design in building competitive advantage
- motivate talented secondary school students to explore a career in design and develop a high-calibre workforce for the creative industries
- engage primary school children to interact with inspirational designers and spark their understanding that they can become future champions of good design

agIdeas is the one event each year that promotes excellence and innovation in the creation, education and application of design

TAKE

Kindly