

**OCM**

**DESIGN, INNOVATION,  
LEADERSHIP**

디자인, 혁신, 리더쉽

**Prof. George Teodorescu,  
[www.tesign.de](http://www.tesign.de)**

**BETTER ?**

**NEW ?**

# OCM

# INTRODUCING „TECHNO MODEL“

기술 시대의 장을 열었던 주요 제품들



**BOSCH**



**SIEMENS**



# Culture of Innovation 혁신의 문화

Economic Progress 경제적 성장



Original Business 고유의 사업 모델



Integral Innovation

통합적인 혁신



Technological Innovation (realization)

기술(구현)의 혁신

New, Original Concept Innovation

새롭고 고유한 사고적 혁신

Formal Innovation (expression)

형상(표현)의 혁신

New Problem Field | New Approach

새로운 문제의 영역

새로운 접근 방법

# OCM

previous



next

previous

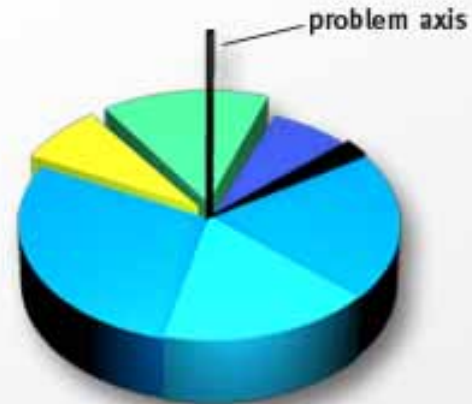


next

**Original Business** is the **Prime source of Competitiveness**  
고유의 사업 모델을 갖는 것이 경쟁력의 가장 주요한 원동력이다.

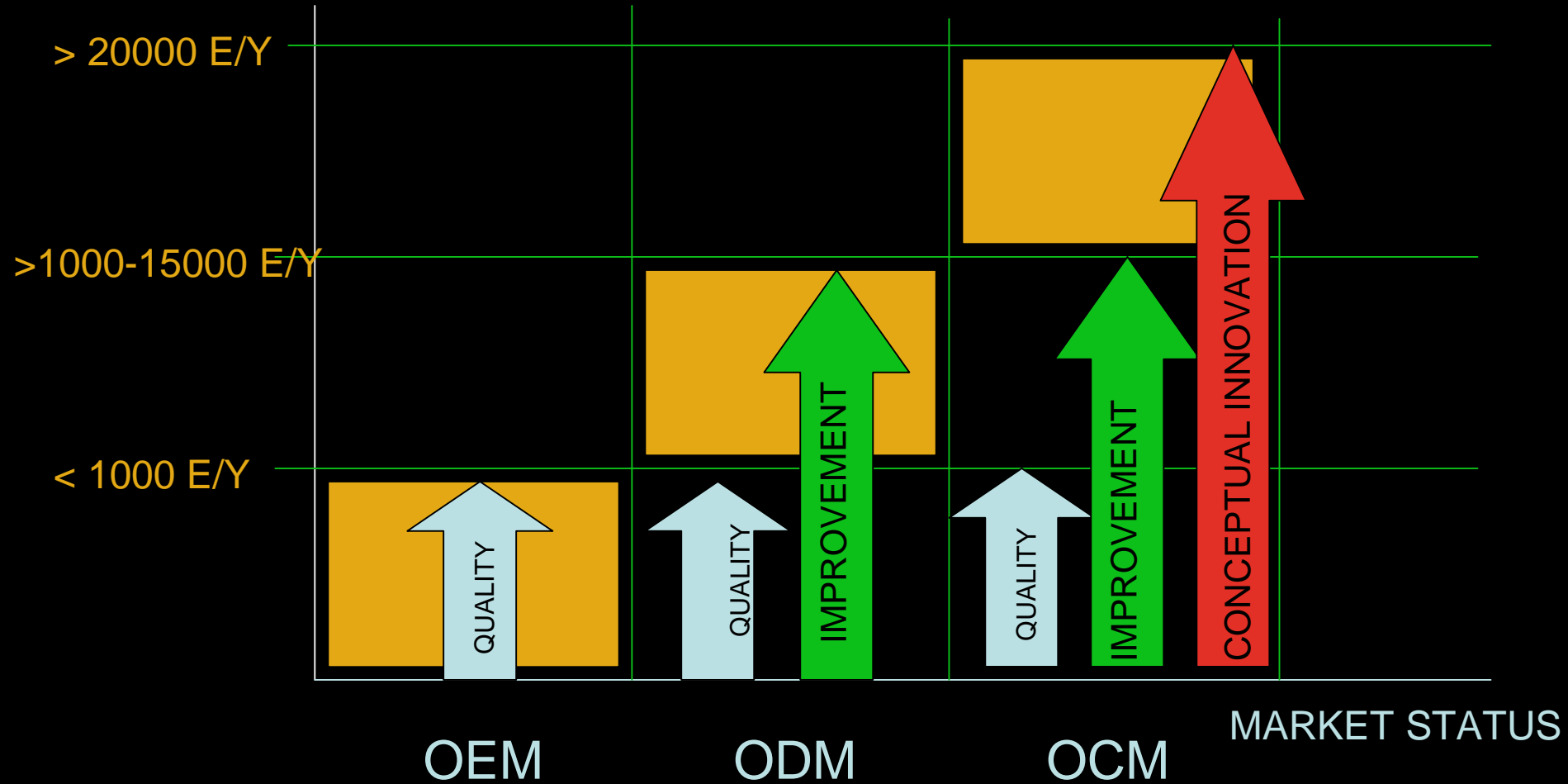
 **We are living in a Me-Too economy** 시장에서는 지금 유사 제품들이 치열한 경쟁을 벌이고 있다.

- an established list of product categories
- price / quality competition
- segment-trap syndrom



- competitors oriented topics

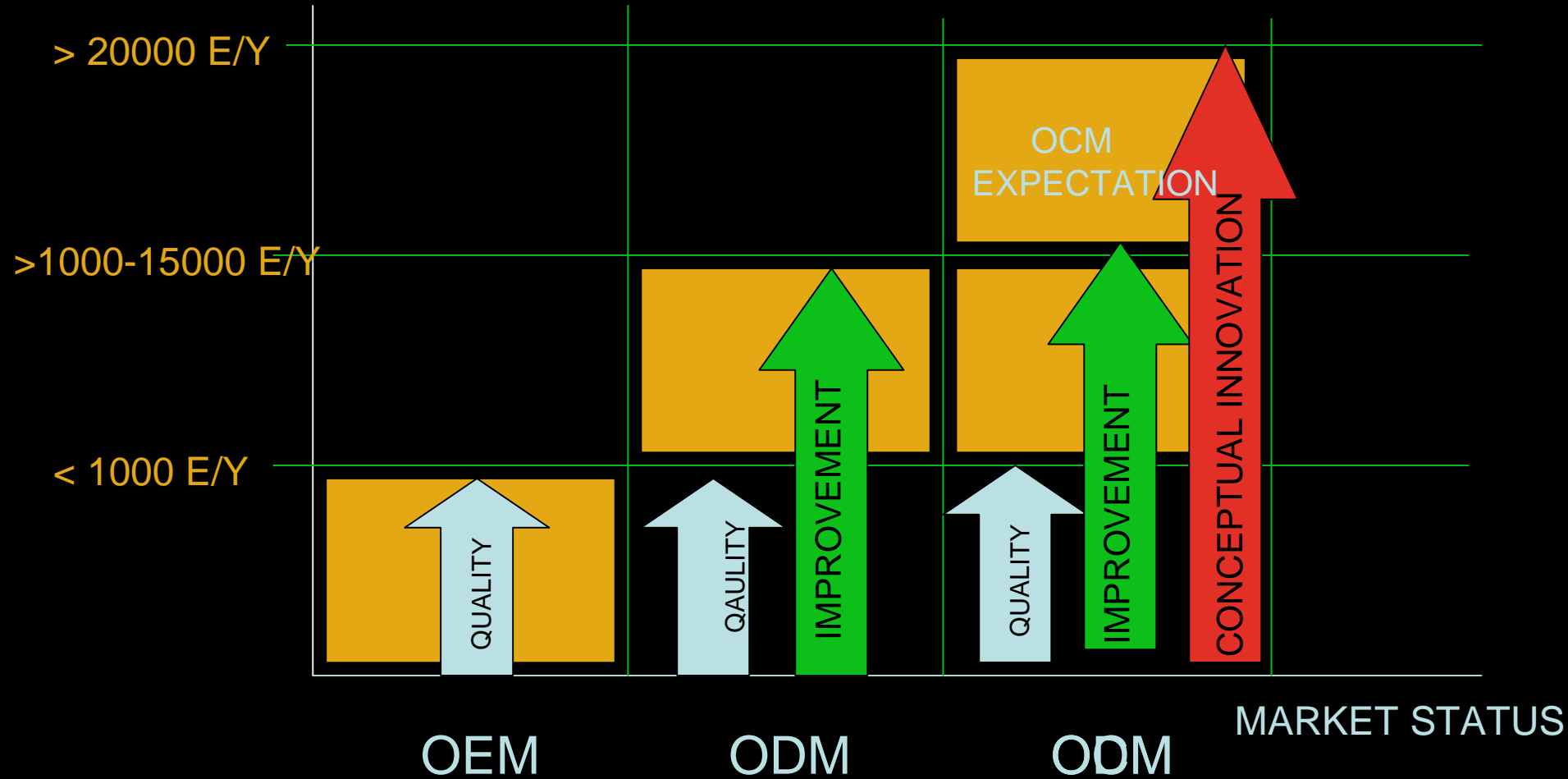
# LIFE QUALITY



THE MARKET STATUS ACCOUNTS FOR THE LEVEL OF LIFE QUALITY



# LIFE QUALITY



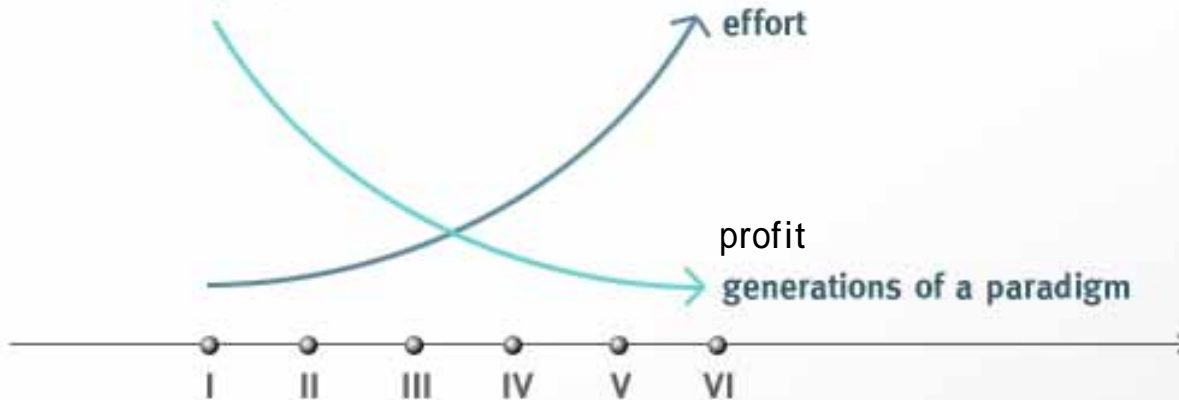
THE MARKET STATUS ACCOUNTS FOR THE LEVEL  
OF LIFE QUALITY



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- asymptotic dead-end

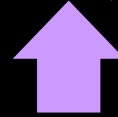


- perfectionism with incremental innovation
- minimal risk in R&D
- amplifying the innovation by formal message

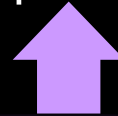


# Culture of Consume 소비의 문화

Stagnation, Decay 경기 침체, 경제 후퇴



Me-too Competition Business 유사 제품 간의 치열한 경쟁

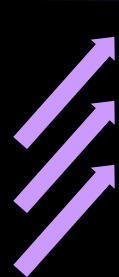


Apparent Innovation=Update

피상적 혁신= 업데이트

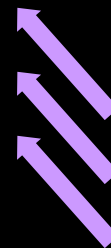
Technical innovation  
Performance  
Materials,  
Features

기술(구현)의 혁신



Existing  
Concept

기존의 컨셉



Formal innovation  
Styling  
Visual branding  
Material change

형상(표현)의 혁신

## Technology & Styling as Peripheral Sources of (Apparent Innovation) Update

# ODM

기술과 스타일링이 제품 업데이트를 위한  
걸핍기식 방법인 상황

OCM

Conceptual Innovation generates  
Sustainable Leadership

컨셉의 혁신을 통해서  
지속력있는 리더쉽이 키워진다.

# CATEGORIES OF ECONOMY

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선두주자 LEADERSHIP

OCM

---

후발자 FOLLOW UP

ODM

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공급자 SUPPLIER

OEM

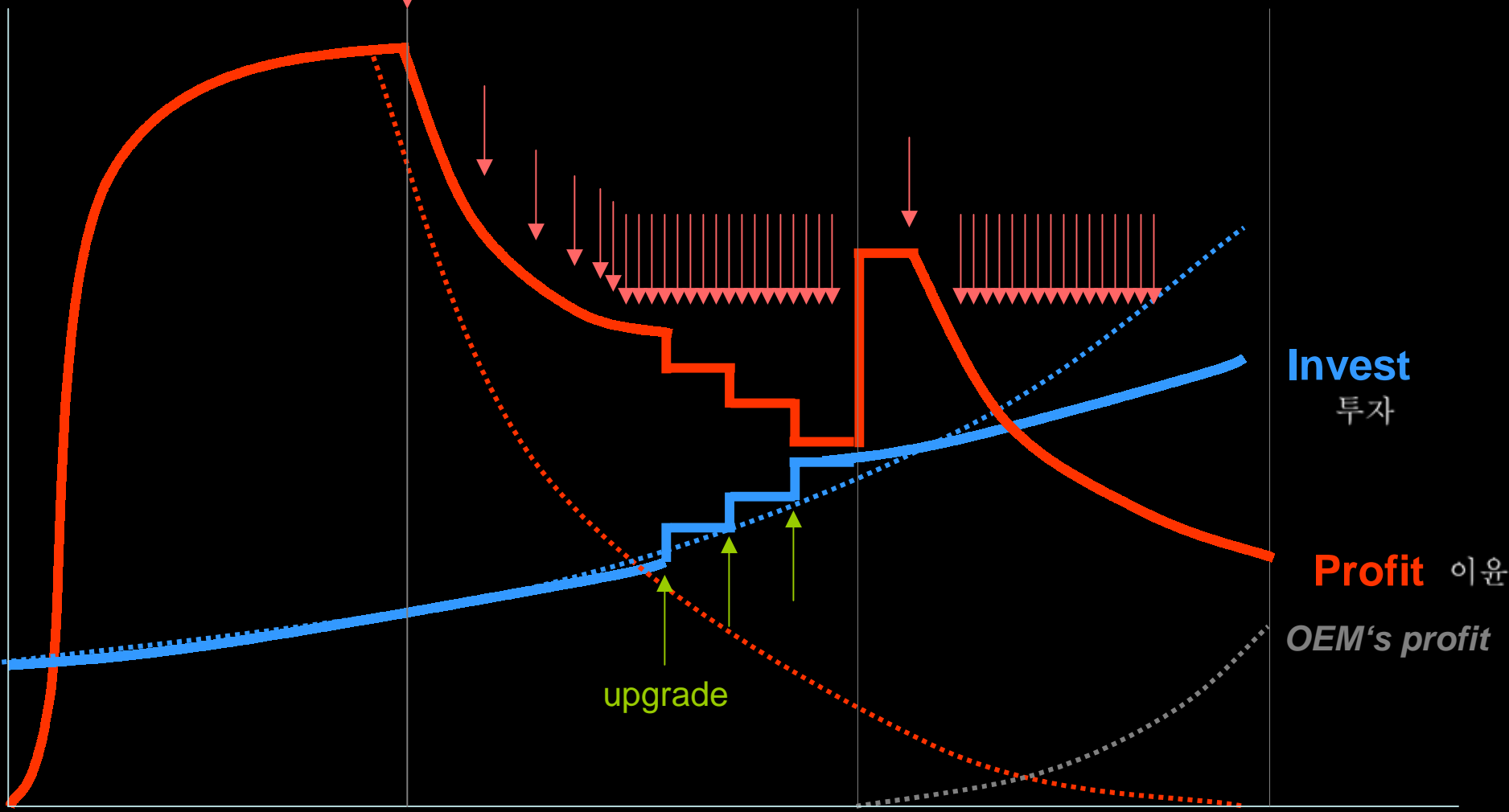
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# OCM

# ODM

# OEM

경쟁업체  
competitor



## TODAY IS THE FUTURE OF YESTERDAY

Assimilating existing design and existing technology

기존의 디자인과 기술을 변형 하는 것

## TODAY IS JUST TODAY

Original design of existing concepts

기존 제품 컨셉을 새로운 디자인으로 표현

## THINKING FOR TOMORROW

Original concepts

새로운, 고유의 컨셉

## OEM

< 1000 US \$/y

## ODM

1000 - 20,000 US \$/y

## OCM

> 20,000 US \$/y

ORIGINAL DESIGN

ORIGINAL CONCEPT

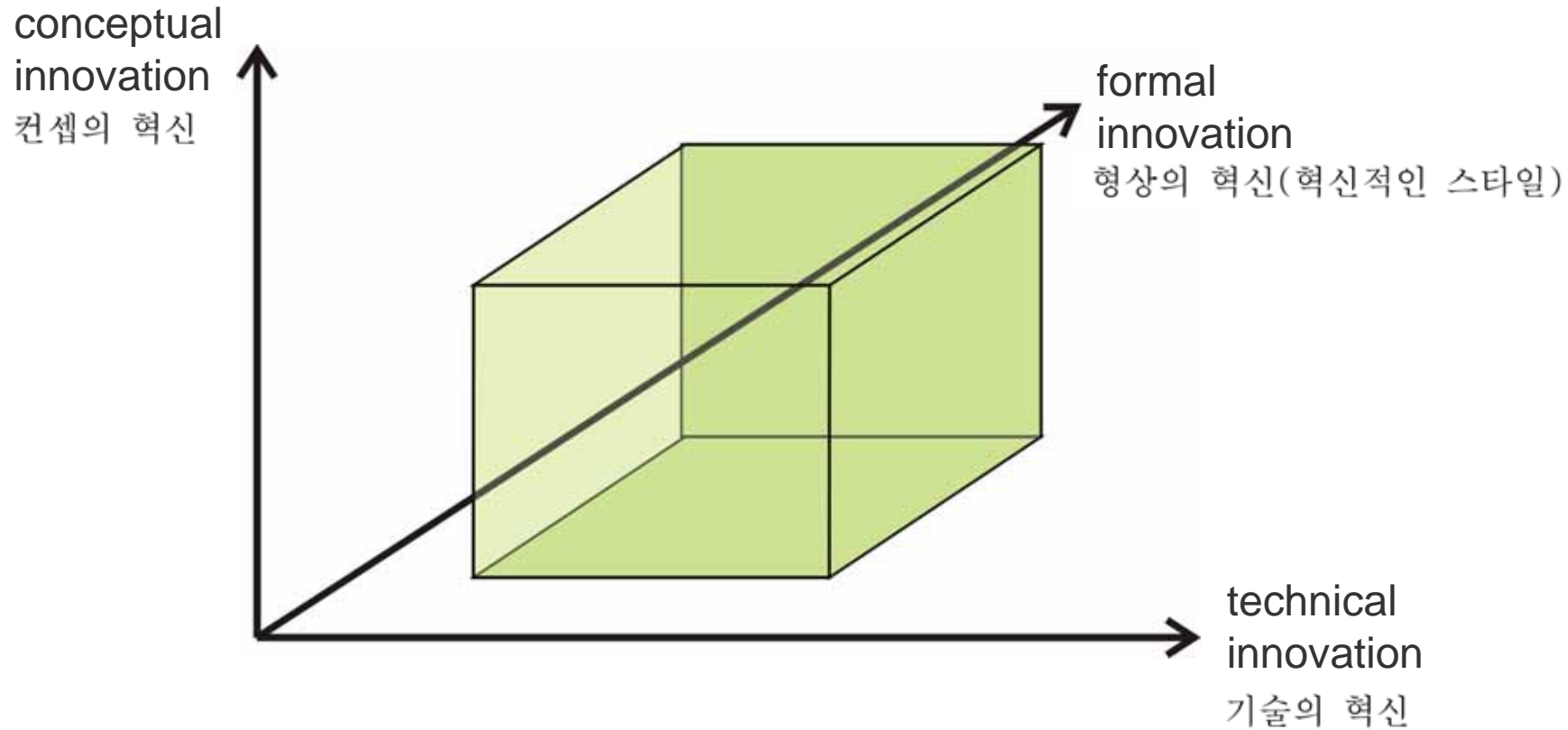
NEGLECTING CONCEPTUAL INNOVATION

컨셉의 혁신이 무시되는 경우



# PROBLEM DOMAINS 디자인의 문제 영역

## A. COMPETENCE PROFILE 경쟁력



< INNOVATION SPACE >  
혁신을 정의하는 공간

# PROBLEM DOMAINS 디자인의 문제 영역

A. COMPETENCE PROFILE 경쟁력

## EDUCATING FOR A WIDER DESIGN COMPETENCE

폭넓은 디자인 경쟁력을 위한 교육



# WHO ?

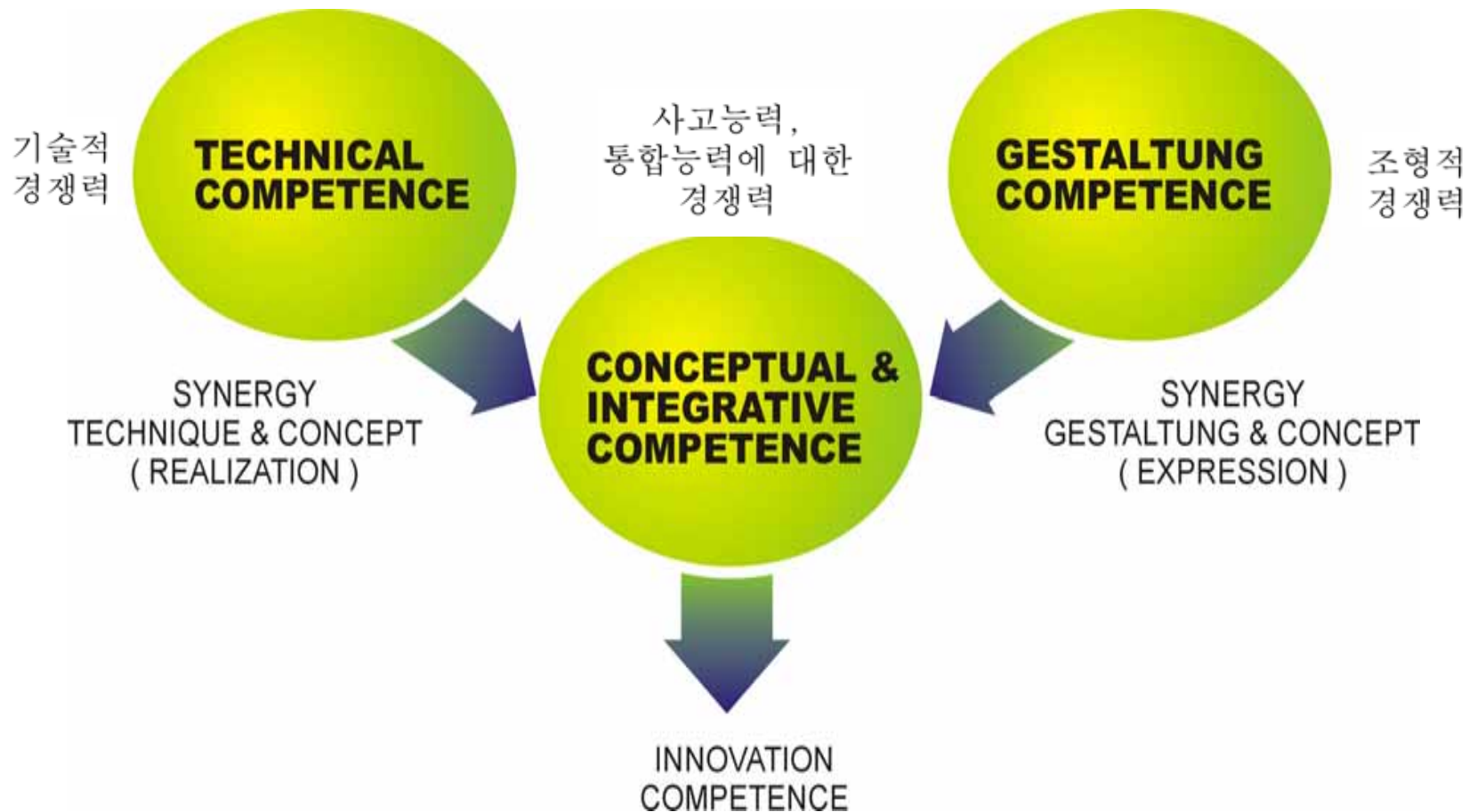
누가 그 역할을 짊어질 것인가?

# PROBLEM DOMAINS 디자인의 문제 영역

A. COMPETENCE PROFILE 경쟁력

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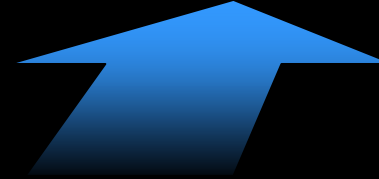


**DESIGN** 디자인

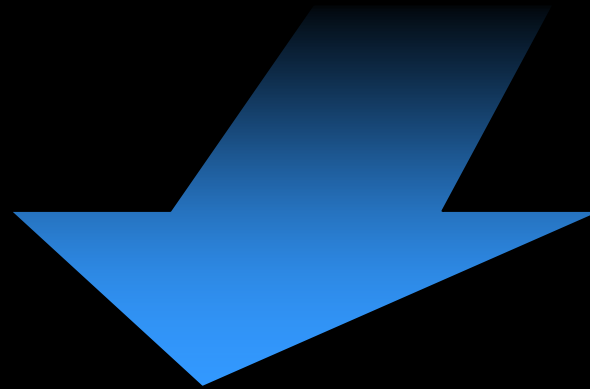
a major **Potential** for  
**Innovation & Original Business**

혁신과 고유 사업 모델 개발의  
핵심적인 잠재능력

광범위한 책임 WIDER RESPONSIBILITY



**DESIGN**



RELICT OF A LUXURIOUS CONSUME 과장된 소비문화

## Resources:

원동력

## Mental Resources 정신적 원동력

Visionary creativity 비전을 내다보는 창의력

Life Style perception 생활 방식의 이해

Cultural education 문화교육

## Skills 기술적 원동력

Formal charisma 형상을 다루는 능력

Semantic control 기호적 의미를 다루는 능력

## Missing:

요구사항

## Pioneer Spirit of Entrepreneurship

사업에 대한 선구자적 정신

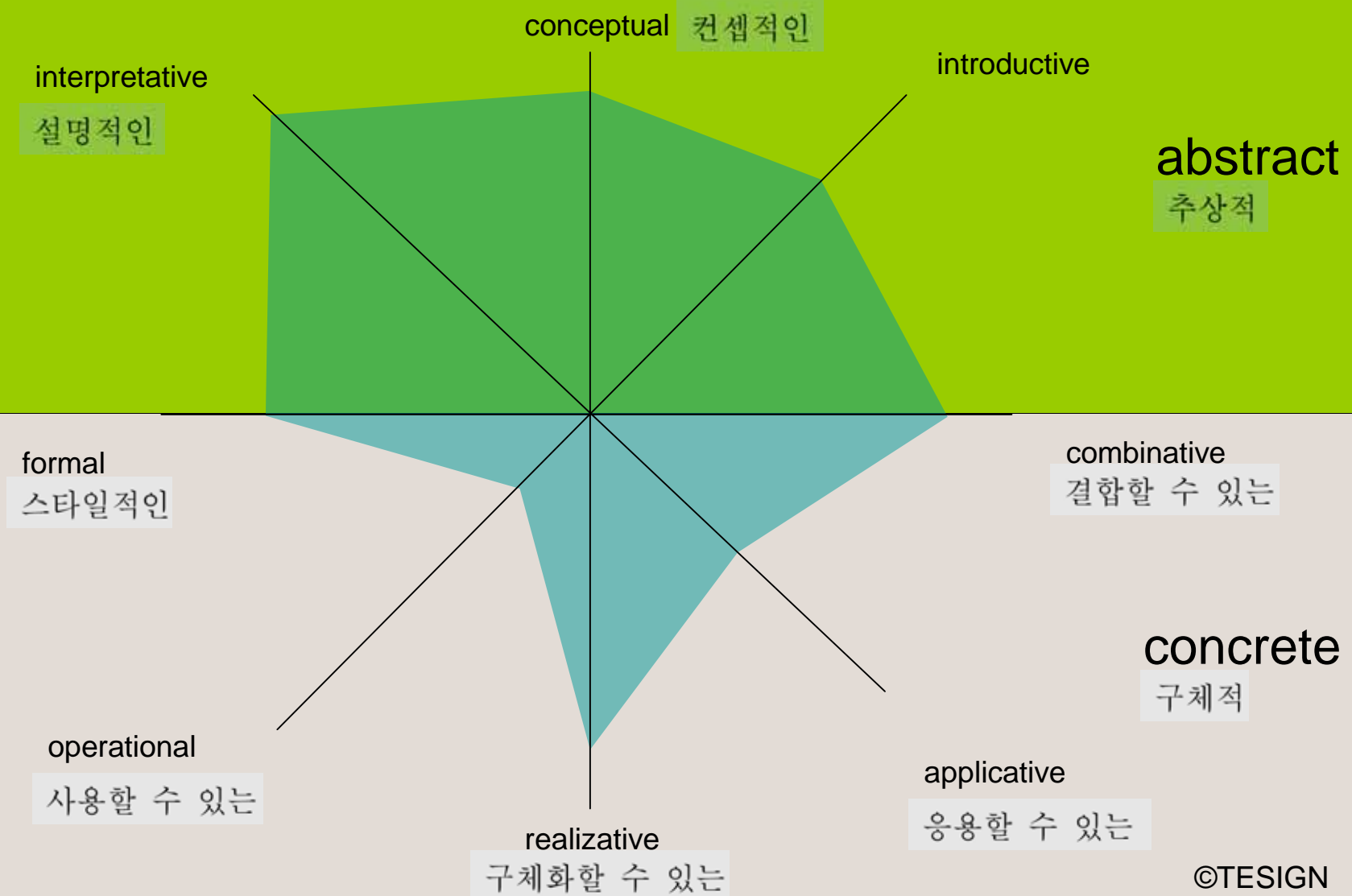
## Scientific & Technologic knowledge

과학 기술 지식

## A. COMPETENCE PROFILE

경쟁력

## CREATIVITY PROFILE 경쟁력의 유형 정의





# PROBLEM DOMAINS OF DESIGN

디자인의 문제 영역

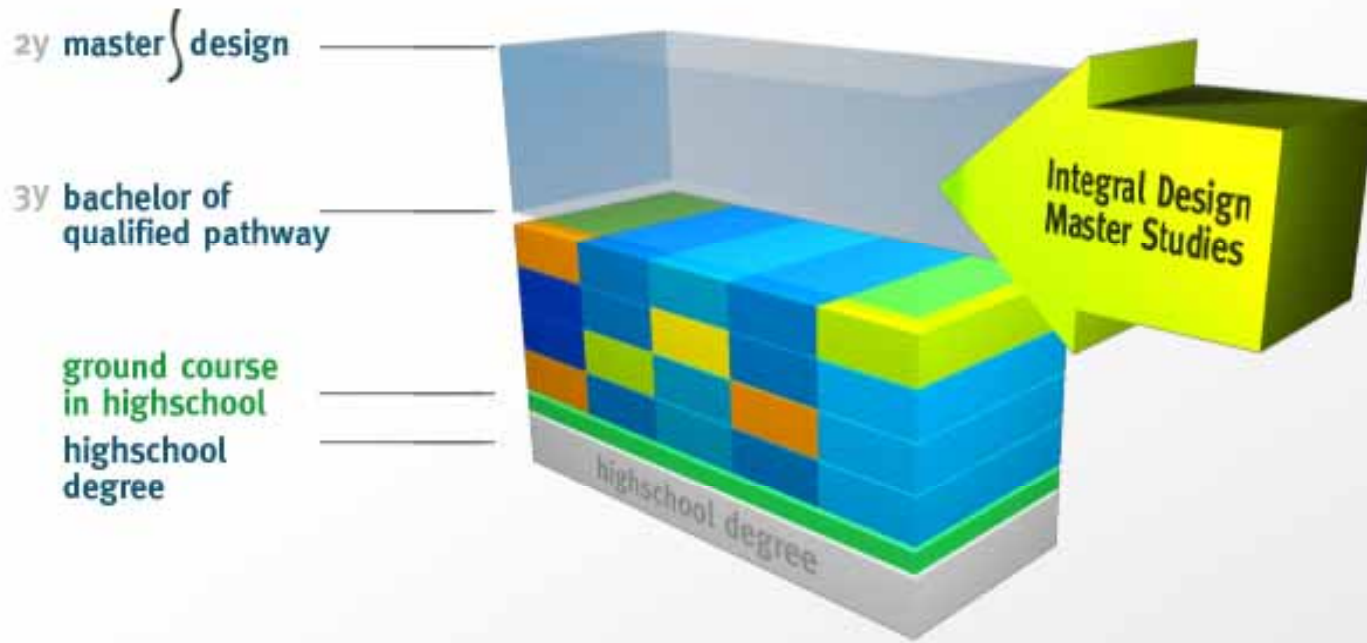
A. COMPETENCE PROFILE 경쟁력

B. POSITION IN ECONOMIC STRATEGY 경제전략

C. PUBLIC ACCEPTANCE AND ESTEEM 시장 순응과 기대

D. MONOCULTURAL IMAGE 단일 문화적 이미지

**HOW ?**

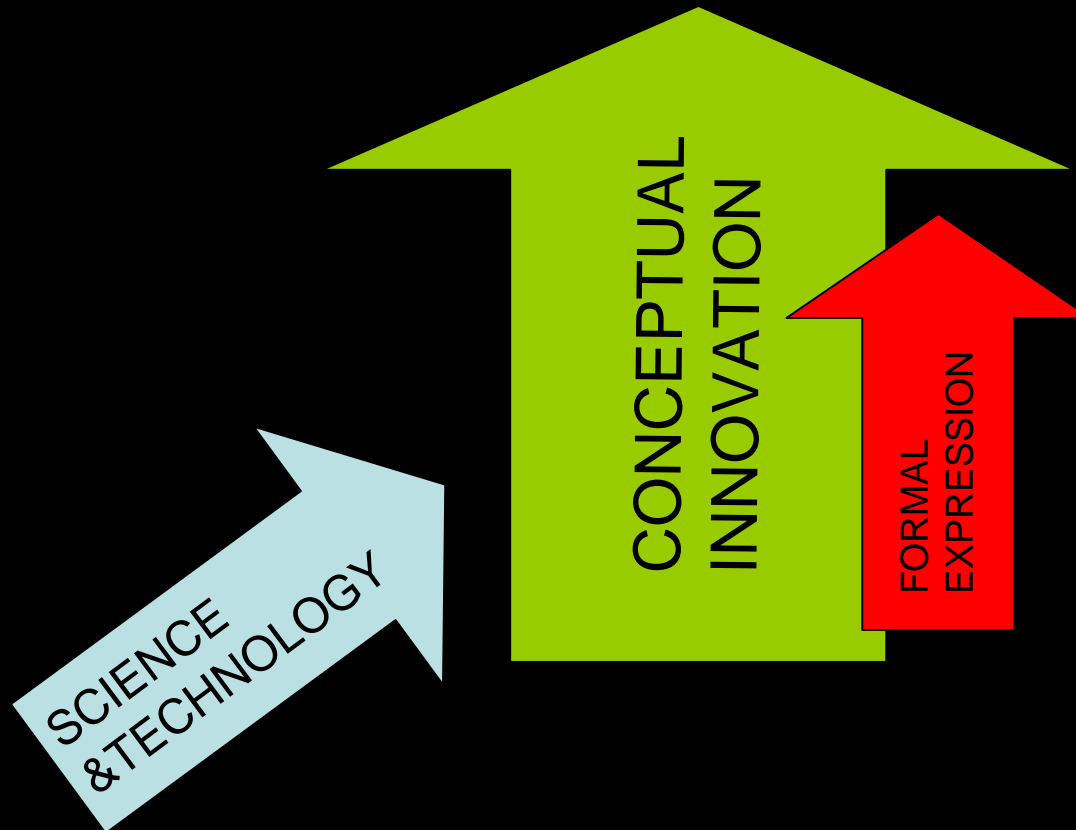


- degree: B.openMatrix + M.A.
- qualification: independent B.openMatrix profile, higher nuance & focus

# MODELS OF CROSS-OVER EDUCATION

INTEGRAL DESIGN

GOAL: INNOVATION COMPETENCE



INNOVATION  
COMPETENCE

GOAL

OCM

INTEGRAL PARADIGMER,  
CONCEPTUAL&TECHNOL.&FORMAL

UNIQUENESS

ODM

TECHNOLOGIC OR FORMAL

BRANDING

OEM

MANUFACTURING

CLONING

CRAFTS-  
MANSHIP

CRAFT&FORMAL

TRADITION

# Education

- creating a new Competence 새로운 역량의 창조
- creating a new Mentality 새로운 사고방식의 창조
- creating **NEW KIND** of Products 새로운 제품군 창조

- Crossover Education: B.Sci. + M.Integral Design
- Integral Design Theory and Methodology

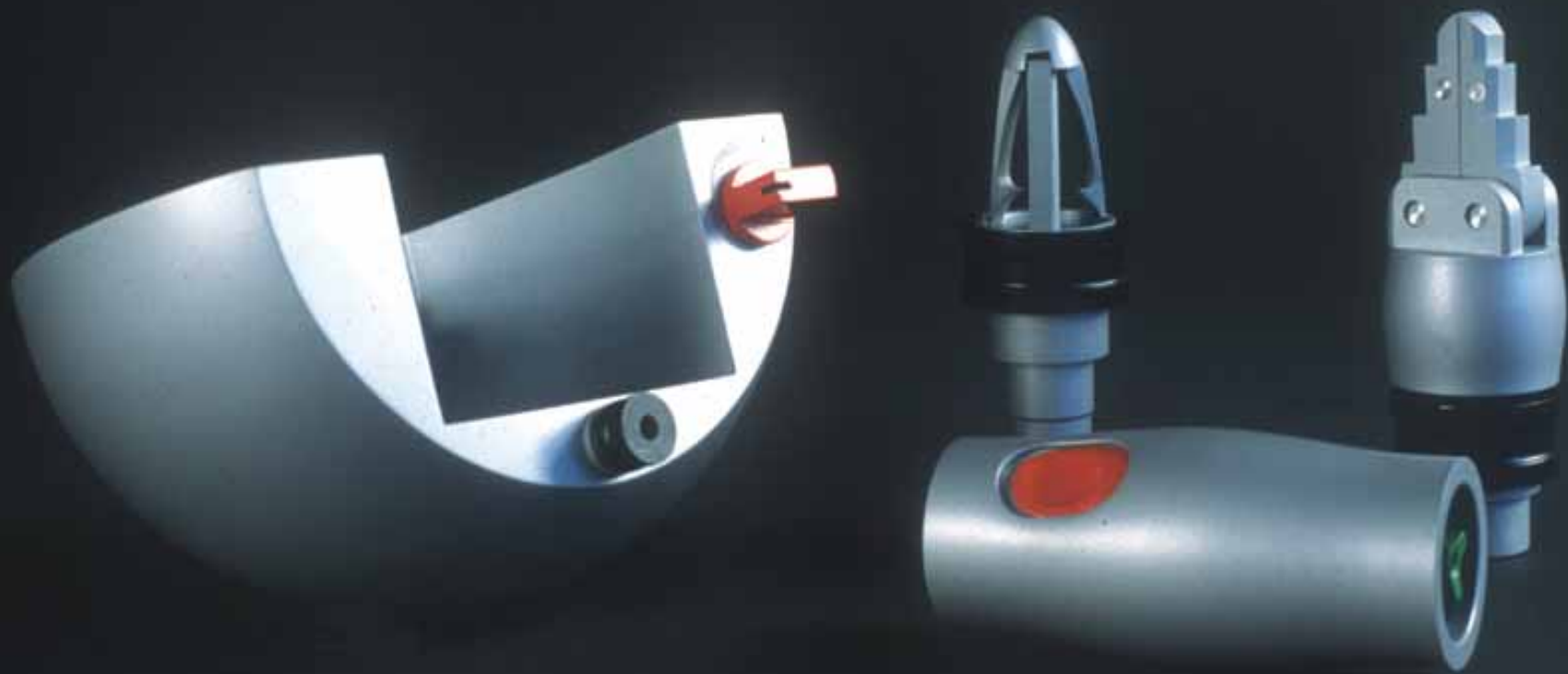
학제간의 교육:

과학과목 학부 + 통합디자인과정 대학원  
통합디자인과정 교육의 이론과 방법론

# CONCEPTUALIZING PROJECTS







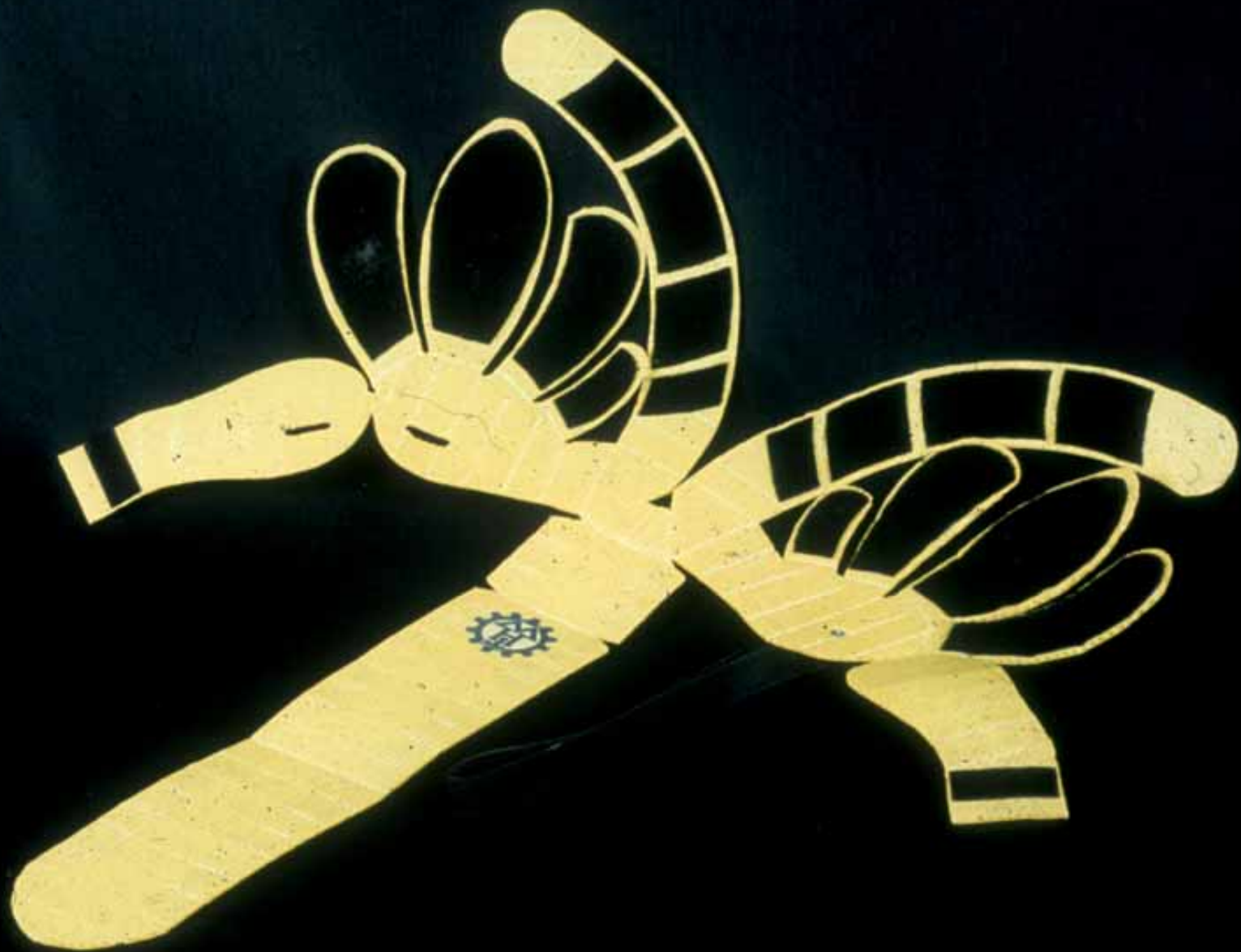














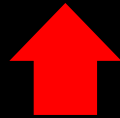


**REAL FOR THE MARKET ?**

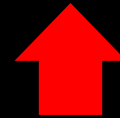
# CULTURE OF INNOVATION



Conceptual  
Innovation  
Competence



Acceptance of  
Newness



Efficient  
Transfer of  
Original Concepts to  
Business

INNOVATION FORUM

# PROBLEM DOMAINS

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## B. POSITION IN ECONOMIC STRATEGY

### LEADERSHIP (OCM) CULTURE OF INNOVATION

리더십(OCM), 혁신의 문화

**Conceptual  
Innovation  
Competence**  
사고 혁신의 경쟁력

**Acceptance of  
Newness**  
새로운 것에 대한 적응

**Efficient  
Transfer of  
Original Concepts to  
Business**  
고유의 컨셉을 사업으로  
구현하는 효율적인 체계

**Educating Competence  
in Conceptual Innovation**  
사고의 혁신을 위한  
교육방식의 경쟁력

**Inducing Acceptance  
of Newness**  
새로운 것에 대한  
적응력 개발

**Boosting the  
Concepts Implementation**  
컨셉 구체화 과정의  
활성

**INTEGRAL DESIGN**

**INNOVATION  
PLAZA**

**INNOVATION  
PRODUCTION  
CENTER**

**INNOVATION FORUM**  
혁신을 위한 포럼

# PROBLEM DOMAINS

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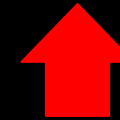
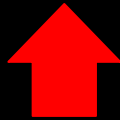
B. POSITION IN ECONOMIC STRATEGY

OCM  
CULTURE OF INNOVATION



**INNOVATION  
PLAZA**

Inducing public acceptance  
for newness



**INTEGRAL DESIGN**

Educating Competence  
in Conceptual Innovation

**IDEA PRODUCTION  
CENTER**

Implementing New Concepts  
to Original Business

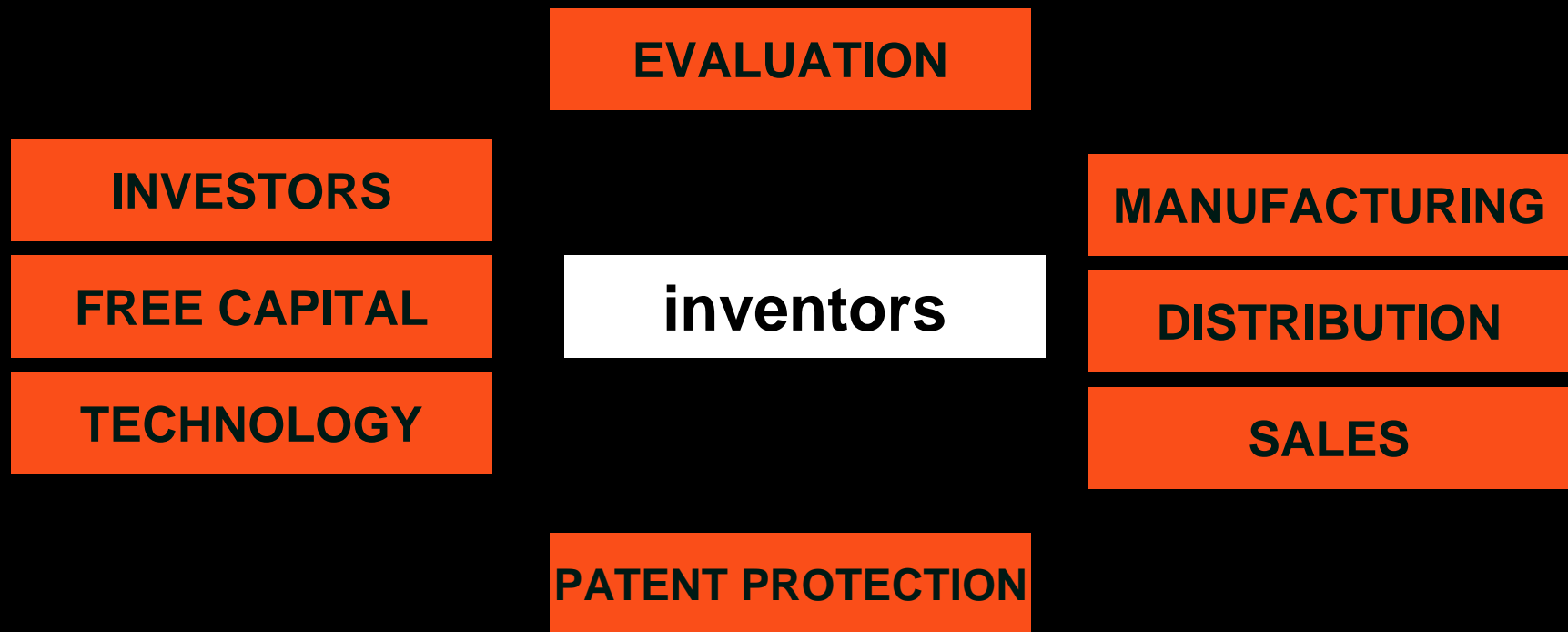
INNOVATION FORUM

# PROBLEM DOMAINS

## B. POSITION IN ECONOMIC STRATEGY

### IDEA PRODUCTION CENTER

- creating the **COMPETENCE LINK** between



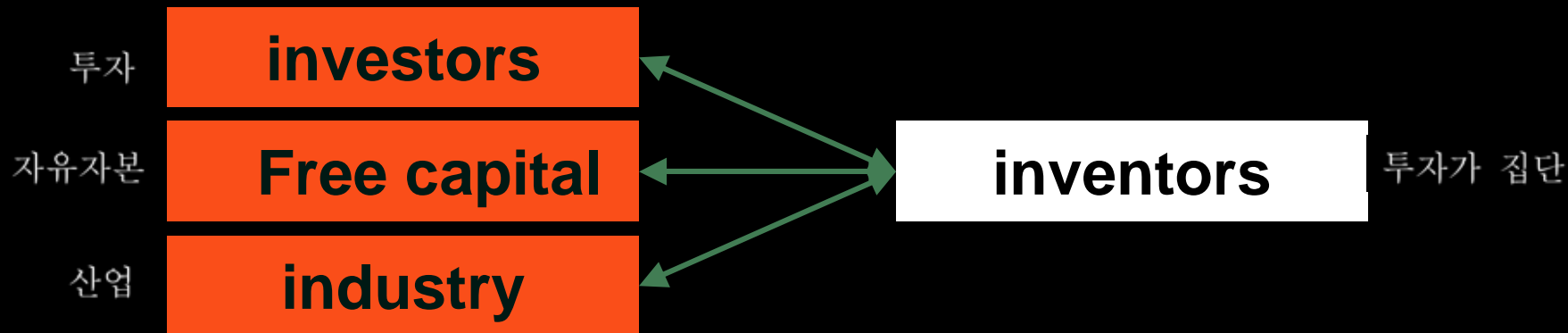
# PROBLEM DOMAINS 디자인의 문제 영역

## B. POSITION IN ECONOMIC STRATEGY 경제전략

### INNOVATION FORUM

- creating the interaction stage between

투자가, 자유자본, 산업 간의  
활발한 교류의 장을 마련한다.





# ID.037

World Bank  
Sustainable Energy  
and Transport









# **CACOCO PROJECT**

**INITIATED :**

**KOREAN - GERMAN  
TECHNOLOGY FORUM**

**BERLIN 2004**

# CACOCO PROJECT

**PARTNERS:**

**MA Integral Design SAdBK**

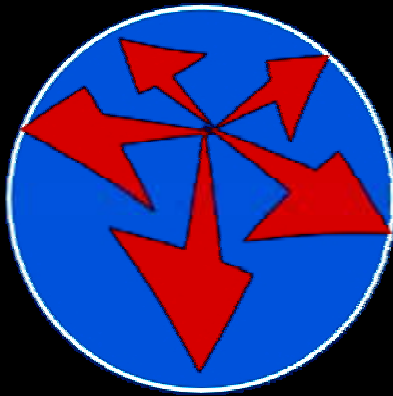
**MIRAETEC**

**HONG IK - IDAS**

# PROBLEM DOMAINS 디자인의 문제 영역

## D. MONOCULTURAL IMAGE 단일 문화적 이미지

### I. Universal Mono Culture



### II. Sincretic Multicultural Model



Understanding culture as a civilization model based on a special selection of life-quality values 문화는 삶의 질적 수준에 따라 구분되어진 문명의 모습으로 이해되어야 한다.

We are still experiencing parallel models of a multicultural humanity 우리는 다각화된 인류문화가 공존하는 동시대인 들이다.

# Understanding DESIGN as a SOCIAL ASSIGNMENT

디자인을 사회적 책무로서 이해하는 것

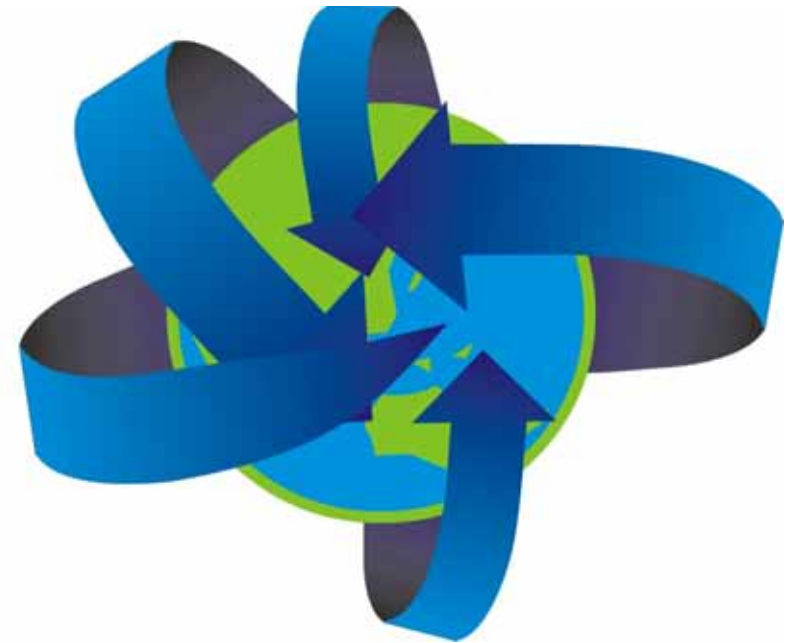
- ➔ Overcoming mechanic level of understanding
- ➔ Perceiving the real chance of variety of parallel civilization modells



- ➔ Re-involving the human in solutions as a source of energy and mental power
- ➔ Developing human skills
- ➔ Developing and Cultivating procedures and rituals for enhancing experience and local flavor
- ➔ Adaptative regionalization- rediscovering local potentials and inventing local solutions
- ➔ Introducing Integral Design as a source of real diversity
- ➔ Involving local tradition as a conceptual source of diversity
- ➔ Developing a new responsibility and competence for designer

## GLOBALIZATION BY MULTISOURCES

다양한 문화적 모습으로 이루어진 세계화



**MONO-SOURCE GLOBALIZATION**

단일 문화로 만들어진 세계화

**MULTI-SOURCES GLOBALIZATION**

다양한 문화적 모습으로 이루어진 세계화

**Different** is better  
than **Perfect**  
완벽함보다 다양성이다.

**WHAT NEXT ?**

**KOREAN INNOVATION FORUM**

**DUAL MASTER OF INTEGRAL DESIGN**

**MIRAETEC NEW PRODUCTS**



**THANKS:**

**KIDP and  
HONG IK -IDAS**

**FOR 10 YEARS COOPERATION**

**THANKS:**

**MIRAETECH  
HONG IK - IDAS  
KIDP**

**MY KOREAN AND GERMAN STUDENTS**

**THANK YOU**

# PROBLEM DOMAINS 디자인의 문제 영역

## D. MONOCULTURAL IMAGE 단일 문화적 이미지

There is a tendency for extending one model  
„**THE TECHNO MODEL**“ toward a universal monoculture.

기술적 모델을 범 세계적인 단일 문화로  
확장하려는 경향이 발견되고 있다.



The **Advantages** are:

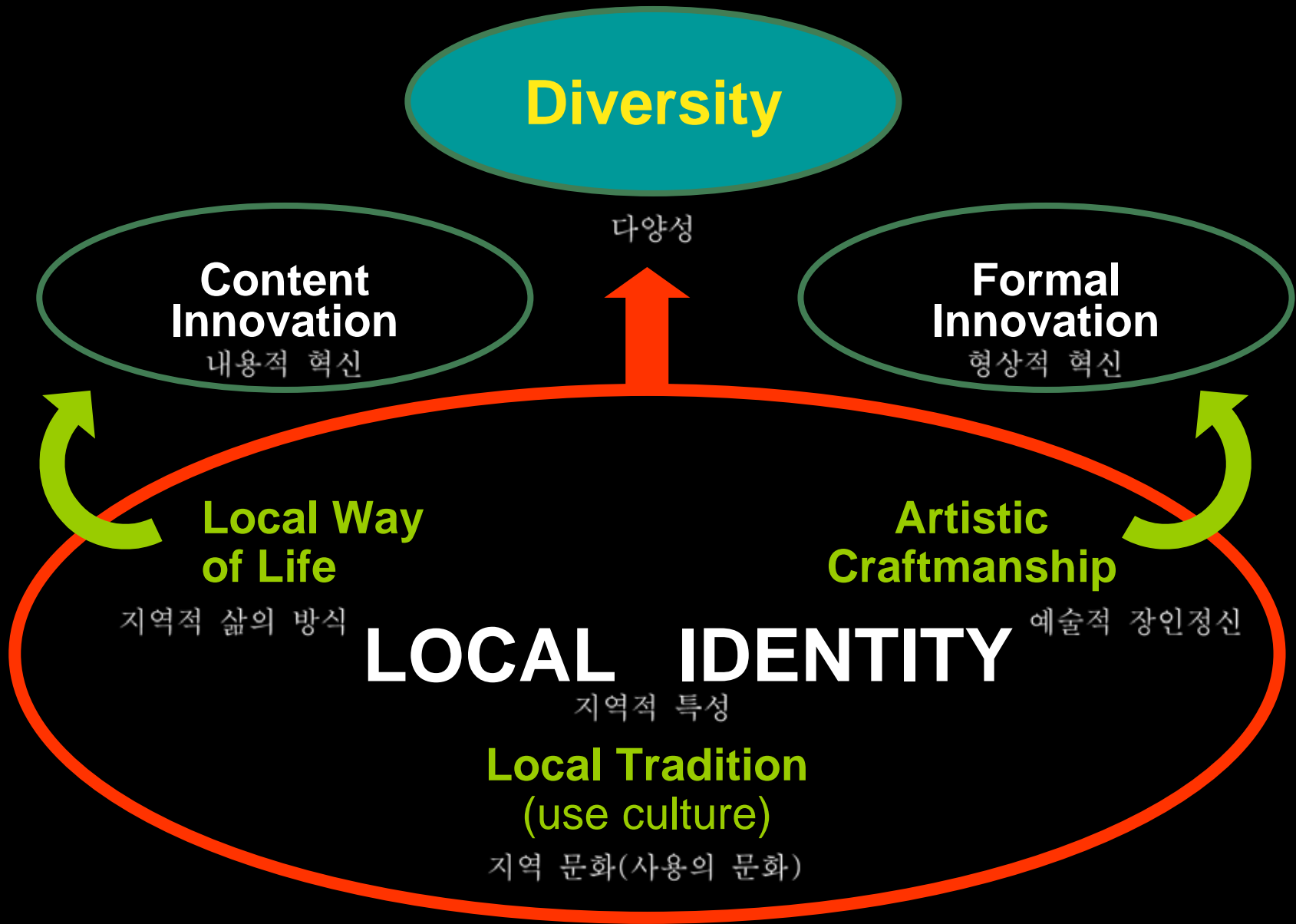
Smooth mobility & communication,  
Acceptance of each others products,  
Familiar Services,  
Familiar Context



The **Disadvantages** are:

Uniformity- except decoration  
Uniconceptuality- lack of challenge,  
lack of outside perspective,  
lack of inspiration  
Ignoring local, geoclimatic diversity,  
geoclimatic potential

Decreasing variety of civilization models  
Reducing local cultures to exotic souvenirs  
Lack of alternatives, if the mono model fails



경쟁업체  
competitor

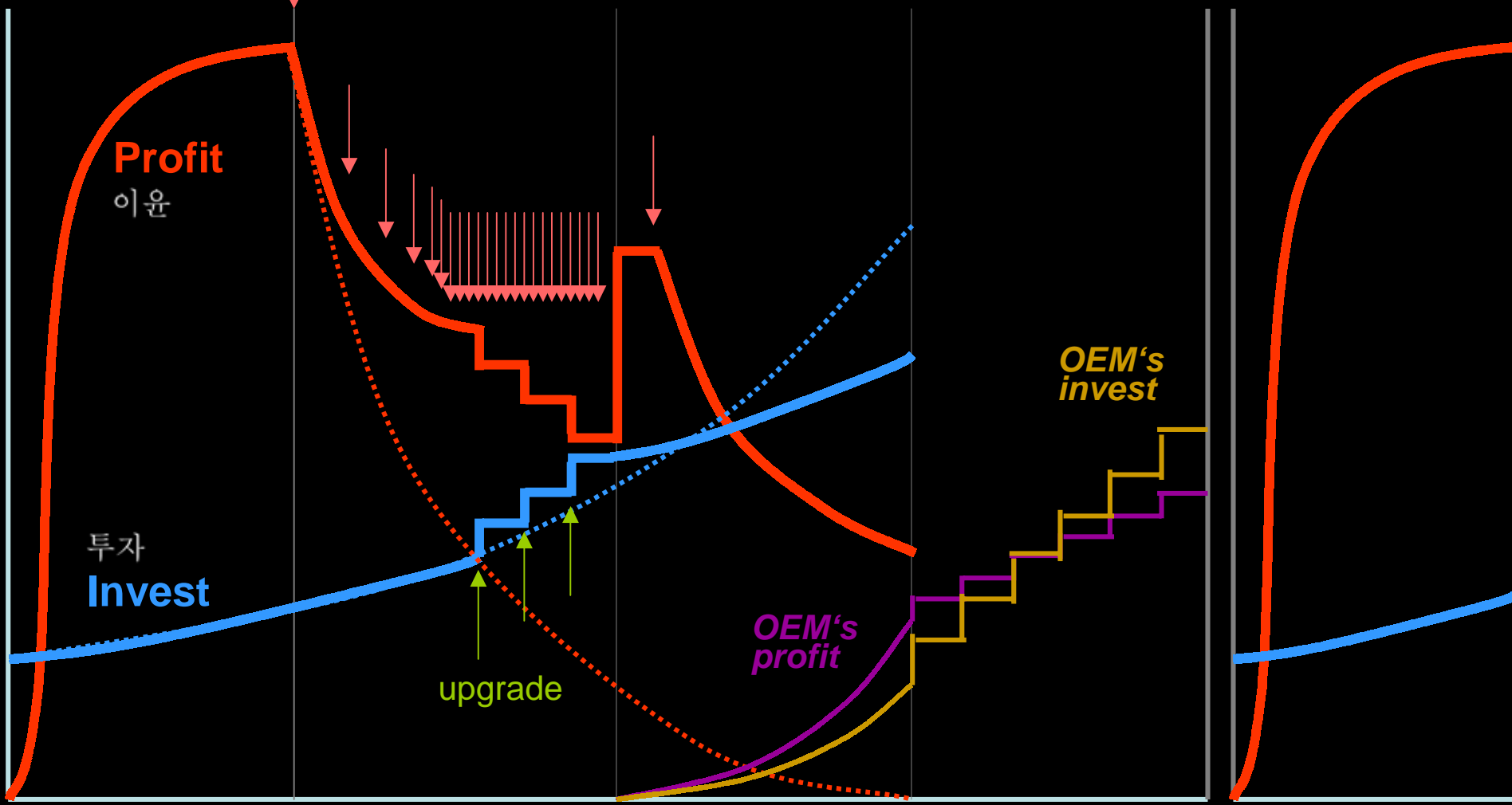
OCM

ODM

OEM

ODM2

OCM



**Culture of Innovation** 혁신의 문화

Economic Progress 경제적 성장

Original Business 고유의 사업 모델

**Integral Innovation**

통합적인 혁신

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Formal Innovation (expression)

형상(표현)의 혁신

New Problem Field | New Approach

새로운 문제의 영역

새로운 접근 방법

**OCM**

**Culture of Consume** 소비의 문화

Stagnation, Decay 경기 침체, 경제 후퇴

Me-too Competition Business 유사 제품 간의 치열한 경쟁

**Apparent Innovation=Update**

피상적 혁신=업데이트

Technical innovation Performance Materials, Features  
기술(구현)의 혁신

Existing Concept  
기존의 컨셉

Formal innovation Styling Visual branding Material change  
형상(표현)의 혁신

Technology & Styling as Peripheral Sources of (Apparent Innovation) Update

**ODM**

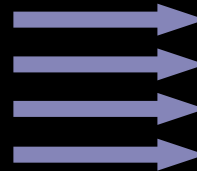
기술과 스타일링이 제품 업데이트를 위한 걸출기식 방법인 상황

## What is the **ROLE** of „**DESIGN**“ in the **ODM**? ODM에서 기대되는 디자인의 역할은?

<b>Consume Catalyser</b>	<b>VS</b>	<b>Sustainability</b>
<b>Cultural Homogeniser</b>	<b>VS</b>	<b>Cultural Variety</b>
<b>Tranquilliser</b>	<b>VS</b>	<b>Arising Doubts</b>
<b>Hypnotic attraction</b>	<b>VS</b>	<b>Model Resistance</b>

## **Symptoms of DIFFERENTIAL DESIGN** 차별화된 디자인에 따른 현상

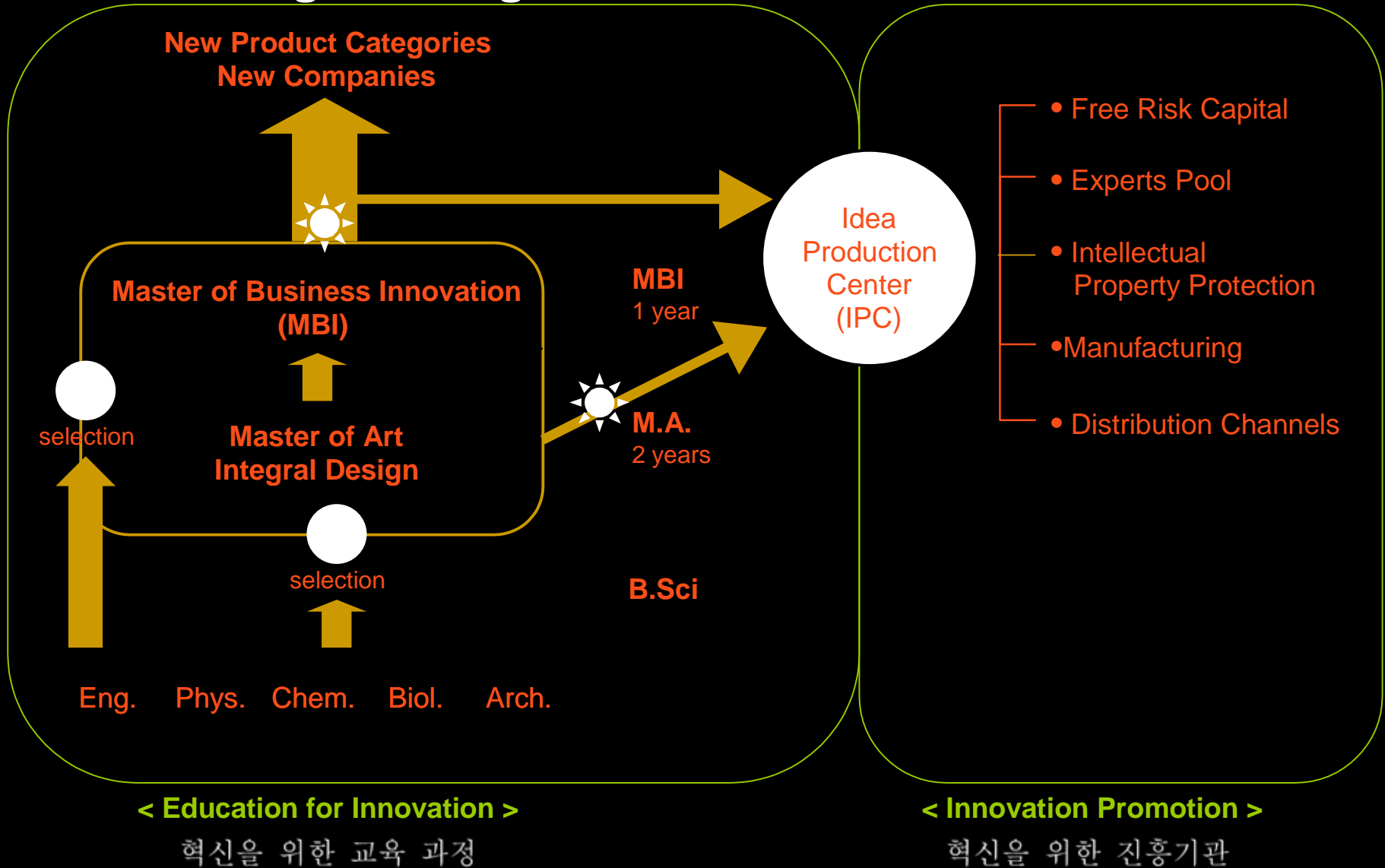
**Accurate, optimistic message**  
**Addressing the inborn collection reflex**  
**Illusion of newness by forms & colours**  
**Relief of efforts & skills**



**Appeasing problem-awareness**  
**Boosting senseless consume**  
**Avoiding the risk of real innovation**  
**User as Knob-pushing-coach-potato**



### Integral Design Education & MBI 통합 디자인 교육과 MBI



# MODELS OF CROSS-OVER EDUCATION

GOALS:

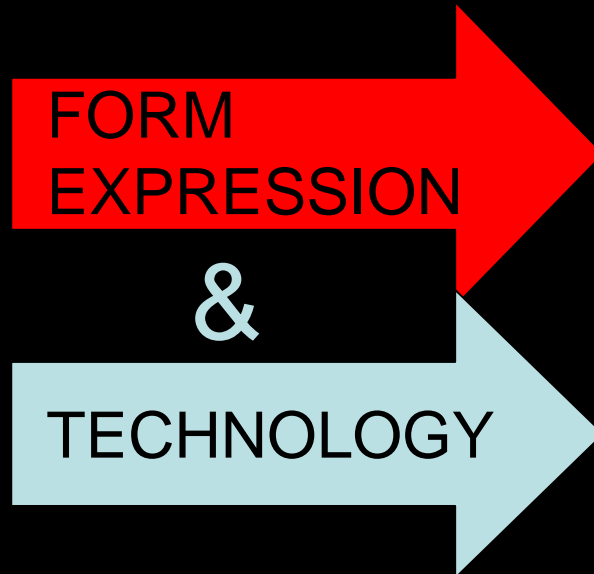
A

EXPRESSION SKILLS FOR ENGINEERS



B

TECHNOLOGIC LITERACY FOR DESIGNERS



**PROBLEM DOMAINS** 디자인의 문제 영역

B. POSITION IN ECONOMIC STRATEGY 경제전략

**DESIGN=CONCEPTUAL INNOVATION**

디자인 = 사고의 혁신

**APEX FACTOR  
OF ECONOMIC STRATEGY**

경제 전략의 결정적, 핵심적 요인

# National Innovation Forum 국가 혁신 포럼

- institutional environment for maturing ideas to real products 새로운 아이디어가 실제 제품으로 구현될 수 있도록 기관적 환경 조성
- as a common field between: 교육과 경제 간의 공동체 역할



# CONCEPT PRODUCTION CENTER: Promotion

Innovation Economy

Ideas Production Network



# PROBLEM DOMAINS 디자인의 문제 영역

## B. POSITION IN ECONOMIC STRATEGY 경제전략

### Rewarding INNOVATION 혁신에 대한 대가

- creating tax incentive for producing innovation  
혁신 창출 활동을 장려하기 위한 세제 혜택
- creating honour incentive for innovation  
혁신적 활동에 대한 포상금 수여

**PROBLEM DOMAINS** 디자인의 문제 영역

C. PUBLIC ACCEPTANCE AND ESTEEM 시장 순응과 기대

**Acceptance of Innovation** 혁신의 수용

**INVOLVING HIGH SCHOOLS IN CREATIVITY  
PROCESS** 창의력 과정에 고등교육 기관을 참여

**MEDIA EXPOSURE OF INNOVATION**  
창의적 활동에 대한 언론의 참여

**INNOVATION AS GREAT NEWS**  
혁신적 결과에 대한 대대적 보도

# PROBLEM DOMAINS 디자인의 문제 영역

## C. PUBLIC ACCEPTANCE AND ESTEEM 시장 순응과 기대

- **National Award for Innovation** 혁신대상(국가적 차원)
- **Award for Integral Design** 통합 디자인 상

- Sense for Life quality 삶의 질에 대한 평가
- Originality 고유성에 대한 평가
- Use culture 사용 문화에 대한 평가
- Technological Innovation 기술적 혁신에 대한 평가
- Formal Appeal and Semantic 조형적 미와 기호학적 의미에 대한 평가



# Multicultural Matrix 다각적 문화를 구성하는 요인들

<b>Perception</b>	<b>Mystic Cultures</b>	<b>Cognitive Cultures ( Mechanic, Ionic, Quantic )</b>			
<b>Relation to Context</b>	<b>Adaptative Cultures ( developing skills )</b>			<b>Designing Cultures ( objects )</b>	
<b>Time</b>	<b>Continuous Cultures</b>	<b>Emerging Cultures</b>		<b>Fractal Cultures</b>	
<b>Water</b>	<b>Litoral Cultures</b>	<b>River Cultures</b>	<b>Water-hole Cultures</b>		
<b>Energy</b>	<b>Own power</b>	<b>Biologic power</b>	<b>Fossil Energy</b>	<b>Geo Energy</b>	<b>Solar Energy</b>
<b>Food Supply</b>	<b>Local Resources</b>	<b>Migratory Quest</b>	<b>Logistic Supported</b>		

# What is the TECHNO MODEL?

**Goals**

목적

Saving Time  
Saving Physical Effort  
Saving Mental Effort



Lost Procedures  
Lost Rituals  
Lost Experience Quality

Body Decay



Fitness

**Solutions**

해결안

Every human need  
Every social need



Machine  
Institution



Lost of skills  
Bureaucracy

**Approach**

접근방법

Antropocentric  
Universal  
Mono cultural  
Prescriptive  
Pragmatic

**Concept**

컨셉

Mechanic  
Endless Optimistic  
Self Celebrating