

The IDA world design report : progress report

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Principal, Design Connect
LEE Soon-in, Korea
Executive Managing Director,
Design Promotion Division, KIDP

IDA

The IDA world design report is to create for the first time in one place, information to show design policy and design activity in chosen countries of the world.



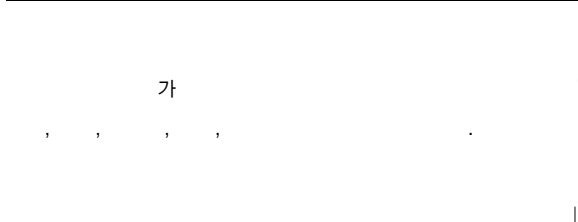
Audiences

- politicians
- government administrations
- policy makers
- designers and design companies design organisations
- business schools
- university libraries
- academics
- schools of design

An international design alliance project



Partners of the international Design Alliance



The goal

To create the data-collection, editorial, design, production and dissemination process necessary for the publication of the first ever world design report leading to further up-dated

-
-
-
-
-
-

가

publications on an annual or biennial basis

Guiding principles

- cannot be comprehensive
- building a strategy and a process
- designed to be achievable
- walk before we run
- not inventing or creating new information
- harvesting what is already there
- user-friendly data-capture

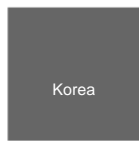
1

2002 9

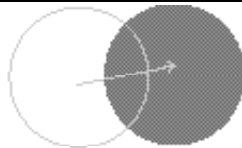
September 2002, First ever world design forum



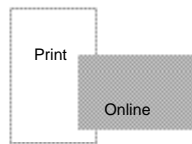
Building the process map



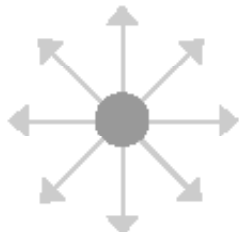
world design forum



Data collection and collation



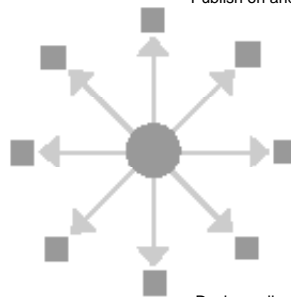
Publish on and off-line



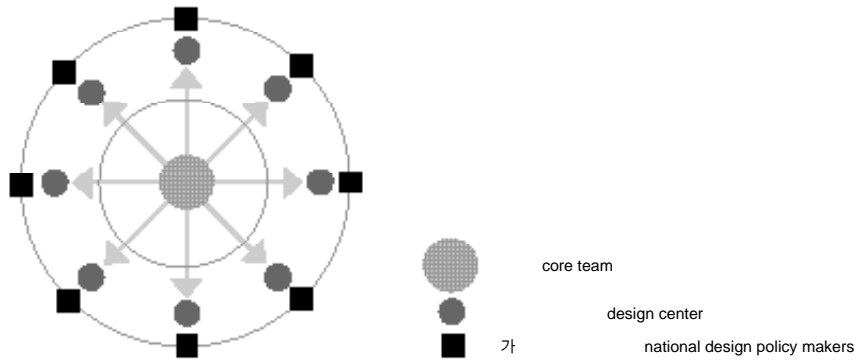
Dissemination



가
Evaluation

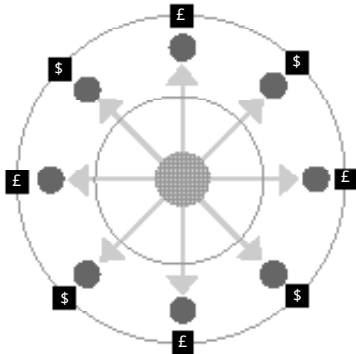


Design policy network



?

Potential sources of income?



Structure and actors



a. : , :

b. : ,
: DUOC(), ()

c. : ,

d. x 9

e. 가 ' ' x 9 :

DUOC
Standards Bureau

f. 가 () :
가

a. Core management team - icsid and icograda : strategy
Luigi Ferrara, Mervyn Kurlansky, Soon-in Lee, Michael Thomson, Robin Edman, Carlos Hinrichsen

b. Research institution : data collation, research
for example: DUOC(Chile), Designium(Helsinki)

c. Editorial advisory board : direction, validation
Representatives from ICSID, icograda, publisher, design research, academic, design industry, design promotion

d. Country ambassador x 9 from our network
Australia, Canada, Chile, Denmark, Korea, Malaysia, South Africa, Turkey, UK

e. National 'gateway' organisations x 9 : supporting organisational capacity and reputation

Australia	Australian design awards
Canada	Montreal
Chile	DUOC
Denmark	Danish Designers
Korea	KIDP
Malaysia	Malaysian Design Council
South Africa	Standards Bureau
Turkey	University
UK	Design Council

f. National level data gathering team(for each gateway organisation) : on-the-ground data-gathering
Local team organised by the national gateway organisation

Content overview

a. ' ' ()

- GDP
-
-
- 12
-

a. Key 'design economy' indicators: possible key indicators

- scale of design activity as a % of per capita GDP
- innovation index score
- most represented design sectors
- no. of patents in previous 12 months

- GDP
-
-
-
-
-
-
-

- no. of designers employed
- overall contribution to GDP
- no. of design schools
- no. of design graduates per year
- government policy on design
- level of government funding to design
- national design organisations
- national professional representative body
- design export figures

b. 가

- ' (가)가
- 5

b. Country overview

- written by an identified 'ambassador' - an expert or representative of a recognised design organisation
- open style - not templated - reveal diversity of voice - includes 5 year prognosis

c. 가

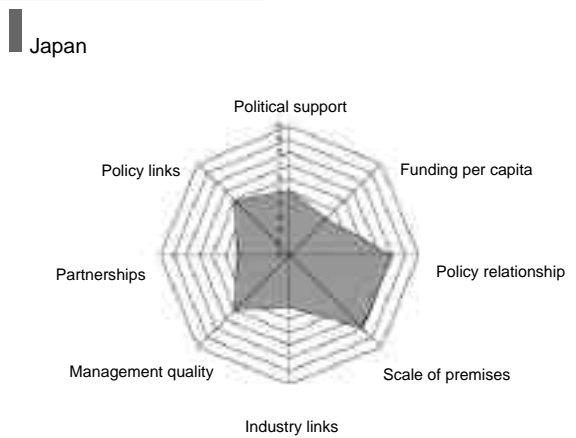
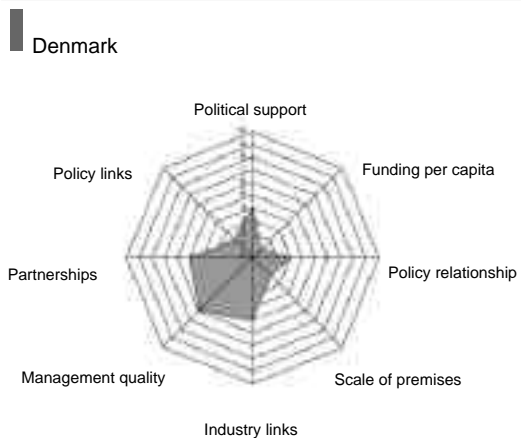
- 가
- 가

c. For each country

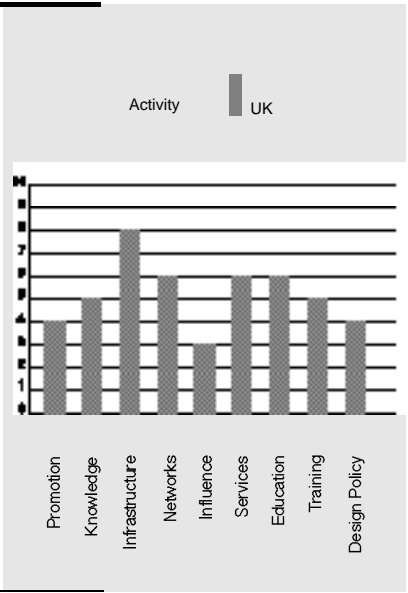
- national or regional design award winners
- recognised nation-based design-led companies

d. 가

d. National design policy indicators



가 Country Indicator	가 National Rating
Level of government commitment to design	0
Strategic effectiveness of activities	2
Effectiveness of policy activity	2
Resourcing from government	0
Level of sophistication and maturity of programmers and ways of working	3
Average	1.4



Layout overview



Progress in Asia

The Korea design report includes research and data not only for Korea, but for China and Japan as well, while also setting the format for the Asian design report. The Asian design report is produced by a professional market research company, Embrain Consulting, with the ultimate goal of creating a Northeast Asian on-line research network focusing on China, Taiwan, and Japan. We need to consider if a similar set-up is required for Europe, the Americas, Africa, and Australia.

the ida world design report

world design forum 2003

progress report

seongnam, korea: 02 december 2003

world design forum 2003
seongnam city
korea

strategic director : soon-in lee
project director : michael thomson

to create for the first time in one place, information to show design policy and design activity in chosen countries of the world

audiences

politicians

government administrations

policy makers

designers and design companies

design organisations

business schools

university libraries

academics

and schools of design

an
international design alliance
project

IDA

icograda
IDA

**International Council
of Graphic Design Associations**
A Partner of the International
Design Alliance

icsid
IDA

**International Council
of Societies of Industrial Design**
A Partner of the International
Design Alliance

the goal

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walk before we run

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harvesting what is already there
user-friendly data-capture

last september (2002)
first ever world design forum



seongnam city korea



korean design centre
seongnam city



Canada

UK

Russia

Germany

Turkey

Spain

Korea

China

Japan

Vietnam

India

Thailand

Malaysia

South Africa

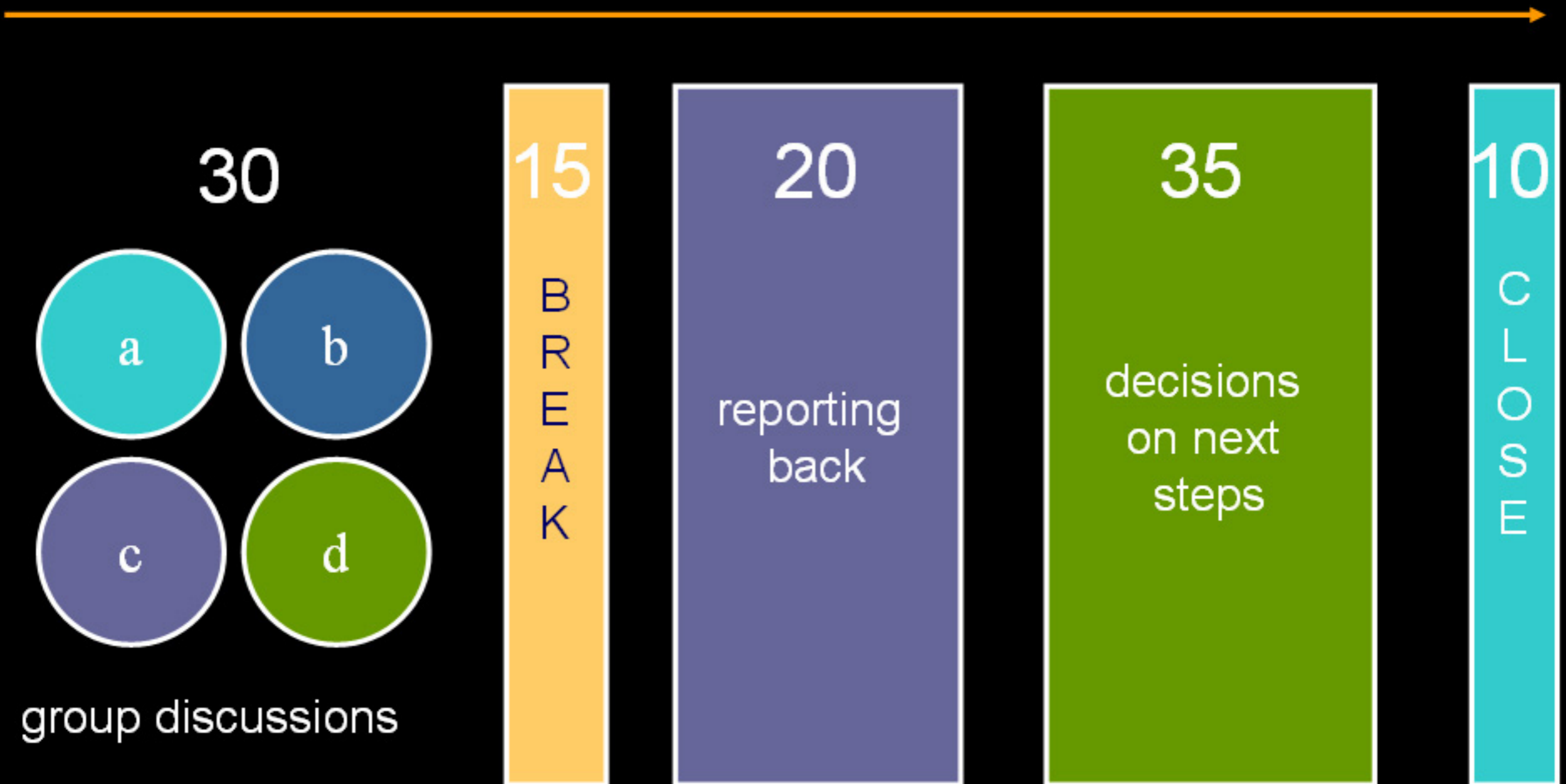
Chile

10:10 - 10:40

10:55 - 11:15

11:15 - 11:50

12:00







→ Education ✓
 → Social ✓
 → Tech & Market

After investing in design
 what impact has it had.
 what data exists

Report 2

KEY
 SECTOR
 INFORMATION

KEY
 Sectoral
 information
 DESIGN PENETRATION

INDICATORS

IS DESIGN IMPORTANT
 AT SECTORAL LEVELS?

How much does
 Gov. invest in
 design?

HOW MANY STUDENTS
 GRADUATE IN DESIGN?

What level of
 R+D
 investment?

HOW MANY
 DESIGN INSTITUTIONS
 IN EACH COUNTRY?

IS design to play
 an important role in
 the health sector?

What No of ^{3-5p}
 Design Registrations
 Under WDO + IP
 (available on compute!)

how many ^{15-20 pat}
 patents taken out

- Country
 BREADTHWISE PRODUCTS

EACH COUNTRY
 2 INNOVATIONS
 (NEW CATEGORIES)

Automobile

Electronics

Health

Home Appliance

Gov oriented
 DMI
 Taiwan
 Korea

TOP DOWN
 BOTTOM UP

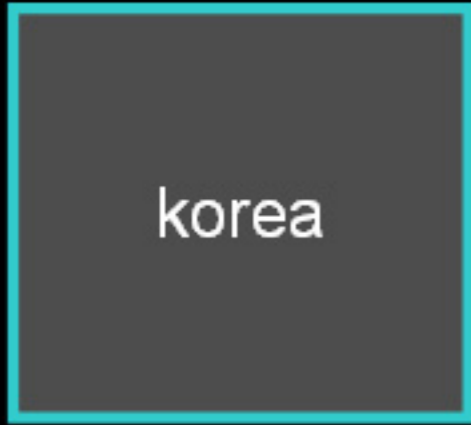
Non
 Governmental
 N. America
 N. Zealand

What stage is each
 country heading to...

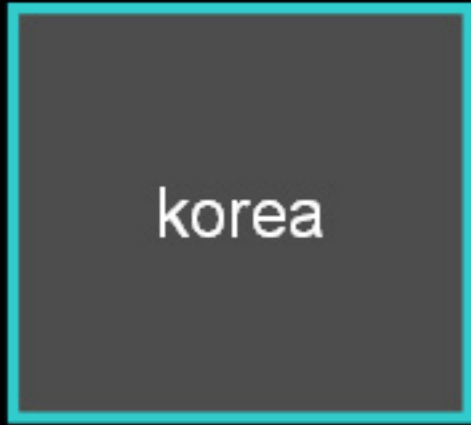
how can we test the principle?

building the process map...

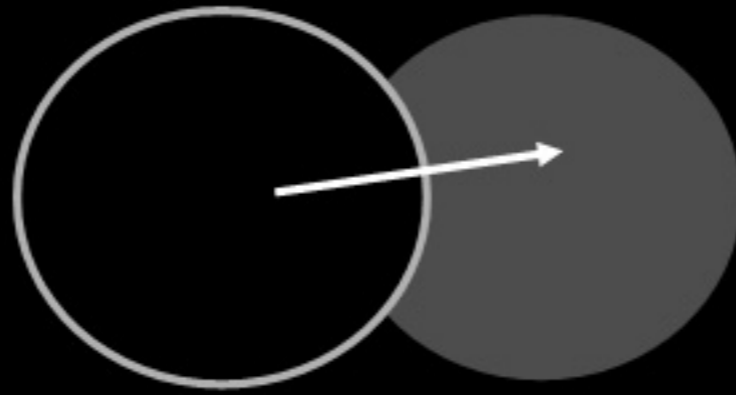




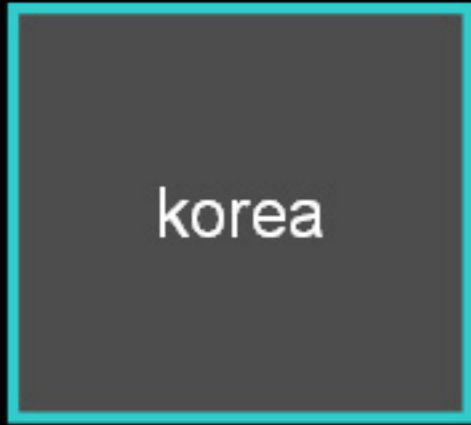
world design forum



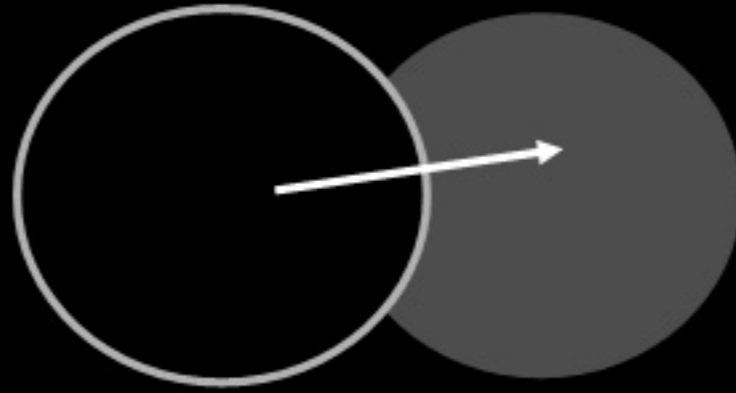
world design forum



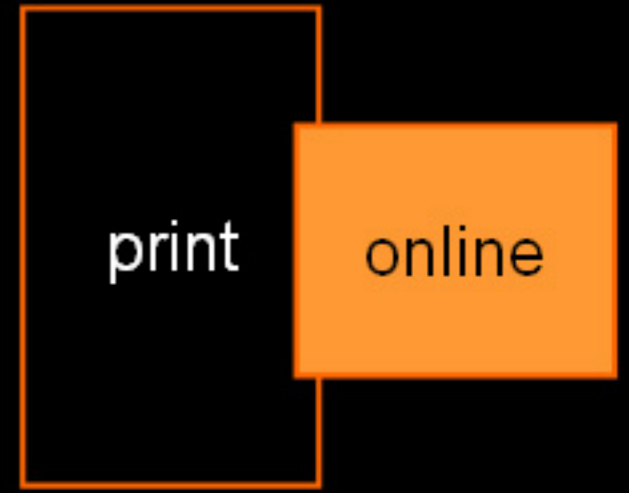
data collection and collation



world design forum



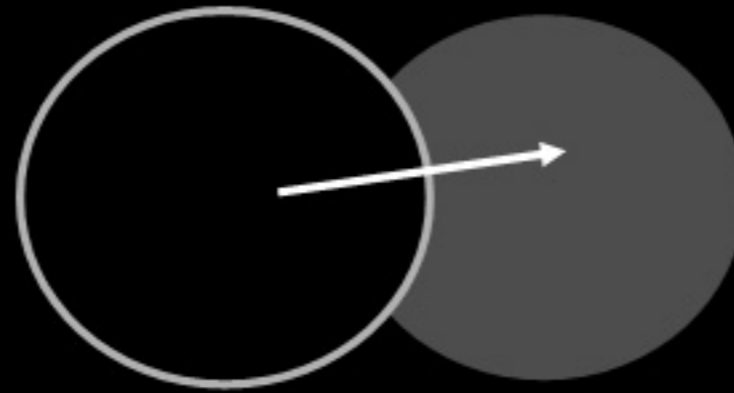
data collection and collation



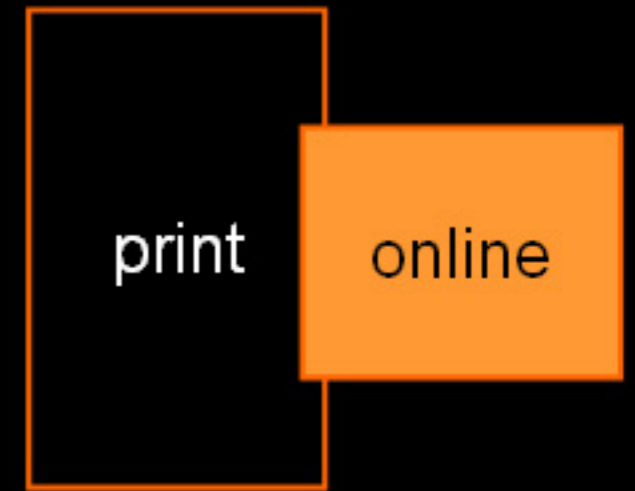
publish on and off-line



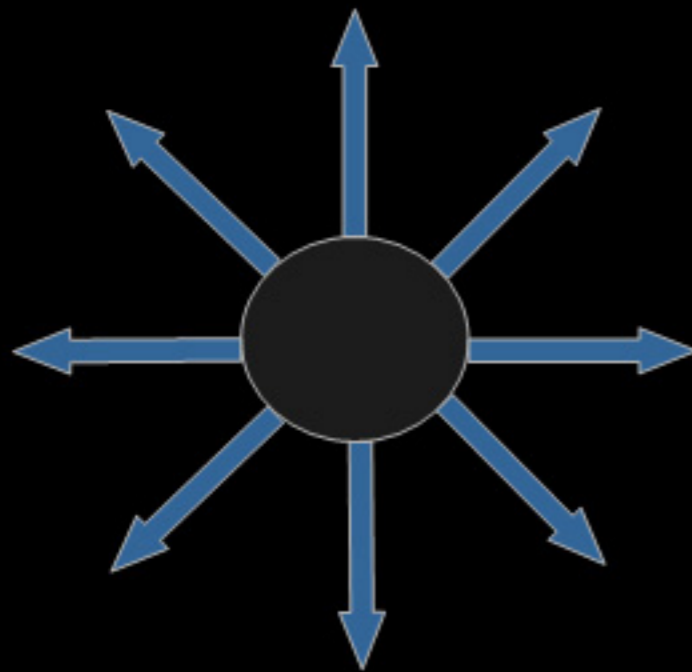
world design forum



data collection and collation



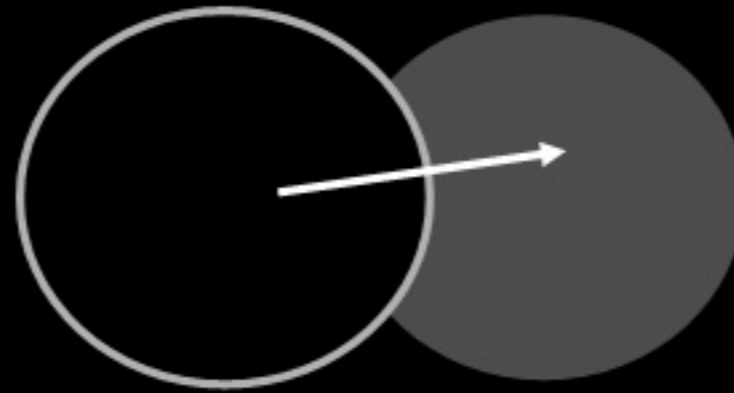
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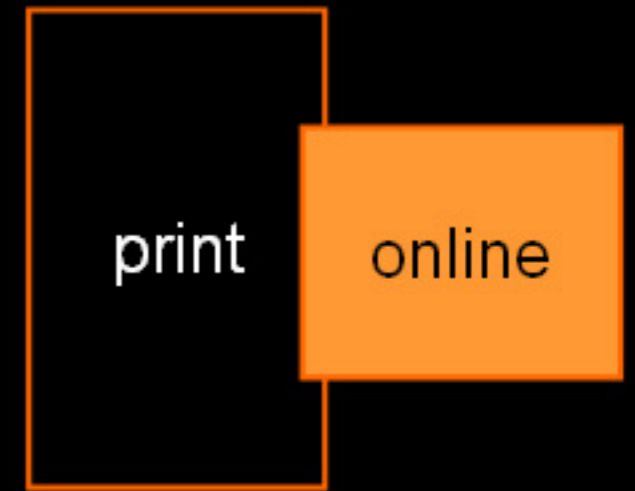
dissemination



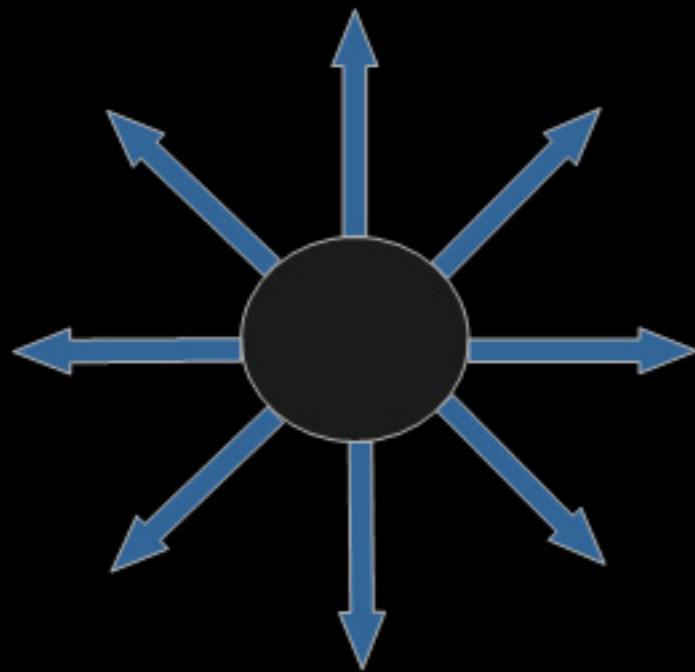
world design forum



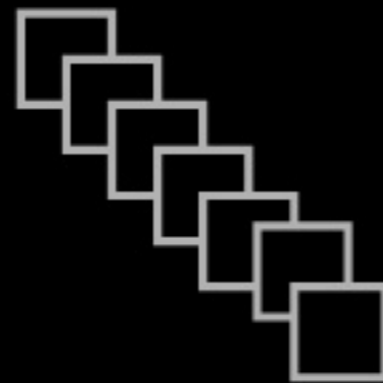
data collection and collation



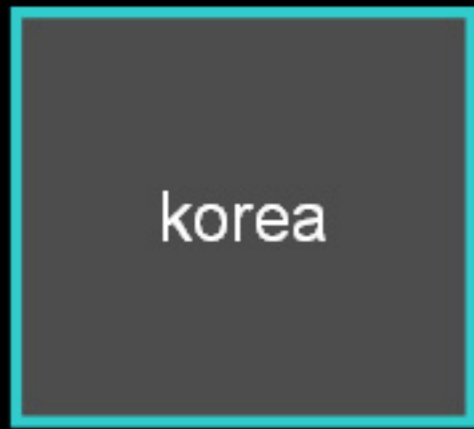
publish on and off-line



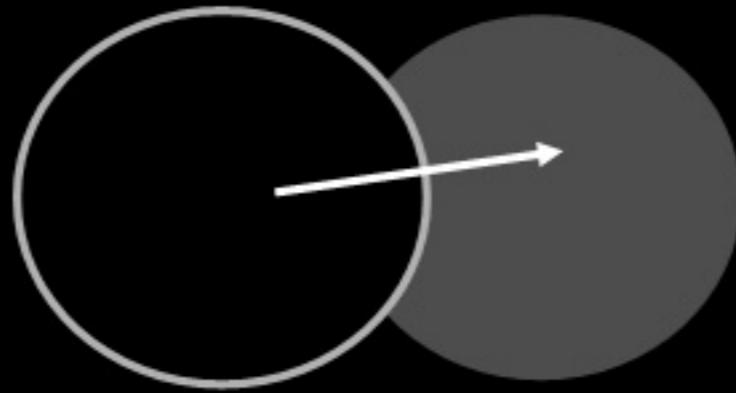
dissemination



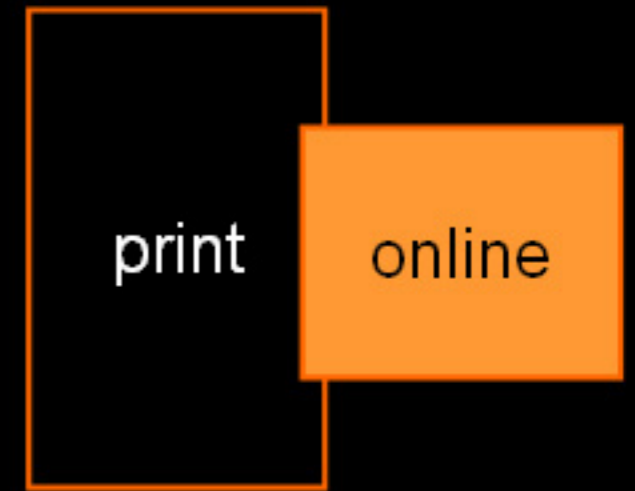
evaluation



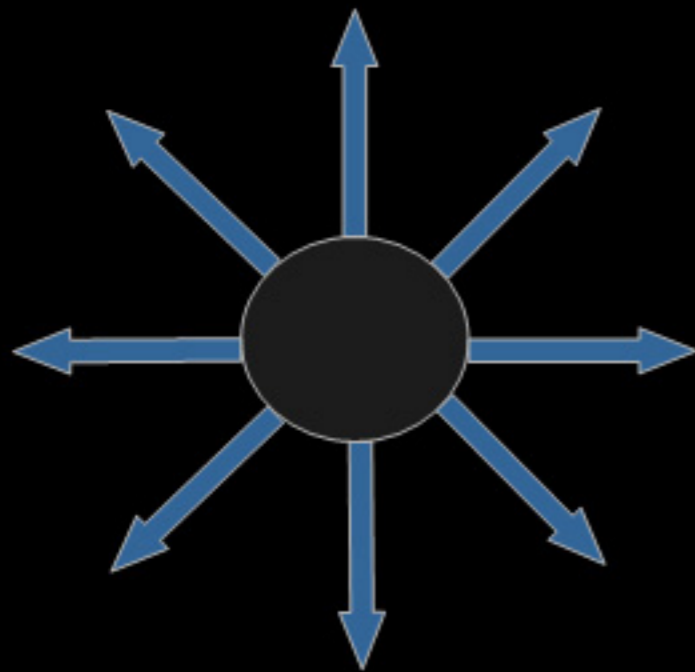
world design forum



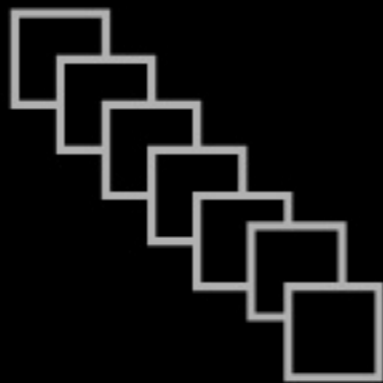
data collection and collation



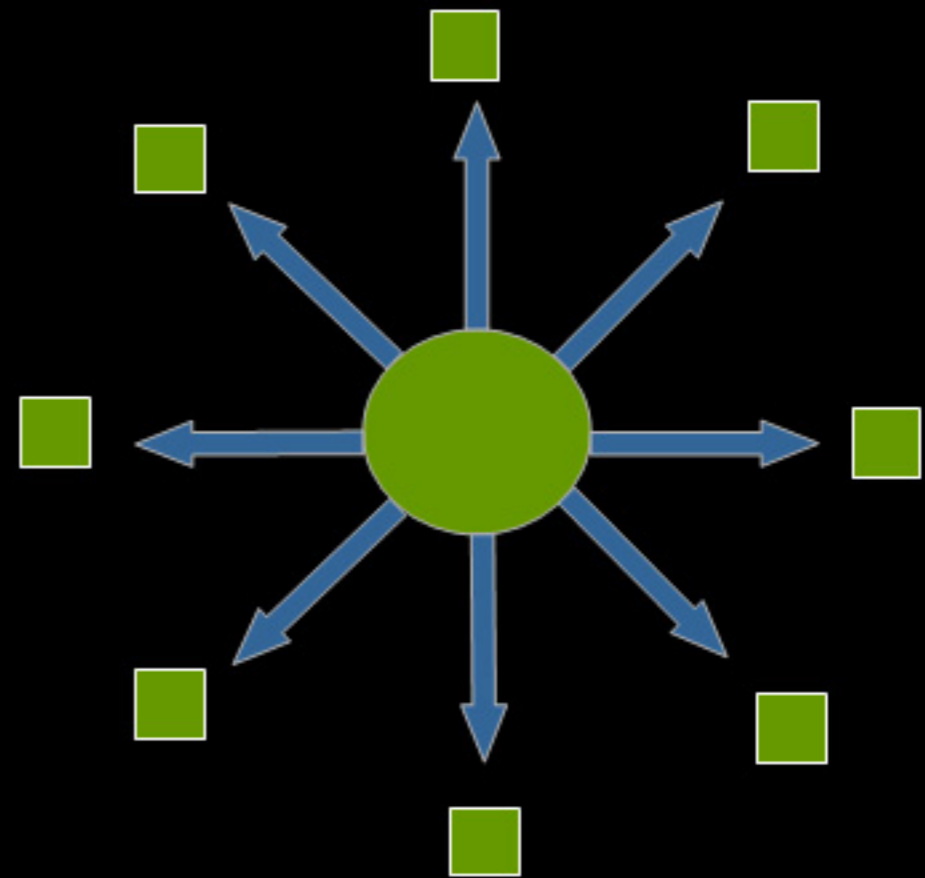
publish on and off-line



dissemination

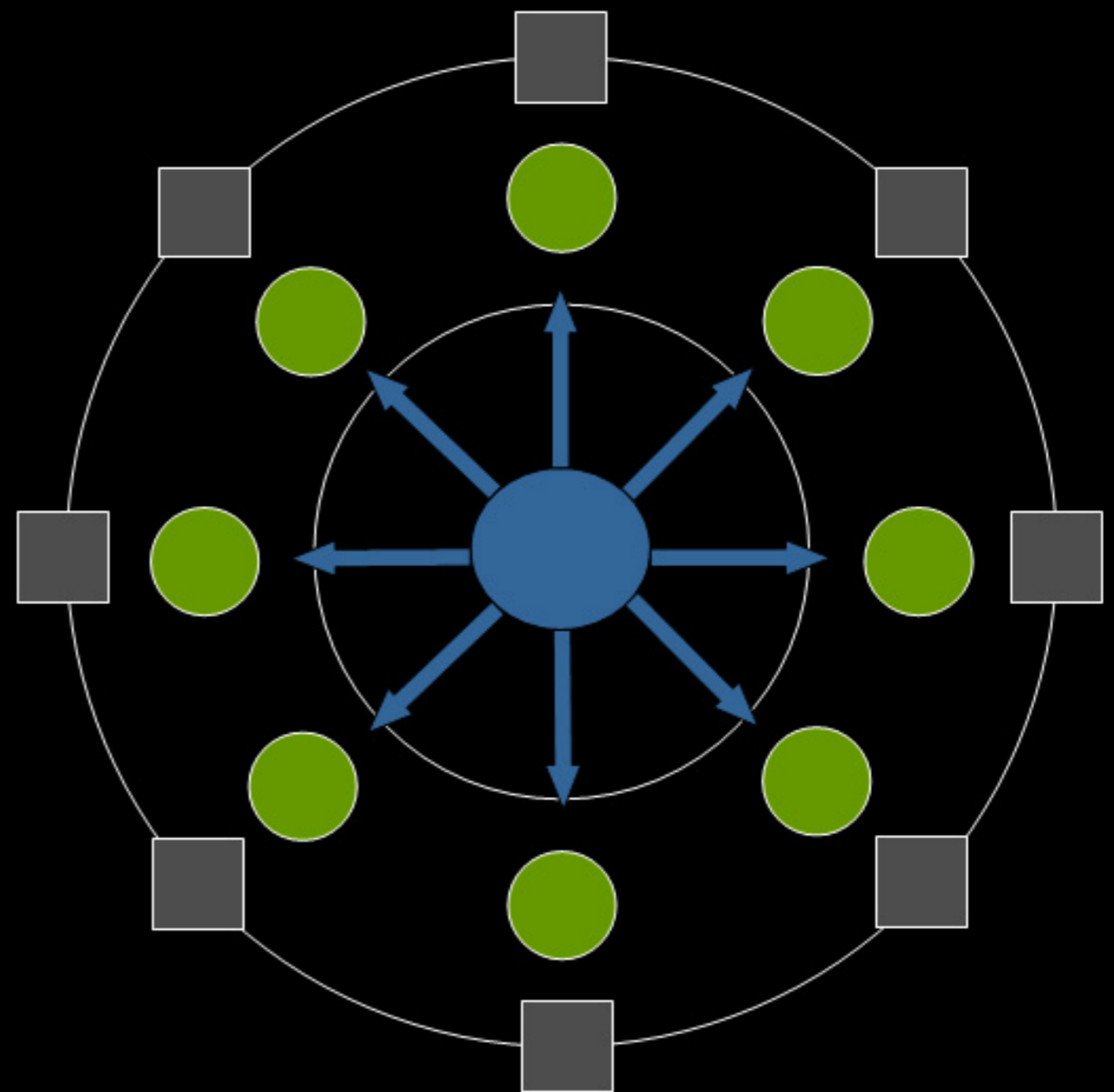


evaluation

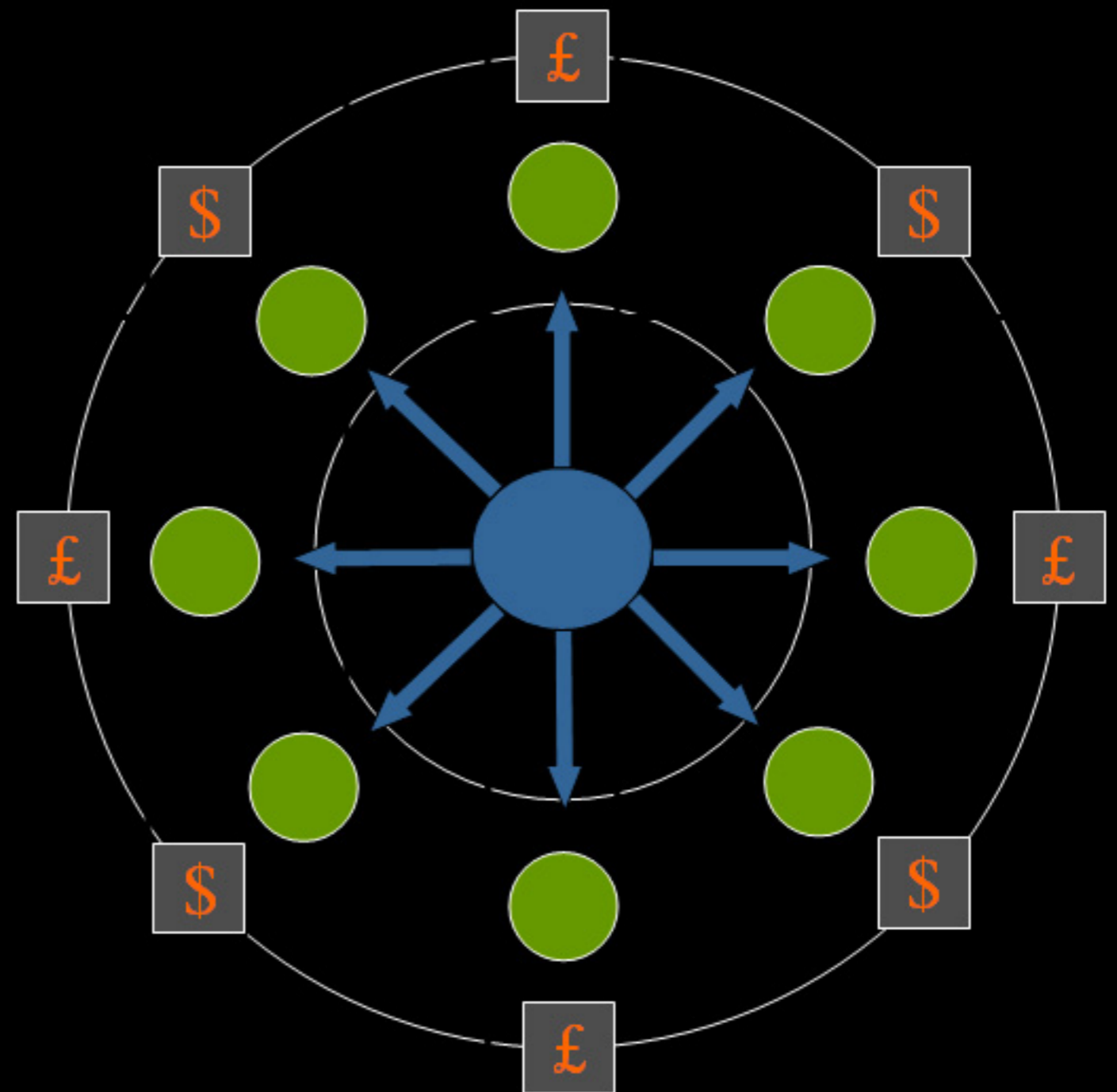


design policy network

- core team
- design centres
- national design policy makers

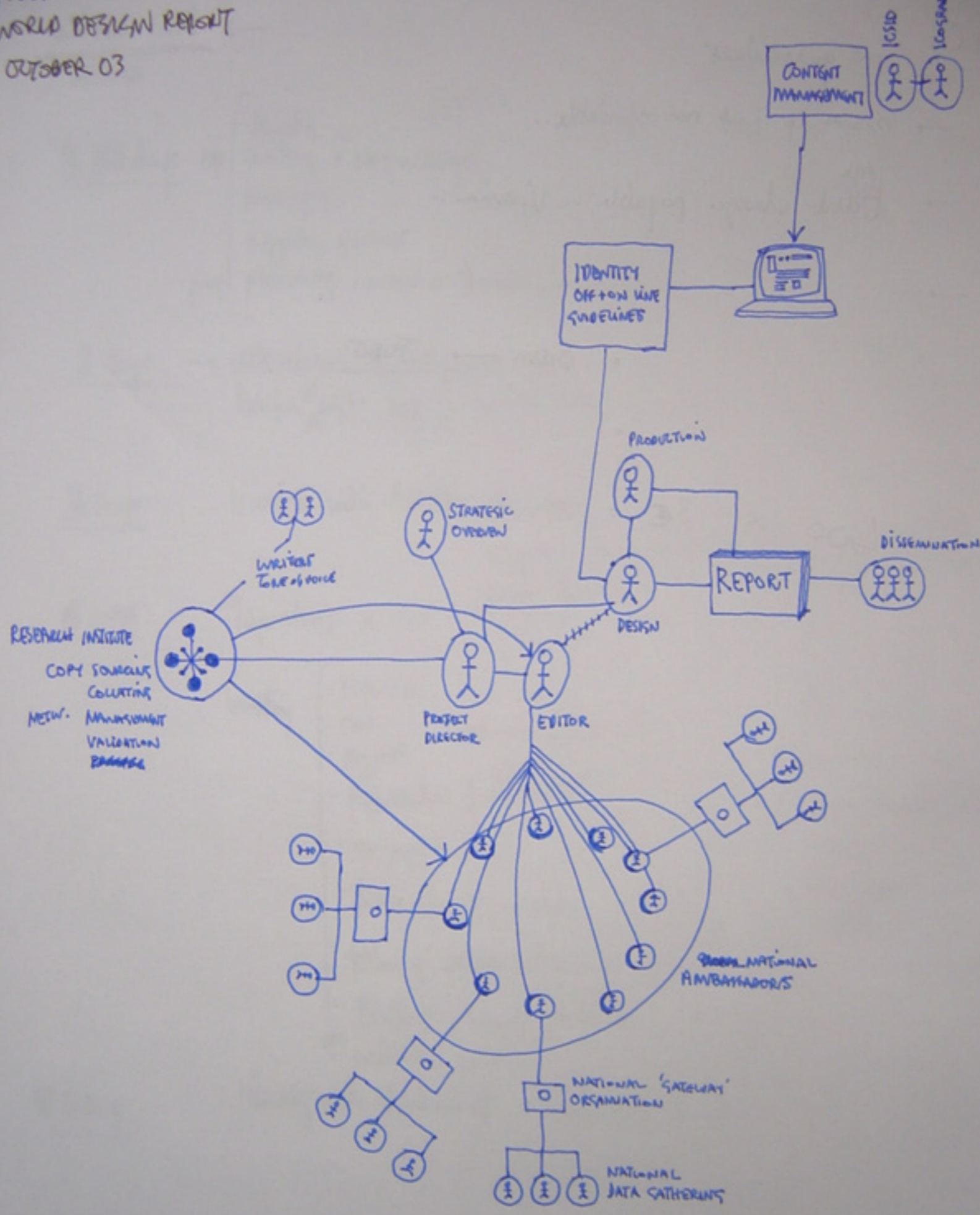


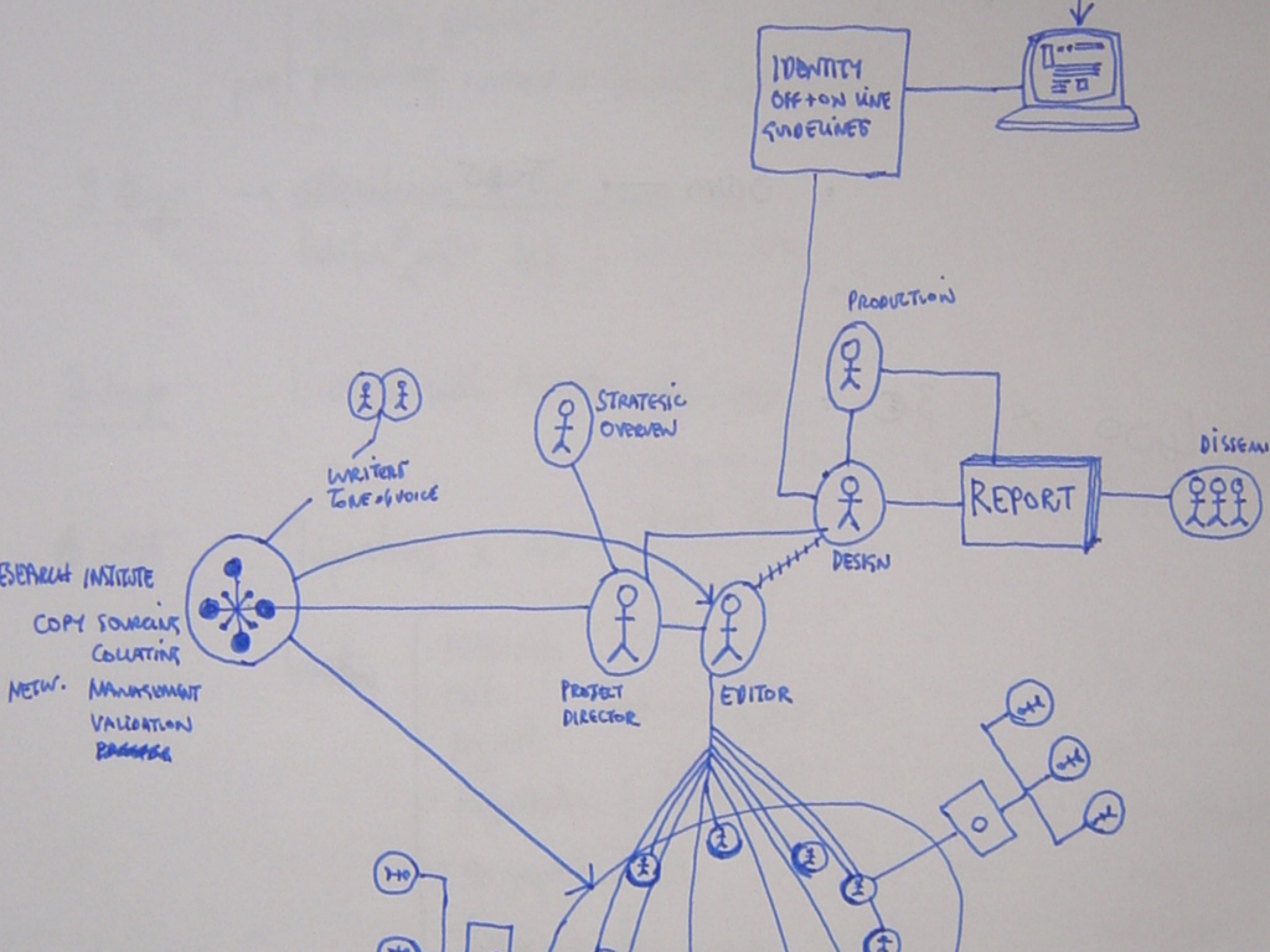
potential sources of income??

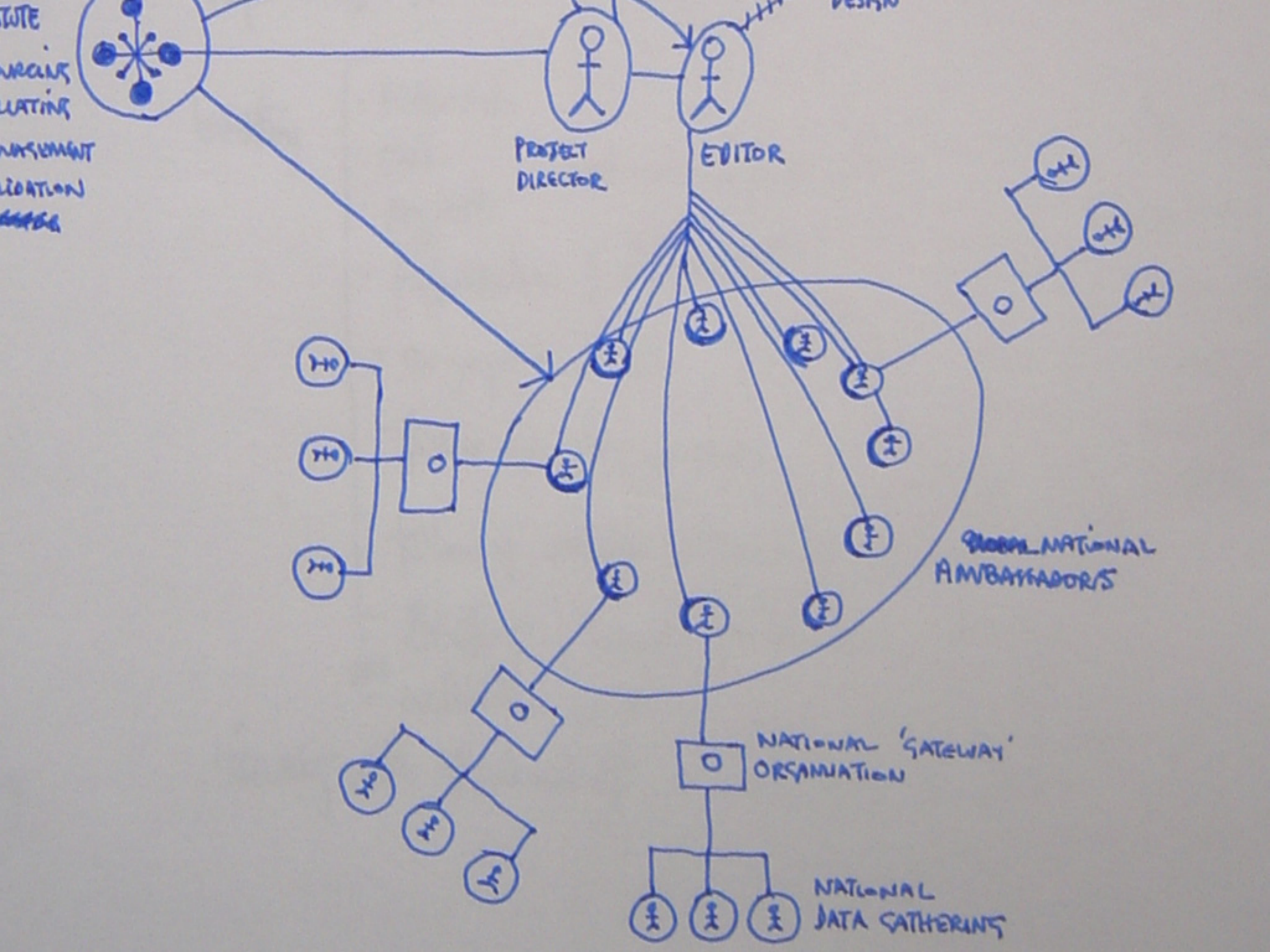


structure and actors

HELSINKI REPORT
 WORLD DESIGN REPORT
 6 OCTOBER 03







**core management team – icsid
and icograda**

strategy

research institution

data collation, research

editorial advisory board

direction, validation

country ambassadors x 9

from our network

national 'gateway' organisations x 9

supporting organisational capacity and reputation

**national level data gathering team
(for each gateway organisation)**

on-the-ground data-gathering

core management team – icsid
and icograda

strategy

luigi ferrara
mervyn kurlansky
soon-in lee
michael thomson
robin edman
carlos hinrichsen

research institution

data collation, research

for example

duoc, chile (carlos)

designium, helsinki (sotama)

editorial advisory board

direction, validation

representatives from

icsid

icograda

publisher

design research

academic

design industry

design promotion

country ambassadors x 9

from our network

australia

canada

chile

denmark

korea

malaysia

south africa

turkey

uk

country ambassadors x 9

from our network

australia

canada

chile

denmark

korea

malaysia

south africa

turkey

uk

for example...

national 'gateway' organisations x 9

supporting organisational capacity and reputation

australia

australian design awards

canada

montreal

chile

duoc

denmark

danish designers

korea

kidp

malaysia

malaysian design council

south africa

standards bureau

turkey

university

uk

design council

**national level data gathering team
(for each gateway organisation)**

on-the-ground data-gathering

**local team organised by the
national gateway organisation**

content overview...

key 'design economy' indicators

possible key indicators

scale of design activity as a % of per capita gdp

innovation index score

most represented design sectors

no. of patents in previous 12 months

no. of designers employed

overall contribution to gdp

possible key indicators

no. of design schools

no. of design graduates per year

government policy on design

level of government funding to design

national design organisations

national professional representative body

design export figures

country overview

written by an identified 'ambassador' -
an expert or representative of a
recognised design organisation

open style - not templated - reveal
diversity of voice - includes 5 year
prognosis

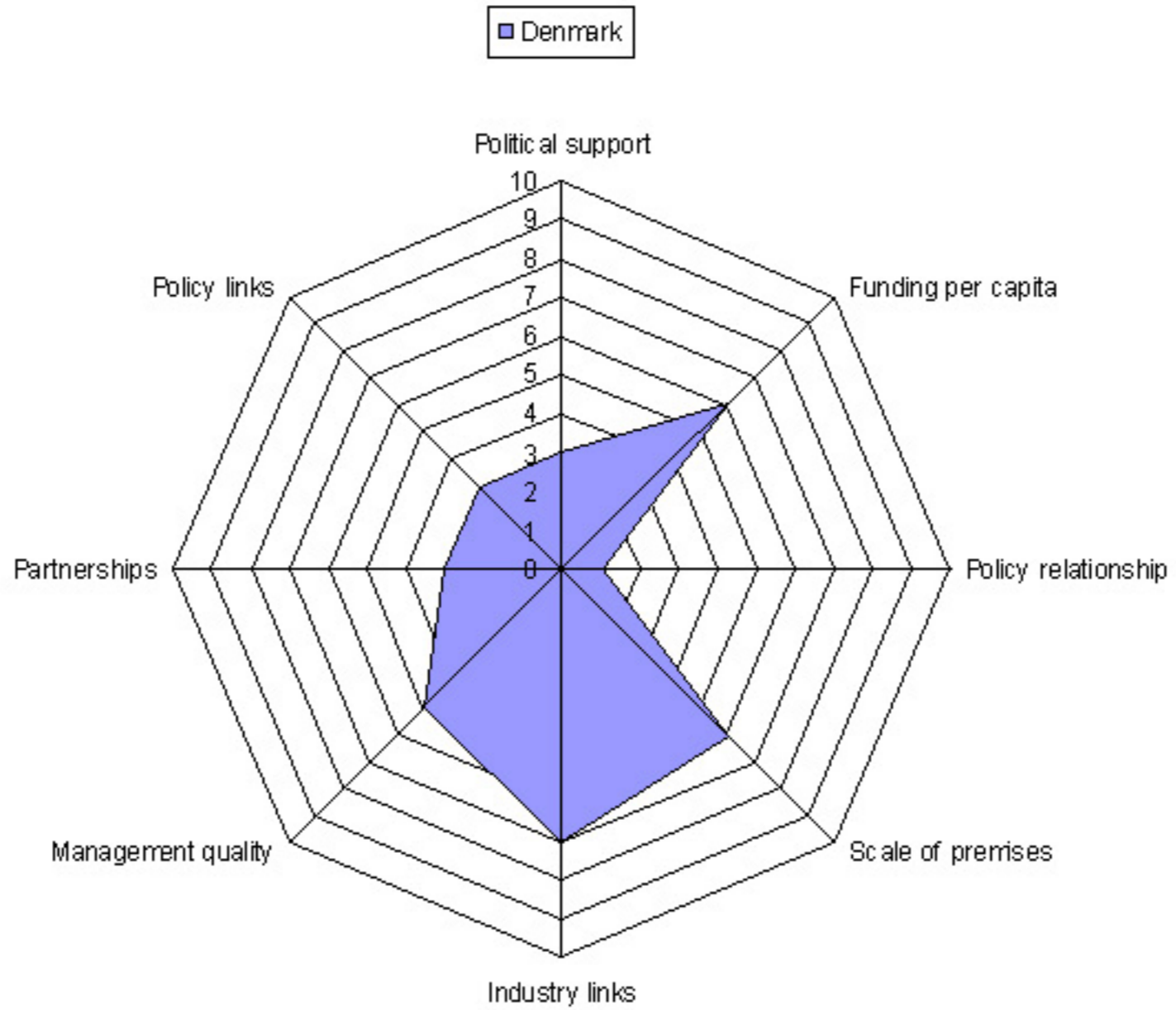
for each country their

national or regional design award
winners

recognised nation-based design-led
companies

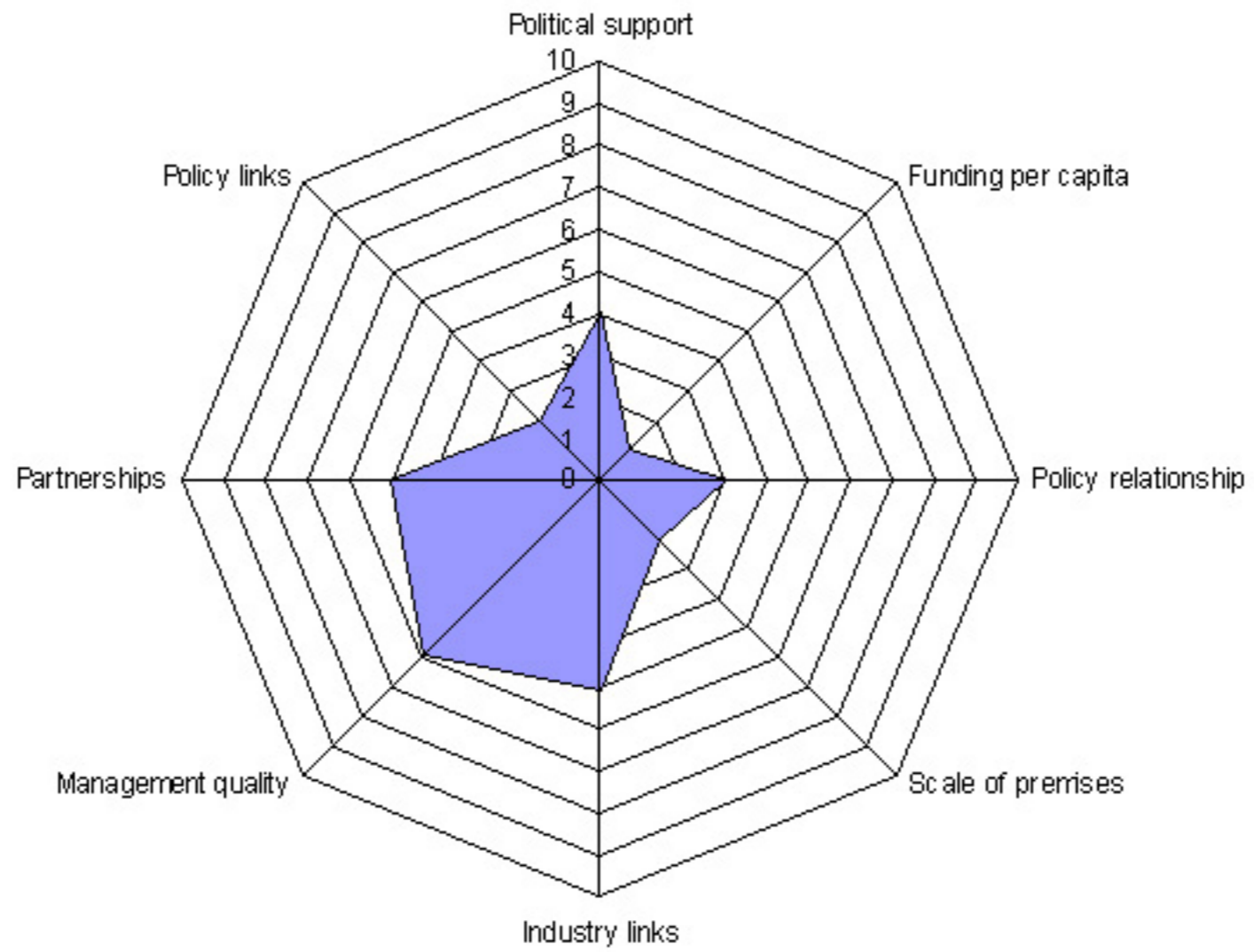
national design policy indicators

NATIONAL DESIGN PROMOTION



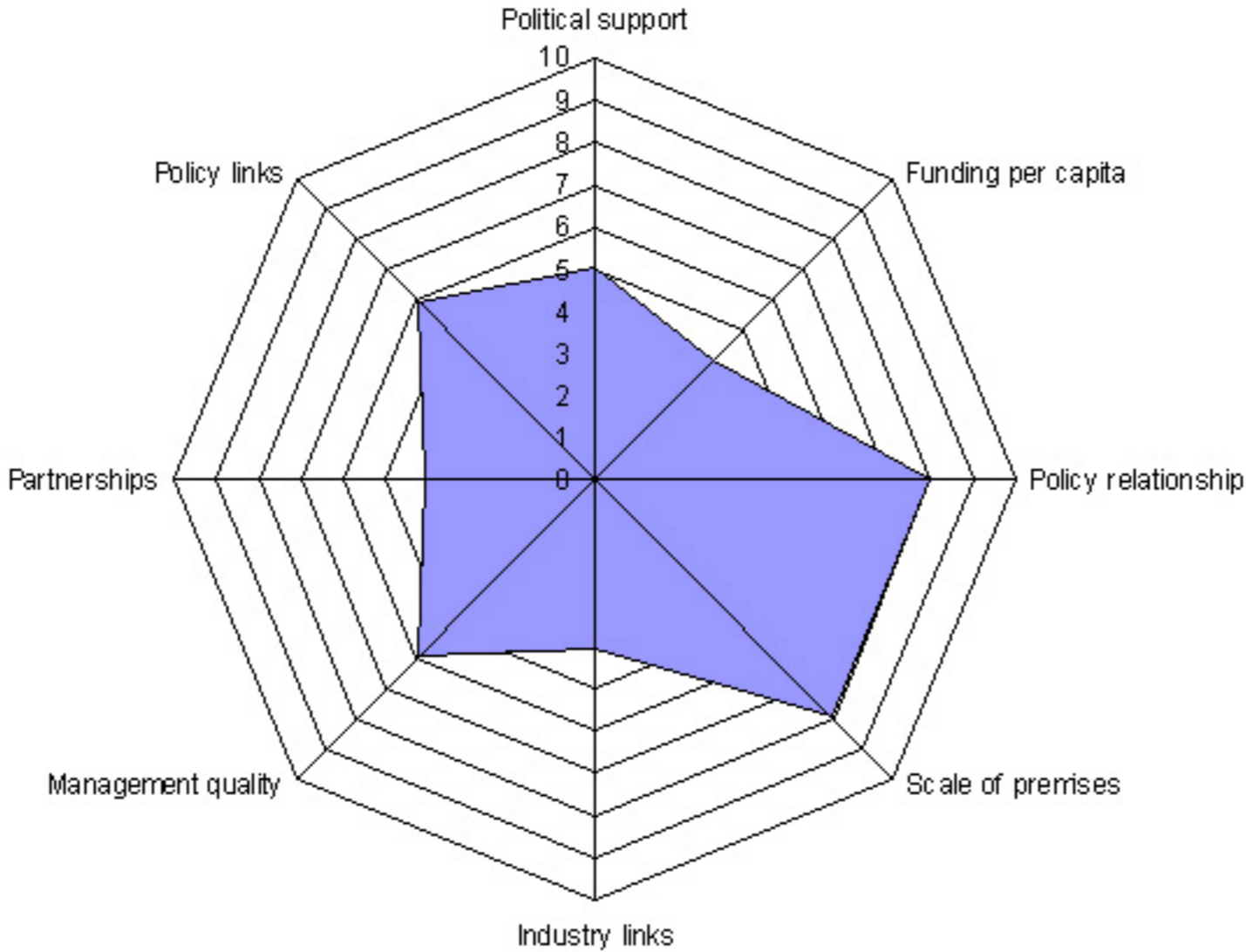
NATIONAL DESIGN PROMOTION

Germany



NATIONAL DESIGN PROMOTION

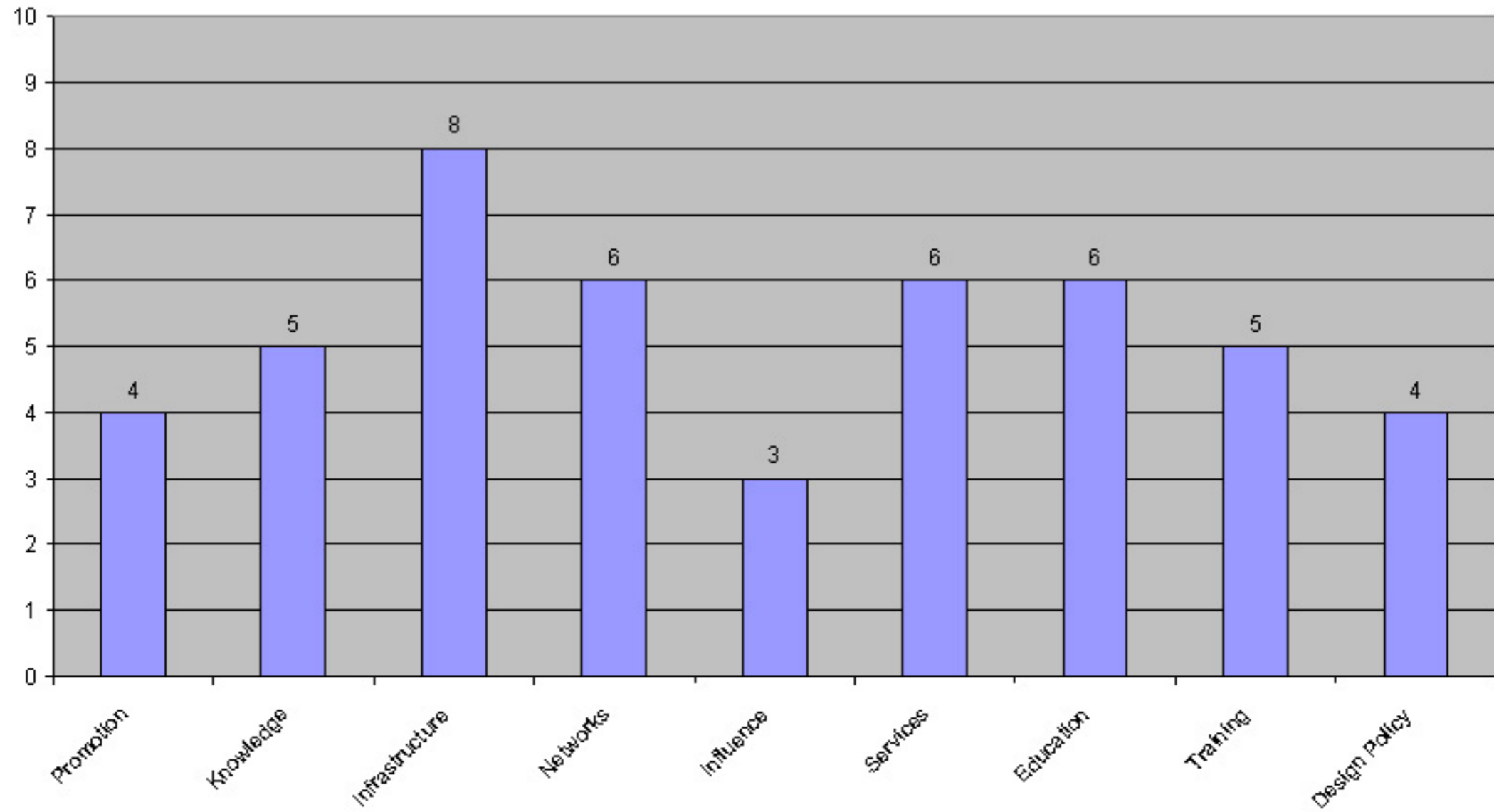
Japan



Country Indicator	Notional Rating
Level of government commitment to design	0
Strategic effectiveness of activities	2
Effectiveness of policy activity	2
Resourcing from government	0
Level of sophistication and maturity of programmes and ways of working	3
Average	1.4

ACTIVITY

UK



layout overview

WHAT :: WHERE

→ INF. NOT EASILY AVAILABLE EVERYWHERE ...

Check Carlos Latin American Report

COUNTRY NAME

India

INDIANISATION

DESIGN COMPETENCE RATING SCORE

37 COMPARATIVE POSITION (developed or emerging)

56 COMPARATIVE POSITION (overall)

GDP PER CAPITA **17,527**

• Top
• Middle
• Bottom

REGIONS

NID

www.nid-india.gov

GOVT DEPT
PUB. SEC.
Govt Finance

	1995-2005	2006-2011
GRADUATES	14,000	27,000
PROFESSORS	257	1,000
INDUSTRIAL	132	800
POST GRADUATE	574	17,000
FELLOWS	3000	25000
GRANTS		
COMM. AND BRAND	200	2,000
DESIGN MANAGEMENT	25	82

NATIONAL DESIGN POLICY INDICATOR

DESIGN CASE STUDIES

- FASHION DESIGNER
- FURNITURE DESIGNER
- IDE^o
- TATA²

NATIONAL AMBASSADOR (Government)

Country (design) 'open' style

STEWARD Temper & info

DESIGN COUNCIL (INDIA)

[Blank space with horizontal lines for notes]

KEY INDICATORS

SIZE of DESIGN ACTIVITY = **2-4 P.C. GDP**

POST GRADUATE DESIGN =

N° of FRESH DESIGN GRADUATES =

EU INNOVATION INDEX =

N° employed =

CONTRIBUTION to GDP =

N° of DESIGN SCHOOLS =

N° of DESIGN SECTORS =

N° of DESIGN SCHOOLS =

GOV POLICY on IND =

GOV POLICY on DESIGN =

DESIGN COUNCIL N°

PLATE

FUTURE PAGES

NATIONAL DESIGN ORG.

NATIONAL POLY. DEV. BODY

NATIONAL TRADE ASSOCIATION

DESIGN EXPORT FIGURES

FORECAST 2015

[Blank space with horizontal lines for notes]

DESIGN CASE STUDIES

PRIVATE + PUBLIC DESIGN

PRIVATE + PUBLIC DESIGN

PRIVATE + PUBLIC DESIGN

TURN THIS INTO NATIONAL REPORT TEMPLATE + QUESTIONS.

POLICY NEEDS/RECS?
OR GOVERNMENT THROUGH POLICY?

CASE STUDIES

NATIONAL DESIGN PRODUCTS + SERVICES + BRANDS 'window'

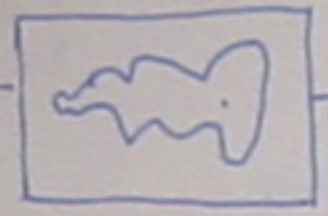
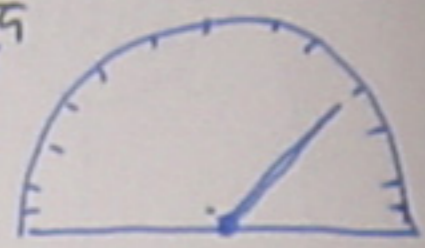
PRIVATE + PUBLIC DESIGN

COUNTRY NAME

India



DESIGN COMPETENCE RATING SCORE



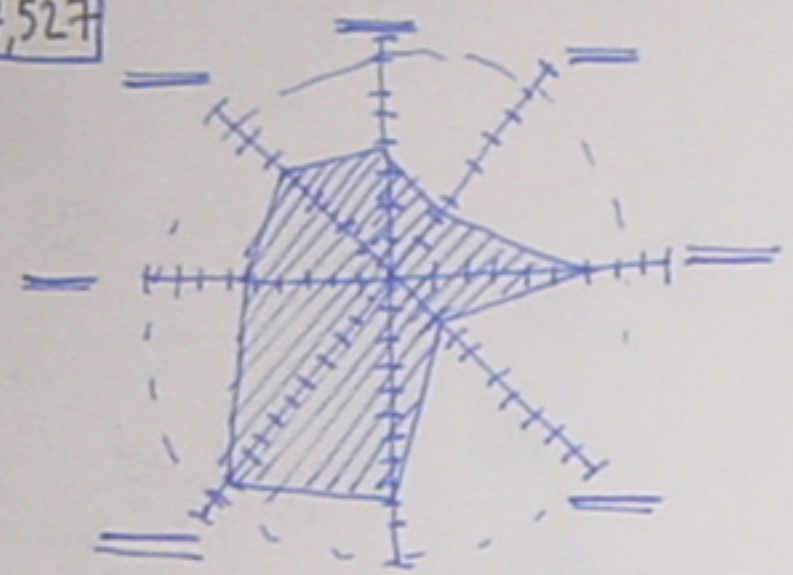
NAT BOUNDARY MAP

37
56

COMPARATIVE POSITION (developed or emerging)
COMPARATIVE POSITION (overall)

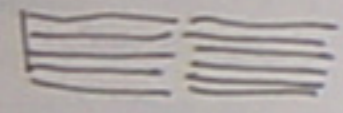
GDP PER CAPITA 17,527

- TOP
- MIDDLE
- BOTTOM



NATIONAL DESIGN POLICY INDICATOR

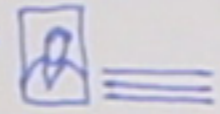
REGIONS



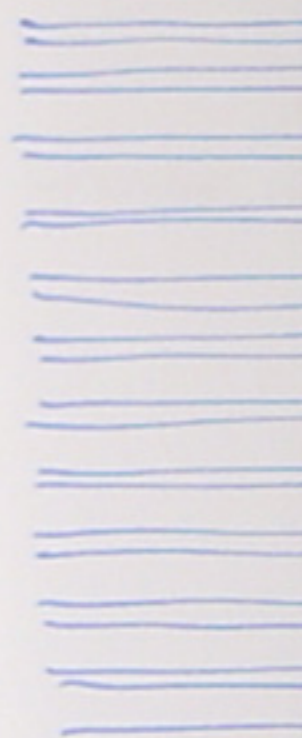
NID

www.nid-ind.gov

- Govt DEPT
- Para Sec
- Govt Funding

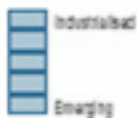


	INDIA	EMERGING
GRAPHS	14,000	27,000
PRODUCT	257	10,000
INDUSTRIAL	132	8,000
POP ENROLLMENT	574	17,000
FASHION	3,000	25,000
STARTUPS	.	
COMM AND BRAND	200	2,000
DESIGN MANAGEMENT	25	82





United Kingdom



15/80

Growth competitiveness rank (2002) *and 8 countries have*

16/80

Macroeconomic index (2002) *and 8 countries have*

Design Competitiveness Rating

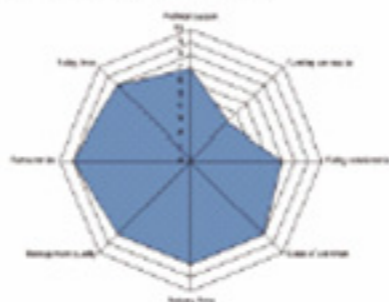


GDP per capita
\$17,527

In hac habitasse platea dictumst. Aenean torquent. Sed turpis. Vivamus sit amet nisl ut wisi commodo volutpat.



National design policy indicator



Employment in design (2002)

	No. of Companies	No. of Employees
Graphics	2500	27000
Product	700	6500
Industrial	350	5000
Environment	-	3700
Fashion	7000	35000
Comms and Brand	4500	42000
Design Management	1300	21000

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Government design policy information

Government department
The Department of Trade and Industry (DTI)
Secretary of State for Trade and Industry
The Rt. Hon. Patricia Hewitt MP
Government unit
Design Policy Unit

The Rt. Hon. Patricia Hewitt MP

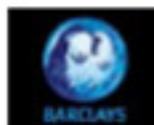


British design award winners

Infrabrand

Brand consultancy

Founded London 1974
Offices Asia 9
Offices Europe/West 11
Offices Americas 9
Turnover 2003 £15m



SeymourPowell

Product

Founded London 1994
Offices London 1



Paul Smith

Fashion

Founded Nottingham 1974
Retail worldwide



Portapaper

Graphics, identity, interiors, architecture and products

Founded London 1975
Offices: London, New York, San Francisco, Austin, Berlin



Turnover 2002 \$6.5m



Design policy issues

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Expert overview



David Kettle
Chief Executive
The Design Council

Design in the UK

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Excellence through design

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The next five years

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Key indicators of design activity

Size of design activity 1.2% of GDP

Most active sectors by turnover Graphic design

Number of patents (2002) 192,052 (of: National Patent Office)

EU Innovation Index 14.5

No employees in all sectors 650,000

No of Design Schools 347

No of Design Graduates (2002) 6,400

No of Business Schools (2002) 27

Governmental spend on design promotion 5m

Design Centres 1

Number of employees 30

National Design organisations 5

National Representative Body CSD

National Trade Association DBA

National Design Awards Design Effectiveness Awards (DEA)

Design continuum indicator

Design

Craft

Useful web links

www.designcouncil.org.uk

www.dti.gov.uk

www.dba.org.uk

www.csd.org.uk

www.dbi.org.uk

www.dandad.org

The Design Council

The Department of Trade and Industry (DTI)

The Design Business Association

The Chartered Society of Designers

The Confederation of British Industry

The Design and Art Direction, UK

Examples of British design



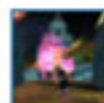
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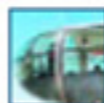
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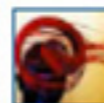
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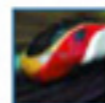
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United Kingdom



15/80

Growth competitiveness rank (2002) [www.ecw.europa.eu](#)

16/80

Macroeconomic Index (2002) [www.ecw.europa.eu](#)

Design Competitiveness Rating

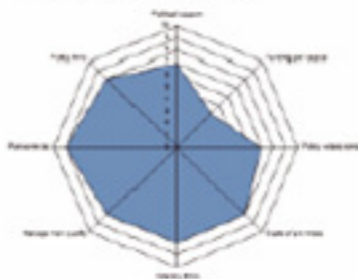


GDP per capita
\$17,527

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National design policy indicator



Employment in design (2002)

	No. of Companies	No. of Employees
Graphics	2000	27000
Product	700	8500
Industrial	350	5000
Environment	-	3700
Fashion	7000	35000
Commo and Brand	4000	42000
Design Management	1000	21000

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British design award winners

Interbrand Brand consultancy	SeymourPowell Product	Paul Smith Fashion	Pentagram Graphics, identity, interiors, architecture and products
Founded London 1974 Offices Asia 9 Offices Europe/Africa 11 Offices Americas 9 Turnover 2002 £15m	Founded London 1984 Offices London 1 Turnover 2002 £3.05m	Founded Nottingham 1974 Retail worldwide Turnover 2002 £230m	Founded London 1975 Offices: London, New York, San Francisco, Austin, Berlin Turnover 2002 £4.5m



Design policy issues

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Expert overview



David Kraker
Chief Executive
The Design Council

Design in the UK
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Economic wealth through design
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The next five years
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Key indicators of design activity

Size of design activity	1.2% of GDP
Most active sector by turnover	Graphic design
Number of patents (2002)	106,002 (ref: National Patent Office)
EU Innovation Index	14.5
No employees in all sectors	600,000
No of Design Schools	347
No of Design Graduates (2002)	6,400
No of Business Schools (2002)	27
Government annual spend on design promotion	5m
Design Centres	1
Number of employees	50
National Design organisations	5
National Representative Body	GD
National Trade Association	DEA
National Design Awards	Design Effectiveness Awards (DEA)

Design continuum indicator



Useful web links

www.designcouncil.org.uk	The Design Council
www.dti.gov.uk	The Department of Trade and Industry (DTI)
www.dba.org.uk	The Design Business Association
www.csd.org.uk	The Chartered Society of Designers
www.cbi.org.uk	The Confederation of British Industry
www.dard.ac.uk	The Design and Art Director, UK

Examples of British design



Carabiter neque quam.



Carabiter neque quam.



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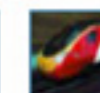
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progress in asia

korea design report

sets up format for asian design report

extending research and data
gathering to china and japan

asian design report

embrain

specialised market research company
north-east on-line research network
presence in china, taiwan and japan

similar set-up required for
europe
americas
africa
australasia?

thank you

michael and soon-in
seongnam, korea 2003

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IDA

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IDA