

## Who are we

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head in the clouds  
Propositional



feet on the ground  
Practical

# Roadmap:

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Understand

Analyse

Prototype

Share

## Roadmap:

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Understand

Context

Analyse

Activities

Prototype

New Tools

Share

Our Findings

# Understand

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To understand the overall context of the project its aims & ambitions. The nature of and the connections between working partners.

Show & Tell.  
Developing mutual connections.  
Understanding common empathy's.  
Scoping commonalities and differences.



Kingston Graduate Ben Atkinson Willes Active Minds Ltd Dementia care products.

## Analyse

# Mapping: Who, What, : How, Where, Why...

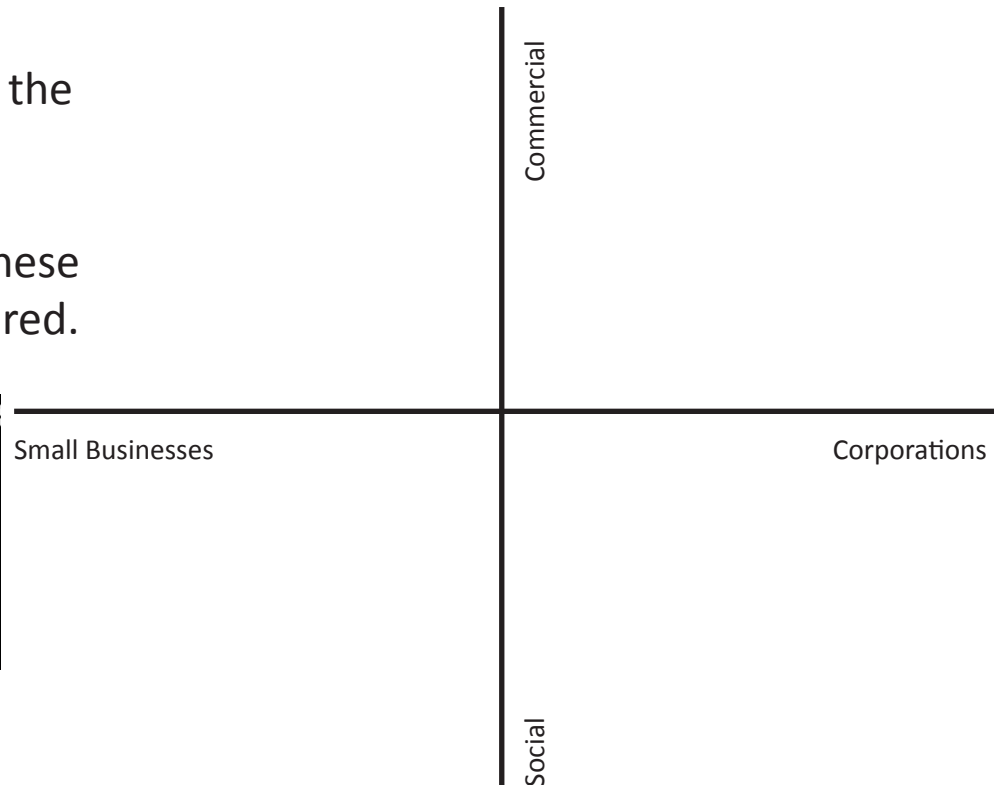
Who do we work with, what companies, individuals or organisations?

What is the ambition and purpose of the projects and tasks?

What are the drivers that underpin these relationships and how are they nurtured.



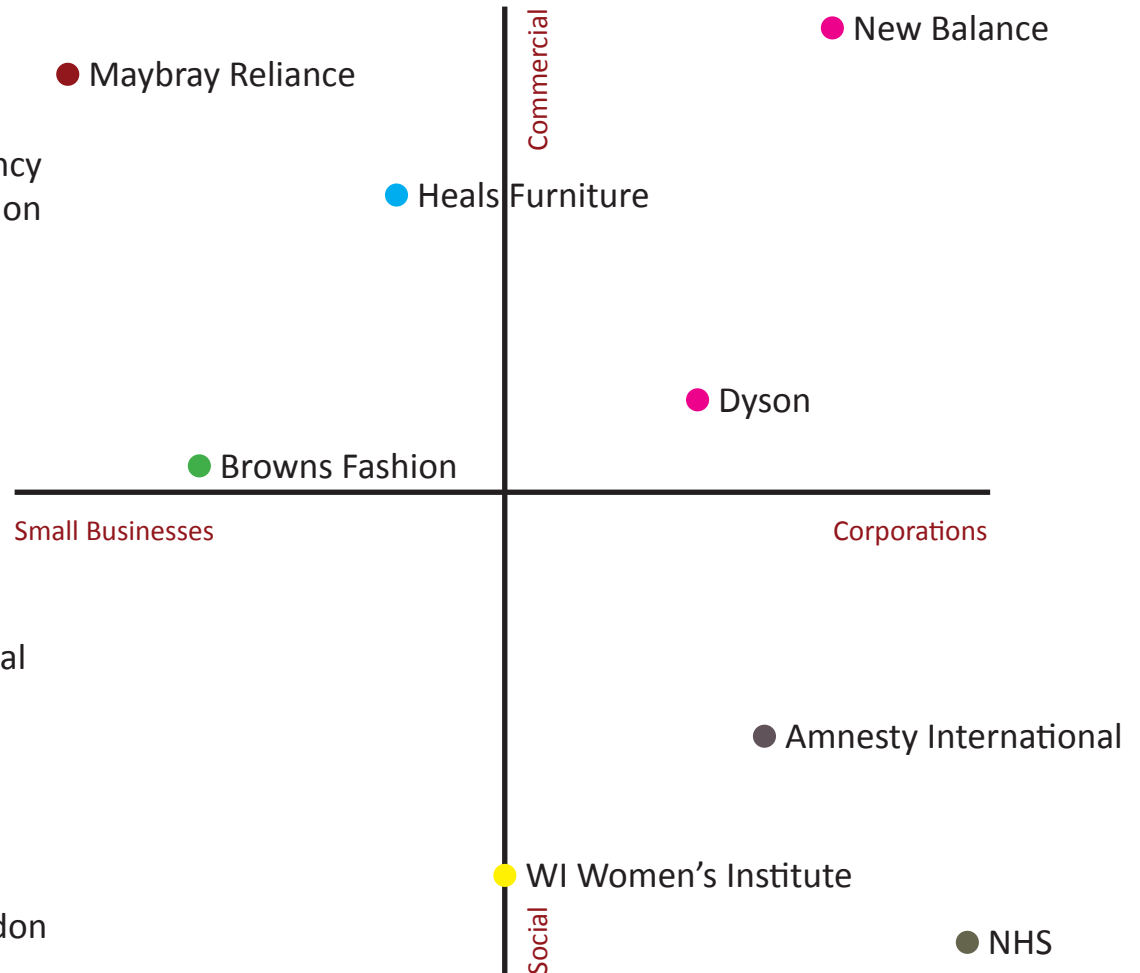
Royal Opera House: Film Animations  
Heals & Sons Limited: Furniture Manufacture.



## Mapping: Tools

Amnesty International  
BUBU (book binders)  
Royal Opera House  
Freud Museum  
Jack Wills  
WI Women's Institute  
Brooks Brothers  
New Balance  
Continental Tyres  
Habitat  
Heals  
Acoya Wood  
Dixons retail  
NHS  
H&M  
Penguin Random House  
The Science Museum  
Channel 4/ random acts  
Dazed & confused  
Tate Britain

Ted Baker  
Transport for London  
European Space Agency  
Audi Design Foundation  
Dyson  
Design Council  
Camira Fabrics  
Marks & Spencer  
Greengaged  
Banana Republic  
SEAT  
Top Man  
V&A Museum  
London Design Festival  
Wellcome Trust  
Vevo  
John Lewis  
Maybrey Reliance  
Browns Fashion  
Design Museum London





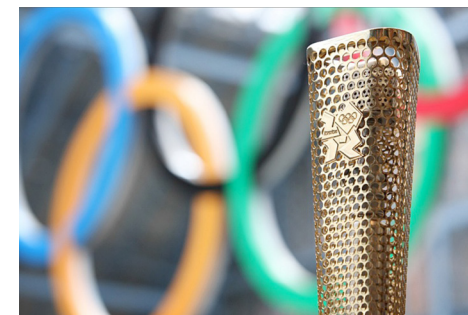
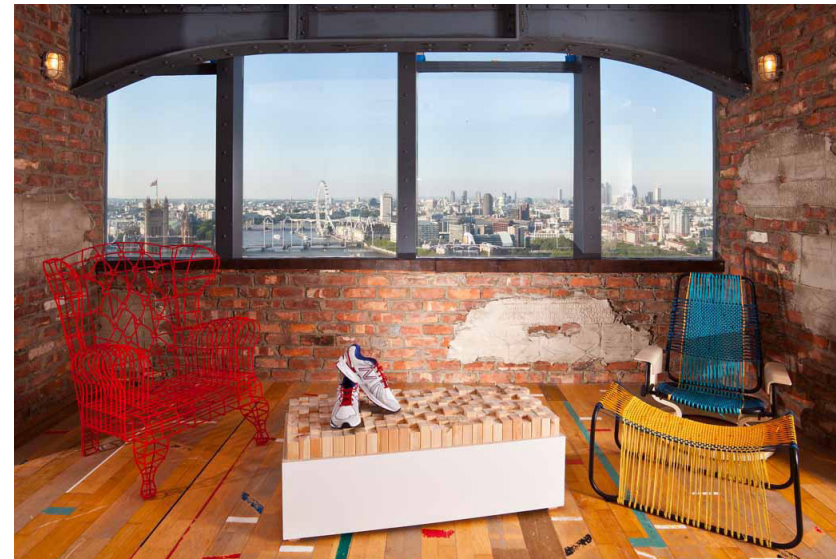
## Impact: Academy and Industry

What are the benefits to our students and their practice. How do these relationships support the development of the disciplines.

What are the advantages for the academic staff and the Academy.

What are the benefits for industry staff and the greater industry brands.

How do the projects influence and benefit commerce & industry.



# Provisional Design Elements:

## Scaffold

Enabling structures and a roadmap that supports “how to” engage with industry. Analogue & digital in format, it would share experience, support and communicate “best practice”





# Provisional Design Elements:

## Lasso:

A tool that enables online collaboration between multiple organisations and partners. It has the ability to leverage and place together diverse skills and expertise of industry and academic partners.



# Provisional Design Elements:

## Gateway:

Provides a focused point of entry for industry, enabled through effective communication of real scenarios with evidenced projects and outcomes. Predicated on quality PR material and a professional online presence.

Quality examples

Strategic content & contexts

Clear engagement method

Evolving consortia network



### Provisional Design Elements:

#### Broadcast:

Multiple communication channels that connect to individuals, groups and multinational businesses across cultural, commercial and creative industries. Adverts, case studies, workshops, talks, printed media, social and online networks.



Participatory Workshop  
Knowledge transfer  
Guidelines & Templates  
Liasion with Implimentors  
Future Participation



# The Design School

Thank you