



CONNECTING THE DOTS

IN UNEXPECTED WAYS



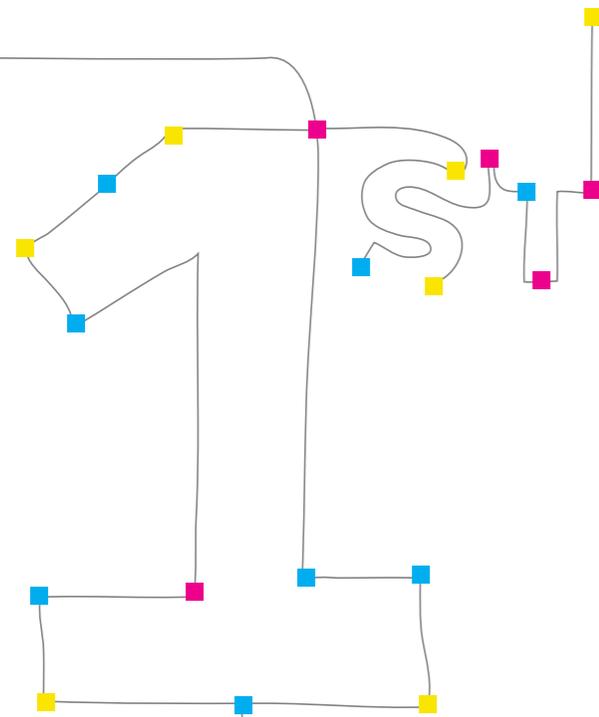
DESIGNING ALL OUR FUTURES

DESIGN IS OFTEN THOUGHT OF AS THE CLEVER BRANDING, UNIQUE PACKAGING, AND GORGEOUS GRAPHICS THAT LAUNCH A NEW PRODUCT OR SERVICE - SOMETHING ASSOCIATED WITH THE END OF THE PROCESS. BUT DESIGN ALSO CREATED THE PRODUCT OR THE SERVICE INSIDE THE WRAPPER.

Design combines logic with creativity to solve problems and develop new ideas to meet users' needs. Design begins and ends with the user. By asking probing questions problems can be better defined to develop solutions for users. How good design is determines the differential value it commands in the market i.e. what the customer will pay for that product or service compared with another. Design is the process that informs the creation of services and solutions as a strategic approach to creating value.

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'I LIKED THE USE OF DISRUPTIVE THINKING - TURMOIL CAN BE GOOD IN A CREATIVE PROCESS - CREATIVE PEOPLE BRING FREEDOM TO THE THOUGHT PROCESS.'

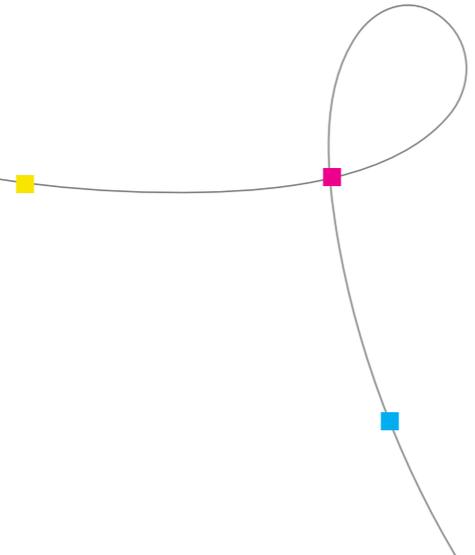
■ ■
PARTICIPANT,
RURAL ECONOMIES CHIAMA,
JUNE 2013



DESIGN IS NOT JUST THE LAST THOUGHT IT'S ALSO THE FIRST THOUGHT.

Design in Action has a singular mission - to build the economy using design strategies as powerful business tools. The project is testing - and proving - that design is the pre-eminent process for establishing successful businesses. Design is applied at the very inception of a company and to all aspects of the business in a holistic manner. Successful companies today are those that have embraced design early in their development process.

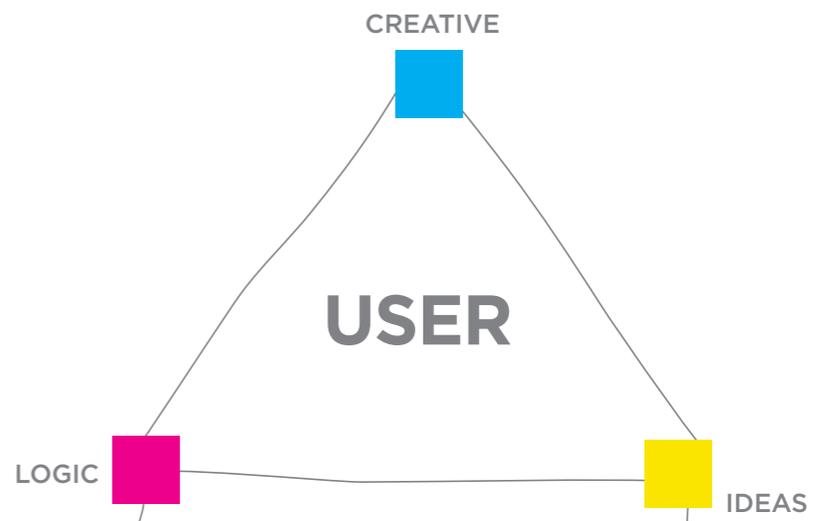
Taking a Design approach to business, to product development and service ideas means defining and designing what clients and customers need or want. By accurately defining the issue or idea designers can develop solutions people didn't know were possible or had conceived of. Creating better business results. To date our research would indicate that DIA has within 3 years helped new businesses create 34 jobs (full & part-time) with a turnover exceeding £2m into the Scottish economy.



And design is not just a process for the start up phase but for the lifespan of a business. Design applied in an established business can result in efficiency savings, reduction of wasteful processes, and create improved products and services with reduced testing and increase their attractiveness to customers - all of which will provide more return than the investment.

Our work with companies in Scotland demonstrates that embedding design in business can help the Scottish economy achieve a new drive.

We want to help put product, process and system design at the heart of your company. We want to move design upstream to a place where it can have a far greater and far more immediate impact on growth.



IT IS VERY EXCITING TO BE PART OF TEAM THAT IS PURSUING A BUSINESS IDEA THAT 3 DAYS AGO I PERSONALLY WOULDN'T EVEN HAVE BEEN ABLE TO CONCEIVE OF.

PARTICIPANT, CREATIVE CURRENCIES ICT CHIASMA, FEB 2015

CONNECTING THE DOTS IN UNEXPECTED WAYS

WHO ARE WE?

DESIGN IN ACTION (DIA) IS A KNOWLEDGE EXCHANGE PROJECT THAT IS EXAMINING THE APPLICATION OF DESIGN METHODOLOGY IN CREATING IDEAS FOR BUSINESS.

■ ■
SPECIALISMS OF ALL DIFFERENT NATURES WERE BROUGHT UNDER ONE ROOF WITH THE GOAL OF COMMERCIAL AND ACADEMIC DEVELOPMENT.

■ ■
PARTICIPANT, TECHNOLOGY ACCELERATOR CHIASMA, JAN 2015

■ ■
I LIKED THAT IT PUSHED MY BOUNDARIES, HAS GIVEN ME A NEW MINDSET ON DEVELOPING IDEAS, THROUGH TECHNIQUES USED AT THE CHIASMA TO GENERATE INSPIRATION.

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PARTICIPANT, FOOD CHIASMA, APRIL 2013

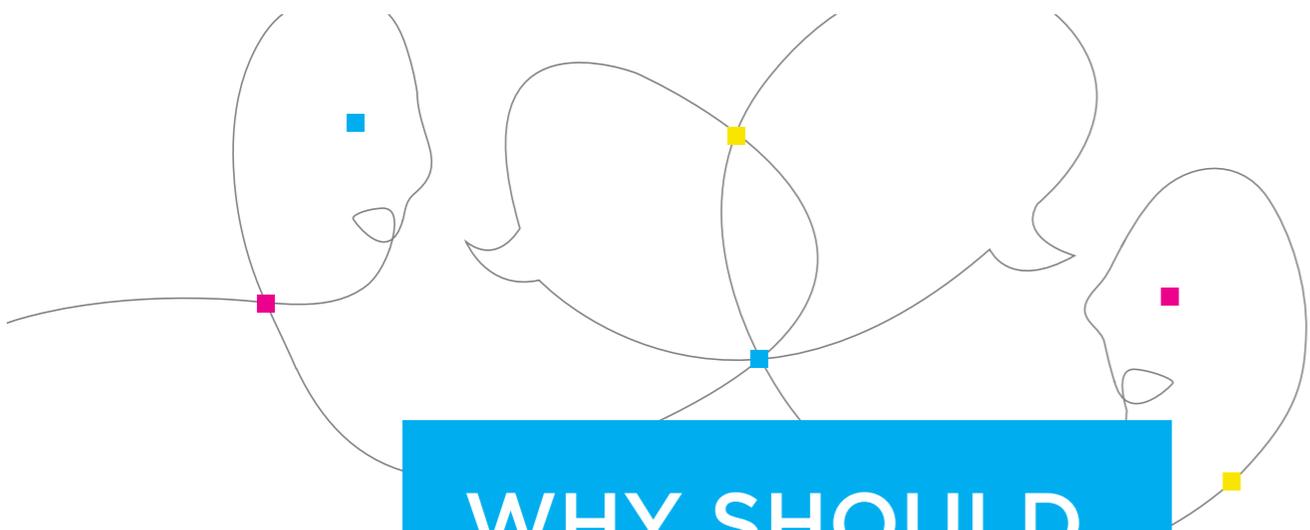
■ ■
THAT THERE IS POTENTIAL FOR A REAL WORLD APPLICATION TO COME OUT OF IT.

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PARTICIPANT, RURAL ECONOMIES CHIASMA, JUNE 2013

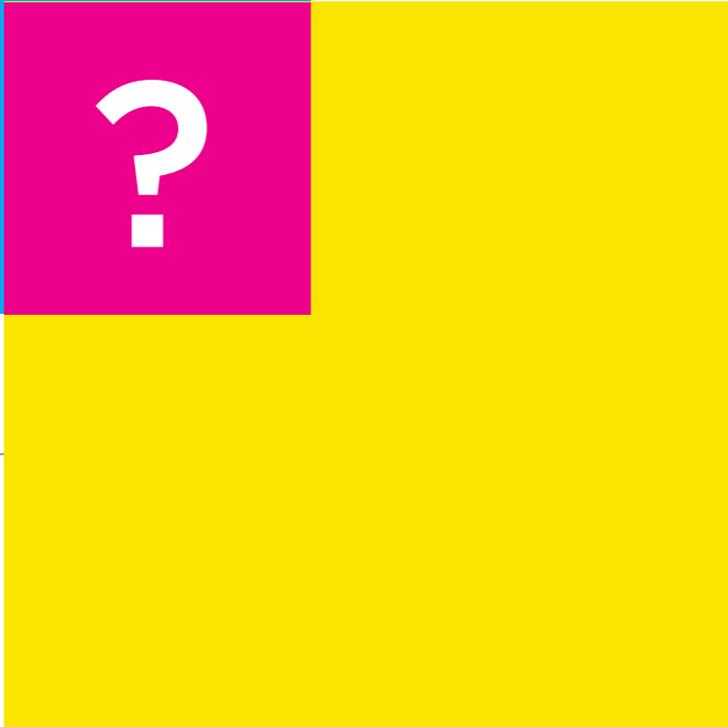
The project team includes Scotland's four Colleges of Art & Design and the Universities of Abertay and St. Andrews, and alongside academics engages designers, businesses and users in the design process.

The innovation process DiA has designed to co-create new business ideas is called Chiasma. Chiasma means ideas meeting at the point of creation. Chiasma are residential innovation events where people - often with very different skills - come together with world-class experts to solve complex problems by generating new and often elegantly simple ideas. We then provide development funding for the best ideas. There is a pipeline of businesses in the process of becoming market ready, DiA intend to have supported the launch and sustainability of many new businesses into the economy to the minimum turnover value of £6m within a 4-year period.

We can move you from the fuzzy front end where ideas happen and put you on the quickest road possible to a real product with a market share.



WHY SHOULD YOU GET INVOLVED



■ ■
I AM TOTALLY MOTIVATED AND FEEL SUPPORTED TO TAKE A BUSINESS IDEA FURTHER. THANK YOU.
■ ■
PARTICIPANT,
CIRCULAR BY DESIGN CHIASMA,
MARCH 2015

■ ■
WORKING WITH A BUNCH OF CREATIVE/INNOVATIVE THINKERS ON A NEW TECHNOLOGY AREA TO SEE WHAT APPLICATIONS MAY EMERGE.
■ ■
PARTICIPANT,
CREATIVE CURRENCIES ICT
CHIASMA, FEB 2015

NEW IDEAS ARE THE LIVEBLOOD OF EVERY GOOD BUSINESS.

■ Design In Action cuts down the journey time to realising your ideas. A short, intensive and supported time out in Chiasma with researchers and designers will help you develop them quickly into a workable shape to take forward in your business.

We want to make that journey to an unknown destination into a profitable business trip. By connecting people together in the most unexpected ways, we create the conditions for the emergence of a picture bigger than you ever could have imagined.

With no fee involved there's much to gain and nothing to lose - so why not get involved?

READ OUR EXAMPLES



BEER 52

IS A MONTHLY CRAFT BEER SUBSCRIPTION SERVICE THAT IS LED BY JAMES BROWN WHO ATTENDED THE FIRST FOOD CHIASMA IN APRIL 2013.



Inspired by the use of innovative design processes during Chiasma, as well as his love of craft beer, James designed a web-based monthly delivery service so others could have the opportunity to enjoy the products of local Scottish micro breweries. The speed of the company's growth has been phenomenal - Beer 52 launched four months after Chiasma with an offer on the discount website Groupon that sold out after 48 minutes, breaking all previous sales records. Beer 52 is now the largest craft beer club in the UK.

WE BECAME A MILLION-POUND BUSINESS IN THREE MONTHS.

JAMES BROWN
CEO AND CHIEF BEER TASTER,
BEER 52



UAN

GAELIC FOR LITTLE LAMB

STARTED BY ANGUS-BASED
FARMER JULIE HERMITAGE,
ATTENDED OUR FIRST
RURAL ECONOMIES
CHIASMA IN JUNE 2013.

She has developed a new lightweight wool for use in duvets and pillows that will not only transform the lives of those who suffer from allergies and asthma, but also provide a comfortable night's sleep for those who want to have breathable fabric that allows temperature regulation throughout the night at any time of the year. The business is in development and will launch in summer of 2015.



IT WILL CHANGE MY LIFE. AND
DIA HAS MADE THAT CHANGE
HAPPEN MUCH FASTER



JULIE HERMITAGE
FOUNDER, UAN LTD

KNOW SUGAR SHOP

ESTABLISHED AFTER WELLBEING CHIASMA 2012

The world's first change agent for sugar. Know Sugar Shop has the primary objective of raising awareness of the effects of sugar in our diets and explaining the link with Type 2 Diabetes and how we can all better manage our health and prevent the development of this disease. In its first two days the shop welcomed 700 visitors who tested their knowledge and learned how to manage their sugar intake.

Know Sugar Shop has demonstrated the potential for the model to address other health challenges, and is developing a social enterprise to take their approach forward.



THE CHIASMA FACILITATED A VALUABLE CREATIVE COLLABORATION WITH A GROUP OF LIKE-MINDED PEOPLE.



EWAN MACPHERSON
CHAIRMAN, KNOW CO.

KNOWTM
SUGAR



SHADOW BOOKS

BY JOHN SYKES AT SPORTS
CHIASMA SEPTEMBER 2013



Shadow Books is an interactive game which layers a magical world over the scenery outdoors and transports the young person into an adventure-filled-land. John has a working, playable and downloadable prototype and is seeking investment to bring the game to market.

Shadow Books has attracted the interest of a leading media organisation. For young people aged 8-16 years, it is designed to be played outside in nature with the involvement of a parent or the whole family as well as taking things back home to play indoors.



IT WAS A MAGICAL PROCESS -
HAVING ALL THESE DIFFERENT
PEOPLE IN THE ROOM AT
THE SAME TIME TACKLING
DEVELOPMENT PROBLEMS
AND CREATING AMAZING
SOLUTIONS.



JOHN SYKES
SHADOW BOOKS

All of these particular solutions to societal challenges are up and running as viable ventures.

This level of success is unprecedented and raises many questions. If DIA can perform at this level, building success into the economy with methods developed in partnership with business, then could this project be enabled to fill the obvious gap in the economic infrastructure and design in business become main stream beyond 2016?

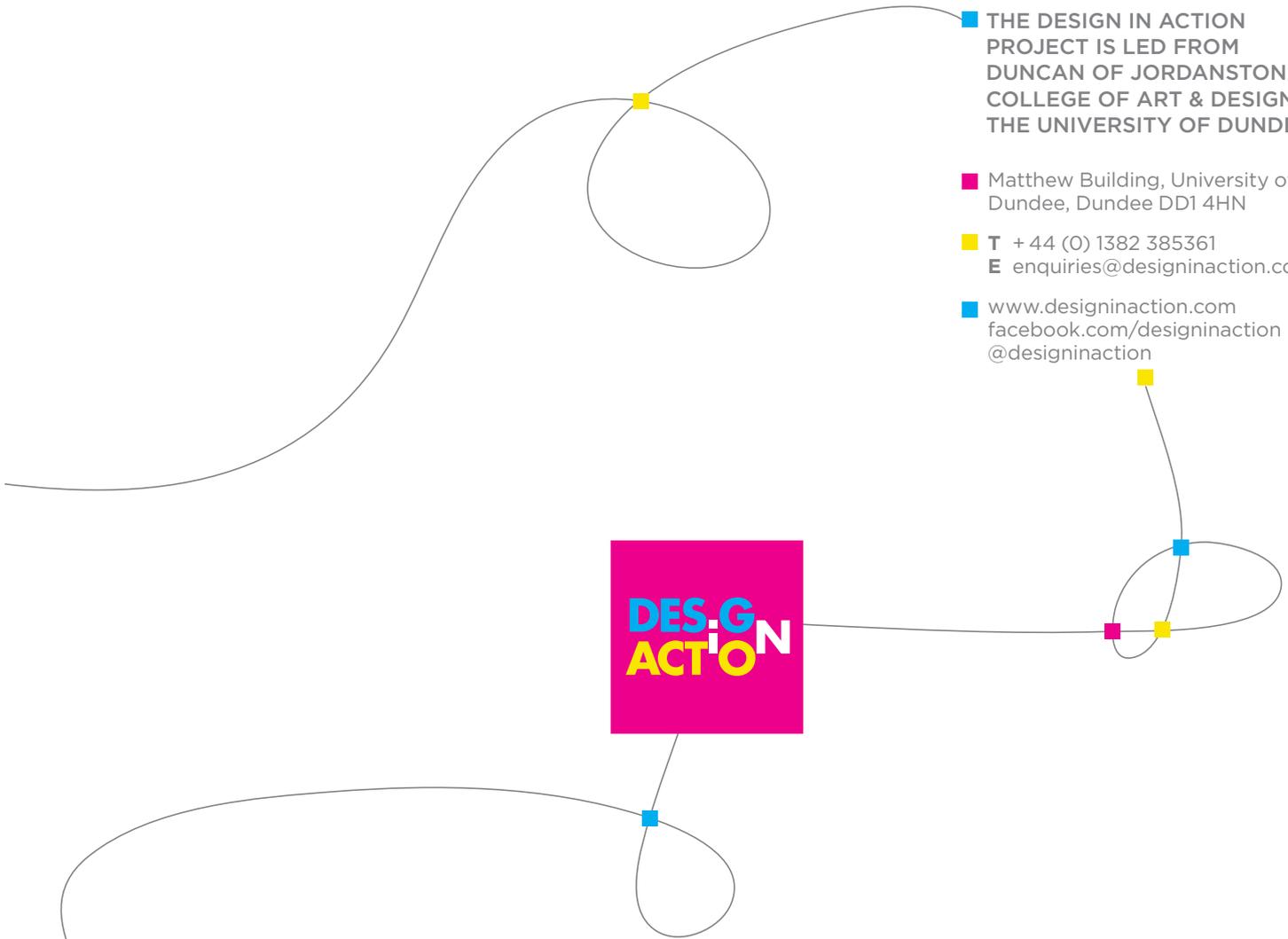
DOTS
CONNECTED IN
UNEXPECTED
WAYS HAVE
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OUTCOMES.

JOINING THE DOTS

■ GET CONNECTED!

GET IN
TOUCH TO
FIND OUT
MORE...

■ enquiries@designinaction.com



■ THE DESIGN IN ACTION PROJECT IS LED FROM DUNCAN OF JORDANSTONE COLLEGE OF ART & DESIGN AT THE UNIVERSITY OF DUNDEE.

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DESIGN
ACTION

■ THE PRINCIPLE PARTNERS ARE

■ Duncan of Jordanstone College of Art & Design (DJCAD) University of Dundee

■ The University of Abertay

■ Edinburgh College of Art (ECA) University of Edinburgh

■ The Glasgow School of Art (GSA)

■ Gray's College of Art Robert Gordon University

■ Institute for Capitalising on Creativity University of St Andrews

■ THE PROJECT IS FUNDED BY ARTS & HUMANITIES RESEARCH COUNCIL AND CREATIVE SCOTLAND.



Arts & Humanities
Research Council

ALBA | CHRUTHACHAIL