Creative Industries - worth £5.2 billion to Scottish Economy

No visibility of Design or Scotland’s Designers - missing gap in cultural provision

V&A at Dundee will be committed to showcasing Scotland’s excellence in Design - Past, Present and Future

Alongside this investment a further £265 million in near future

V&A at Dundee, Aberdeen City Gardens, Grays, GSA, just some of the known developments

A signal to Design/Designers growing recognition, visibility both culturally and economically.

Design more than just a marketing product a real strength of Scotland economy now and in future
KEHub DIA

- KE-Hub compliments existing support provision and builds designs infra-structure for the professional community right across Scotland
- KEHDIA is about applying design as a strategy in effect moving design from the end of the innovation process to the start-via the Boardroom
Importance of Innovation

- Cost reduction alone will not enable company growth
- Without innovation economic growth is unachievable
- Innovation must be viewed as a substantive positive change to a business to be competitive and increase its market share
- Innovation should drive quality, durability and service for the customer base
- Innovation works when the culture of the business is built upon goal definition, appropriate action to achieve these participation in teams, monitoring of progress/results, good communications and information
What needs to be done?

- KEHDIA will provide a focus for the design industry to engage in particular with food, rural economies, wellbeing, ICT, sport sectors, these are selected because of their current lack of engagement with design.
- Initial scoping of projects are revealing that many of the issues facing these sectors are as a result of a detachment from their consumers.
- Story: over 90% of patients fail to take their medication properly, resulting in further health problems, patients have the solution yet do not heed the advice, can a better system of patient care be evolved?
- Design as a strategy will operate as a discipline that brings fresh thinking to issues, formed from multiple-perspectives.
- Using the sandpit method teams will be formed to speculate on potential options that could be followed to resolve complex problems; all teams will have a design heart.
How the grant will help all of this?

- KEHDIA will bring together academics via the partnership, researchers from Scotland’s universities, and business to work collectively to develop speculative ideas.

- KEHDIA will have funding in place to take the ideas from the speculative to prototype stage, and support micro-enterprises to be fully engaged in the development process.
Who is involved

- We have many partners from industry already signed up and more engaging with the project.
- We have cultural partners from across Scotland who will act as venues for events, exhibitions, expos in support of KEHDIA.
- We also have a media partner who will publish weekly articles on design and designers to ensure that we get the message out there.
Conclusion
This is a once in a lifetime opportunity, we collectively need to get this right, we need to work together to achieve this, and become a cohesive voice for design. Too long have we operated as factions, we need to demonstrate a tangible vision and direction of travel, a shared one that unites the sector and gives visibility to our success, this we can and must grow. I have no doubt that we are at a turning point, one where visual thinking is understood and valued by society and as a force for economic development and growth.