



The Aragonese Industrial Design Centre

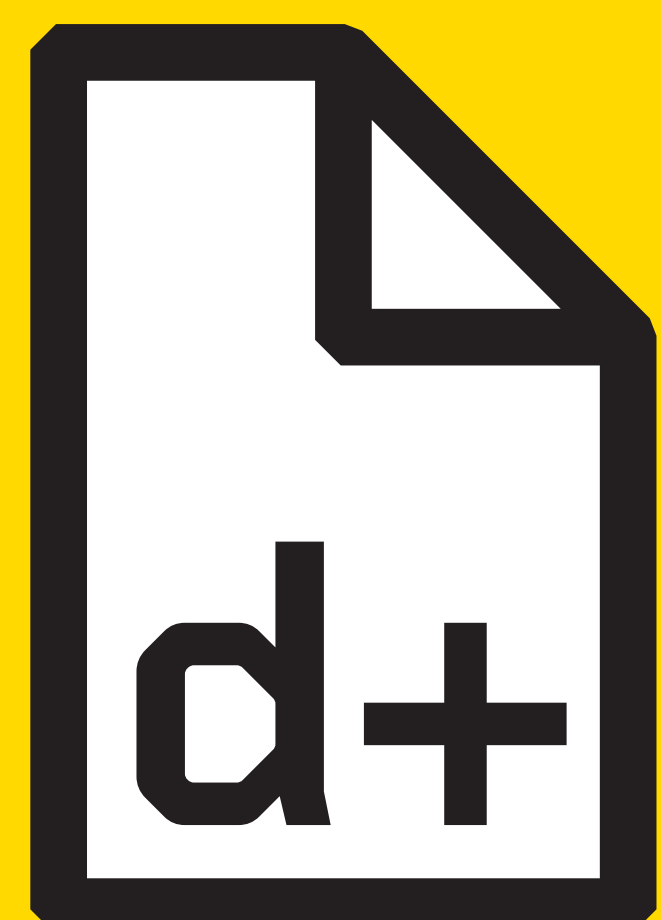
The reference centre, specialized in design, that pertains to the Aragon Region Government Department of Industry, Trade and Tourism

Mission

To encourage the development of design activity in the Region of Aragon

Vision

To be a leader in dissemination of design management among companies



‘ WE HAVE DEVELOPED A DESIGN MANAGEMENT METHODOLOGY ’

diseñamás

To manage design as a part of companies' strategy. Small and medium companies need referents to face design inside their organizations. **Diseña más** offers a method to do that.

The programme provides them with tools for the long term (organizational means, procedures and internal processes) and also for the short term: how small companies can manage information about their markets (company position, environment, growth...) and their products (life cycle, profitability...), to decide on which products to launch and which projects to develop. Additionally, it is a method to develop a design process that integrates external designers.

Diseña más also provides people inside the organization with a tutorial programme to improve their knowledge about design; everything in a completely practical way.

In a similar way, **Diseña más** provides companies (SMEs) with a method to face their identity management.

‘ WE TEST OUR METHODOLOGY AND THE WHOLE EXPERIENCE WITH OUR USERS: CONSULTING FIRMS, DESIGN COMPANIES AND SMEs THAT WE ASSIST ’

‘ WE HAVE BEEN WORKING IN DESIGN MANAGEMENT WITH COMPANIES FOR MORE THAN 8 YEARS ’

Not only we manage design but also assist companies in its implementation

Diseña más graphic identity.



‘ WE USE GRAPHIC DESIGN TO CARE FOR OUR IMAGE AND COMMUNICATION ’



Promotional T-shirt.

‘ WE HAVE ALSO CREATED A DESIGN SERVICES NETWORK BETWEEN CONSULTANTS AND DESIGNERS ’



Brochure.

Diseña más poster.

Our 'product' launching pack.

Diseña forum

The role of design is currently changing. While still restricted to the weight of its aesthetic and formal attributes, on the other hand it has a growing role in companies, as an activity to be aligned with business strategy so as to contribute decisively to their differentiation and growth.

From a different point of view, the option of design linked to a product has also been claimed to be overcome. In an ever more technologically advanced environment, it now takes on responsibility for the effectiveness of the basic service provided by the company

Finally, if we consider the growing role of consumers in the market, how to integrate their expected behavior or future preferences? can consumers eventually assume a role as designers, participating in an open process of development or co-creation? how will companies manage these processes?

This edition of Diseña Forum tried to shed some light on some of these issues.

GUEST SPEAKERS (ALONG TWO FORUM) FROM:

DOORS OF PERCEPTION
INTELIGENCIA CREATIVA
DNX GROUP
SMART DESIGN / FEMME DEN
IKEA
LANDOR
GASTROLÓGICA
BSH / BOSCH
CIRQUE DU SOLEIL EVENTS
LPK TRENDS
HP LARGE FORMAT PRINTING
FIAT LATIN AMERICA STYLE CENTER
MARRE MOEREL DESIGN STUDIO
PHILIPS DESIGN
INNOVALLEY
FJÖRD
McDONALD'S EUROPE
DESIGN MUSEUM OF LONDON

We bring the most valuable examples and good practices cases closer to our society

Diseña forum

"The role of design in the new society"
An initiative of diseñamás



‘ WE TRY TO BE INNOVATIVE BUT SUSTAINABLE ’

Diseña forum

"New approaches to design in companies"
An initiative of diseñamás



An event for companies and design professionals from everywhere to think together about new approaches and trends; and where students can open their minds to relevant experiences. Conferences and workshops permit attendants to share these points of view.

‘ WE ALWAYS COLLABORATE WITH DESIGNERS IN ALL OF OUR PROJECTS ’

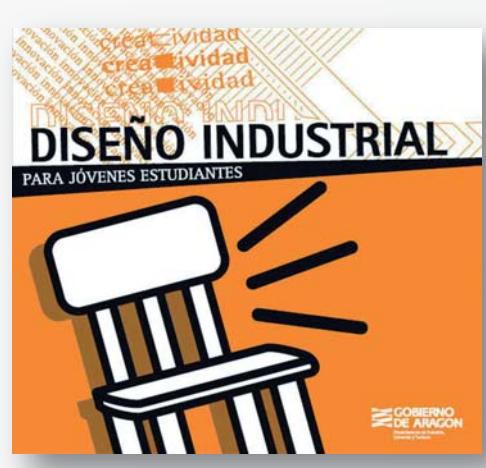


Training

We believe in design as a professional activity that has to be developed with high quality standards. Companies, specially small and medium ones, do not embrace design if it comes from another point of view. Firms need to reduce their uncertainty and optimize the use of their resources.

A professional view of design and of its management is really needed. Training programmes are essential to spread this professional view.

‘ WE MONITOR ATTENDANTS' NEEDS AND OUR SERVICE QUALITY TO IMPROVE OUR COURSES ’



Industrial design for young students.

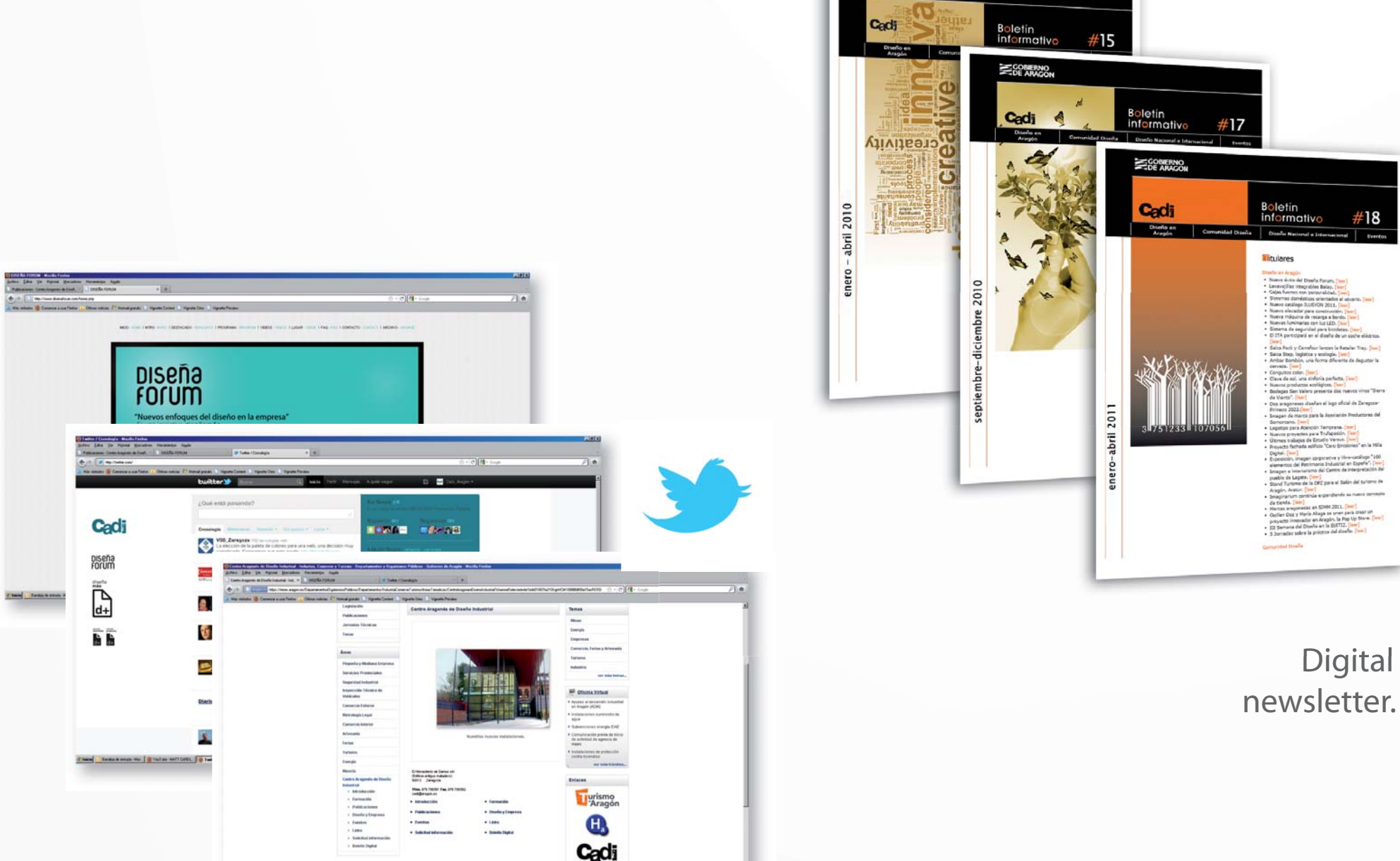


We provide technical people, company CEOs, and young students with training

‘ WE BELIEVE IN TRAINING AS A WAY TO IMPROVE DESIGN AND MANAGING CAPABILITIES ’

We share design methodology and companies design projects outcomes with society

ICTs

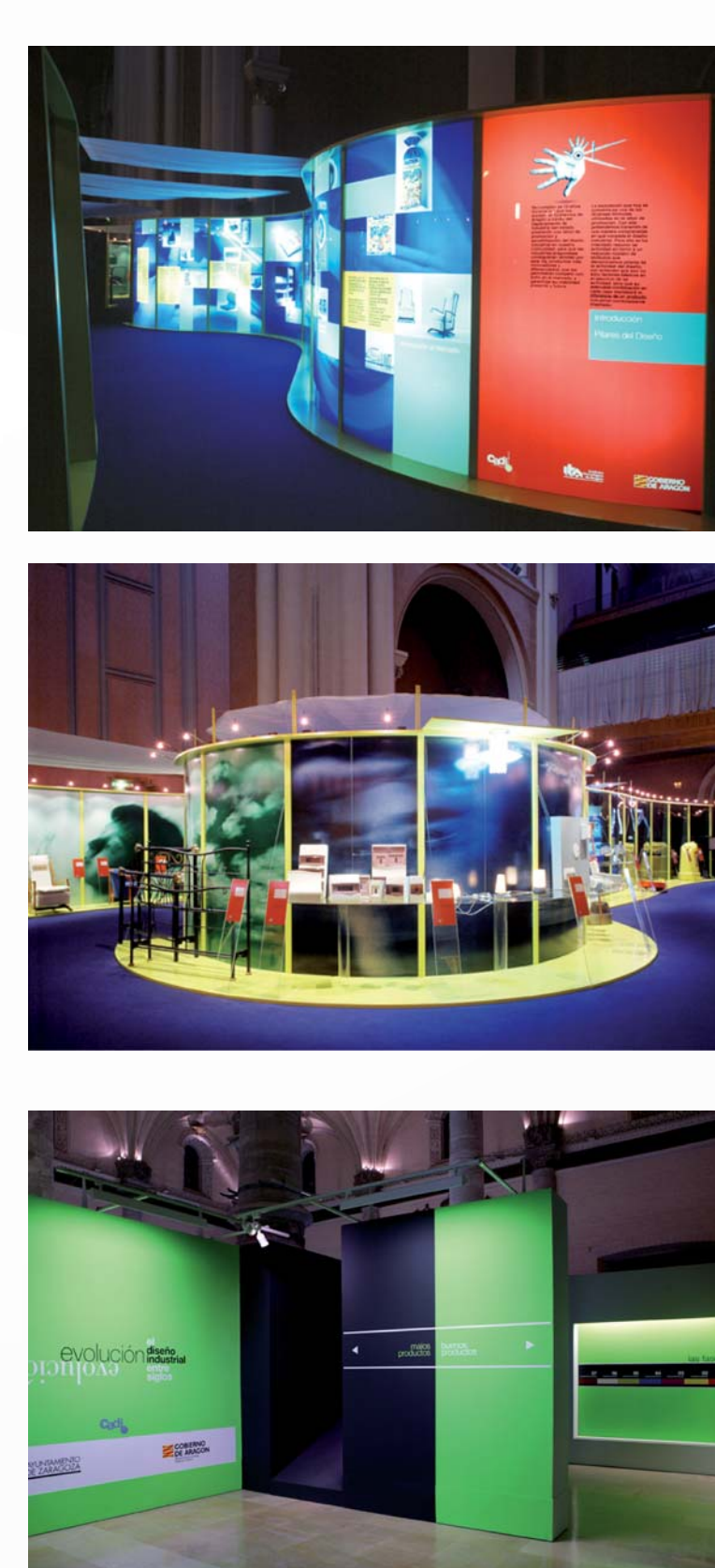


Digital newsletter.

Web sites.

Exhibitions

The process, always the process; we use exhibitions to show good practices, and project developments.



Publications

‘ WE GUIDE AND SUPPORT THE USE OF OUR DESIGN MANAGEMENT METHODOLOGY ’



‘ WE MEASURE THE DESIGN MANAGEMENT RESULTS ’

