

"Well I think there is one central issue above all others in this innovation economy, and that is what is the shape of a new emergent economy. And we've heard words like prosumer implying really that what we have is the new kind of economic participant who does not merely purchase things and consume and does not merely produce things which used to be the vision but the new economy is built around new kind of economic actor that does both at once. My preferred term is creator not creative, creatives are the leads who made things that hang on walls and we pay money for it, but the creator economy is one of which ordinary folks like us in a course of our day engaging economic acts that once consume and create."

"Future where C2C (consumer-to-consumer) services will become increasingly common. This means, for example, that people living in one area of a town begin to provide a service that used to be a public service or one offered by a company. The service could be based on crowd-sourcing, social media, ad hoc networks built to surpass costly operators, etc."

"I'd make sure that all participants have a good enough background in both theoretical and practical aspects – lots of philosophy and arts (art productions). Arts enable designers to think about issues more widely. In the new media field everybody has to be able to code. Basic logic (a part of philosophy) should be studied and competence in research methods acquired. A scientific and systematic approach towards analyses has to exist – as does the ability to prepare for planning/design work."

"Design will have an increasing role in solving societal issues. Consumers feel that they can take part in the development and planning of services offered in their home town or neighbourhood."

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August 24th marks the launch of two publications focusing on service design. Accompanied by great visuals, the publications analyse the past, the present, and the future, the evolution of expertise in design and particularly in service design.

A design publication discusses topical phenomena and latest developments of the design field in a visually interesting and thought-provoking package. At the same time, a collection of scientific articles presenting the results of the Serviced project is published.

Authors of the publications form a multi-disciplinary group of writers, including experts of service design and co-design (Jari Koskinen, Alastair Fuad-Luke, Sami Makkula, Hannu Kaikonen), futures research (Tuomo Kuosa, Jari Kaivo-oja, Erik Terk, Andres Viia, Külliki Tafel-Viia, Silja Lassur), media and innovation research (Sam Inkinen), and social media (Teemu Arina, Leo Westerlund). The visual identity of the publications is created by Jari Koskinen and Elias Kapiainen.

The launch event takes place August 24th from 11 am to 1 pm at the WDC Pavilion in Helsinki. Event schedule is made public in June.

WELCOME

For more information and background material, see servicedesign.tv.

Sami Makkula
Lahti University of Applied Sciences

"The early examples are Google, Facebook, Twitter, Wikipedia, Threadless. These all rely on their ability to generate participation and through that create individual and group value."

