

# THE GREAT OUTDOORS OF DESIGN | 23.9.11

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*What happens when Design  
moves 'outdoors'?*

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The Great Outdoors of Design is an exclusive, behind-the-scenes look at a range of cross-cultural research projects that embody design principles. This day-long event will involve a number of interactive presentations and discussions, all designed to collaboratively explore the process and outcomes of design research. Drawing on the expertise of both presenters and delegates, these sessions will establish how researchers can create empathic, engaging materials that take designers out into the world of the people they're designing for.

The emphasis throughout will be on exploring these issues via real-world examples. Organised as part of London Design Festival, the event is being hosted by the Reach Network, a global network of specialist design research agencies. The Reach partners will provide the event with global perspectives on the issues being examined, along with a range of real-world case studies that will ground discussions in actual practice, rather than abstract theory.

Organised on a small-scale in order to promote an intimate and participatory atmosphere, a limited number of tickets for this not-for-profit event are now on sale.

[www.globaldesignresearch.com](http://www.globaldesignresearch.com)

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Richmix, 35 - 47 Bethnal Green Road, London, E1 6LA  
Tickets: £150 +VAT | [thegreatoutdoorsofdesign.eventbrite.com](http://thegreatoutdoorsofdesign.eventbrite.com)



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# GOOD'11: PROGRAMME

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*Presentations: How can Research and Design be brought closer together?*

Breaking down organisational silos | **Apogee**  
China & Hong Kong

Moving beyond the technical to embrace the emotional | **IDSL**, France

Community involvement in sustainable energy use | **Antropologerne**, Denmark

Design and Research: A love story | **Fuelfor**  
Spain & Hungary

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*Presentations: How can global and local insights and opportunities be combined?*

How can local insights affect strategic shifts in global organisations? | **Feel the Future**, Brazil

Designing for good: Thinking big by starting local | **minds & makers**, Germany

Power of one/many: Energy awareness and ownership models across the globe | **Spur**, Japan & Singapore

Defining the global by uncovering the local: developing holistic insights from connected local studies | **STBY**, UK & The Netherlands

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*Collaborative Group Discussions*

How can organisations implement and incorporate design research findings into their internal structures? | **Feel the Future & Apogee**

How do design research tools develop to keep in-touch with a changing world? | **Fuelfor & IDSL**

How can design research both catalyse and contribute to societal change? | **Antropologerne & minds & makers**

How can global perspectives encapsulate an increasingly complex world? | **Spur & STBY**