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DESIGN COLLABORATIVE "SPACE" TO PROJECT TEAMWORK INNOVATION

A collaborative visioning is bridging design between academia and practice projects.

Many practitioners express the lack of skills and knowledge among design graduates to meet the new needs and demands of the industry. Academics are exploring new models of research in design that can be applied to expanding and emerging domains of design. Design in practice and academia has been increasingly working together through the model of industry projects. But there are still several gaps that need to be bridged to develop better collaboration between the two.

"Design research is moving beyond the study of industry based practice and towards the stewardship of design-led innovation for business development and economic growth" - **The design capabilities of dynamic teams pursuing innovation in an academic context**, by Saskia Coulson, Mel Woods - University of Dundee, United Kingdom (Design Management Academy Conference 2017).

"…this study contributes to the burgeoning cognisance of design capabilities as a means to understand value, by indicating potential pathways towards yet further application of design research in the industry context …and reveals how contribute to future of university-industry partnership working."

"…the relationship between higher-level research institutions and industry are undergoing a period of transformation, and the **Knowledge Exchange Hub Design in Action** (DiA) is both reflective and an active part of this change. Design in Action (DiA) was a £5m Arts and Humanities Research Council (AHRC), Knowledge Exchange Hub for the Creative Economy. The project was also awarded £400k from Creative Scotland to support small and medium enterprises to utilize design as a strategy for innovation, within and beyond the creative economy. The shifting backdrop is a landscape of new complex demands and challenges for higher-level education institutions, where impact is now deemed critical to the success of research."

In the paper, *Creative Problem Solving and Co-design: Testing different approaches to design research and innovation with Paper-prototyping*; by Mo-Ling Chui, Phillippa Rose; London College of Communication, University of the Arts London, UK. (Design Management Academy Conference 2017).

"…to demonstrate the potential of collaborative design research and design doing, or making, whilst **comparing and contrasting two distinct innovation learning paradigms**. By removing hierarchy, and using an agile, flat structure, we will bring experts and non-experts together to collaboratively research and problem-solve and make low-fidelity paper prototypes in response to a series of practical challenges specifically designed to test the STI (Science, Technology Innovation) & DUI (Doing Using Interacting innovation) paradigms. The Science, Technology and Innovation (STI)

mode is based on the production and use of codified scientific and technical knowledge. The Doing, Using and Interacting (DUI) innovation mode relies on tacit knowledge, informal processes of learning and experience-based know-how."

Design Strategy, Design Innovation and Design Project are the means that many companies use to model their products/services considering emerging technologies and user perspectives – user centered ideas – way to incorporate novelties, validate usability, test viability and scalability of the products/services. And, of course, the way that co-creation is inserted in several stages of its development lifecycle, aiming its processes oxygenation and organizational structure, moreover get inspirations to modeling innovative products/services.

Collaboration between business-universities has also proved to be a source of overcoming the corporate human-resource limitation, particularly for those industrial clusters that require a high level of expertise.

New consumer profiles, emerging technologies, new models of labor relations, new types of services, etc. Overthrow dogmas and create new "spaces" in the market, implanting a new culture that transforms a whole society. And they are notoriously generating a new market dynamics but the central engine is still the ideas and how design it to the projects transformation.

How does this impact project management? Perhaps the most obvious is the need to couple design management to its stages of managing the initiative. It is not enough to assess only the context, but it is also necessary to adapt it to the use of emerging technologies, to the new models of work relationship, to the time-to-market of each business also be sensitive to the user-experience. It is inevitable analyses for any kind of project.

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