**STAY IN THE LOOP**

*Lotus“ Lovers Melt II Mixed by Flying*  
*Cubesato Fantas* y by *Breakbot*  
*Cushion by Samiyan*

*The New Black in Tunes: original ideas that have value*.

*Out of our minds, by Sir ken Books/Magazines: The New Black on the Web: inspiration. Service. Is a good fountain of role in the development of the design plays an important services and startups, where web that posts about any new www.Springwise.com Is a I make beats when I have time. Know About You: Something Most People Don’t Know About You: I make beats when I have time. The New Black on the Web: www.Springwise.com is a web that posts about any new services and startups, where design plays an important role in the development of the service. Is a good fountain of inspiration.

The New Black in Books/Magazines: *Out of our minds, by Sir ken Robinson. Is about how to be creative nowadays in any profession is vital. “Creativity is the process of having original ideas that have value”.

The New Black in Tunes: “Cushion by Samiyan Daylight by Thundercat Fantasy by Breakbot Le Petit Prince by Cubesato Lovers Melt II Mixed by Flying Lotus”

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**Ngatye Brian Oko**  
**IxD2**

10 words or less about yourself: I feel comfortable joking around and I like one to one conversations.

Something Most People Don’t Know About You: I make beats when I have time.

The New Black in the Web: www.Springwise.com is a web that posts about any new services and startups, where design plays an important role in the development of the service. Is a good fountain of inspiration.

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**UID now has a new Facebook page!**

http://www.facebook.com/#!/pages/Umé%CE%A5-Institute-of-Design/203279683030634

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**KITCHEN CLEANING: APD2**

Interested in designing the Wednesday lecture posters?! Email: wozzop@gmail.com

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**APD1**

Advanced CAID with Tomas Lindheli

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**APD2**

Project Kickoff: Technological Innovation

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**BA1**

Economics and marketing with Kristin Fottner

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**BA2**

Sketch Application & Clay workshop with Tony Catignani

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**BA3**

Reading and Design Report with Jennie Forsberg

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**DC**

Design Process with Niklas Andersson and Project Tutoring with Tony

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**IDI**

Workshop with Lars Isaksson and Sustainable Design with Hans Frisk

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**IXD1**

Poster Kick-off and Graphic Design with Linda Bogren

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**IXD2**

Lo-tech Hi-Fi Experience Sketching with Martijn vd Wiel and Joep Frens

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**TD1**

Vehicle Design and Sketching Lightweight Vehicles with Christof Taubli (Kiska)

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**TD2**

Vehicle Interior Project with Mats Lindquist (SAAB)

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**Calling all mobile app designers! Core77 and Microsoft have teamed up to put you on the Fast Track to the Mobile App—an app design challenge for Windows Phone. We’re challenging you to push the boundaries of productivity by designing an app for Windows Phone that not only allows you to work anywhere, but also rethinks how to get things done in our mobile (phone) world. You conceive of it, design it and present it—you’ll retain all rights to it. Five winning designers will be paired with registered Windows Phone developers in an App Development Deal to create your apps and launch them in the Windows Phone Marketplace in a revenue-sharing partnership with the developers! The winners also receive a Windows Phone device, Xbox 360 with Kinect and App Hub subscription. 100 finalists will also win App Hub subscriptions, of which 25 semi-finalists will also win Windows Phones. Register now and submit as many app designs as you want through November 18, 2011 (only one app per designer can win). No coding necessary—submit prototypes, Photoshop mock-ups or scans of your sketchpad. Let the best apps win! fasttrackapp.core77.com**

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**BraunPrize 2012**

*International competition for product design concepts*

“Genius design for a better everyday”  
The new BraunPrize 2012 is embracing the increased relevance of well-designed products that help improve all aspects of everyday life. With most people’s daily challenges becoming increasingly complex and demanding, we are relying on ubiquitous technology, highly connected social structures and our ability to cope with a fast, 24/7 lifestyle. Our everyday has become an artificial environment of architecture and technology and while it seems that the quantity of products around us is consistently increasing, their level of quality is not. We have surrounded ourselves by many things we don’t really value, instead of focusing on fewer but better solutions to help us live our lives. With this in mind, the BraunPrize 2012 is looking for ingenious solutions and product ideas to make our everyday a better place.

**New, later closing date**

Aspiring design students, professionals and enthusiasts across the world are asked to submit their entries by March 31, 2012. This new closing date allows students to define and enter their upcoming thesis or project work relevant to the BraunPrize theme. The upload function for project entries will be available on this website starting October 1, 2011.

**For more information:**

SAAB WORKSHOP: REAL LIFE SAFETY

Daniela Rothkegel, PhD candidate speaks
1 week joint workshop with Designit & MA2’s at UID

About You
Even if it’s hard, dark and cold. Here I enjoy very much to be able to go and enjoy the nature. And I am doing a lot of photography. I am a German industrial designer, educated in Berlin and Helsinki.

For a long time I was involved in many concept cars and strategic planning. I also lead a concept car which was a mutual development between design, new technologies and materials. That led me into future developments in material and new electronics, and also into interfaces, all the time I was working very holistic. Then I went to Volvo design where I was a senior strategic designer for new material development. That included as well strategic management of the material, including developments and making plans up to 2024. That was seven years ago now.

At Volvo I managed to evolve a lot of innovations. I was working a lot in cross-disciplinary. In a way I felt the process in the automotive industry could be improved. Everyone is putting a lot of effort into it and it doesn’t evolve into a real innovation. All the time there are just incremental innovations and we need something different for the future. That motivated me to go out of the industry to simply change it—of course not simply. That’s basically what I’m doing my PhD on, and medicine. He proved that the 3 point safety belt is not enough. His intent was that he recognized — somehow the same as me—that we work and work but it never gets where it should get. He decided at the same point that I decided that something should change.

The SAAB workshop is based on a large database of crashes that have happened in real life and include the relation from the crashes to the injury. That is the main starting point. There’s another PhD in the research and he is virtually simulating the crashes and based on this data. My role is to observe the innovation process between all the involved parties, evaluate and contribute with my insight for further steps. Around the described core team, there are several institutions, research groups and companies involved.

On the way I am identifying obstacles which exist even when these people to come together. But now we have this example, the real life safety project happening, and it is a collaboration between different research groups and companies coming together. It’s about the role of design in multidisciplinary innovation management and how actually the process might able to be changed due to my insights.

One of the things is that design should have more freedom in these big industrial systems and not only need to work on top of what engineering created. I believe that if designers, engineers, and other disciplines work together in early phases we can have a much more mutual exchange and thus evolve a bigger innovation.

“Innovation in design is about creating new concepts which connect unconnected parts. Therefore they have a much bigger effect than existing separately.”

Project Overview
The project was invented by Mats Lindquist in Saab. He has been a safety specialist for a long time. He has very holistic thinking. He did his PhD between engineering

Results
Really great. It was an interesting mixture. Some MA2 groups focused on essential parts of the car interior. Some even had a very systemic point of view, like which parts of the system are connected to provide information. Also, how this innovation can effect the different stages in the crash phase, and at the same time the various involved parties. Even insurance companies were included, and also the impact of the innovation on the societal level. That was for me the highest point.

Goals
The results of this week will provide Mats with interesting concepts and most important visualized ideas to discuss about with other parties. By that he will take our insights even further.

Next Steps...
First of all the great thing was that we work cross disciplinary. So within design and we also had the engineers here so we had a trial with the influence of their input. Next, we will continue 9 weeks with the Transportation

Where do you see yourself after your PhD is over?
Like I said to Anna and Tapio, in a little hut deep in the forest in Norrland. : )

I always just follow my heart and I strongly believe my future is set. So maybe it will be together with this project which will continue afterward, maybe it will be somewhere else? Regardless, it will be the sum of the parts which I am collecting right now.

By: Jess Myra
Thank you all for your contributions. Future articles & photos can be sent by Thursday evenings.

Editor: Jess Myra
wozzop@gmail.com

Graphic Designer: Jess Myra

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For more than ten years, industrial- and spa-
cial designer Martijn van de Wiel has helped
ambitious brands and organizations develop
their vision and create meaningful products
and experiences. With Popsoda, the studio he
founded in 2003, he helps clients to stand out
by transforming ambition into tangible solu-
tions and aspirational designs.

Martijn began his career working for industrial
design agencies like Design Continuum in Mi-
lan, Springtime in Amsterdam and Sundberg Ferar
in Chicago. In 2001 he came back to
the Netherlands to team up with like-minded
creative entrepreneurs to design eye-catching
sets, stands and interiors for clubs, brands and
organizations.

In 2002 he started lecturing and coaching
Industrial Design students at The Hague Uni-
versity of Applied Science. As a mentor and
teacher, Martijn often draws from his profes-
sional experience and always strives to set an
example to inspire and bring out the best in his
students.

Martijn has been a guest lecturer and a work-
shop leader on the subject of sketching and
design at Javeriana University and Los Andes
University in Bogotá, Colombia and at Zheji-
ang University in Hangzhou, China.

In 2010 he founded Make it Tuesday, a consul-
tancy focused on transformation of organiza-
tional culture and identity through the effec-
tive design of space.

Martijn holds a bachelor’s of science in Product
Design from The Hague University of Applied
Sciences and was enrolled in two terms of the
Product Design program at Art Center Col-
lege of Design, Pasadena, CA, as part of their
special student program.