

Contributors

How Public Design? Copenhagen, September 1st - 2nd 2011

**MIND
LAB**



Benny Jepsen & Tue Bondo Arentoft, (Den)

Artists, Bureau Detours

“The diverse and dynamic cultural collective Bureau Detours operates on the borderline between art, design and architecture. With great social commitment, and through a wide range of different expressions and media, they put the boundaries and limits within public space to the test. The Bureaus favorite “playground” is the cityscape where they, through various projects, create customized oases and a framework in which new relations and interactions between people can evolve and emerge. “2nd Generation City Planning” they call it.”

www.detours.biz



Banny Banerjee, (USA)

Associate Professor, Stanford University

“Banny is Associate Professor in the Design Division of the Mechanical Engineering Department at Stanford and teaches Design and Innovation at the Stanford d.school and the Stanford Design Program. His area of expertise is the use of Design Thinking for strategic initiatives and large scale transformation. His focus is the development of trans-disciplinary innovation processes directed towards complex challenges at the nexus of disciplines. He is also the founder of the Stanford ChangeLabs, formed to address issues of sustainability, next generation innovation processes, and the dynamics of large scale transformation. He is collaborating with Stanford faculty from behavioral sciences, social economics, systems analysis, management science, engineering, and art to generate new platforms for design thinking.”

<http://me.stanford.edu/research/design.html>



Christian Bason, (Den)

Director of Innovation, MindLab

“Christian Bason is the Director of MindLab, a cross-ministerial innovation unit in Denmark. MindLab is part of the Ministries of Economic and Business Affairs, Taxation and Employment. He was formerly responsible for the public organisation and management practice of Ramboll, an international consultancy. As an experienced presenter and facilitator, he has served as advisor to numerous public institutions around the world. He is also a university lecturer and the author of four books on citizen involvement, leadership and innovation in the public sector, including “Leading public sector innovation: Co-creating for a better society” (Policy Press, 2010). Christian serves on the European Design Leadership Board, the Danish Minister of Science’s ICT Council, and the Advisory Board of the Lisbon Council.”

www.mind-lab.dk



Anne Beim, (Den)

Professor in Architectural Technology, The Royal Danish Academy of Fine Arts, Schools of Architecture, Design and Conservation - School of Architecture

“Anne Beim chaired the Architectural section of the Danish National Arts Foundation in the period from 2008 – 2010. The board launched the open BO-TAET competition, which called for visions for sustainable living and denser integrated urban environments. The brief was a 3 min. film. 12 films were awarded. From 2004 – 2008 Anne Beim established and chaired the research centre CINARK – Centre for Industrialised Architecture at The Royal Danish Academy of Fine Arts – School of Architecture. Today it forms a strong research environment of 10 researchers. As professor at Institute of Architectural Technology since 2008, she has been responsible for a wider development of research, education and collaboration within the technological field.”

www.bottaet.dk



Birthe Billeschou Deleuran, (Den)

Deputy Permanent Secretary of Human Resource,
Ministry of Taxation

2006: Director, Ministry of Taxation.

2001: Head of Division, Office of Personnel and Economy, Ministry of Taxation.

1999: Head of Division, Office of Personnel, Ministry of Transport

1997: Chief Adviser, Ministry of Transport

1995: Special Adviser, Ministry of Transport.

1992: Head of Section, Ministry of Transport

1992: Master of Political Science



Bryan Boyer, (Fin)

Strategic Design Lead at Sitra, The Finnish
Innovation Fund

“Bryan's work includes the piloting of design-led approaches to social challenges such as ageing and climate change, and the development of methods for agile governance. He received his Master of Architecture degree from the Harvard Graduate School of Design, and has worked previously as a technology entrepreneur in the US.”

www.helsinki.designlab.org



Richard Buchanan, (USA)

Professor, Weatherhead School of Management

“Before coming to Weatherhead I served as the head of school for ten years at Carnegie Mellon University’s School of Design. I have taught design theory focusing on communication design and industrial design, but also extend design into new areas of application such as interaction and organization design.

I edit Design Issues, an international journal of design history, theory, and criticism published by MIT Press and am the president of the Design Research Society based in the United Kingdom.”

www.weatherhead.case.edu



Stine Børglum, (Den)

The Danish Ministry of Taxation

“Stine has been in the Danish Ministry of Taxation since September 2008 and has worked with innovation full time since April 2010 when an internal innovation unit was formed. She is a trained anthropologist and works mainly with user centered and user involving innovation processes. She draws on the anthropological methods and mindset in the innovation processes as well as artistic and design approaches. In her latest project 16 citizens were engaged in a creative interpretation and redesign of a standard letter from the Ministry. Stine also teaches user involving methods and creative problem solving to colleagues in the Ministry.”



Brenton Caffin, (Aus)

Founding CEO of The Australian Centre for Social Innovation (TACSI), which identifies and supports innovative ideas, methods and people to accelerate positive social change in Australia

“Brenton began his career in the Department of the Prime Minister and Cabinet, later consulting to Australian and British governments on public policy, performance improvement and change management. Brenton has held several executive positions within the South Australian Public Service and holds degrees in Public Administration, Economics, International Relations. Brenton is a Board member of the global Social Innovation Exchange and advisor to the Adelaide Festival of Ideas.”

www.tacsi.org.au



Jan Oksbøl Callesen, (Den)

Illustrator

“Jan Oksbøl Callesen, born 1973. Graduated from The Danish Designschool in 2000. Has worked as an illustrator ever since. He has made pictures for music videos, fashion, books, magazines, covers, websites, and has recently had his first solo exhibition. Lives in Frederiksberg and works in Copenhagen.”

www.janokscal.com



Philip Colligan, (Uk)

Philip Colligan is the executive director of the public service innovation lab.

“Philip joined NESTA in May 2010. The Public Service Innovation Lab is developing and testing radical new responses to some of the UK’s most pressing social and economic challenges. Before this Philip worked for the London Borough of Camden and the Home Office. As assistant director for regeneration and partnerships at Camden he led economic development, regeneration, place-shaping and the council’s relationship with the third sector. Prior to this Philip spent two years as deputy director for housing and adult social care, responsible for investment and repairs to 33,000 council homes, including leading major housing regeneration schemes. Philip has a degree in law from the University of Liverpool and qualifications in management and finance.”

http://www.nesta.org.uk/areas_of_work/public_services_lab



Carolyn Curtis, (Aus)

Family by Family Director

“Carolyn is extremely passionate about bettering the lives of people both personally and professionally. Carolyn holds a Bachelor of Social Science specialising in Human services and has a long history of work that supports and develops individuals, families and communities. Professional qualifications include frontline management, workplace training & assessment, child protection, narrative therapy and physical rehabilitation. She has also worked with NGO’s aiming to develop impoverished communities in Uganda, East Africa. One of her most outstanding professional achievements in social services is the successful management of the project Safe Babies, an innovative pilot program on intensive home visiting for families in crisis or struggling to manage the care of their infant/children.”

www.familybyfamily.org.au



Natascha Dexters, (Den)

Head of Division in the Danish Ministry of Taxation

“Natascha Dexters is Head of Division in the Danish Ministry of Taxation with responsibility for, amongst others, communication channel strategy, payment processes, Motor Registry, and cross-governmental collaboration. Previously Ms Dexters worked for five years as Head of Division in the National IT and Telecom Agency, which is part of the Ministry of Science, Technology & Innovation. In that capacity, Natascha played a central role in building the infrastructure for citizen-centric digitization of public services in Denmark, including the website www.borger.dk ("citizen.dk"), which provides a single point of entry for citizens to the Danish public sector. Natascha Dexters holds a Masters Degree in Political Science from the University of Copenhagen.”



Michael Dithmer, (Den)

Permanent Secretary of State for Economic and Business Affairs, Chairman of MindLab.

“Michael Dithmer was appointed Permanent Secretary of the Danish Ministry of Economics and Business Affairs in 2001. The Ministry is responsible for a number of policy areas among these are design and fashion from a business policy perspective. Previously Michael Dithmer served as Permanent Secretary at the Ministry of Economics Affairs and before that as Deputy Permanent Secretary at the Ministry of Finance. His active participation in several boards and councils includes the positions as Vice chairman of the Committee of Directors of the Danish Central Bank and as Alternate Governor of the European Bank of Reconstruction and Development (EBRD). “



John Holager, (Nor)

Service Designer (live|work nordic)

“At live|work, John has worked as lead designer and project manager for clients such as Oslo Transport Authority (Ruter), the Airport Express Train and the Ministry of Transport and Communications. He’s also worked as Key Account Manager with focus on service quality for Gjensidige - one of Norway’s largest insurance providers.

John has a Master degree in Industrial Design from the Oslo School of Architecture and Design, with specialisation in interaction design and service design. He wrote a thesis on creating desirable services for public transportation in Oslo.”

www.livework.co.uk



Lene Krogh Jeppesen,

The Danish Ministry of Taxation, (Den)

“Lene has been in the Danish Ministry of Taxation since September 2007 and has worked with innovation, knowledge and knowledge sharing full time since April 2010. She is a trained sociologist and works mainly with knowledge processes and virtual organization. She draws on the sociological methods and mindset in her work as well as artistic and design approaches. In her latest project 16 citizens were engaged in a creative interpretation and redesign of a standard letter from the Ministry. Lene also teaches virtual communication and leadership to managers in the Ministry.”



Sabine Junginger, (Uk)

Lecturer at ImaginationLancaster, Lancaster University (UK)

“Sabines work focuses on the role of human-centred product development as tools for strategic organizational changes, particularly in the public realm. Her theories bridge the activities of designing, changing, organizing and managing. Sabine had a key role in the development of the “Master in Design: Management and Policy” at the Lancaster Institute for the Contemporary Arts. She is a Fellow at the Hertie School of Governance in Berlin, an international university that prepares graduate students for leadership positions in government, business, and the civil society. Sabine received a Master in Design (Communication Planning and Information Design) and a PhD in Design (Organizational Change Through Human-Centered Product Development) from Carnegie Mellon University.”
www.imagination.lancaster.ac.uk



Anna Kirah, (Nor)

Senior Business Developer STERIA (Business and Technology Advisors)

“As an innovation and design anthropologist, Anna is passionate about creating meaningful and relevant service solutions with people in the center. Co-creation (involving the very people who will use the products and services) is her trademark. She recently left her position as senior architect at the Microsoft Development Centre in Oslo, Norway, to join Steria. In her spare time, Anna writes articles and books on leadership with her partner, runs workshops for leaders in the public and private sectors, and is involved in Links, a global leadership network and executive programme. She also lectures at the University of Oslo, and the Norwegian Design School.”

www.steria.no/11002560.0 // www.linkslabs.com



Richard van der Laken

Founder of Designpolitie, (Ned)

“The Dutch graphic design studio Designpolitie is celebrated for its fresh, deceptively simple and direct approach to graphic design. Among other projects, Designpolitie (“Designpolice”) is behind the review column ‘Gorilla’ in the Dutch newspaper De Volkskrant and weekly magazine De Groene Amsterdammer, in which the team reacts to current affairs with word-and-image graphics. ‘The ABC of De Designpolitie’ is an index of Designpolitie’s reflections on design, catalogued in humorously alphabetical order. Richard and co-founder Pepijn Zurburg are also the initiators, curators and designers of a new major international design conference about the impact of design, called What Design Can Do.”

www.designpolitie.nl // www.thedailygorilla.nl // www.whatdesigncando.nl



Charlotte Larsen, (Den)

Partner, Mondays

“How can design motivate change? Charlotte’s main focus in consulting as well as in her teaching is the design of strategic service solutions from a user perspective. Charlotte is an expert in involving innovation processes and in transforming and materializing knowledge into new service solutions: simple interventions that can stand the test of everyday life and create lasting change in behavior. Charlotte works primarily with government institutions and has a background in design as well as in business administration.”

www.mondays.dk



Dr. Lynne Maher, (UK)

Director for Design and Innovation
NHS Institute for Innovation and Improvement

“Lynne leads work on innovation specifically focusing on the design and redesign of health services to improve quality and efficiency within the NHS. She has a particular focus in translating learning from service design and other industries to inspire the NHS. This has led to the development of Experience Based Design, a ground breaking method of co-designing health services with patients based upon their actual experience of the service provided. Lynne is a Fellow of Birmingham University and the Royal Society of Arts. She is an advisory board member for the Design Council and a faculty member for Kaiser Permanente’s Improvement Leaders Course, USA.”

www.institute.nhs.uk



Simona Maschi, (It)

PhD and Partner, Copenhagen Institute of Interaction Design, CIID

“Simona founded CIID with 5 other people in 2006. Simona’s main focus is on envisioning future scenarios and experiences for people’s everyday life. In particular, she designs new concepts for services enabled by innovative technologies for both the public and the private sector. She is interested in new design solutions that support companies towards a stronger attitude to environmental and social responsibility. Her previous work in collaboration with academia and industry has explored different topics, such as private and public transportation, health & wellbeing and sustainable housing.”

www.ciid.dk



Alok B. Nandi, (Bel)

Designer, media artist, writer-director and strategic design advisor, exploring conflicting constraints in evolving and hybrid contexts, via his design label Architempo.

“Alok b. Nandi, born in Congo and raised in Zaïre, is based in Brussels, where he has studied engineering, management and film (Licence en Philosophie et Lettres). From hi-tech interactive installations to lo-tech mise-en-scene, he is dealing with storytelling in multiple media, place and technologies. Japan Foundation Fellow. Regular speaker in international conferences in Asia, Europe, US. He has launched Pecha Kucha Brussels and also initiated the Belgian presence of Ignite and IxDA (interaction design). From co-design to co-creation, from immersive installations to food systems, from connected story spaces to radio chronicles, he is busy with a large palette of narrative modalities.”

www.aloknandi.com // www.architempo.net



Rasmus Rune Nielsen

CEO, 2+1 Ideas Agency, (Den)

“Rasmus is CEO and founding partner of 2+1 Ideas Agency that specializes in branding and experience design. Rasmus works primarily with public sector clients with a specific focus on place branding. Rasmus was one of the driving forces behind the concept for Denmark’s participation in EXPO 2010 in Shanghai and EXPO 2008 in Zaragoza. At home in Denmark, Rasmus has implemented major branding processes for, among others, The City of Odense, The City of Århus and The City of Copenhagen. Rasmus is master of cultural communication and ba in comparative literature.”

www.2plus1.dk



Anne Ryslinge, (Den)

Directors' Consultant, National Board of Industrial Injuries, www.ask.dk Master's Degree in Public Administration, Roskilde University. Diploma of Corporate Communication, Danish School of Media and Journalism

“Anne Works with preparation of materials for and general counselling of the Director General, for instance regarding strategic business development of the Board and the linking to the corporate strategy of the Ministry of Employment.

Prior work area is in political development projects in the field of workers' compensation. Was i.a. on the Committee established by the Government with a view to modernising the field of workers' compensation.”



Runa Sabroe, (Den)

Project Manager, MindLab

“Runa Sabroe has a background in Media Science. As a student she worked for the Danish Broadcast Corporation (DR), followed by some years with consultancies AC Nielsen AIM and Research International as a qualitative researcher. She then worked as a senior strategy and user insight consultant for the renowned Danish architectural firm Schmidt, Hammer & Lassen (www.shl.dk) before joining MindLab in 2008.

In the workshop, Runa will pose questions such as: How does one become a trusted partner in change processes in complex, politically governed organisations? What is the role of a design lab in the early phase of formulating the design brief, and how to follow through to realisation of new solutions?”

www.mind-lab.dk



Nina Terrey, (Aus)

Design Director and Partner of ThinkPlace, a strategy and design firm based in Canberra Australia.

“ThinkPlace works closely with government agencies to bring design thinking to complex challenges. In parallel to this Nina is completing her PhD in Management at the University of Canberra. Her research project explores how design became a management practice in a complex public organisation – the Australian Taxation Office. The Australian Taxation Office (ATO) is known as a pioneer in the field of applying design approaches to public management problems. Nina has papers published in international journals of Design Management and Corporate Citizenship. Nina also teaches at the University of Canberra in research methodology and public management.”

www.thinklance.com.au



Lars Thuesen, (Den)

Development director; Danish Prison and Probation Service

“Lars is an experienced change manager and practitioner working with organizational development, leadership development and co-creation processes in the Danish prison sector. With a background from the political sciences and an executive master from Oxford University/ HEC in Paris he and his team facilitate various innovative processes where co-creation, collaboration, and user orientation are key principles as basis for creating sustainable solutions to social wicked challenges. During the last couple of years several prisons have obtained fine results using the Positive Deviance approach, which basically means learning from behavior of either inmate’s or staff to improve prison life. Lars is especially interesting in leadership issues in relation to innovation”



Manuel Toscano, (USA)

Principal at Zago

“Manuel has spent the last 13 years helping clients bridge business and design; by combining his expertise in developing and implementing communication strategies with a long experience in drafting and implementing branding campaigns for both private and public institutions. In 1998 he joined Zago and helped shape the design consultancy into a world-class Corporate Identity, Social Brand strategy, and Visual Communication practice. Under his leadership the studio broadened its scope of services, industry reach and its creative vision. Manuel holds an MFA in photography and related media and a BFA in Photography.”

www.zagollc.com // [twitter @bigmao](https://twitter.com/bigmao)



Stéphane Vincent, (Fra)

Founder and head of “La 27th Region”

“La 27th Region” is an innovation lab created in France in 2008. “La 27th Region” is dedicated to innovation in regional authorities, and use design, co-conception and social innovation as means to reshape the public sector. After a first experience in new media companies, he has worked for local authorities and consultancy dedicated to public sector. He is the author or co-author of several reports and books dedicated to innovation, design and IT in the public sector (Design des politiques publiques, 2010 ; Le défi numérique des territoires, 2007). Stéphane is 42, married and he lives in Paris.”

website: www.la27eregion.fr