



DESIGN IN ORGANISATIONS

International Symposium
November 16 & 17, 2017

Competence Center Design & Management

Lucerne University of
Applied Sciences and Arts

HOCHSCHULE
LUZERN

Art and Design
FH Zentralschweiz



SWISS NATIONAL SCIENCE FOUNDATION

IG Arbeit



SWISS
DESIGN
TRANSFER

Die HSLU ist ein Mitglied von
SWISSDESIGNNETWORK

Program

DAY I November 16, 2017

Location Bau 745, Lucerne University of Applied Sciences and Art - Design & Art, Emmenbrücke

8:30 Arrival & Registration

9:00 Welcome

Dr. Sabine Junginger

Head Competence Center Design & Management

Dr. Rachel Mader, Interim Vice Dean Research, HSLU D&K

9.20 Keynote

Prof. Dr. Xin Xiangyang, Recipient IXDA Award 2015,

Future Voice of Interaction Design, The School of Design, Jiangnan University, Wuxi, China

9:35 Panel Discussion

Peter Wirz, (Group Managing Director, Chairman of the Board, Vetica); Dr. Priscilla Chueng-Nainby (Design Activist and Postgraduate Supervisor, University of Edinburgh); Dr. Jan Eckert (Director MA Design, Lucerne University of Applied Sciences and Art - Design & Art)

10:05 Keynote

Enrique Martinez

Design Director, The Lab, US Office of Personnel Management

10.20 Panel Discussion

Alenka Bonnard (Staatslabor, Bern); Prof. Bernhard Schwaller (Lucerne University of Applied Sciences and Art - Economics & Chair, Swiss Association of Public Administration Sciences); Caroline Paulick-Thiel (Co-Founder Politics for Tomorrow; Designer & Researcher); Prof. Dr. Lorenz Herfurth (Design Researcher, Glasgow School of Art)

10.50 Coffee break

11:15 1st Break-out Session

Participants, keynote speakers and panel discussants work with symposium participants to identify workshop topics for day 2

12.30 Lunch break (Lunch provided for all participants)



DESIGN IN ORGANISATIONS

International Symposium

November 16 & 17, 2017

Competence Center Design & Management

Lucerne University of
Applied Sciences and Arts

HOCHSCHULE
LUZERN

Art and Design
FH Zentralschweiz



SWISS NATIONAL SCIENCE FOUNDATION

IG Arbeit



SWISS
DESIGN
TRANSFER

Die HSLU ist ein Mitglied von
SWISSDESIGNNETWORK

13.35 Keynote

Prof. Dr. Kaja Tooming Buchanan,
Tongji University Shanghai, China

13.50 Panel Discussion

Jan-Erik Baars (Head, BA Design Management International,
Lucerne University of Applied Sciences and Art – Design & Art);
André Gassmann (Business Development, local community
Emmen); Nicolas Kerksieck (Head, University Development,
Lucerne University of Applied Sciences and Art – Design & Art)

14.25 Keynote

Catalina Jossen Cardozo, Founder „By Maria,“
Recipient of SNF BRIDGE Award 2017

14.40 Panel Discussion

Regina Hanke (Founder Lindtgrün GmbH, Service Design in
Healthcare); Dr. Martin Vogelsang (Head, German National
Advisory Board for Impact Investing and German Representative
for EVPA, the European Venture Philanthropy Association)

15.10 Yoga Break & Afternoon Tea

15.45 Breakout Session & Presentations

Participants, keynote speakers and panel discussants work with
symposium participants to identify workshop topics for day 2

17:00 Day I Reflection & Summary

Prof. Dr. Richard Buchanan,
The Weatherhead School of Management,
Case Western Reserve University

17:30 Apero Reception

Everyone invited

18.30 Conference Dinner (Stadtalp, Cheese Fondue)

Separate advance booking required
(Speakers and Panel Members already signed up)
-> Walk 5 min to restaurant

21:00 End Day I



DESIGN IN ORGANISATIONS

International Symposium

November 16 & 17, 2017

Competence Center Design & Management

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Art and Design
FH Zentralschweiz



SWISS NATIONAL SCIENCE FOUNDATION

IG Arbeit



SWISS
DESIGN
TRANSFER

Die HSLU ist ein Mitglied von
SWISSDESIGNNETWORK

Program

DAY 2 November 17, 2017

Location Bau 745, Lucerne University of Applied Sciences and Art - Design & Art, Emmenbrücke

09.00 Coffee & Croissant & Fruit at Foyer

9.15 Welcome & Introduction
Teambuilding -> Groups move to Workspaces

9.30 Workshops
Location Bau 742, Lucerne University of Applied Sciences and Art,
Design & Art, Vicosi Stadt, Emmenbrücke

12.00 Coffee break

**12.20 Presentation of workshop outcomes
by the groups & discussion**

13.20 Summary & Conclusion/Capturing Findings

13:15 Closing note & Official End