

From Rehearsals to Business

Joachim Halse
Assistant professor
The Danish Design School
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A design anthropological innovation model (DAIM)

The Danish Design School, Vestforbrænding, Sønderborg Participatory Innovation Research Center, 1508, 3PART, Sweco Architects, Ergonomidesign and MakeTools



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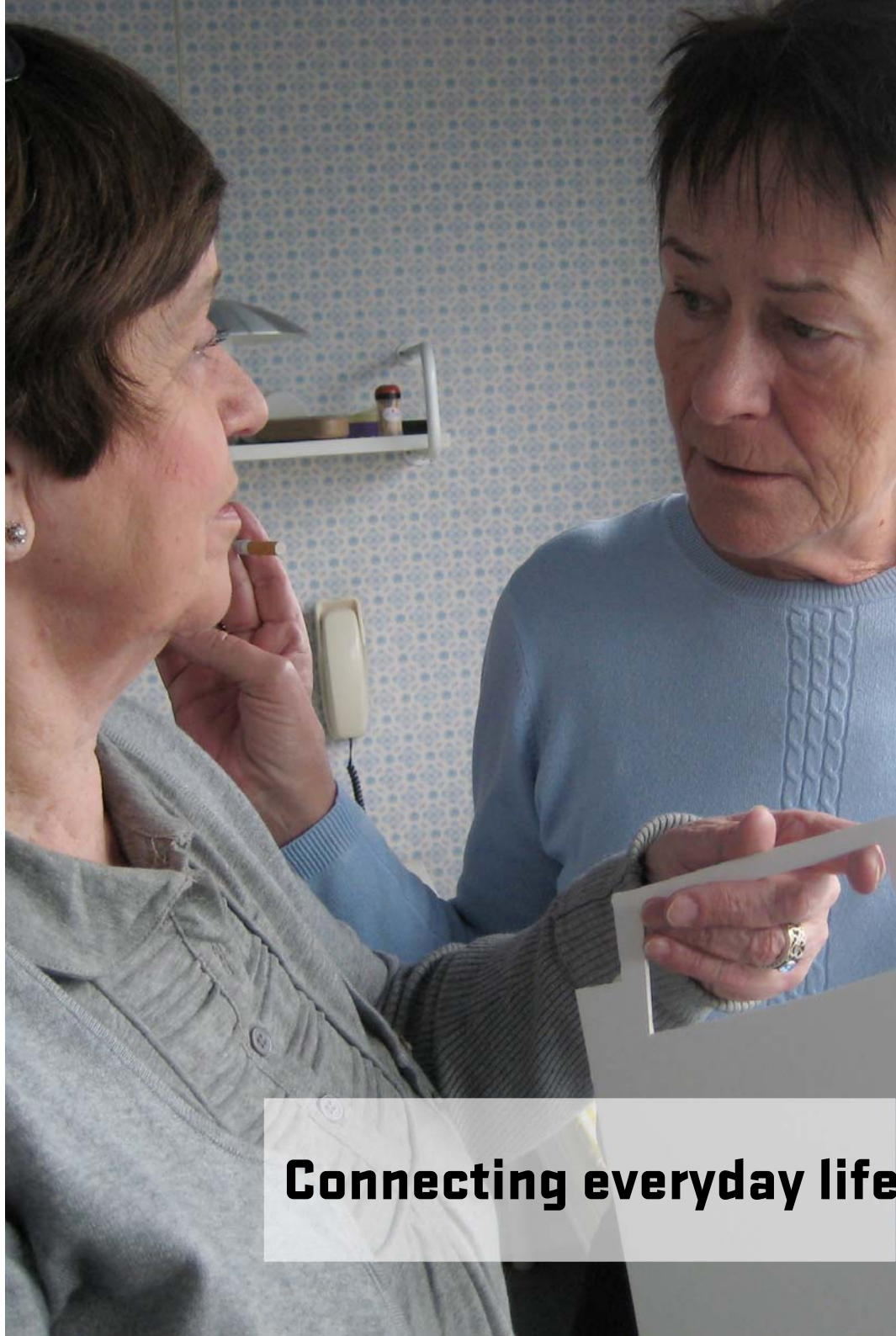
Design + Anthropology + User involvement = ?

- transforming ethnographic observations into actionable insights for design





- transforming design interventions into interesting ethnographic questions



Connecting everyday life and imagined futures

We call it rehearsing the future

"Hvorfor
er i nå
i DSB:
tag på
Uanset?"



“With user-driven innovation we have to accept that the focus can shift to things that are different from our own priorities.”

**Dorte Hvid-Jacobsen, Waste professional,
Herlev Municipality**



Spotting the stakes



Setting the scene for innovation



Setting the scene for innovation



Setting the scene for innovation



Network of stakeholders: the new innovators



Network of stakeholders: the new innovators



Local communities as starting points for innovation



Local communities as starting point for innovation



Local communities as starting point for innovation



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