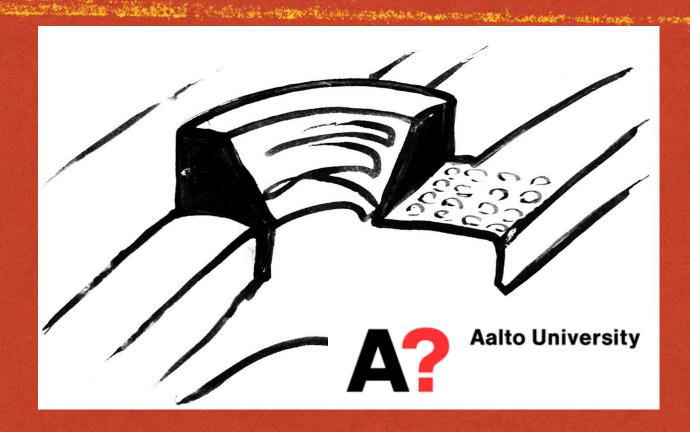
#### AALTO UNIVERSITY

design research and the Aalto factories

Tuuli Mattelmäki

#### AALTO UNIVERSITY 1.1.2010



www.aalto.fi/en/

## AALTO UNIVERSITY SCHOOL OF ART AND DESIGN

- design research unit at the Department of Design
- focus on user centred design,
- also cultural research, applied material research, practice led research (artistic..)

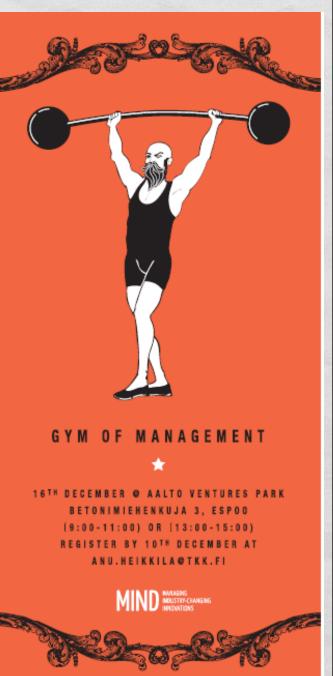
## DESIGN RESEARCH & DESIGN FACTORY

- Design factory is passion based co-creation platformapplication of designerly tools for out the box- thinking and collaboration (<a href="http://aaltodesignfactory.fi">http://aaltodesignfactory.fi</a>)
- Example project: MIND managing industry changing innovations (innovation platform) <u>www.mindspace.fi</u>/
- Fundamental MINDism: it's difficult to think out of the box if you are not allowed to act out of the box





www.mindspace.fi licence2actdifferently.wordpress.com



### DESIGN RESEARCH & SERVICE FACTORY

- Service Factory is the centre of expertise in service research and education in Aalto University.
- www.servicefactory.aalto.fi/ (under construction)

#### SERVICE RELATED PROJECTS

- Extreme design project experimenting with "extreme" methods to services with an empathic touch
- Spice project- spiritualising space urban people flow experiences at metro environment - storytelling and concept design - designresearch.fi/spice
- Service business classification SBC project
- Helsinki developing public service paths







# Service design for and with people

