



## Approach – Business from a design perspective

Prominent designers and business leaders discuss how the design process can generate opportunities and solutions for business.

Also on show at this event will be 'Sample', an exhibition of collaborative Design Studies student projects of 2007.

Andrew Wallace and his colleagues Thomas Bley, Tomás García Ferrari and guest speakers invite you to an open discussion on design issues:

- If you are leading your market, what do you do next?
- How do you value your Intellectual Property? Do you know what it is worth?
- How can design increase your business opportunities?

Have a look into how design has improved clients' businesses through using design to add value and to differentiate and increase the performance of businesses.

### Wednesday, 14th November, start 7.30 pm

Centre for Innovation, University of Otago, 87 St David Street

- 7.00–7.30 pm Networking and coffee  
At 'the fix' (ground floor Centre for Innovation)
- 7.30–8.30 pm 'Approaches', panel discussion with audience participation
- 8.30–9.00 pm Open discussions

Free entry, registration required.

Register with: Janeice Young, [janeice@design.otago.ac.nz](mailto:janeice@design.otago.ac.nz)

Brought to you by  
Department of Design Studies  
[www.design.otago.ac.nz](http://www.design.otago.ac.nz)

Centre for Innovation, University of Otago  
[www.cfiotago.com](http://www.cfiotago.com)

**Andrew Wallace**, Professional Practice Fellow at the Department of Design Studies has worked in Australia, China and Malaysia as an industrial design consultant.

**Prof. Thomas Bley** is Head of the Design Studies Department. His truly global design career includes: Co-founder and Dean of the internationally acclaimed Cologne School of Design and member of staff at Parsons School of Design, Arizona State University, Glasgow School of Art, University of the Arts in Philadelphia, California College of the Arts in San Francisco. He also has been General Manager of Frogdesign, and was a member of Memphis, the most influential design group of the 1980s.

**Tomás García Ferrari**, designer and lecturer in Buenos Aires, founder of design studio (bi)gital», Professional Practice Fellow at the Design Studies Department.



design studies • te toki a rata  
university of otago  
[www.design.otago.ac.nz](http://www.design.otago.ac.nz)