

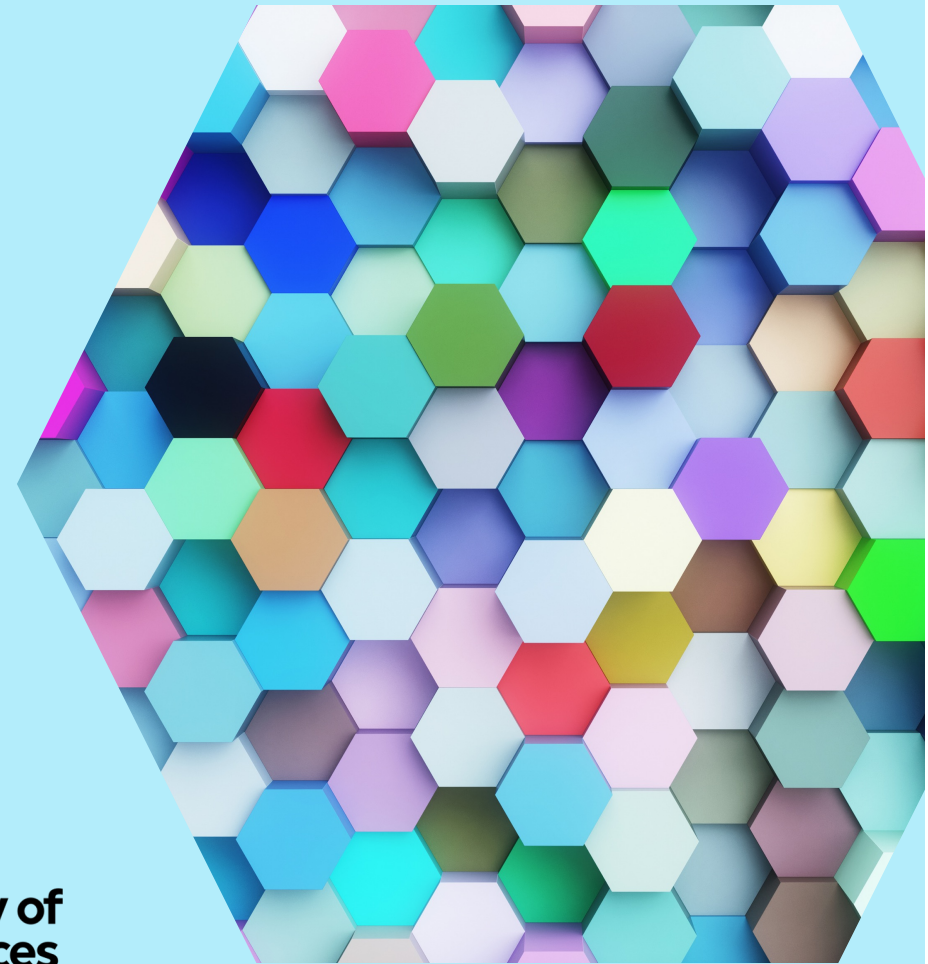
Design Focus Area

LAB International Week 2024

Aino Vepsäläinen - Chief Specialist - Design for Sustainable Business

Markus Ahola - Chief Specialist - Customer Experience and human-centred design

Paulo Dziobczenski – Chief Specialist – Strategic Design Innovations



We will talk about

- 1 – LAB Institute of Design and Fine Arts
- 2 – Research themes
- 3 – People
- 4 - Projects

1 - LAB Institute of Design and Fine Arts

LAB Institute of Design and Fine Arts

Bachelor of Culture and Arts (2023-2024)

- Fine Arts
- Photography
- Media Content Design
- User Experience and User Interface Design
- Wearable Design
- Industrial Design
- Product Design and Intelligent Mobility (FI)
- Service Design
- Interior Architecture and Furniture Design
- Graphic Design
- Packaging and Brand Design
- Sustainable Design Business

Master of Culture and Arts

- Digital Solutions for the Design and Media
- Design Thinking and Customer Experience
- Fine Arts

Several courses in continuing education

Almost
1000
students



2 – Research themes

Our themes include:

- Design for Sustainable Business
 - We support organizations, businesses and citizens by designing ecologically, economically, socially and culturally sustainable products, services and environments.
- Customer Experience
 - We develop smart and human driven solutions by leveraging expertise in User Experience and User Interface design, information design and digital technology.
- Art in Public Spaces
 - We renew the built environment through public art and bring new openings and methods for organizational, community and business development.
- Strategic Design Innovation
 - We support organizations in increasing their design maturity via the adoption of strategic design practices.



LAB Design Annual Review 2023



https://www.theseus.fi/bitstream/handle/10024/817070/LAB_2023_73.pdf

3 – People



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4 – Projects

Sustainable textile & fashion

SHOWROOM – Digital and Sustainable Fashion Showroom

- Showroom creates digital solutions to develop sustainable clothing business
- Digital & Sustainable Fashion Showroom project focuses on mapping and developing the digital and virtual potential of companies.

KESTO – Strengthening sustainable business, design and manufacturing skills in textiles, clothing and fashion

- Aims to support sustainable business in the sector and strengthen the ability of actors to meet the new needs of a changing world of work.

SADE – Sustainable and Digital Environments -roadmap for digital strategy in fashion and textile sector

- SADE will develop the industry's survival by strengthening its circular economy activities, with a focus on the use of digital solutions.



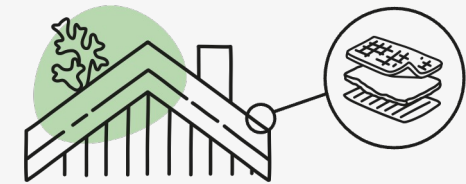
Sustainable materials & regenerative design

Hiukka 2.0 – Hair and Other Organic Fibres as a Substitute for Plastics

- The project aims to study the possibilities of organic fibres in replacing plastic-based materials – making the most of a wasted resource (hair and dog hair) and its good qualities.
- Hiukka Hyvä product label, over 100 hair salons collecting hair, 11 regional collection sites in Finland, workshop in Lahti
- 3 areas for product development: Oil Spill Cleaning, Greenery Building & Water Filtering

Regenerative growth through design: Organic waste fibres and side streams as a growth base for nature-based solutions

- The project aims to produce new innovations and solutions for green building by using design methods and by using of organic materials to replace plastic. The aim is to mitigate climate change, reduce waste and create a regenerative growth.



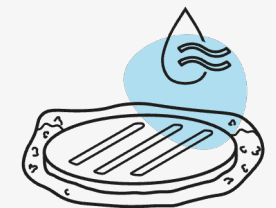
Green roofs



Growing mats



Oil spill cleaning



Drain water filtering





Coaching for responsible and effective product and service development (VPK & VPKE)

- The project developed the transformation capacity and ability of companies in Päijät-Häme and Etelä-Karjala areas to find new environmentally responsible business opportunities and to develop their existing business to be more environmentally responsible.
- The needs of customer-oriented and environmentally responsible product and service development for Päijät-Häme and Etelä-Karjala SMEs were mapped.
- The project produced and piloted coaching for the development of environmentally responsible product and service solutions and a guide to support them to meet the needs of SMEs, and commercialized the in-service training package (MOOC).

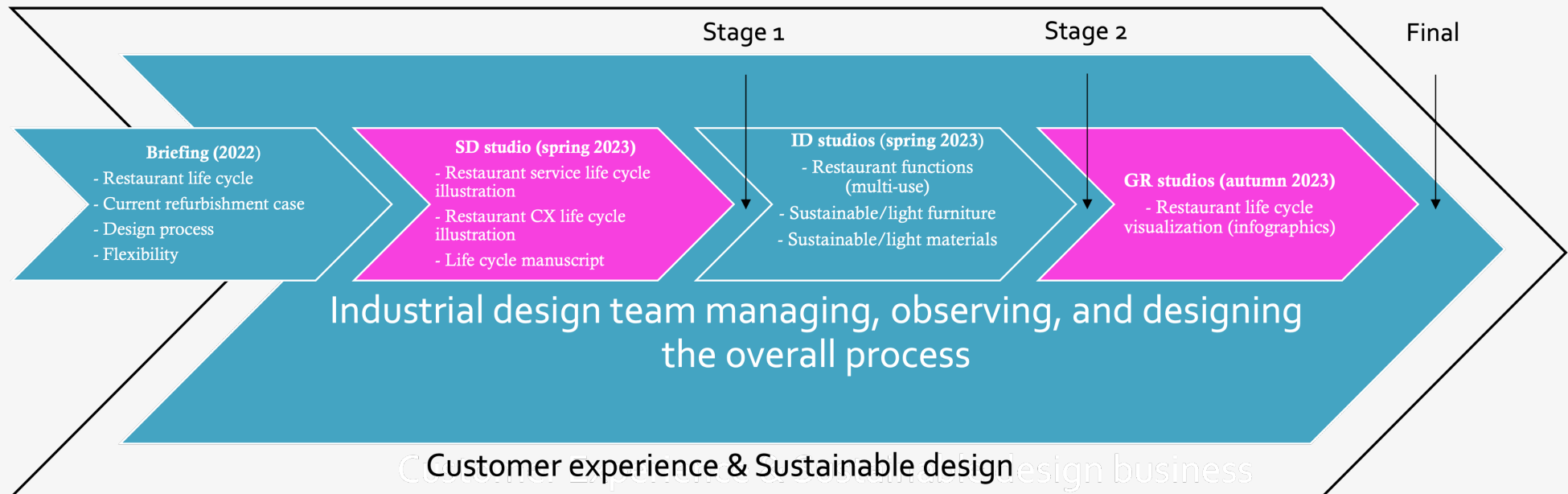


ASKO

- The ASKO project develops the holistic customer experience (CX) of SMEs in the Päijät-Häme region, combining data analytics and qualitative customer research and service design methods.
- The CX covers all the customer's interactions with the company: Part of these contacts and customer interactions can be observed through data collection related to digital activities. Part of the activities and reasons behind the action only through qualitative customer research
- By combining measurable digital behavioral information with qualitative customer experience data, a deeper picture of service quality as a customer's experience can be achieved.
- The main objective of the project is to increase the customer experience expertise of companies and improve customer experience development processes by combining quantitative and qualitatively generated data and using service design and visualisation methods.
- The development process in various demonstration companies where data analytics and qualitative customer research can be combined is modelled and freely available coaching material generated.

The ASKO logo is displayed in a stylized, glowing blue font. The letter 'O' is replaced by a circular graphic consisting of concentric rings. The logo is set against a dark background with a complex, repeating geometric pattern of teal and blue lines and shapes, creating a digital or network-like aesthetic.

Meyer: cruise ship restaurant space sustainability and experience concepting



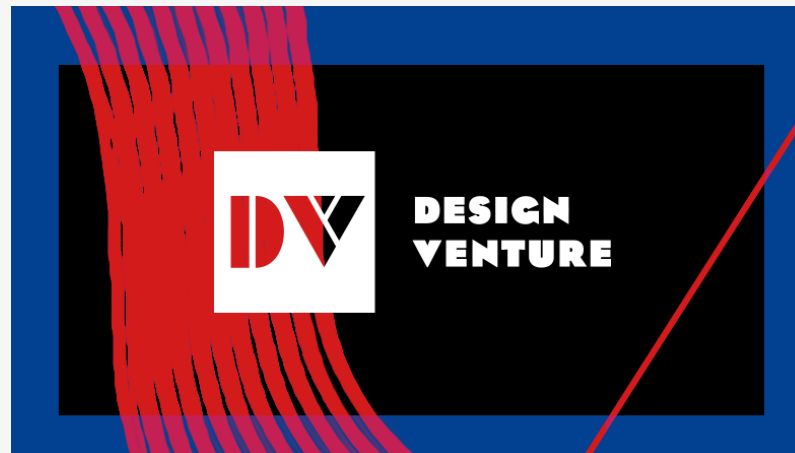
Companies that are design-mature may see over double returns compared to the remaining companies.

Design Value Index 2005–2015

Investing in design increases customer satisfaction, product usability, communication, and profits.

Leah Buley, 2019
The New Design Frontier

Design Venture Programme – Design to Speed up Businesses in South Karelia



The programme brings together SMEs from various sectors with their business and product development needs and the skills of designers.

Implementation period from 1.1.2021 to 30.6.2022



MuotoiluOK!

Preliminary study for the development of design competence in South Karelia

12/2023 – 08/2024

Survey + interviews with organizations in the region about their design skills and how they use design in their operations.



THANK YOU!

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