A Scandinavian Model of Innovative Product Development

The educational systems in the small Scandinavian countries are open to experiments and new education programmes. This paper presents such an initiative from Denmark, showing new interpretations of industrial needs, research insights, educational ideas and identification of core innovative competencies. We reflect on our efforts to produce a new type of design professionalism, pointing to new roles and identities for the professional-ism of synthesis and innovation. Finally, we round up by articulating what we see as the future pattern of product development, which should be supported already today in our education programmes.

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