

**A gathering on innovation and service design.
An industry that's growing internationally.
And growing rapidly.**

Form/Design Center, Malmö, Sweden • January 29, 2010

Sponsors: Malmö University • Region Skåne • Malmö stad • GEMBA Innovation A/S • Form/Design Center

Welcome to an interactive day about innovation in knowledge-intensive service industries: finance, tourism and hospitality, commerce, mobile communications, healthcare, food supply, education and public service, etc. Our focus is the development of a new services industry hub.

- **A creative meeting!**

The morning begins with inspiration from Denmark's pioneering DESINOVA project. DESINOVA, funded by Denmark's user-driven innovation program, financed and studied service development projects in 10 different service companies over 18 months. Learn about Desinova's exciting discoveries from project manager Dr. Tomas Vedsmann, GEMBA Innovation. We'll also meet the companies and designers who worked on the project: live|work, ODGAARD Consult, Baby Sam, Merlin, and others.

- **Great conversations over lunch together (lunch is gratis).**

Take the opportunity to visit F/DC's new installation, "Design? Design! Design ..."

- **Lectures and workshops.**

An afternoon conversation about service industry requirements and what's happening on the international and political fronts. Eva-Karin Anderman, research and development manager at Almega (Sweden's major industry association), will speak along with other invited guests from industry and government. The gathering will conclude with a Q&A and workshop in which participants will be encouraged to actively contribute ideas on possible initiatives.

When: Friday, January 29, 2010, from 9:30 AM to 3:00 PM

Where: Form/Design Center, Lilla Torg 9, Malmö, Sweden

Program: Full program available in early January!

Registration: <http://www.mah.se/tjanstedesign> (admission free, seating limited)

Questions? Contact Anna-Karin Alm, Project Coordinator,
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