



QUADRO DESIGN ASSOCIATES

## PROFESSOR PHIL GRAY GIVES KEYNOTE SPEECH AT HONG KONG INTERNATIONAL SYMPOSIUM



*Hong Kong 27 November 2009*

The theme of the symposium was 'Tapping New Business Opportunities via Innovative Design' and Phil's paper focused on **the changing role of industrial design**.

'Once seen as making stuff look good, industrial design has far outstripped this ancient view and is now responsible for creating the whole consumer experience right through a products life cycle. New research tools are being developed to better understand user needs and expectations and provide the valuable insights that often provide the platform for innovation.' He said.

'As recovery in the global economy starts so there is an opportunity for companies to assess how effectively they do business and what has to change to ensure a sustainable future. There has never been a shortage of innovative people, just a shortage of companies that understand the value of creativity and how it benefits their business.'



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Design is a key factor not only in the product outcomes but also in the way the outcomes are achieved' he said.

The key message from Phil is that 'design' and 'design thinking' are no longer 'nice to haves' but essential ingredients for any business. Many of these points will resonate closer to home!

The audience was a mix of Government officials, Trade Associations and SME's all with an interest in better understanding the role of design and how it impacts on business performance. The symposium was organized by the Hong Kong Productivity Council and included other speakers from the UK, Denmark, Germany, The Netherlands, Hong Kong and China.

#### **About Quadro Design Associates**

Professor Phil Gray and Morag Hutcheon founded Quadro Design Associates in 1998, an international strategic industrial design agency. With Phil taking the strategic lead and Morag, Design Director, they provide a unique team that helps companies develop their business through the effective use of design.

Quadro are founder members of UK China Partners, a not for profit organisation formed to promote and deliver strategic design services into the Chinese market and support the Beijing Government initiative of moving its industry from 'Made in China' to 'Designed in China'.

Phil is Visiting Professor of New Product Design & Development at Middlesex University and National Board Director of BDI (British Design Innovation).

Morag received the coveted British Female Inventor Award in 2006 and received the Chairman's Medal from BFII (British Female Inventors and Innovators) in 2009.

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