

Danish Design Centre

Design Promotion

Head of Design Promotion Susie A. Ruff
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Established in 1978 by the Danish Design Council with a view to strengthening industry's competitiveness through design investments.

Since 2000 the Danish Design Centre has had its headquarters in the heart of Copenhagen, in a new building designed by architect Henning Larsen. The building is partly financed by a loan, exempt of interest and repayment, from the Ministry of Economic and Business Affairs and partly by sponsorships from Danish companies and foundations.

The building houses offices, exhibitions, a professional conference centre, a shop and a café all run by DDC.



Vision. Danish Design Centre's vision is to ensure that Denmark becomes one of the world's leading design nations, with Danish companies among the world's best at converting design theory into value-adding and market-oriented design solutions.

Mission. Danish Design Centre's mission is to increase Denmark's competitive abilities.

The Danish Design Centre documents, promotes and brands Danish design on a nationally and internationally level by:

- Developing and communicating knowledge of the commercial potential of the use of design in business
- Professionalising the Danish design industry and buyers of design through development of competences
- Branding Danish design nationally and internationally

DDC operates as a project-oriented organisation where the activities mutually support each other in the effort to highlight the great business potentials of design.

- Design Promotion
 - Communication & Media
 - Exhibitions
 - Back Office incl Partner Relations
 - Conference centre, shop and café
- ⇒ Creating synergy between DDCs design promotion activities, exhibitions and conferences

DDC provides information about the use of design with a focus on ways for Danish companies to strengthen their business.

The primary target group is Danish SMEs (Small and Medium-sized Enterprises; 35-200 employees).

- Increase Danish companies' investments in design by building awareness of the business potentials of design.
- Gathering and disseminating new national and international design knowledge aimed at Danish businesses, including documentation of the effects of using design.
- Enhancing the competencies of design suppliers and buyers.

- **Seminars and workshops**
 - focus on new design knowledge
- **Master cases**
 - focus on return of investment
- **Network**
 - focus on regional collaboration
- **Analysis and documentation**
 - focus on the business effects of design
- **Exhibitions**
 - focus on the cross field between business and design

- Regionalisation: anchoring design promotion efforts in the Danish regions
- Internationalisation: creation of international platform
- Centre for the business world: focus on sectors; DDC as the key knowledge centre for design
- Competence development: ongoing education aimed at strengthening the commercial competencies of the design profession



Strategisk Design Dag i Århus



The Danish Design Project at MoMA

DDC[®]

Dansk Design Center
Danish Design Centre



*"Fifteen years ago companies competed on price, now
Quality and tomorrow it will be design",
Professor Bob Hayes, Harvard Business School.*

Design = Better Business