

24 pages about Lund University School of Industrial Design



Welcome

Welcome to Lund University, School of Industrial Design.

The School of Industrial Design is organised within the Faculty of Engineering, LTH at Lund University and offers an academic journey from undergraduate to PhD. There are 2 academic programmes within the school focusing exclusively on industrial design – a BA programme, 180 ECTS, leading to a degree of Bachelor of Fine Arts in Design and an international MA programme, 120 ECTS, leading to a degree of Master of Fine Arts in Design.

The BA programme aims to give a broad basis and a general competence in handling a range of design problems within different areas. The education starts by concentrating on the essentials such as aesthetic skills and creative tools, complemented by a sound technical and theoretical background. Design methodology, which lies at the core of the design process is then introduced through the use of projects, and is supplemented by human factors such as ergonomics, psychology and universal design – factors that continue validating the explicit potential of our University context.

The MA programme reinforces comprehension and practice of the fundamentals of design, with the aim of participating in and contributing to the creation of new knowledge within the field. A deeper insight and reflection regarding the human condition in the past, present and future inspire projects that focus on sustainability and ethics, as well as the variable needs of people, as patterns of living change over time along with technological advances. In organising exhibitions, seminars and workshops, students actively communicate their work and participate in the public debate.

Throughout their academic journey, students are encouraged to apply their knowledge in internships and exchanges abroad, verifying and adapting their individual approach to develop insights and understanding of different cultures. The education concludes with preparatory studies – in some cases in conjunction with international institutions or companies – for the degree project, a final in-depth study merging and confirming all the creative and analytical competences acquired.

Voices

Claus-Christian Eckhardt

Professor of Industrial Design

Working in design is about steering through a constantly changing landscape of needs and demands in a rapidly changing world. Unexpected and fast advances in culture and technology can trigger new products, services or lifestyles yet unknown. Design is the one particular field in which cultural shifts and technological developments are translated into tangible solutions. This is why the interactive aspect of design cannot be underestimated; you as a designer will be a creative transformer and communicator alike, networking and thinking beyond the ordinary.

Industrial design education in a university environment at the Faculty of Engineering is developed continuously and collaboratively, focusing on all ongoing changes in society, business and research. Rooted in a large campus that encourages a cross-disciplinary approach and professional interaction, you will profit from our strong position in Scandinavia as well as our international focus. You will be able to touch on remote fields of study, benefiting from Lund University's large range of faculties and facilities. We teach you the skills that help you to orientate yourself in the limitless field of design and enable you to make the right decisions – communicating your solutions and standing by your results and actions. In projects, workshops, competitions and exhibitions, you will train your hard and soft skills alike. Our partnership with companies, institutions and other universities allows you to develop your creativity and personality – independently and in cooperation with others.



Moe Takamura

MA student, former BA exchange student

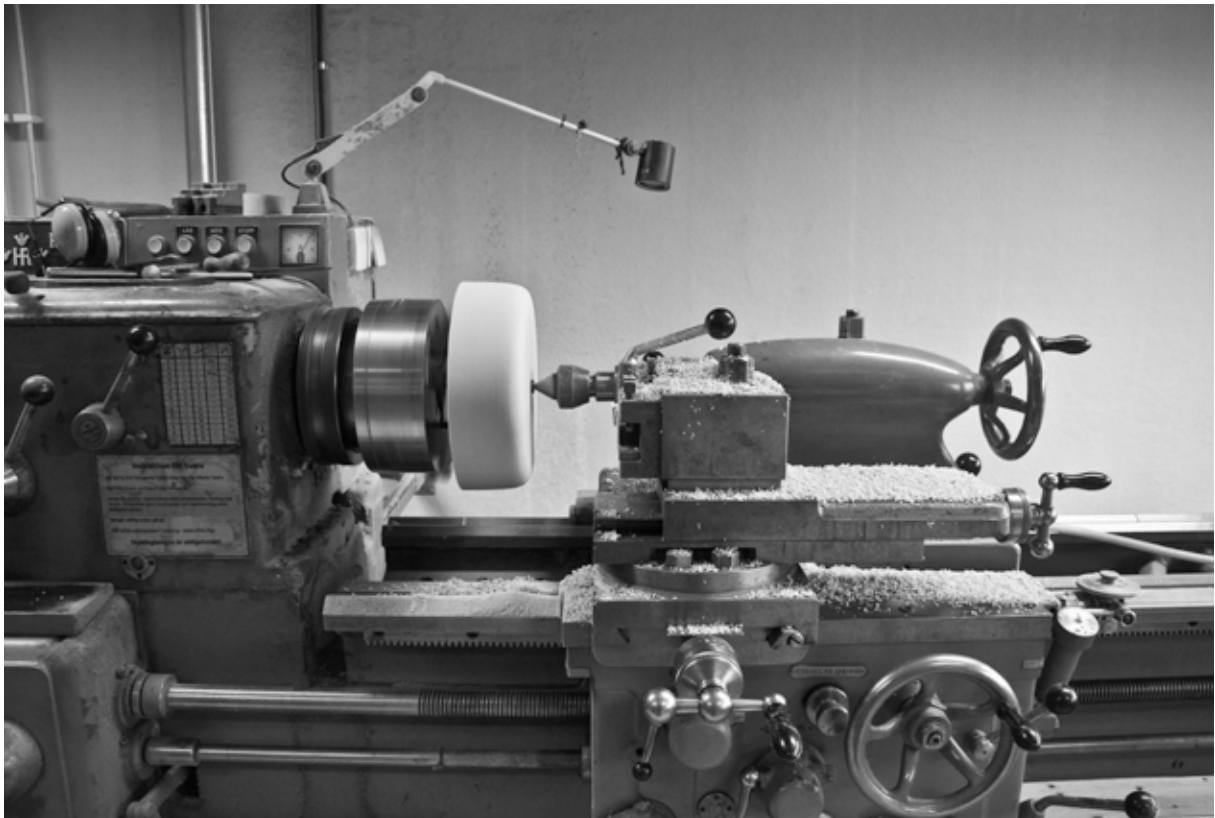
I grew up in competitive Japanese society, in which we have to achieve “success” in our lives; graduate from a prestigious university, get a job at a famous company, have a good steady income, and build a house and a family. There was a path that we should follow. This idea is terrifying to me, but I would have followed that path without any doubt if I had not come to Sweden.

My Master’s studies focus on the field of Living and Behaviour. I was very fascinated already by the brief overview of the field on the webpage because even there I could see my own aspirations mirrored. The world is changing. More and more people have started to doubt established ideas about what a good life is. They now look for something different, something more individual. A lot of people face a gap between economic wealth and mental fulfilment, and a dilemma between efficiency and life quality. These are paradoxes I like to explore in my work and hopefully in doing so I end up with projects that fit in this changing society.

When I came to Lund for the first time in 2007, I didn’t imagine myself staying here longer than a year. However I somehow fell in love with Sweden, Swedish people and the school. During my four-year Bachelor’s programme in Japan, I enjoyed being an exchange student in Lund the most. I appreciated the freedom, the environment and all the support. That is why I applied for the Master’s programme and why I came back. Now I am out of the Japanese ideal track. I have to admit that it is a little scary, but I’m very happy to be here and I’m simply looking forward to further experiences with Lund.

Facilities

Sketches and drawings become prototypes in the school workshops. In the first semester, first year students attend an introduction to the model workshops with practical applications leading to a “workshop license” granting machine access. During the day there are instructors available and much of the work is done with support and supervision from them. The workshops host machines ranging from traditional lathes to a 5-axis water jet cutting machine.



Above: Rosenforsen, lathe

Exhibitions

Within the educational framework, students are given the opportunity to exhibit their projects not only internally but also to a much wider audience by taking part in international design events. Apart from the annual Degree Show, regular events include Stockholm Furniture Fair, Salone del Mobile, Milan and Designmai, Berlin.

The collaboration between students of different years has proven to be very fruitful and inspiring and has been a recurring theme in our exhibition activities for several years.



Above: Konrad Bialowas embodying the spirit of Tempelhof, venue of DMY, Berlin 2010





Above (starting from top): *Happiest Place on Earth* – Seating furniture, part of *Design by Numbers* – extracurricular project exhibited at Salone del Mobile 2010 in Milan, 22° – Degree Exhibition at Kakel&Tegel in Malmö 2008 Opposite page: *Ski Boot* – rendering on canvas – MA Project exhibited at 22°, 2008

Bachelor gallery



“All the lines together can be seen as the search for a form. This is close to what philosophy is to life. A philosophy is focused on searching for a truth, a shape.”



Above (starting from top left): *Daylight* – office lamp with daylight reflecting system, BA Project 2010, *Nimb* – bicycle concept, handlebar detail, ID Project 2, 2007, *The Monster Book* – Pop-up book about fears, BA Project 2009, *The Reel Thing* – Slot machine concept, BA Project 2009, *Interdisciplinary Saddle*, ID Project 2, 2008, *Mini* – hand saw, Design Methodology 2009 Opposite page: *Between the Lines* – letting go of certainty, BA Project 2011

Internship

Internship is, in addition to academic exchange, an opportunity to gain new perspectives. Students spend their internship time spread around Sweden and abroad, collectively building a bank of experiences of different cultures and work situations, leading to deeper insight into the profession.



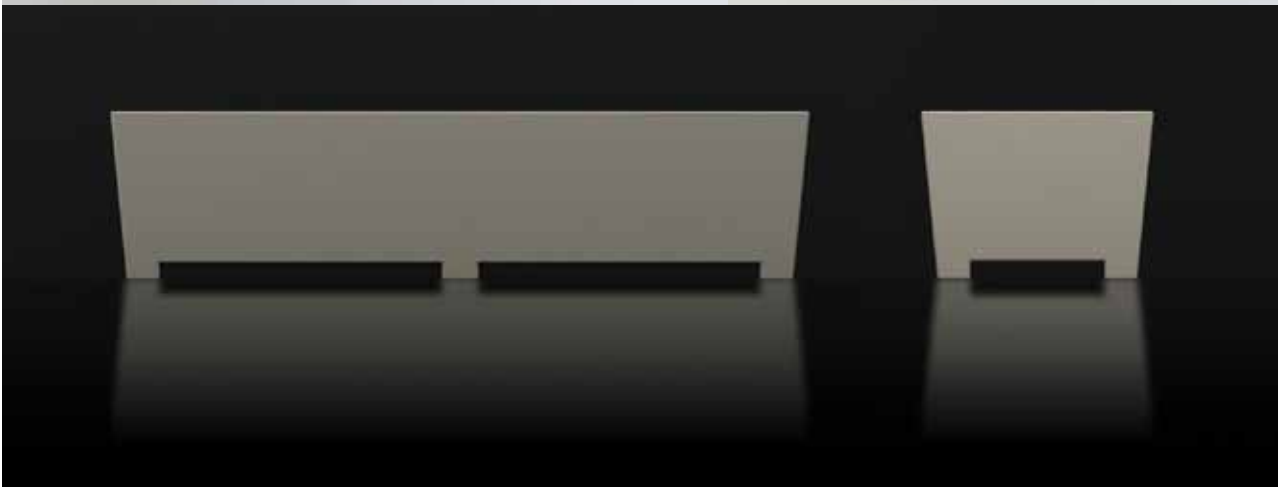
Above: Hard at work - Jonas Wåglund representing *5.5 Designers* at Salone del Mobile in Milan, April 2009

Master gallery





Above: *Organic Spacesuit*, STARS Design, 2010 Opposite page: *Ceramics*, Individual 9th semester project (old Master's Programme), 2009





Above (starting from top): *Obsolete Furniture* – desk, Diploma Project 2009, *Cocoon* – meat and fish maker, Diploma Project 2010, *Recast* – candleholder, Diploma Project 2010, *Action!* – understanding the relationship between human, object and context, Diploma Project 2009. Opposite page (starting from top): *Collage* – the kitchen demystified, Diploma Project 2008, *Leftovers* – silicone string lamp and IV-bag shampoo packaging, Diploma Project 2008, *Dust to Dust* – biodegradable coffin, Diploma Project 2008

Collaborations

Even without considering the educational constitution, our geographic position alone makes collaborations almost unavoidable – with other faculties and companies alike. Research-based start-ups as well as long-time established global players surround the University and the close vicinity to Copenhagen airport makes communications from further away a breeze.



Alumni

Anna Haupt and Terese Alstin

Founders of Hövding

Hövding started out as our Master's thesis project at Lund University Industrial Design in the spring of 2005. The law on bicycle helmets for children under 15 had just been passed and there were rumours all over the media about helmets becoming compulsory for adult cyclists as well (something commonly viewed by the general public as a threat rather than a positive initiative). Following these discussions we decided to challenge ourselves to create a helmet so attractive that adult cyclists would voluntarily start protecting their heads on the roads without the law ordering them to do so.

As the project progressed, the initial idea for an airbag bicycle helmet was developed into a concept; it won several grants and as a result of one of these the company Hövding Sverige AB was born. In October 2010, after years of secrecy, the invisible bicycle helmet was finally launched.

Along the way, our original team of two has gradually grown and there are currently 14 of us working at Hövding. We have our head office in Malmö and a small subsidiary in Kungälv, backing onto our production unit.

With our story we want to encourage others to follow in our footsteps and dare to demand something better, to stand out from the crowd, and believe in themselves and their own capabilities. We may be a small company but we think big and we aim high. Delusions of grandeur are exactly what it takes!



Above: *Hövding* – a lifesaving collar for cyclists, in production since 2010, started as a Diploma Project in 2005

Research

Research and research education in Industrial Design at Lund University contributes to society, industry and education by advancing theory and methodology related to:

- Form
- Product character, product benefits and user experience
- Design management and strategic design decisions

Since September 2003 it is possible to gain a doctoral degree in Industrial Design. The doctoral programme encompasses PhD courses and research projects, in total 240 ECTS.



Above: *Design as Reflection* – Dissertation, 2011

Lund University
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