A complex wireframe graphic composed of numerous interconnected lines forming a dense, organic shape that resembles a stylized human profile or a complex network structure. The lines are thin and grey, set against a white background.

**DRS
2014**

16-19 JUNE

DRS2014
PUSHING THE
BOUNDARIES
OF DESIGN
RESEARCH

www.drs2014.org

DesignResearchSociety



Umeå Institute of Design
Umeå University

About design research.

For many areas of human knowledge, research has been the primary form of pushing its limits not only for decades but for centuries. In design, we have only just started to tap into these opportunities for developing our discipline.

This year's DRS conference – Design's Big Debates – is about how we break this new ground. What are our key challenges? What does it take to bring design, its practices and professions, into this future? Through established and new formats for presentations, conversations and debates as well as rich chances for social interactions across design domains, this conference will be a rare chance for the design community to address the big picture of design research.

Design – its practice and thinking – is now being appropriated and made use of in ever more new areas of application. Design seems to be everywhere. Yet, we all know that this is only the beginning. The design research we cultivate is not about looking for new applications of what we already know, it is what design might become as we evolve the very foundations of our discipline..

The Design Research Society is a learned society committed to promoting and developing design research. It is the longest established multi-disciplinary worldwide society for the design research community.

DRS IS THE MOST
ANTICIPATED DESIGN
CONFERENCE IN
2014 HOSTED AT
AWARD WINNING
UMEÅ INSTITUTE
OF DESIGN DURING
UMEÅ CAPITAL OF
CULTURE.

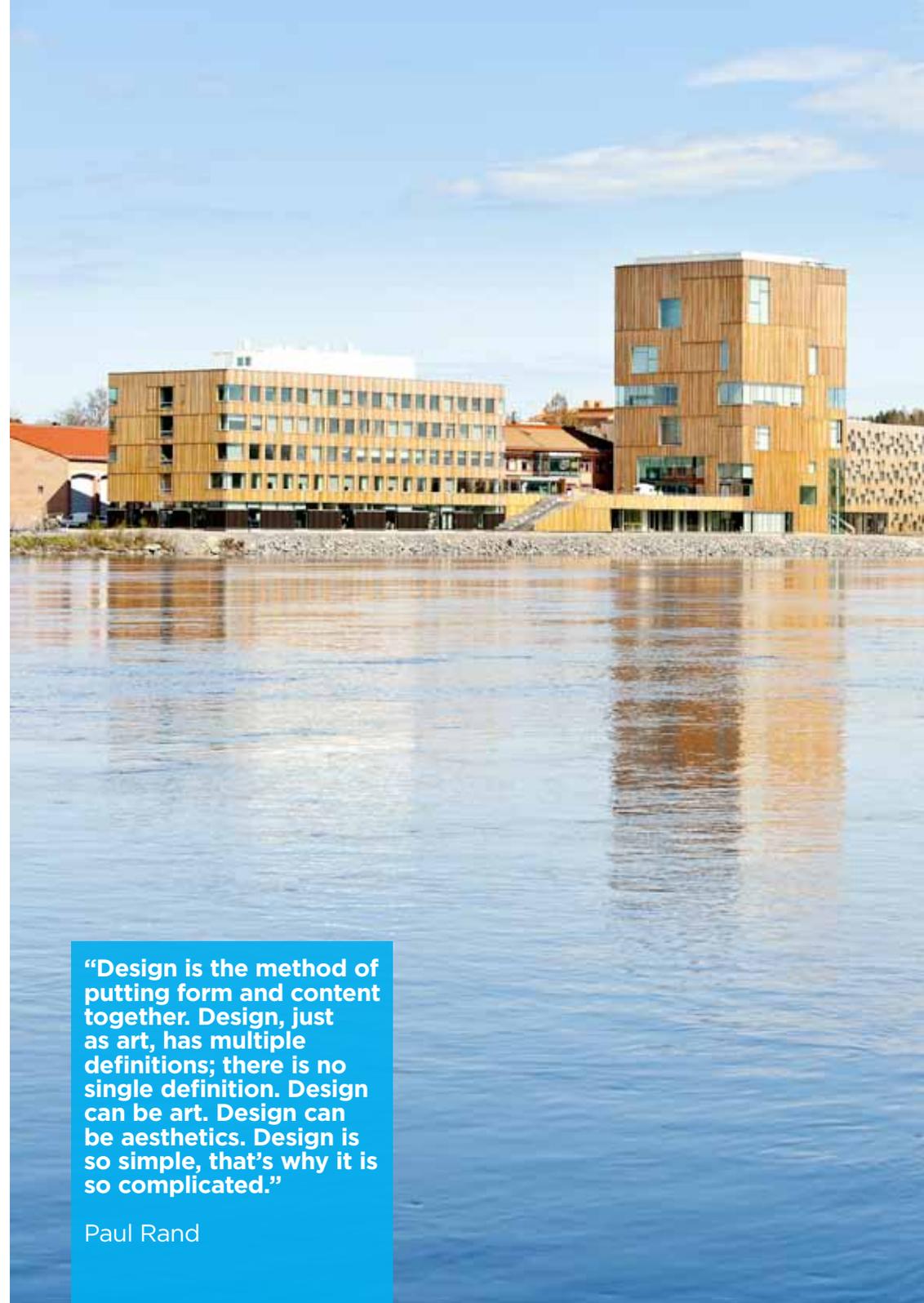
The setting.

Design's Big Debates, Design Research Society's 2014 conference takes place at the Umeå Arts Campus, hosted by Umeå Institute of Design.

Umeå is Europe's capital of culture this year and is presenting a very interesting cultural programme. At the time of the conference xxx is taking place. For more information about the capital of culture, please visit umea2014.se

Umeå Institute of Design is proud to be presenting Design's Big Debates, Design Research Society's 2014 conference.

Umeå Institute of Design educates for the future and forefront of the design profession. As the design discipline evolves, we consider research a key strategic part of developing the insights, skills and approaches necessary to not just respond to change, but to initiate it.



“Design is the method of putting form and content together. Design, just as art, has multiple definitions; there is no single definition. Design can be art. Design can be aesthetics. Design is so simple, that’s why it is so complicated.”

Paul Rand

Why exhibit at this event?

DRS 2014 is hosted at one of the best design schools in the world in a small but vibrant city which is this year's European Capital of Culture. Umeå is a growing city in the North that is showing strong competition with international design hubs such as London and Milan.

DRS 2014 is one of the few conferences that is not only about a specific research area, but about design in broad terms. This year's conference in particular engages a wider audience by introducing new formats to support dialogue and discussion, in addition to traditional academic papers. And the theme of 'big

debates' aims at provoking and creating spaces for conversations about the most important and pressing issues for design.

DRS 2014 is where the brightest and most innovative minds in the field meet. These people are today's thought leaders who foster the design hopes of the future. They are the researchers, design professionals, and design students who could be your future collaborators or employees.

DRS 2014 is where the newest knowledge in the field of design meets—and where its future directions are shaped. We invite you to join the conversation.



What we can offer you.

Bespoke 5000+sek

- Logo on drs2014.org
- Acknowledgment in the conference companion
- An exhibition stand
- Insert in the conference bag

Basic 2500sek

- An exhibition stand
- Insert in the conference bag



Contact us.

Monica Lindh-Karlsson
monica.lindh@dh.umu.se>
+46 90 786 55 62