

Welcome to The 1st Dialogue Day:

# DESIGN MEETS ENGINEERING – USER-CENTERED INNOVATION

A meeting place for you with innovation initiatives or projects, including policy makers, business leaders, industry practitioners, design professionals and researchers.

## WHEN:

Tuesday, 15th March, at 09:00–17:00

## WHERE:

Forskningsparken - Oslo Science Park,  
Gaustadalleen 21, Oslo

## WHAT:

Norway's first national gathering bridges the two worlds – design and engineering. It targets the global opportunities and new working methods to accelerate innovations for Norwegian engineering and service businesses. The first fold of this day is set as a learning arena from the well-selected speeches. On the second fold, this Dialogue Day interactively and collaboratively discusses the potential to revolutionize the existing ways to innovate much faster and better in your organizations.

I've heard enough – send me right to the [Registration form](#)

## Contact Person:

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## KEY SPEAKERS:



Professor Larry Leifer  
Guru of user-centered  
innovation from  
Stanford University



Anna Kirah  
MAKING WAVES



Christian Eide Lodgaard  
SCANDINAVIAN  
BUSINESS SEATING



Hans Petter Hildre  
NTNU



Lillian Olsen  
HALOGEN



Thor Hukkelås  
KONGSBERG MARITIME

## MORNING SESSION

- 9:00 - 9:30 am**     **Event Opening & Getting Seated**  
Mingling • Coffee and Tea Served
- 9:30 - 10:00 am**     **Welcome & Introduction**  
Warm-up Activity • Reflective Learning • Setting Collaborative Frames
- 10:00 - 10:30 am**     **“New Innovation Moments: How Strong Industrial Clusters Structure the National Economy”**  
25mins Speech by Prof. Hans Petter Hildre, NTNU  
5mins Round Table Discussion
- 10:30 - 11:00 am**     **“How Innovation Constraints Drive the Evolution of Collaborations in High-end Engineering Sector”**  
25mins Speech by Lillian Olsen, Halogen  
5mins Round Table Discussion
- 11:00 - 11:30 am**     **“Basic Elements of Design for Business at Scandinavian Business Seating”**  
25mins Speech by Christian Eide Lodgaard, Scandinavian Business Seating  
5mins Round Table Discussion
- 11:30 - 11:45 am**     **Tea/coffee Break**  
Mingling • With Snacks
- 11:45 - 12:30 am**     **1st Workshop: Discovering New Opportunitites Through the Gap**  
Round Table Teamwork • Around the Gap Between Design and Engineering  
Guided by Facilitators
- 12:30 - 1:30 pm**     **Lunch**  
Enjoy the Food • On Site

## AFTERNOON SESSION

- 1:30 - 2:20 pm**     **“Design Thinking Dancing with Systems Engineering!”**  
45mins Speech by Prof. Larry Leifer, Stanford University  
5mins Round Table Discussion
- 2:20 - 2:50 pm**     **“The ROI of Design Thinking: A People-centric Approach to Problem Solving Seen Through the Eyes of a Norwegian Train Service”**  
25mins Speech by Anna Kirah, Making Waves  
5mins Round Table Discussion
- 2:50 - 3:05 pm**     **Tea/coffee break**  
Mingling • With Snacks
- 3:05 - 3:50 pm**     **The 2nd Workshop: Solving the Gap from Thinking to Doing**  
Round Table Teamwork • Around Action Points • Guided by Facilitators
- 3:50 - 4:20 pm**     **“How to Maintain the Human in the Loop in Hi-tech Industrial Applications”**  
25mins Speech by Thor Hukkelås, Kongsberg Maritime  
5mins Round Table Discussion
- 4:20 - 4:50 pm**     **Panel Discussion**  
Interactive Dialogue With the Speakers
- 4:50 - 5:00 pm**     **Wrap-Up**  
Closing of the Dialogue Day • Bring the Learning Home!



### **Prof. Larry Leifer**

Human-centered design was born at Stanford University, where the Mechanical engineering group started refined the methodologies and instruction practices back to 1958. Larry as one of the initial members of the group has been leading the master-level education program global ME310 that created 40 years ago in collaborating with global academic institutions and industries. He has been leading the research wing of it more 30 years til now and serving as the founding director of the Stanford Veterans Administration Rehabilitation Engineering R&D Center; Smart Product Design Lab; Center for Design Research (CDR); Stanford Learning Lab; and Hasso Plattner Design Thinking Research Program at Stanford.



**Anna Kirah** is Chief Experience Officer at Making Waves, a digital consulting company in Oslo, Norway. Anna is an internationally acclaimed design anthropologist and psychologist who has worked in corporations such as Boeing and Microsoft and consulted with customers in a wide variety of sectors including software development, advertising, transportation, retail, banking, and public services. Anna's trademark is the people-centric approach to innovation and the user experience, which requires the involvement of users in the design of services, products and organizational change. In addition to Making Waves, she sits on the board of Design without Borders, which applies the people-centric approach to solving challenges in developing countries.



**Christian Eide Lodgaard** has held the position of Senior Vice President for Products & Brand Concepts in Scandinavian Business Seating since 2009. He is responsible for design, development and marketing for all brands of the company. He has been a design & engineering professional with hands-on experience from all aspects of design of highly industrialized products. He earned an MSc in Design Engineering, had 10 years experience from the automotive supplier industry, and before joining the contracted furniture industry and SB Seating.



**Prof. Hans Petter Hildre** is dean at Faculty of Marine Technology and Operations at NTNU. He is the Centre Director for Centre for Research Driven Innovation (SFI-MOVE) within marine operations. This is cooperation between NTNU, SINTEF, Marintek, University Sao Paulo and 20 companies at the west coast of Norway. He is the project leader in several projects as: Integrated Marine Operations Simulator Facilities for Risk Assessment including Human Factors (2014-2017), which is performed in cooperation with Stanford University and NASA-AMES; HERD Maritime is a maritime training and competence building project performed in cooperation with universities in Montenegro and Albania; for research and education activities in the Global Centre of Expertise – Blue Maritime, which is a cooperation project with the maritime cluster at the west coast of Norway that more than 200 companies participate in.



**Lillian Olsen** has 20 years of experience in marketing and management and is the founder and CEO of the design agency Halogen (established in 2002). Halogen is Norway's leading independent design agency, with 55 multi-disciplinary design, business and organizational consultants. Halogen enables strategic design and innovation processes within the global business environment for companies within the telco, shipping, heavy industry, maritime, oil and offshore sectors. Lillian has an entrepreneurial attitude to design thinking as a strategic tool for problem solving, focusing on human-centered design and co-creation.



**Thor Hukkelås** is the innovation leader from Kongsberg Maritime. He has managed numerous R&D project in the area of Guidance, Navigation & Control, including Kongsberg Maritimes Dynamic Positioning (DP) systems, training simulators for the military and Unmanned Aerial Vehicles (UAVs). In particular, he was the project manager for the prototype phase of K-Master – the new operator workstation for aft bridge of offshore vessels. The K-Master was nominated for "Hedersprisen for god design" in 2010. He also managed an R&D project supported by the Research Council of Norway called "SITUMAR – Situation Awareness and Decision Support Tools for demanding marine operations". Both projects applied User-centered design principles. With the cybernetics background and as a specialist in autonomous systems, he focuses on designing and developing technology that keeps the human in the loop.

### BACKGROUND

Everybody is talking about the gearshift through innovation in the Norwegian society, and yet there is an expectation to resolve the biggest challenge by a “quick” turnaround. The global learning-collaborating-transforming arena therefore makes the strides when needed. For years, we strive for innovating approaches to tackle the complexity through collaborative efforts of government agencies, industries and global research institutions (e.g. Stanford University, Stevens Institute of Technology, Aalto University, University of Twente, Chalmers University of Technology). Now we are moving the collaboration even further.

### EVENT GOALS

The topnotch user-centered innovation lead from the Stanford University, Prof. Larry Leifer, will be in this creative dialogue and share the frontier use of the design-inspired innovation method from Silicon Valley. Furthermore, there will be national forefront speakers illustrating of the Norway way of innovating and facilitators from both design and engineering worlds. The first fold of this one-day event is set as a learning arena from the well-selected speeches; on the second fold, this one-day dialogue interactively and collaboratively discusses the potential to revolutionize the existing ways to innovate much faster and better in your organizations.

### CONFERENCIER



**Leif Næss** is the Institute Leader at the Norwegian Institute of Systems Engineering (NISE) at the University College of Southeast Norway, Campus Kongsberg. NISE is now among the largest Systems Engineering centers in Europe and tightly integrates with the Engineering, Oil & Gas, Automotive, Defense, Aerospace, and Maritime industries in Norway that employs NISE's MSc-students during their studies. Leif also heads the industry cluster NCE Systems Engineering's competence development activities in Kongsberg and has 15 years of experience from the Norwegian automotive supplier industries. Key responsibilities have been strategy implementation in enterprises, innovation, knowledge-based product development, and large-scale M&A integration, restructuring and turnaround programs.

### KEY FACILITATORS



**Baard Røsvik** has extensive experience from management positions in companies in diverse industries, including IT, Seafood, Composites and Product Development. Baard currently serves in Devotek and has a special interest in generating value for customers through idea management, innovation counseling, Systems Engineering and early stage technical product development.



**Adrian Paulsen** is a designer, lecturer and visual thinker. His work at Halogen revolves merging system-style thinking with design-style thinking to improve process affectivity and manage organizational complexities for clients' ambition to innovate. Paulsen is also an adjunct faculty at Arkitektur- og designhøgskolen i Oslo (AHO). His teaching schedule focuses on the System-oriented Design and Service Design.



**José Pinto** with a background of design from ESAD (Portugal) and University of Lapland (Finland) started his early career in IT. He then worked as a furniture designer and became an industrial designer. He enjoys to be the fuzzy-front end of “designs” and feels good for NOT thinking “right”. He sees himself as a starter and an integrator and now works in Devotek.