

Danish Design Centre

APCI Conference:

Challenges of design promotion in Europe

- Designing design support

Managing Director Christian Scherfig

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Background

DDC[®]

Dansk Design Center
Danish Design Centre

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 & Mission

DDC[®]

Dansk Design Center
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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

Design Promotion in 4 areas

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- 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
- Professionalisation: ongoing education aimed at strengthening the commercial competencies of the design profession

Turnover '06 + '07

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Dansk Design Center
Danish Design Centre

Total turnover 2006: 5,364 m EUR

- Public funding: 2,937 m EUR
- Commercial activities: 2,427 m EUR

Total turnover 2007 (estimated): 5,866 m EUR

- Public funding: 3,366 m EUR
- Commercial activities: 2,5 m EUR

Funding 2007: Ministry of Business and Economic Affairs

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- Government grant: **2,9 m EUR**
- Contract activities: **2,37 m EUR**
 - design promotion: 848.468 EUR
 - communication: 643.215 EUR
 - exhibitions: 611.546 EUR
 - globalisation: 268.269 EUR

Funding 2007: Ministry of Culture

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Funding 2005-2008: **268.269 EUR a year**

Additional funding 2007: **160.961 EUR**

Activities:

- International branding of Danish design
- Professionalisation initiatives
- Travel grants for young designers, architects and craftspeople
- Exhibitions (additional funding)

DDC further receives 40.240 EUR a year for coordinating the trainee programme for the four Danish design schools.