

DESIGN...  
BEYOND FORM AND AESTHETICS

Using a <sup>3</sup>  
Multi-disciplinary  
Approach to  
Design

Speaker:  
Phil Gray, Quadro Consulting Ltd (UK)

Quadro is an award winning design consultancy with specialist knowledge in the Far East and has an Associate office in Hong Kong providing local support. Phil Gray is the founder and principal of Quadro. He has 36 years experience in design and development including holding board positions for the last 17 years. He has worked in consultancy for most of his career in a wide range of manufacturing industries from high volume consumer products to specialist high cost, high technology instrumentation. He is the Visiting Professor of New Product Design at Middlesex University and the founder of Quadro Consulting Limited. Clients have included many blue chip companies from 3Com to Whirlpool. He lectures and writes about New Product Development (NPD) Strategy, Best Practice, and Design in Business.

Teaching Medium:  
English

Date and Time:  
27 March 2007, 9:30 am – 4:30pm

Fee:  
HK\$800

### OUTLINE

Design brings together human values (usability and desirability), technology feasibility and business viability. A diverse team of experts from different disciplines is often required to provide the best design solution to clients. Such a multidisciplinary approach to design applies not just to collaboration amongst the different design disciplines, but also to experts in consumer research, engineering, technology, strategic planning, business management, marketing, psychology, anthropology, sociology etc. More and more international design firms have adopted such approach using in-house specialists or teaming up with strategic partners. This seminar will illustrate the roles of different disciplines in the design process, the role of the facilitator and how the process could be managed effectively. It should be of particular interest to designers, engineers and marketers.

Organiser:



Co-organisers:



Supporting Organisations:

