

Copyrighted Material



# The Design Experience

## The Role of Design and Designers in the Twenty-First Century

Mike  
Press  
and  
Rachel  
Cooper

Copyrighted Material

---

## Acknowledgements

As with our previous work, in developing the content and argument of this book we owe much to the many students, academic colleagues, designers and industrialists with whom we have worked. This has provided us with a rich tapestry of material for examples and case studies and also, unbeknown to them, our developing theories of the future of design and designers.

There are many sources of inspiration that have driven the ideas within this book. Firstly is the inspiration initiated by Norman Potter, whose book *What is a Designer?*, is still as valuable a contribution today as it was in 1966 when it was originally published. A visit to New York in 1995 involved discussions with Tucker Viemeister, Eric Chan and Wendy Brawer. Their perceptions, energy, radical insights and demonstration of design practices that are rooted in social responsibility and active citizenship proved essential in forming an early focus and direction for this book. Another key inspiration from the United States is the Design Management Institute and its President Earl Powell. The Institute's engagement with 'experience' as a research issue within corporate branding and industrial design, through both its conferences and *Design Management Journal*, has generated a wealth of ideas that we have drawn from.

On this side of the Atlantic, our involvement with the European Academy of Design and the *Design Journal* has provided us with a constant connection to the wealth of research, critical insights and methodological advances being made throughout all design disciplines. Through conversations, collaborations and conferences we have learned much from our research colleagues. Some deserve special mention for insights and approaches we have drawn on: Margaret Bruce, Katie Bunnell, Jack Ingram, Ray Holland, Bob Jerrard, Birgit Jevnaker, Julian Malins and Lisbeth Svengren.

Both individually and jointly we have conducted research projects with the Engineering and Physical Sciences Research Council, the Design Council and the Crafts Council. We are grateful for the opportunities provided by all these organisations to explore issues and test ideas, and for the encouragement and support provided by their staff. In particular we would like to thank Stephen Burroughs, Andrew Summers, Alison Huxley and Kim Davids, Vince Osgood, Jaqui Williams, Phil Burnell and Peter Hedges.

Our colleagues at Sheffield Hallam University's Art and Design Research Centre and the University of Salford's Design and Innovation Research Unit have been a

constant source of inspiration and support. In a number of cases their insights have directly found their way into these pages either through collaboration or discussion. So thanks to Caroline Davey, Tom Fisher, Kate Shepherd, Jim Roddis, Chris Rust, Anne Tomes, Karen Yair, Andrew Wootton and especially Jo Heeley who has been an invaluable collaborator with us both for several years.

On the publishing side, we are particularly indebted to Suzie Duke at Ashgate who has pushed and cajoled us along the way, to our desk editor Ellen Keeling, and to Pauline Brooke who has with patience provided secretarial support.

This book simply would not have been written without the support of our partners – Hazel White and Cary Cooper – and the understanding patience of Rachel's daughters Sarah and Laura. Calum Press was born the day after the book's manuscript was completed. This book is dedicated to him for helping to speed the project along during its latter stages, and for providing the best experience of all.

Figure 2.16 on page 60 is reprinted from *Journal of Product Innovation Management*, Vol. 11, Cooper, R. G., 'Third Generation New Product Processes', pp. 3–14, copyright 1994, with permission from Elsevier Science.

The JBL car audio case study in Chapter 2 is reproduced courtesy of the *Design Management Journal* (volume 7, number 4, Fall 1996), a publication of:

The Design Management Institute

29 Temple Place

Boston, MA 02111

Phone: 617-338-6380

Fax: 617-338-6570

[dmistaff@dmj.org](mailto:dmistaff@dmj.org)

[www.dmj.org](http://www.dmj.org)