

## Teaching Program and Project „ From dreams to concepts and projects“

Prof. Dr. Lia Krucken \_ Belo Horizonte, Brazil, 2012-2014

**Key words:** design, open innovation, cities, entrepreneurship

This initiative is part of the international project Dream:in, that focused on applying open innovation and strategic design in order to develop new services and public policies for citizens. 240 students and 20 teachers from six major universities in Brazil worked together to collect dreams and aspirations of the people, aiming at creation of products and services. The project was developed in collaboration with Parsons in New York / USA and the Idiom Institute in India. Part of the methods applied come from experiences with the Dream:in project (specially the video preparation), another part originates from my teaching experience in the MSc of Design, Innovation and Sustainability at the Design School of the University of Minas Gerais.

The context of this teaching programme is Belo Horizonte, a Brazilian city with 3.5 million inhabitants (Fig.1). It is important to note the high velocity of change in emergent economy contexts as the one of Brazil. This context concerning urban development” involves complex situations and decisions regarding quality of life in Brazilian cities (e.g. mobility, health care, social security, access to safe drinking water,



Fig. 1. The context of the project: Belo Horizonte in 1920 and 2015.

### Aims

- Collect dreams of people, identify needs, and propose ideas in sessions of intense ideation, with students and professionals;
- Application of design competences in the identification and development of solutions that can generate socio-economic change through public policies and new businesses.

### Methods

The students faced the challenge of collecting dreams of residents and workers (through video and interview – Fig. 2), aiming at identifying the aspirations of the people. This was the starting point for developing several concepts and products.



Fig. 2. Collection of aspirations of residents and workers – video.

Methods included: 1) interviewing and video preparation, 2) video analysis, 3) brainstorming, 4) ideation together with experts from several disciplines, 5) development of concepts, 6) development of prototypes and products/services, 7) presentation of results. In general terms they follow the sequence: research, analysis, synthesis, and concretization (Fig.3).



Fig.3. General overview of design process.

In the design process many tools were used from different students groups, such as: context analysis and immersion, brainstorming, moodboard, image map, personas, journey map, sketching, storyboard, rendering, business canvas, economical analysis, map of stakeholders, 3D simulation, and prototyping.

## Results

The initiative has stimulated a great interaction between professors, students and citizens,

providing an important space for the development of collaborative design process<sup>1</sup>. Concepts and products generated in the courses I taught, having as starting-point the dreams, included, as example:

- a game for teenagers aiming at developing a culture of sustainability;
- a research project for the identification and communication of local cultural heritage (makers and creative people in the territory) (Fig.4) – this project was granted with ca. €15.000 from the Ministry of Culture in 2013<sup>2</sup>;
- an innovative service for promoting the public use of a vacant area/structure of the city (Fig.5), that was finalist for a Service Design prize by SEBRAE in 2014<sup>3</sup>;
- a project for using “waiting-time” in innovative ways (Fig.6) – this project was finalist for a competition of innovation in the area of self care products promoted by Hackaton Natura Campus Lab and Massachusetts Information MIT<sup>4</sup>.

All the students made a video and a dossier to present their results and I encouraged them to apply for prizes or develop papers about the experience.

**Team:** Lia Krucken (coord.) and invited professors Lara Mol, Marco Túlio Boschi, Mario Santiago

**Participants and collaborations:** Citizens, professors, researchers, professionals from several areas, and students.

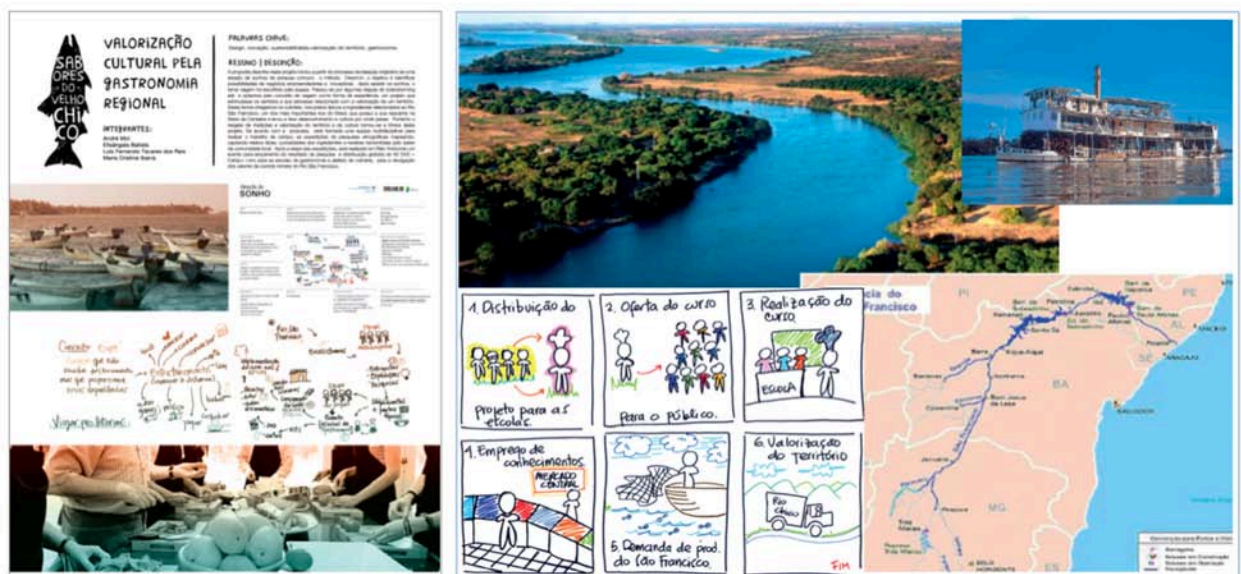


Fig. 4. Research project granted with €15.000 by the Ministry of Culture in 2013.

Students: André Mol, Elisângela Batista, Maria Cristina Ibarra and Luis Matuto.

<sup>1</sup> For more information about this work see the publication “Approaches for co-creation in Design Teaching: reflections on initiatives in grand and undergrad contexts” <http://www.proceedings.blucher.com.br/download-pdf/233/12711>

<sup>2</sup> Published paper about this project <http://www.proceedings.blucher.com.br/article-details/design-e-territorio-estudo-de-iniciativas-de-valorizao-da-cultura-gastronmica-12709>

<sup>3</sup> Selected projects – finalists of service design:

[http://www.sebraeminasdesign.com.br/sites/default/files/4o\\_Premio\\_Sebrae\\_Minas\\_Design\\_2014\\_Catalogo.pdf](http://www.sebraeminasdesign.com.br/sites/default/files/4o_Premio_Sebrae_Minas_Design_2014_Catalogo.pdf)

<sup>4</sup> about the Hackathon Natura Campus Media Lab, an initiative of open innovation - <https://vimeo.com/104044105> <http://www.naturacampus.com.br/cs/naturacampus/desafio/finalizado/hackathon-natura-campus-media-lab>

projeto  
**Um dia na Pampulha**

autoria  
**Ítalo Martins, Michelle de Alvarenga Pinto Cotrim, Monique de Alvarenga Pinto Cotrim, Priscila Ferreira e Thábata Regina**

tecnologia/serviços  
 Construção de píeres na orla da Lagoa da Pampulha, em Belo Horizonte, com oferta de serviços de passeios de barco, banheiros, bebedouros, empréstimos de bicicletas, aparelhos de ginástica, lanches e rede Wi-Fi. O projeto de uma plataforma digital, com interface em diferentes dispositivos fixos e móveis, serve para divulgar os serviços, permitir o registro e compartilhamento de experiências, dos visitantes e turistas, na região.



Fig. 5. Scenario building / Service design for promoting the public use of a vacant area of the city, finalist for a Service Design prize. Students: Italo Martins, Michelle Cotrim, Monique Cotrim, Priscila Lobo e Thábata Regina.



Fig. 6. Design process for self care system that was finalist in a design competition promoted by Hackaton Natura Campus Lab and Massachusetts Information MIT in 2014. Students: Paula Glória, Akemi Ishihara, Ana Paula Lages, Cláudia Dias, Aline Freitas.