

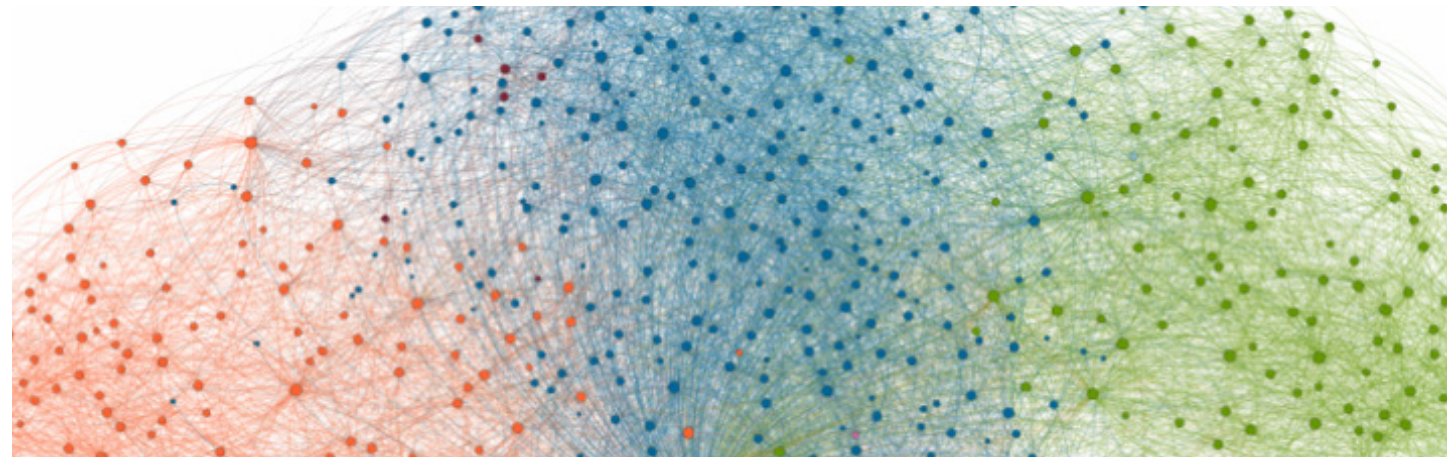
# SDU DESIGN RESEARCH FORUM

## OPEN SEMINARS

SDU DESIGN is a new initiative at SDU Kolding to enhance interdisciplinary collaboration in design research, also involving local partners.

We are happy to invite you to a series of seminars to meet the involved researchers and their communities of inquiry. The idea is for the researchers to exchange insight and 'research DNA' in a format that is accessible for people from outside the specialized research field. We begin with four seminars each representing strong research communities that are involved in SDU Design.

***The seminars are open for interested within and outside the University.***



## WEDNESDAY 11 DECEMBER 2013 **CLUSTERS & STRATEGIZING IN NETWORKS**

### **Theme 1: Clusters**

Clusters are regional specializations that are known for offering externalities such as increased innovation, productivity and competitiveness. But what are clusters and how are they developed? These questions will be addressed and the idea of a design cluster in the Region of Southern Denmark will be challenged. Is there a cluster or is it more a loosely coupled network of actors?

### **Theme 2: Strategizing in clusters and networks**

Clusters are often formalized networks with triple helix or quadruple helix partners (private companies, public authorities, knowledge institutions and citizens). To analyse such networks and clusters we have developed a tool: the relationship map. At the seminar we will introduce this tool and together with you make some reflections on the connection between applied theories – e.g. tools like this – and our research. The potential design cluster in the region will be used as a case for the relationship mapping.

Please register with [jykj@sam.sdu.dk](mailto:jykj@sam.sdu.dk)  
not later than December 9th.

## WHERE AND WHEN

Stadsarkiv meeting room, Skolegade 2B, Kolding  
December 11th, 9.30 – 12.30

We are looking forward to meeting you

Hans-Christian Jensen  
Institut for Design og  
Kommunikation

Per Freytag  
Institut for Entrepreneurskab  
og Relationsledelse

Henry Larsen  
Mads Clausen Instituttet

