

Product Development Academy (PDA) representation at the DESIGN 2018 conference

In May the DESIGN 2018 conference was held in Dubrovnik, Croatia. This is a biennial conference, initiated by the Design Society. This year, Swedish product development academics and practitioners were well-represented with some 50-70 conference delegates of the approximate 450. The conference topics covered several areas, such as theory and research methods, design processes, design innovation, and engineering design practice.

Prof Ola Isaksson participated in the design debate together with Prof Anja

Maier (DTU) about the importance of studying “real” practitioners vs relying on student experiments. Several Swedish papers became “reviewers favourites”, and a paper from BTH with Alessandro Bertoni and Sophie Hallstedt and co-workers at BTH and GKN got the best paper award.

After ICED2019 in Delft, the next DESIGN conference will traditionally be in May 2020, also in Dubrovnik.

Reported by professors Anna Öhrwall Rönnbäck, Fredrik Elgh, and Ola Isaksson, PDA Board.



Figure 1: Prof Ola Isaksson and Prof Anja Maier debating at DESIGN 2018.

PhD activities

Bring up your calendar and reserve dates for the following PhD courses!

1. Status of the 20 hp (HEC) four module course Engineering Product Development (EPD) offered by PDA and Produktion2030:

The third course module, 'Modelling, Simulation and Optimization in the Engineering Product Development Process' (P61), was completed on 25 April. The course module was run by the professors Ola Isaksson, Tobias Larsson, Johan Ölvander, and involved PhD students from several Swedish universities.

The fourth module, Engineering and Innovation Management (5 hp), is planned to start during autumn 2018 and end in December. Preliminary dates: Aug 21 (Skype), physical meetings Sept 27 (Gothenburg), Oct 22-23 (Stockholm), Dec 3 (TBD). Contact: Prof Björn Fagerström bjorn.fagerstrom@mdh.se.

The four course modules are planned to be provided on a regular basis, where each module is provided every second year. This means that the first module, 'A critical review on the product development process' (P06) will be given spring 2019, and 'Sustainability in EPD' (P13) Fall 2019. Planned dates for the course modules can be found on the PDA web, <http://www.productdevelopmentacademy.se>

2. The Product Platforms course led by Prof Fredrik Elgh will be given during the autumn 2018 (and is fully booked).

3. The course Production Innovation (P01, 7,5 hp), also within

Produktion2030, will run for the third time 2018-19. Planned dates: Oct 15-16 (Luleå), Dec 5-6 (Jönköping), Jan 30-31 (TBD), March 27-28 (Norrköping), 2019. Contact: Prof Anna Öhrwall Rönnbäck anna.ohrwall.ronnback@ltu.se

4. The very popular hands-on academic publication course 'Get Your Paper Published' (P09) guides participants through the journal publication process with their own contribution. Given the third time 2018-19, upon request with also a program for senior researchers planned at session 2 (Feb). Dates: Nov 5-7 (Linköping), Feb 11-12 (Luleå), May 8-10 (Jönköping). For info please contact: Prof Anna Öhrwall Rönnbäck or Prof Kristina Säfsten, JU: kristina.safsten@ju.se

Please also visit the PADOK site and become a member of the PhD network for research in product development and production: <http://www.padoknetwork.org>

Upcoming events and activities

The biennial conference **NordDesign** is arranged in Sweden this year, by Linköping University August 14-17, 2018. For more information on the conference, see <http://norddesign2018.org>.

Finally

The PDA Board wishes you all a lovely summer!