



DESIGN '81

DESIGN '81
ICOGRADA ICSID IFI
HELSINKI
1.-8.8.1981
FINAL REPORT

The lectures held in the Congress in Helsinki have been collected into final report which is due to be published in 1982.

Design and Production

Michel Boino, France

La design management

Dimitri Rasse, FRG

Industrial design in a time of change

François Sarré, France

L'autonomie, objet de design

Serge Van Hove, France

La design de produit

Jon Olsson, Finland

Design process, product policy

Herbert Ott, FRG

Product Evaluation

Arthur Stawarth, USA

Management of integrated design services

Reijo Lahtiainen, Finland

Designing profiles of clothing-design

Kenji Naga, JPN

Designing for multilateral production

Yves Péroche, France

A world of design

Wolfgang Bruns, Germany

International design

Carsten Plett, Denmark

Furniture is what you make of it, furniture for handicapped and old people

Wojciech Szewczyk, Poland

Product design in restoration

Janusz Kowalski, Tanzania

Design integration, indigenous production in Tanzania

Jan Kuvshinov, Finland

Designing and selling

Cultural Integration

John Dixon, The Netherlands

Design and selection of design objects

Walter D'Amico, Italy

Design techniques, FRG

Projet - notes and not design

Jorge Francisco, Canada

Visual contents of public information symbols

Lennart Lindqvist, Sweden

Design promotion

Maria Pia Quaresima, Italy

Philosophy of Italian design magazine

Kari Puumi, Japan

Japanese design and western technology

Shoji Yonagi, Japan

Cultural integration - medical device

Ramesh Sanyal, India

The optimal city

S. Khen-Magary, USSR

The world of design design

Eno Taniuchi, Japan, Tanzania

History of design thinking

Walter D'Amico, Italy

Design thinking

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Walter D'Amico, Italy

Design thinking

Design Integration

Design '81, Congress, Helsinki ICOGRADA, ICSID, IFI

Antti Nurmesniemi
chairman of the organizing committee

In the course of years, international organizations of design — ICOGRADA, ICSID and IFI — have built a kind of tradition for their congress activities. The history of their congresses is not yet very long, since the organizations themselves are relatively young. Habits and customs have, however, already been established: these congresses have been held at two-year intervals, and they have been organized by each organization as an independent unit advocating its own cause. Everybody has been apparently satisfied, and the activities of each organization have been strengthened.

DESIGN '81 was intended as an event of a different kind. The course of tradition was interrupted by a joint decision of the three organizations. The decision to hold a joint congress was, however, made cautiously to concern only the year 1981. In 1983 every organization will again act on its own. On the other hand, the year 1981 brought the organizations closer to each other in many other respects, and forms of cooperation are being developed for the future. This is a fine development. We are, however, only embarking upon this work.

The objective of the Congress can really be crystallized in the word **INTEGRATION**. — Integration of design into society, business life, public awareness and general esteem. This was the principal overriding objective. A second objective was the convergence of the different design professions. This actually does not concern integration but professional cooperation to implement integration.



Design Integration

Final Report Design '81

The lectures held in the Congress in Helsinki, have been collected into final report which is due to be published in 1982. Among the published lectures you will find following items.

Design and Production

Michel Bonno, France
Le design management

Dieter Rams, FRG
Industrial design in a time of change

Francois Barré, France
L'automobile, object de design

Serge Van Hove, France
Le design de produit

Erik Gillberg, Finland
Sisu trucks, product policy

Herbert Ohl, FRG
Product evaluation

Arthur Ellsworth, USA
Management of integrated design services

Pekka Luhtanen, Finland
Changing profile of clothing design

Kumar Vyas, India
Designing for multilevel production

Yona Friedman, France
A policy of design

Nils Edlund, Sweden
Sociotechnical design

Flemming Hvidt, Denmark
Furniture is what you make of it, furniture for handicapped and old people

Piotr Myslakowski, Poland
Interior design in restoration

Bernard Kiyenze, Tanzania
Design integration, indigenous production in Tanzania

Esa Kolehmainen, Finland
Innovation and identity

Cultural Integration

Johan Dirken, The Netherlands
Sources and selection of design signals

Peter Lloyd-Jones, Great Britain
Mass consumption

Hartmut Esslinger, FRG
Frogat — tastes are not equal

Jorge Franscara, Canada
Visual criteria of public information symbols

Lennart Lindkvist, Sweden
Design promotion

Maria Pia Quarzo Cerina, Italy
Philosophy of Italian design magazine

Kenji Ekuan, Japan
Japanese design and modern technology

Sori Yanagi, Japan
Cultural integration — tradition future

Ramesh Sanzgiri, India
The original unity

S. Khan-Magomedov, USSR
The roots of Soviet design

Ole Henning Larsen, Denmark
Tradition of Danish furniture

Design Today and Tomorrow

Antti Nurmesniemi
Design '81

Anti Pansera, Italy
Triennale revived

Malitte Matta, France
Textile documentation

Esko Miettinen, Finland
Organization versus design

Marc Piel, France
Visual identity programme

Yuri Soloviev, USSR
VNIITE as creative centre of ID in the USSR

Ron Levy, Canada
Design research and the evolving design paradigm

Carlos Carillo-Soberón, Mexico
Design in Mexico

Torsten Dahlin, Sweden
Ergonomics in ID

Vladimir Munipov, USSR
Interaction of ergonomics and ID

Don Kubly, USA
A professional approach to professional education

Jussi Ahola, Finland
Design Research

Walter Jungkind, Canada
Graphic design education for the future

Peter Ullathorne, Great Britain
A micro in architecture

John Halas
Graphics in motion

etc.



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