

# copenhagen co'creation / designing for change / 09

25  
JUN 2009

## / dda bar 14 & warm up invitation

We are pleased to invite you to **DDA Bar 14 / Warm Up** on June 25, 2009, with **Bruce Nussbaum** and **Anna Kirah**. Nussbaum is *Assistant Managing Editor at BusinessWeek* and one of the world's design and innovation specialists, and Kirah is *Vice President of CPH Design* and one of the most recognized experts and practitioners of co-creation. They will take co-creation, design thinking and innovation to the point:

»We are not facing future change and challenges. We are in the midst of them – and will continue to be so for years to come. We need to approach this new reality with new tools and a new mindset – a mindset of co-creation and design thinking.«

On August 29 and 30, *Danish Design Association (DDA)* is hosting *Copenhagen Co'creation Summit: Designing for Change 09*. The aim of Copenhagen Co'creation

is to state that in this turbulent new era, it is more important than ever to engage in, explore and develop new design practices and collaborations. The vision is to put co-creation as a practice of collaborative business development based on design thinking to the forefront.

Read more at the website below.

CREATED BY

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**DDA**  
Danish Design  
Association

INFO

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Copenhagen Co'creation initiates,  
explores and produces co-creation,  
through network and practice.

WEB

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[www.copenhagencocreation.com](http://www.copenhagencocreation.com)

## program (5.30 – 8.00 pm)

- 5.30  
**arrival**
- 6.00  
**welcome**  
/ by **Søren Skafte Overgaard**,  
Managing Director at e-Types and  
Past President of DDA
- 6.05  
**copenhagen co'creation summit:  
designing for change 09**  
/ by **Gitte Just**, CEO of DDA
- 6.10  
**what is co-creation and how do  
we engage in co-creation?**  
/ by **Anna Kirah**, Vice President of  
CPH Design
- 6.35  
**designing for change in the age  
of turbulence – is co-creation a  
way to find future growth?**  
/ by **Bruce Nussbaum**, Assistant Managing  
Director at BusinessWeek
- 7.15  
**drinks and networking**
- venue**  
/ e-Types  
/ Vesterbrogade 80b  
/ 1620 Copenhagen V  
/ Denmark
- registration**  
/ please submit your registration to Sanne  
Hyun Jacobsen before June 22:  
[shj@danishdesignassociation.com](mailto:shj@danishdesignassociation.com)

/ **Warm Up** is set up by *Danish Design  
Association Bar* and *e-Types AfterDark*

## bruce nussbaum

»Bruce Nussbaum takes you deep into the latest thinking about innovation and design with daily scoops, provocative perspectives and case studies. Nussbaum is at the center of a global conversation on the growing discipline of innovation and the deepening field of design thinking.«

— BusinessWeek Blog: Nussbaum on design and innovation

## anna kirah

Anna Kirah is as one of the most recognized experts and practitioners of co-creation and design thinking, working with new ways of acting and facilitates change from the perspective of co-creation within companies and organizations.

Bruce Nussbaum and Anna Kirah will co-host Copenhagen Co'creation Summit on August 29 and 30, 2009.

Copenhagen Co'creation is created by the Danish Design Association in collaboration with the Danish Chamber of Commerce, the Confederation of Danish Industry, Copenhagen Design Week/Danish Design Centre and INDEX.

Copenhagen Co'creation is part of the program for user-driven innovation administrated by Danish Enterprise and Construction Authority, which is part of the Ministry of Economic and Business Affairs. Denmark is the first country to make user-driven strengthening a national priority.

The Danish Design Association (DDA) is the trade association for Danish design companies. DDA works to aid the development and internationalization of the design business in Denmark. In addition to representing design companies' interests, DDA creates national and international networks and develops resources and tools.