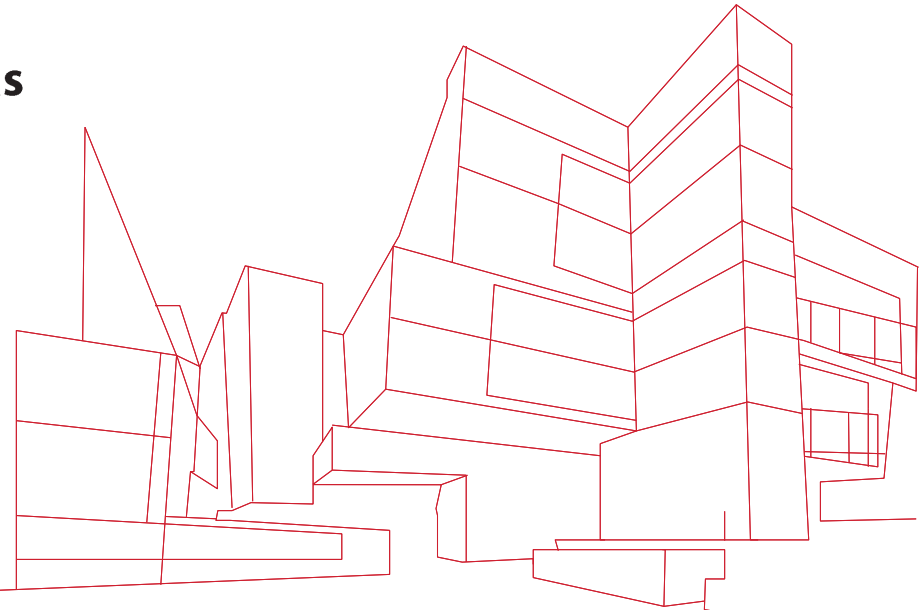


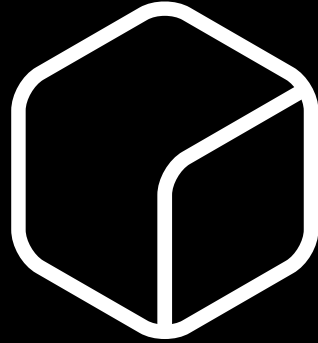
Loughborough, United Kingdom

Using practice-led industrial/product design research to explore opportunities to support manufacturing-related enterprise in Overseas Development Assistance (ODA) countries

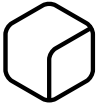
Mark Evans, Tim Whitehead

**Loughborough University
Aston University**





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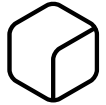
Objectives

Assemble a team of national experts to share expertise and ideas

Use hands-on creative industrial design practice to explore product opportunities using a diverse range of materials

Demonstrate potential by translating ideas into compelling product concepts

Disseminate outcomes using a diverse range of approaches



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Dr Mark Evans, Loughborough University, UK
Dr Timothy Whitehead, Aston University, UK

Dr Lilac Osanjo, University of Nairobi, Kenya
Professor Mugumbya Gamaliel, Kampala University, Uganda
Professor Gülay Hasdoğan, Middle East Technical University, Turkey
Dr Dudy Wiyancoko, Bandung Institute of Technology, Indonesia

Mr Jonathan Casey, Practical Action, UK

8 x industrial design students



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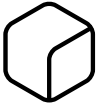
Insights | Co-design | Reflection | Concepts | Outcomes



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Insights | Co-design | Reflection | Concepts | Outcomes

Insights



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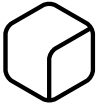




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Insights | **Co-design** | Reflection | Concepts | Outcomes

Co-design



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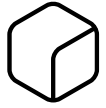




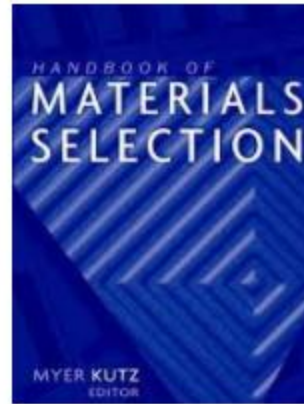
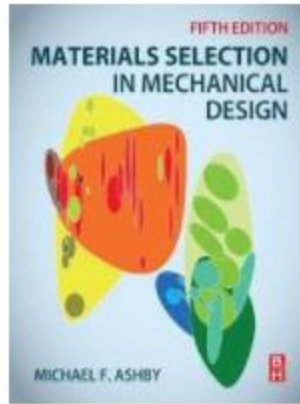
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Insights | Co-design | **Reflection** | Concepts | Outcomes

Reflection



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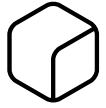




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Insights | Co-design | **Reflection** | **Concepts** | Outcomes

Concepts



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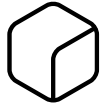




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Insights | Co-design | **Reflection** | Concepts | **Outcomes**

Outcomes



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Card Number



1

3D Tourist Experience



Product Name

Product Visual



Identification of
Manufacturing
Location

Identification of
Material type



Textile



Tourism-based virtual reality experience
that integrates national/regional textiles in
product components (in this case Maasai
textiles)

Product Description

C/S/5

Food

Leather

Metal

Plant

Textile

Wood

Full In-Country

Partial In-Country

Oversea

Outcomes

Arts & Humanities
Research Council

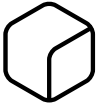
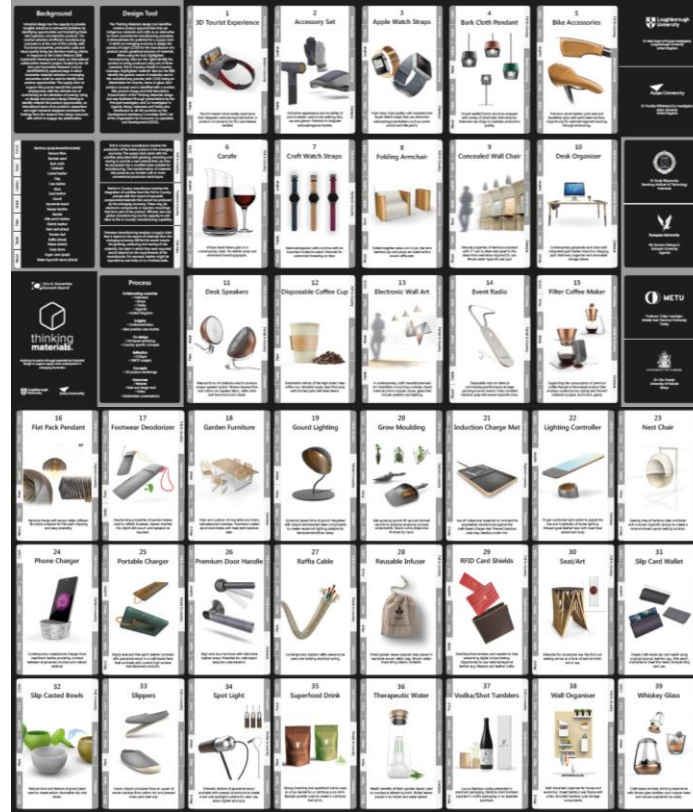


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Inspiring innovation through materials-led industrial
design to support supply chain employment in
emerging economies

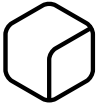
 Loughborough
University

 Aston University

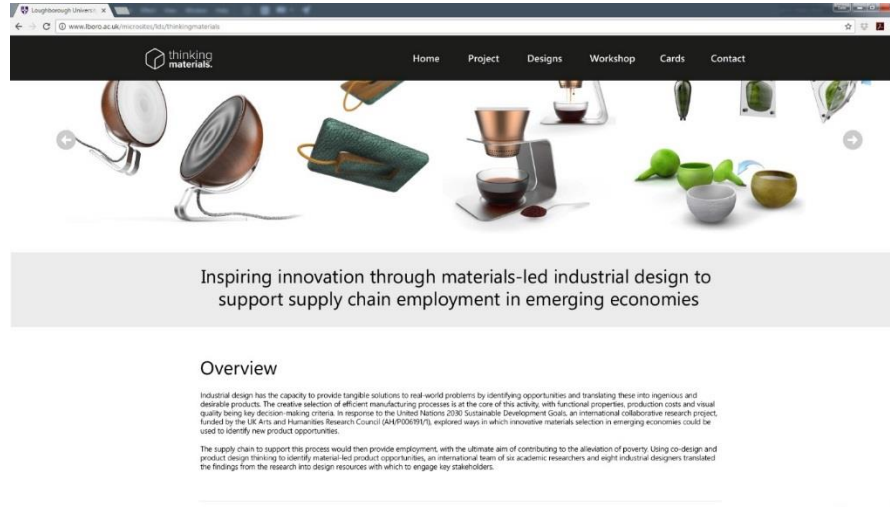


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Outcomes



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Thank you for listening

Questions.....?