

Welcome to

Product Design Gala 2009

Experience
the Aalto
University!

TIME Friday 24.4.2009

EXHIBITION OPEN 9:00 – 17:00

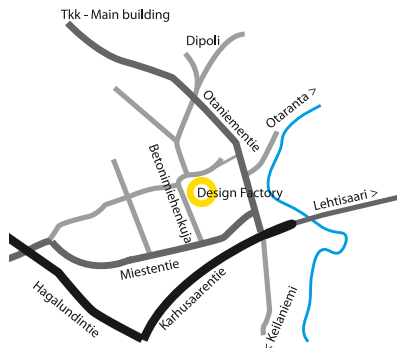
SEMINARS STARTING AT 12:00, 13:45 & 16:00

PLACE Aalto Design Factory,
Betonimiehenkuja 5, Otaniemi, Espoo

DETAILS www.pdp.fi/gala

AALTO DESIGN FACTORY

is one of the spearhead projects of the forthcoming Aalto University. Unique in its kind, this test bed for product design research and education is designed and constantly developed to fulfil the needs of the students' of tomorrow. While browsing through the exhibition, browse also through the Factory and meet with the innovative industry and research representatives and other stakeholders that crowd it daily. Experience Aalto University!



pdp

PRODUCT DEVELOPMENT PROJECT

is a course organized by Helsinki University of Technology. The course is aimed at students of emerging Aalto University, having their background in engineering, design, and economics and who are interested in the development of investment or consumer goods. The course is intended for the final stage of studies.

The project tasks & problems are given and sponsored by both domestic and foreign industrial companies, who are searching for innovative cooperation with the next generation of product developers. A typical project usually includes the phases from planning, searching for information, concept generation, decision making and detailed computer aided design, ending up with the manufacture and assembly of a working prototype or suchlike.

PRODUCT DESIGN GALA 2009

is the annual seminar celebrating the hard work done during the year. In the Gala, the final results of the interdisciplinary Product Development Project course are featured to the public. Before, after, in between or even during the seminar sessions the audience is welcome to get familiar with the exhibition, take a closer look at the prototypes and posters and discuss with the team-members and hosts. The seminar session themes for year 2009 are:

STARTING AT 12:00

AALTO UNIVERSITY IN PRACTICE

The preparations for the forthcoming Aalto University are ongoing, but now there is a chance of a life time to see a glimpse of the future. The first seminar session will feature in practice what can be accomplished through the cooperation between the three merging universities. Come and see what happens when the students from TKK, TAIK & HSE are just given the freedom & responsibility to test and complement their skills together.

Matkalla Aaltoon - On the way to Aalto

1.4.	2.4.	5.4.	7.4.	22.4.	23.4.	24.4.	25.4.	1.5.	8.5.	11.5.	12.5.	13.5.	14.5.	15.5.	16.5.	17.5.	18.5.	19.5.	20.5.	20.5.	27.5.	29.5.	
Meet Tuula Teeri	HSE Seminar	DF Open Doors	Tämä toimii!	Äpy around the city	Äpy 60 years Gala	PDP Exhibition DF PDP Gala	KY City Challenge			MoA Press		TaiK Open Doors		MoA Industries Day		MoAthon	Aalto Respon-sibility Seminar	MoA Art Day		Mlab Demo-Day			Näytös 09
	Pixel Ache		AYY Election Night								MoA Grand Opening		MoA Design Day	MoA Goes DF	MoA Emperors New Clothes		MoA Pecha Kucha		MoA Play Day		P2P Seminar		



STARTING AT 13:45

NEW INSIGHTS TO TRADITIONAL ENGINEERING

Especially the Finnish industries have strong experience and expertise in more traditional engineering fields. But what happens, when a group of innovative, fresh minds are given the chance to bring new insights to these fields? The second seminar session will feature what kind of new ideas and solutions were developed for the more traditional engineering industries, for tackling the problems of today and for grasping the business opportunities of tomorrow.

STARTING AT 16:00

GLOBAL PRODUCT DEVELOPMENT

Information technology is providing more and more possibilities for cooperation and interaction without the need for physical contact. But taking the technical aspects aside, what does it actually take and what can be learned about cooperation and interaction in an increasingly remote working environment? The third seminar session will feature e.g. how the development of a school communicator was carried out and managed in three different time zones and cultural contexts.

ARE YOU

a future sponsor, a future team member, a representative of the media, a friend, anyone;
Take your time and enjoy the Gala!

Kalevi Ekman
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