Design Next: Design for Kids & Toys Workshop

The International PENTA-WORKSHOP

Looking for something interesting and challenging to do during your flexibility week, 6-10 July? Design Next is seeking passionate and enthusiastic undergraduates and postgraduates who are interested in exploring the design processes in the world of child-centered products and services.

This workshop aims to explore scenarios of “product-service system” innovation for the world of Kids & Toys. Designing and innovating toys, plays, places, furniture, apparel, food, services, laboratories, events and much more, by always putting the child at the center of any creative process.

While this workshop runs across 6 weeks, UNSW students will participate only in the third week of the workshop - the ideation phase. Over the course of this week, you will work with university students from Italy (Politecnico di Milano), China (NINBO), Israel (Tiltan School, Haifa) and Argentina (Universidad Austral in Bueno Aires) on concept design.

On Monday and Tuesday, you will be given a brief, assigned to a group and collaborate in a 48 hour Hackathon/Design Sprint to develop a large number of concepts for new products. After narrowing this down to 4 concepts, you will undergo a design review with a University coach on Wednesday and Thursday. Finally, your results will be presented on Friday, after which, other teams will take over and continue to develop your concept over the rest of the workshop.

If you are interested in collaborating with an international group of students in a fun and exciting project, contact designnext@unsw.edu.au by 30 June 2020.