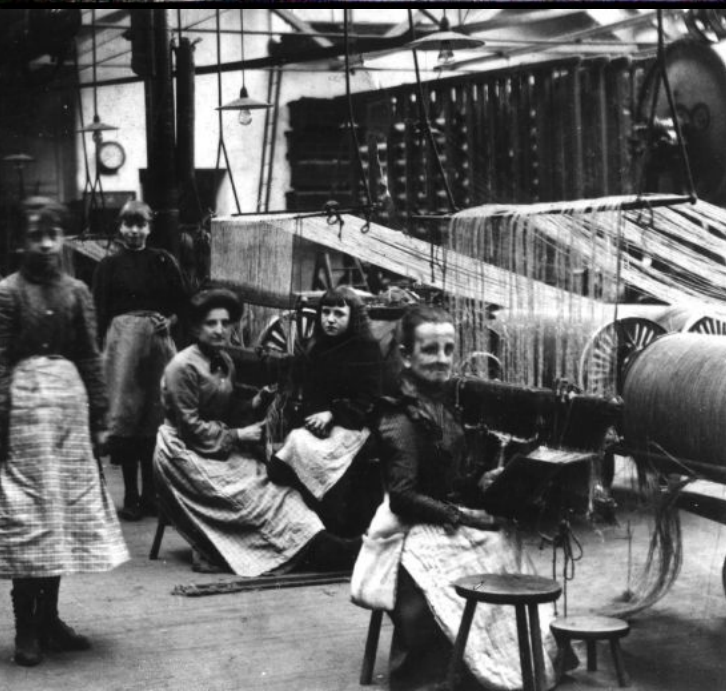
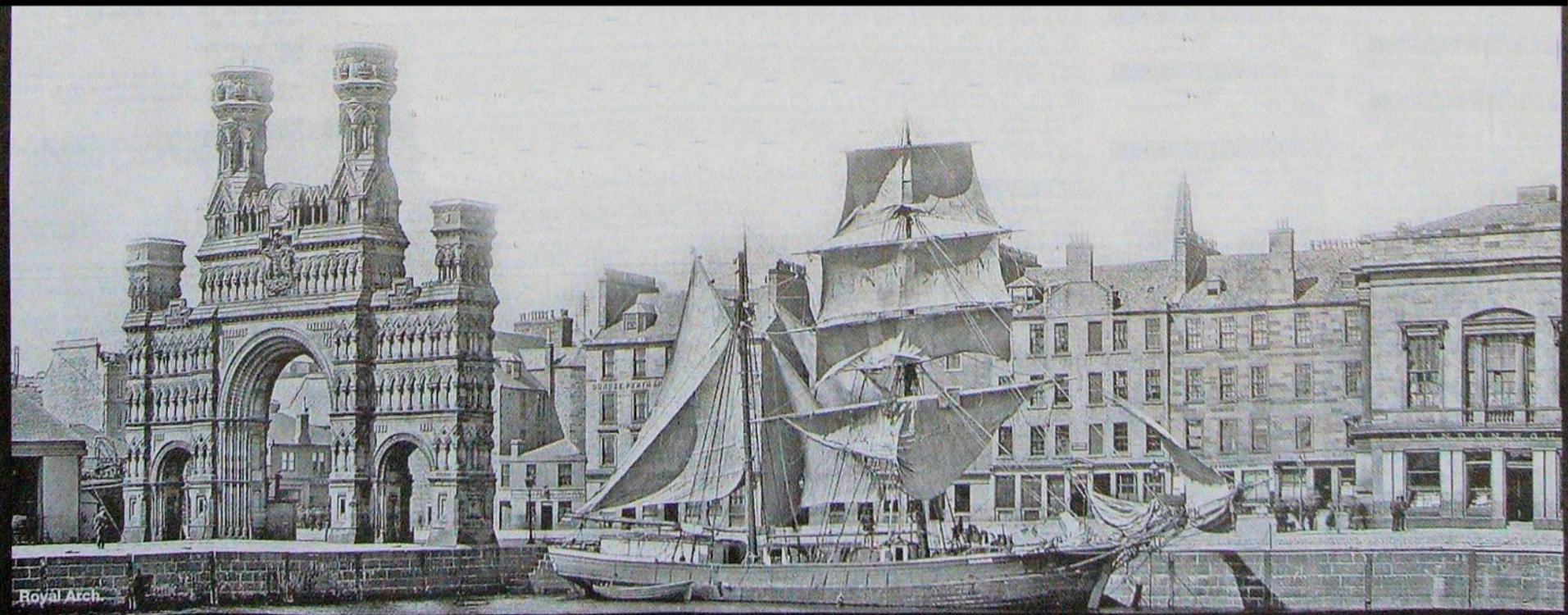


Dundee: a city of designs

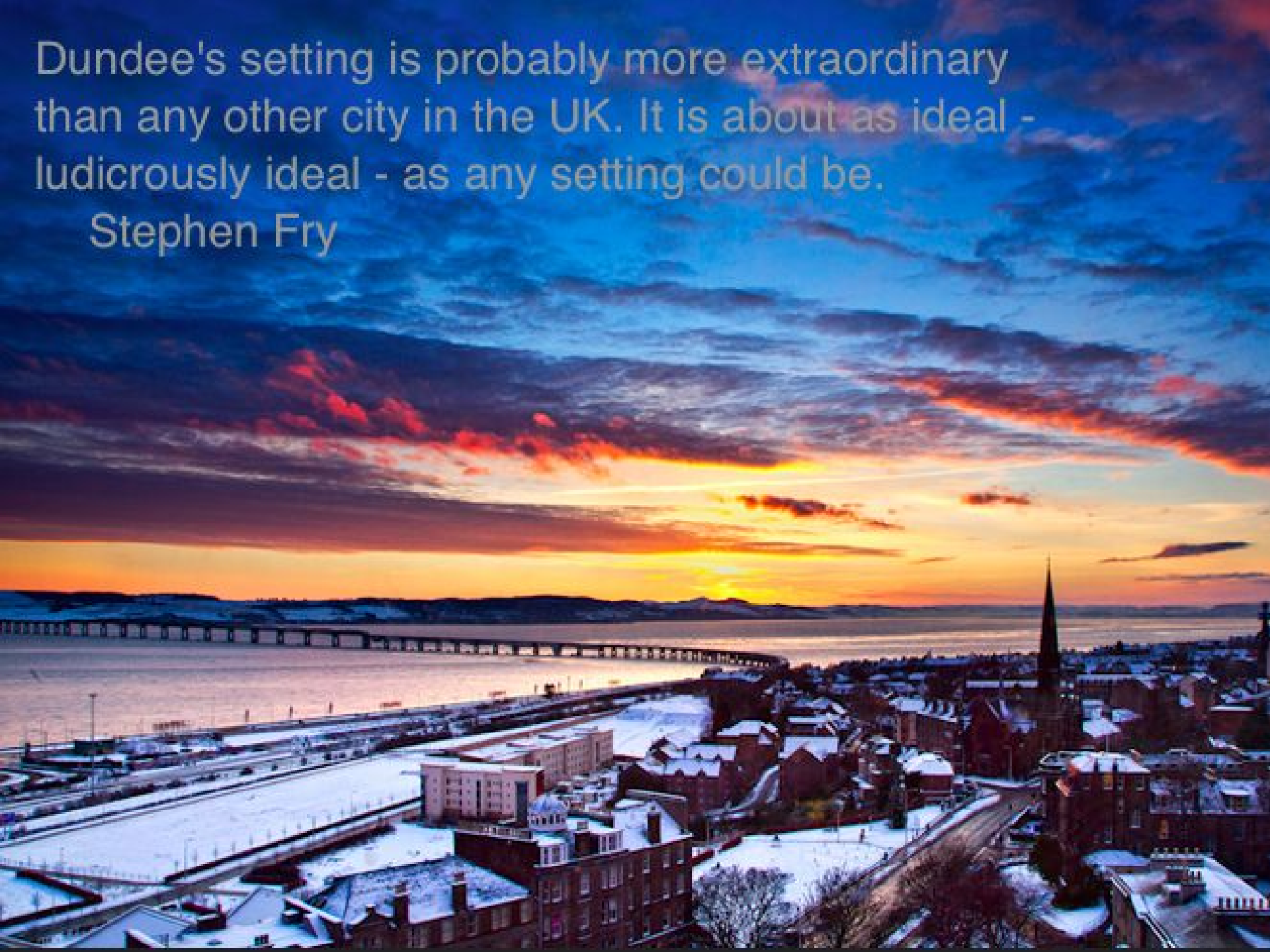
Michael Marra

17th March 2016



Dundee's setting is probably more extraordinary than any other city in the UK. It is about as ideal - ludicrously ideal - as any setting could be.

Stephen Fry









DUNDEE WATERFRONT



de·sign (dɪˈzʌɪn) *n.*

1. Do or plan something with a specific purpose in mind.
2. **designs** – aim to obtain something, typically in an underhand way



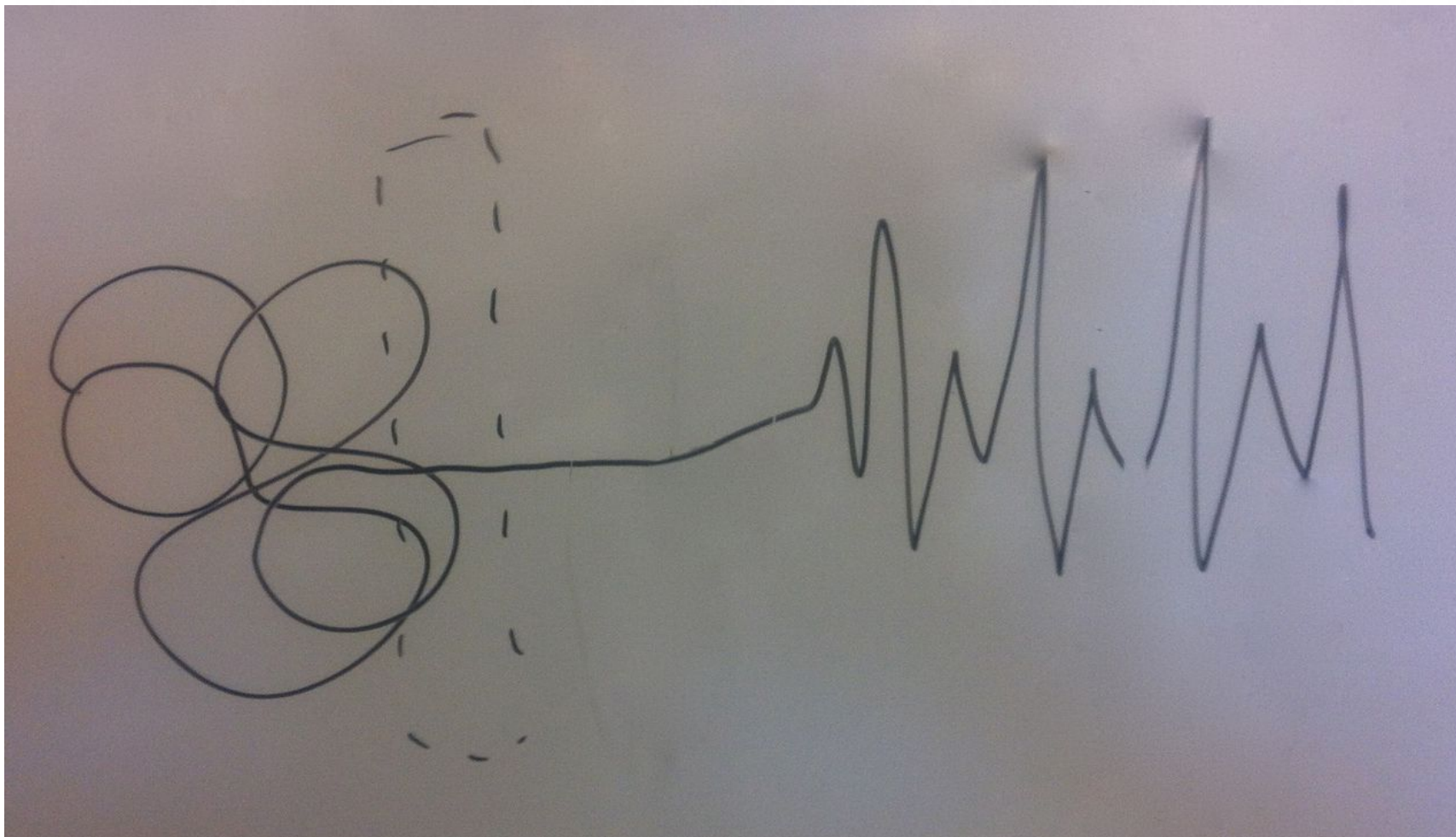
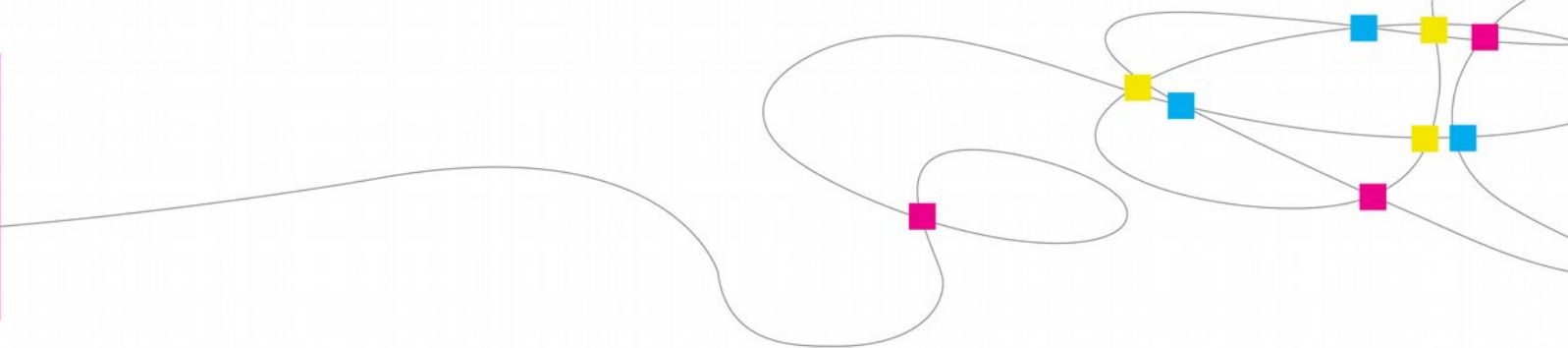
DESIGN
ACTION



- Gray's School of Art
- DJCAD & Abertay
- Institute for Capitalising on Creativity
- Edinburgh College of Art
- Glasgow School of Art

Why KE between HE and SMEs?

- 2000 to 2009:
 - 37% growth from inputs, 63% from innovation
 - £24bn collapse in R&D – No long tail
- Scotland – Low BERD v High HERD
- 98% firms in private sector economy are SMEs
- Gap in provision
- Long term fundamental problems...

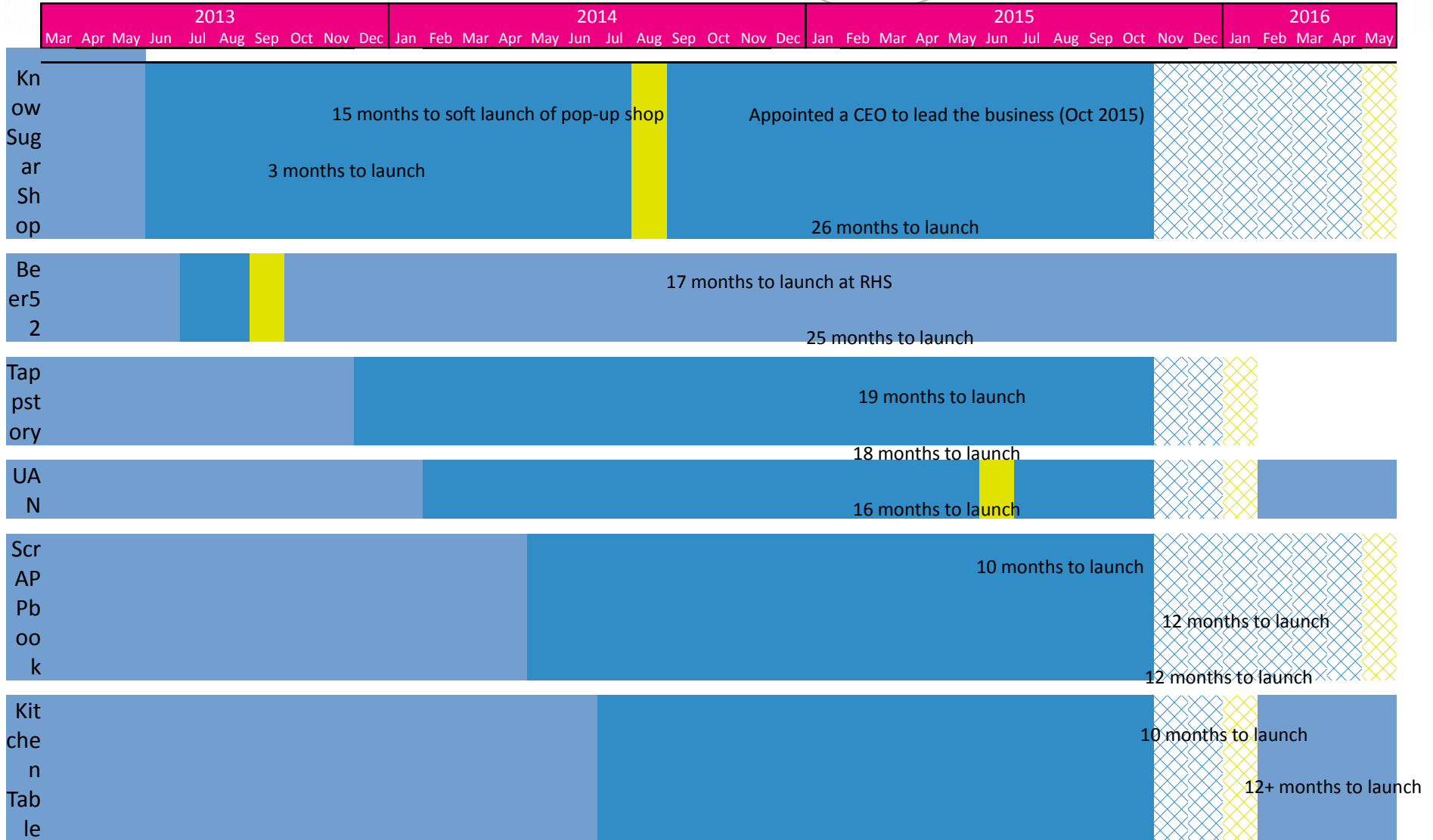


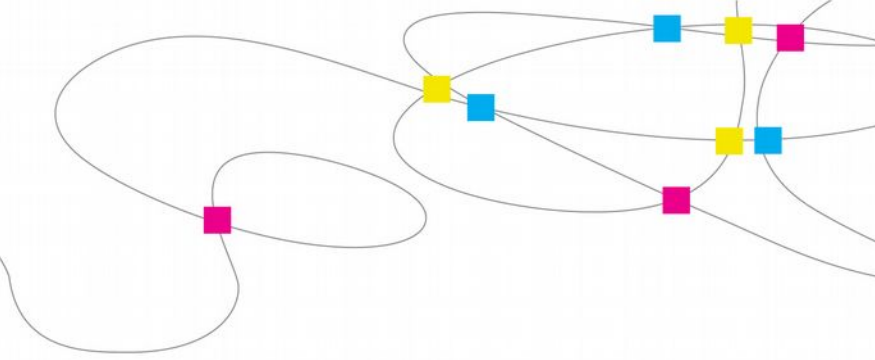
chi·as·ma (kahy-az-muh) *n.*

1. where ideas meet at the point of creation.
2. *Cell Biology.* a biological term where two Chromatids overlap in the process of meiosis.
3. *Design in Action.* residential innovation events where people often with wildly different craft skills come together to solve complex problems by generating new and often elegantly simple ideas.

Project Status

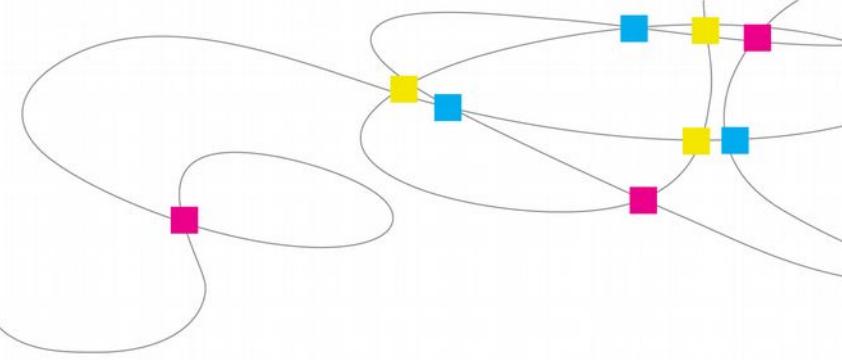
- 3 projects have launched (so far)...
- 13 out of 17 projects funded are expected to launch/have launched (76%)





But...

- Nature of our economy may have changed beyond current recognition.
 - Employment, growth
- Growing start-up rate
 - Longer survival, lower growth
 - Failure of innovation
- Measurements – market failure models rather than market creation
- Lifestyle business – KT v KE, Interface awards.



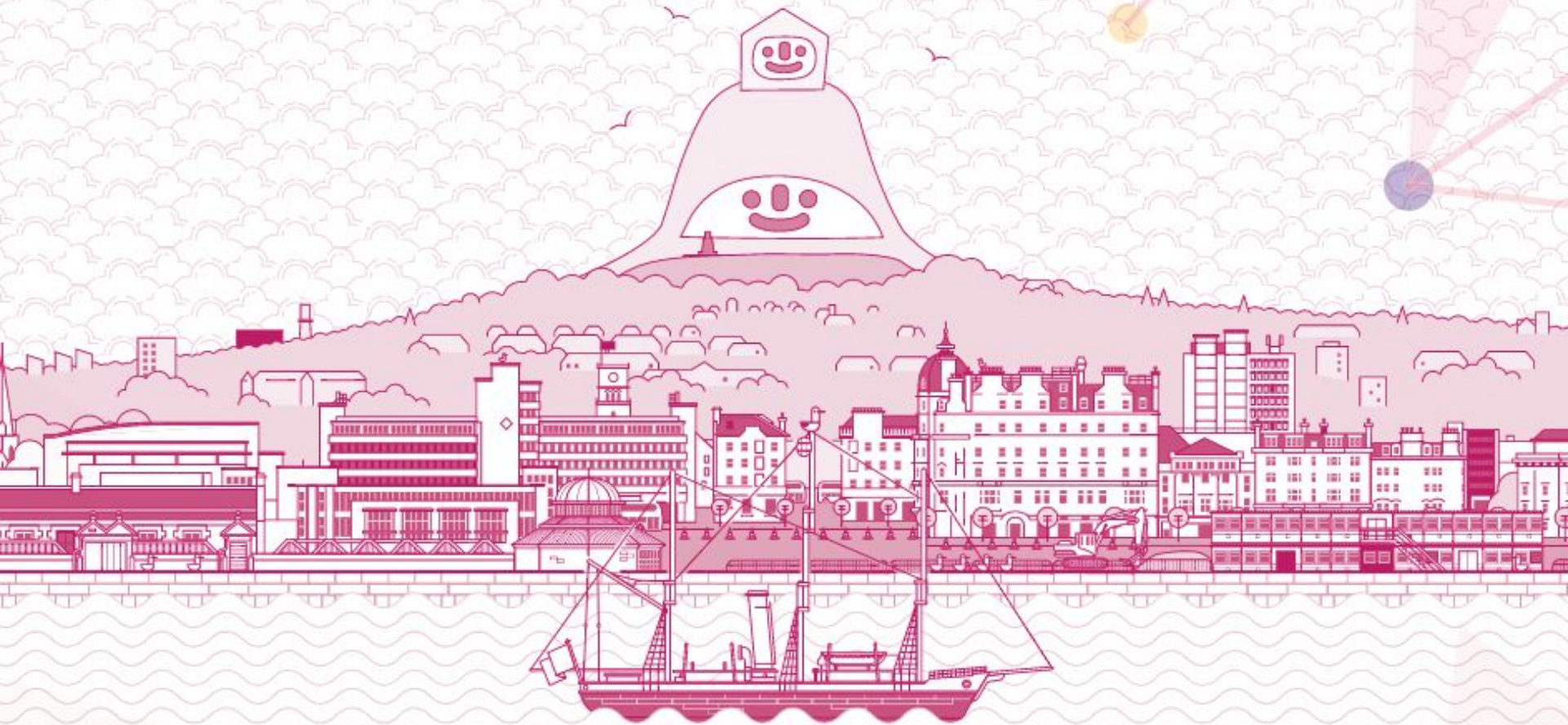
Learning

- IP as a barrier to, rather than a driver of, collaboration – Incentive structures
- Nature of KE – Long term relationships



UNESCO CREATIVE CITIES

DUNDEE CITY OF DESIGN





Best places to live

20 hippest places to live in Britain

Day 1 Starting today in our five-day guide to the hottest areas in which to buy a home, Laura Whateley reveals the trendiest places to own a city loft, townhouse or country pile

Finneston
GLASGOW

This buzzing neighbourhood was once home to warehouses and docks, music. It hosts the Electric Frog music festival. The Turner prize nominee Jim Lambie built the Poetry Club bar, a hub for performance, spoken word and billows of smoke.

House prices: Spacious one-bedroom flats in high-ceiling tenement blocks go for about £150,000

Blackhorse Road



Sussex coast. Trendy Londoners are pervading Folkestone, Ramsgate, Rye, Hastings, St Leonards and Hythe, not far from Dungeness and the filmmaker Derek Jarman's former cottage.

House prices: Margate was the hot market outside London in 2015, says Rightmove, with a 24 per cent rise.

Totterdown
BRISTOL

Built around the railway industry, with its affordable multicoloured homes on the hillside, this seems to be the chosen spot to open a cool new business. There's Baked, an artisan bakery, Southside bar, and the vintage

regeneration. At a redevelopment of the Cardroom Estate and historic mills house prices have rocketed as it has become popular with professionals

Dundee is a centre for video games — Grand Theft Auto started here

House prices: Cheaper than average in Scotland, at £106,000.

