



Service Design Thinking 7.-9.9.2009

Savonia University of Applied Sciences, Kuopio Academy of Design
Piispankatu 8, 70101 KUOPIO
<http://www.experience-servicedesign.com/>

Program 7.9. (headlines will updated on August)

10.00 Welcome

10.10 Opening of the conference,
Representative from Ministry of Employment and the Economy

10.30 Professor Birgit Mager, KISD

11.10 Associate Professor Nicola Morelli, Aalborg University

11.50 Lunch break

12.30 Satu Miettinen, Savonia University of Applied Sciences, Kuopio Academy of Design

13.00 Marc Stickdorn and Arne van Oosterom: *Interactive presentation on tourism and service design thinking*

13.40 Professor Renato Troncon, Laboratorio di Aesthetics in Practice and Community Design, University of Trento

14.10 Coffee break

14.40 Dr. Retha de la Harpe, Cape Peninsula University of Technology

15.10 – 16.30 presentations NOKIA ONLY PLANET projects

16.30-17.00 Introduction to the interactive workshops

Program 8.–9.9. (full!)

1) New mobile service platforms and user interface concepts that increase well-being. Tutored by Marc Stickdorn MCI, Mikko Koivisto, Taivas and Arne van Oosterom, Designthinkers

2) Increasing the accessibility of leisure and tourism environments with technological solutions. Tutored by Stefan Moritz, Pauli Verhelä, Savonia University of Applied Sciences and Linda Bogren, Umeå Institute of Design

3) Fusion of experience design and service design - new tools for interactive service experiences. Tutored by Lauren Currie, Professor Raija Komppula, University of Joensuu and Sanna Tarssanen, Lapland Centre of Expertise for the Experience Industry

More information: Satu Miettinen, satu.a.miettinen@savonia.fi, puh. 050 535 0861
Registration until 28th August: Minna Merivalo, minna.merivalo@savonia.fi, puh. 308 142, 050 541 9958

Conference is part of the project called HYMY-Experiencing wellbeing - new service platforms and mobile user interfaces for leisure, Tekes 2008-2010.



Address of Kuopio Academy of Design is Piispankatu 8, Kuopio.

Map is here:

<http://maps.google.fi/maps?f=q&hl=fi&q=Piispankatu+8,+70100+Kuopio&ll=62.89445,27.659396&ssp=0.006922,0.019312&g=Piispankatu+8,+70100+Kuopio&ie=UTF8&cd=1&geocode=FTGcvmMdfXmmAQ&z=16&iwloc=addrAsa>

Parking space You can find on the streets nearby of the Academy.

You can make a hotel reservation with special price directly from the hotel of Your choice:

Scandic Kuopio (reservations before 20.8.09, code: SER070909)

A single room 90 €, double 110 € per night.

Address: Satamakatu 1, Kuopio, Finland

Tel direct: +358 (0) 17 195 2210

Fax: +358 (0)17 195 2211

kuopio@scandichotels.com

<http://www.scandichotels.com/en/Hotels/Countries/Finland/Kuopio/Hotels/Scandic-Kuopio/>

Sokos Hotel Puijonsarvi (reservation before 7.8.09, code: Service Design)

A single room 88 €, double 108 € per night

Address: Minna Canthin katu 16, 70100 Kuopio, Finland

Tel +358 (0)17 1922105 or (0)17-1922000

sales.kuopio@sokshotels.fi

<http://www.sokshotels.fi/en/hotels/kuopio/>

Hotel Jahtihovi (reservation before 3.8.09, code: Service Design)

A single room 80,10 €, double 98,10 € per night

Address: Snellmaninkatu 23, FIN-70100 KUOPIO

+35817 2644 400, fax +35817 2644 444

info@jahtihovi.fi

www.jahtihovi.fi