

## NORDIC DESIGNCAMP

LEGO and Kolding School of Design invite students on BA level to a Nordic DesignCamp in Play and Design for selected students within the Nordic Cirrus Network.

The Nordic DesignCamp will be held from Monday the 5<sup>th</sup> May – Friday the 9<sup>th</sup> May at Kolding School of Design.

To participate in this unique event we invite 20 design students from all the Cirrus schools. The students should mainly come from industrial design, interaction design, graphic design, spatial design, communication design.

### Theme:

The Nordic DesignCamp, in conjunction with Lego and Designskolen Kolding, has the goal of introducing students at Bachelor level across the Nordic region to becoming part of a design network working on a real life issue for LEGO Future Lab, an arm of LEGO group that looks at strategic development for the group in terms of play and play experience.

The project is framed by developing cohesive, cross national and cross disciplinary groups that will each be given a specific task relating to LEGO group's stated aim of developing continuous, singular playful experiences across digital and brick based platforms.

By focussing on group effort we will endeavour to produce clear, high quality and high impact proposals around given elements of play.



### **Content:**

Each of the groups will be given a specific target age and gender group and two specific parameters in terms of play outcomes, physicality and relationality.

These parameters and technologies involved are to be set by LEGO and specific to each group and it is required that the group works within them.

As a consequence of this the group will then be specifically tasked with identifying potential play

scenarios within these boundaries and expressing how this will have an effect on a product or product range and the emotions and experiences that are being embodied in its use.

This will be presented to a LEGO team employing visual, physical and film elements in order to communicate the feel, experience and value of the project.

### **Practical information:**

The Camp will take place in week 19 – Monday the 5<sup>th</sup> May to Friday the 9<sup>th</sup> May.

It will be followed by a 4 week design course ending Friday the 6<sup>th</sup> June with a presentation together with LEGO. The students will continue working on the project for those 4 weeks. The Nordic students can stay for those 4 weeks as well but it has to be agreed with your home institution. Should you decide to stay, we need to know beforehand. Therefore you need to have permission from your home institution, and then to tick off on the application form if you wish to stay. All costs for those 4 weeks are on the students themselves.

It is mandatory to arrive Sunday the 4<sup>th</sup> May.

### **Teachers:**

Barnabas Wetton and Michael Frederiksen from Kolding School of Design plus invited teachers from Nordic design educations.

Each participating institution should also send at least one teacher. See invitation for the teachers.

### **Location:**

Kolding School of Design, Aagade 10, DK-6000 Kolding.



### **Materials:**

You will be working with existing LEGO products, representing different target age and gender, fx duplo, ninjago, mindstorms, creator, architecture, friends, technic and juniors.

### **Accommodation:**

We have pre-booked accommodation at the local youth hostel with possibility of arrival Sunday the 4<sup>th</sup> May and departure Saturday the 10<sup>th</sup> May. The rooms are with 4 beds in each. This accommodation will be paid for you. There will be linen and towel for you.

Address:

Danhostel Kolding vandrerhjem  
Ørnsborgvej 10  
DK-6000 Kolding  
75509140

[www.danhostelkolding.dk](http://www.danhostelkolding.dk)



### **Transport:**

You need to arrange your transport yourself.

Nearest airport is Billund Airport: <http://www.bll.dk/>

Bus connection from the airport to Kolding: <http://www.bll.dk/til-lufthavnen/~media/50EEC5A1EF2C4B5DA74FF0DBCE34DCD0.ashx>

It is also possible to take the train from Copenhagen to Kolding. It takes about 2 hours. You can plan your trip here: <http://www.rejseplanen.dk/>

### **Economy:**

Kolding School of Design covers food for the selected students from Monday morning until Friday afternoon. That includes breakfast, lunch and a light dinner Monday - Thursday and Friday breakfast and lunch.

The accommodation is covered from Sunday the 4<sup>th</sup> May – Saturday the 10<sup>th</sup> May. The incoming students will receive a Nordplus grant of 300 Euros for transport expenses. Exceeding expenses must be covered by the students themselves.

The grant will be paid to the home institution. Home institution and student arrange the transfer themselves.



### **Next Steps:**

The selection process is the responsibility of the Cirrus coordinator at each institution. Therefore the internal selection process must be determined by the home institution.

The home institution may select two students – one is given 1<sup>st</sup> priority and the other is given 2<sup>nd</sup> priority. If not all institutions select students we can give the seats to students who are on the waiting list.

### **Application Deadline:**

Kolding School of Design needs to receive the application forms from the Cirrus coordinators no later than the 7<sup>th</sup> April. Please, send the application forms to Anette Flinck at [af@dskd.dk](mailto:af@dskd.dk)