



Creativity and Design Thinking for Social Innovation: Personal Perspectives

By Mr. Ilya Devèrs
Visiting Professor, Asia-Europe Institute

13 March 2008 (Thursday) * 11.45am – 1.30pm * Auditorium, AEI

Mr Ilya Devèrs talks about the importance of creativity and design thinking to encourage (social) innovation, and the lack in business/office vocabulaire to support knowledge workers pragmatically. As we move from a Service/Information economy into an Experience/Knowledge economy design thinking is becoming more important. "Design" can be defined as the "transformation of existing conditions into preferred ones". Design thinking is, then, always linked to an improved future. Unlike critical thinking, which is a process of analysis and is associated with the 'breaking down' of ideas, design thinking is a creative process based around the 'building up' of ideas. There are no judgments in design thinking. This eliminates the fear of failure and encourages maximum input and participation. "Wild ideas" are welcome, since these often lead to the most creative solutions. The session offers personal insights and an open discussion.

Academic qualifications: Bachelor of Design in Image & Media Technology, Utrecht School of Media and Technology, Hilversum, The Netherlands 1990-1994, Master of Arts in Image Synthesis and Computer Animation, Utrecht School of Media and Technology, Hilversum, The Netherlands and Middlesex polytechnic, United Kingdom 1994-1995.

Employment *Lead Developer at Endless Interactive, 1995-1998. Lead Developer and Interaction Designer at Bortiboll and Bit-IC, 1998-2000. Senior software engineer, Managing Technology Consultant at CGEY-Cap Gemini, 1998 – 2005. Co-Owner and Director of design consultancy firm Innberg, 2005 till present.*

Research and publications: The most important aspects of his professional activities take place at the cross roads of technology and design. With his knowledge and experience in (internet) software design and development and his affinity with design and creativity he is most productive as the link between different professions. Lately he has focussed much more on the empathic and intuitive aspects in designing for user experience and/or service in the broader sense. He has published on the importance of interaction design within the Rational Unified Process software method in the "Survival Guide for the RUP Developer", (Bergboek / Cap Gemini Ernst & Young, 2003)

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