

# Yearly review 2016

---

Here is a list of activities that Lifestyle & Design Cluster has completed in 2016. Click on the links, primarily to our website, where you will find further details.

## January

- In January, we changed our name to Lifestyle & Design Cluster. The new name was a part in our strategy regarding a larger international focus, in order to support the Danish interior- and textile companies' growth the best way possible. Read the press-release regarding the name-change [here](#)
- Selected Danish and international journalists got a sneak-peek, when we joined forces with some of the future exhibitors at the Milano-fair, and held a pre-runner-event at Design Werk in Copenhagen, in the work towards strengthening the attention towards the Danish companies.
- The Design Boost-project, that matches designers with wood- and furniture companies, was completed with success- read the catalogue on the course and the contestants [here](#). The great results has meant financing from the TUUF fund for Design Boost 2, that was started in August, and will begin for real in 2017.
- Start-up of Nordic Buzz Interreg-progress with competencies development for 34 Danish and Swedish young Nordic entrepreneurship-companies.

## February

- Once again, Nordic Buzz joined together for the Formland-fair with 95 exhibitionists. The winner of that year's product was Piece of Denmark, with their series of vases in glass and porcelain.
- The 1-year old project 'Design for Disassembly', ended with a knowledge-sharing seminar for the 9 companies, who all got new knowledge on circular economy and new green business-models.

## March

- For the second time we received the gold medal from the European Commission's quality assurance system - and are proud that we with a score of 99% placed us among Europe's best cluster organizations. [Read the press release here.](#)
- Start-up of the first workshop on 'Sustainable Business', a circular economic competence development of consultants with brave companies as guinea pigs.
- In collaboration with the Danish Ministry of Foreign Affairs Chamber of Commerce in China, we arranged for the second time 'Modern Danish' in Shanghai. 11 Danish interior and clothing companies participated in this important Asian design event. [Read more here](#)
- Digital disruption was the main theme, when 220 people interested in e-commerce, gathered in the Central Workshop in Aarhus to discuss the concept threats and opportunities. Experts and business owners shared their own experiences, and common to all of them was the call to seize the opportunities – only this way can Danish e-commerce grow. [Read here the Conference Story](#), where we were partner and where we presented Big / small data project results from Ry.
- Based on the work from the research group on new materials, there were arranged two—on-the-way-home meetings for hemp fiber under the title 'Hemp:

New Nordic super fiber' Read the report on hemp fiber applications in the textile industry.

#### April

- Two furniture products under the Innovation Cup joined retail trade. Read here the two cases about new products, which is developed later on, by the Cube Design A / S and A.C.O Area, both of which participated in Innovation Cup and Design Boost.
- This year also, we stood behind the Danish Living Room at the Milan fair, together with the Danish Embassy in Rome. Read here about the common booth, where Danish companies can develop new business opportunities through contacts with international designers, buyers, retailers and journalists.
- Growth Initiative Head Start Fashion was established as a fund, with director of Lifestyle & Design Cluster Betina Simonsen as chairman, and later in August, there will be a formal opening ceremony.

#### May

- • Lifestyle & Design Cluster facilitated the concluding conference of Vigga project at Kolding School of Design, where the business model for children clothing as a subscription and circular economy was on the agenda.
- Syllab opened with ministerial participation and held later this year, a workshop about robotics and a  
Open house with a big fashion show. The orders have come in in all of 2016. See lots of PR and read more about the particular the individual entrepreneur profiles on Syllabs project page.
- The project Baltse @ Nior BSR Interreg on lifestyle for seniors started.
- Lifestyle & Design Cluster joins forces with Service Platform, for a tour to 18 city associations with the presentation 'Future Retail - Customer Journey & Social Media'.

#### June

- Strategic design-process had some good inputs for the strategic processes to the participants -  
Read here what Pressalit and Hummel got out of the project
- Lifestyle & Design Cluster held 'Generation Jones workshop' on Project Senior Lifestyle Innovation Express at KVIK Cuisines, including the participation of Danish and foreign researchers. A number of companies from the textile, furniture and lifestyle industry participated.
- Start of the 3-year circular economic project Rethink Business 3.0: 'Focused Value Chain Collaboration - design for optimal use of resources'. 16 companies participated in the first team in the development of new, green business models and a closed value chain match.
- Network City Manager in 2020 was established and held its first network meeting on the future of retail.

#### August

- Future of Fashion # 4 held a large-scale fashion show at the Stock Exchange. A number of the young fashion talents were subsequently represented at an exhibition stand at CIFF Fair in Copenhagen, where mentors helped matchmaking.
- The project Nordic Furniture Insight held its first of two events in 2016 in

Copenhagen with the theme circular economy. Later this year Life Style & Design Cluster arranged a study tour with visits to IKEA headquarters in Älmhult.

- At Nordic Buzz Formex fair in Stockholm 20 selected, creative entrepreneurs from Denmark attended with their own products. The angle was sustainability.

#### September

- A new project in cooperation with the Business academies should strengthen e-commerce and digitization of the Danish SMEs. The project has been named 'Digital Growth Culture' and is facilitated by Life Style & Design Cluster in collaboration with the Service Platform.
- Rethink Resources held a workshop on textile recycling, which is a subject that concerns many textile companies. The workshop took place at the Institute of Technology, who is also a partner in the project
- Customer Traffic project, developed with Service Platform, is launched.

#### October

- Project MIDTNET China-pool held its kickoff, for companies that have a great idea for a solution or a product for the Chinese market. First info session will take place in January 2017.
- The Co-create project was launched. In Denmark, we have gotten rather good experiences and have a tradition of working with co-creation with customers and users through the teaching of our design education, which Europe through the Erasmus-supported project can benefit from.
- Lifestyle & Design Cluster conducted a master class and study trip to New York for a number of companies to pick up a number of trends from the retail market. We created a number of good learnings of which are summarized in this case.

#### November

- Following on from the start on Focused Value Chain Collaboration Lifestyle & Design Cluster invited to a whole Rethink Business day, which consisted of an open morning seminar on circular economy results from the previous Rethink Business projects, and a kickoff workshop for the 16 companies participating in the Focused Value Chain Collaboration.
- Two information meetings were held in Aarhus and Copenhagen, regarding the report and the actual project in Little Big Data.
- Lifestyle & Design Cluster joined together with VIA Design and Aarhus University BTECH in Herning, to host an international conference on circular economy and textiles in Herning. Rien Otto of Dutch Awareness was, besides being the keynote speaker and organizer of a fashion show on sustainable polyester fabrics at the conference, also key player in a matchmaking event at Life Style & Design Cluster. Read the article with an interview of Rien Otto [here](#).
- This year's Furniture Conference 2016 took place at VIA Design with a presentation of the report about Virtual Reality and lifestyle industry.

#### December

- A new grant to a National Circular Economy Hub waste prevention was given to an interdisciplinary team of six innovation networks where Life Style & Design Cluster (which is one of the six networks) is also project coordinator.
- Lifestyle & Design Cluster held its second biannual meeting of the consortium

partners about upcoming and ongoing development activities. Part of the program at the meeting that took place at the Comwell Hotel Kellers Park Vejle, and was open for businesses.

- The Talent project was completed in 2016 with the following partners: Paustian, Eilersen, Kähler, Skovby and Innovation Living and talents and staff from the School of Design (KADK) Kolding School of Design, VIA Design and the University of Southern Denmark (SDU). The results were presented at a closed workshop on Design Werck. The 21th of December. The winners were found with the help of external jury: Signe Byrdal, Birgitte Bjerregaard and Niels Hvass.