

Copenhagen  
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*Press release*

**DDA**  
**Danish Design  
Association**

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## **Facts about Copenhagen Co'creation**

### **Manifesto**

We have invited 35 Danish and international experts, companies and designers to an all-day network meeting on 29 August with a view to writing a draft version of a Copenhagen Co'creation Manifesto. What we want to achieve with this Manifesto is to show what co-creation is and why co-creation is vital at a time of turbulence – a time in which the winds of change and a global reduction in demand pose new challenges to companies' innovative skills.

### **Workshops**

The Danish Design Association will hold a number of follow-up workshops in the fall, at which Danish companies will have the opportunity to implement the co-creation process and adapt it to their own special needs.

Copenhagen Co'creation will be evaluated in terms of knowledge dissemination and effect, and the results will be published in the beginning of January 2010.

### **The Advisory Board behind Copenhagen Co'creation:**

Anna Kirah, Vice President, CPH Design  
John Heskett, Professor, Hong Kong Polytechnic University  
Mikal Hallstrup, Chief Visionary Officer, Designit  
Lavrans Løvlie, Director, Live|Work  
Ric Grefé, Executive Director, AIGA  
Simona Maschi, Head of Programme, CIID  
Lisbet Thyge Frandsen, Group Senior Vice President, Grundfos  
Gitte Just, CEO, Danish Design Association

### **About the Danish Design Association (DDA)**

As a branch association, the DDA is a spokesman for trend-setting design companies in Denmark; one of its main aims is to ensure that the whole branch makes the necessary public impact, by representing it as one coherent unit.

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