



Industrial & strategic design

Human-centred innovation

Design is an unparalleled, human-centred approach to innovation. It is about creating meaningful, relevant, and profitable products and services. Used in this way, design thinking is a tool to reach strategic goals - and it is central to what Danish design means today.



Denmark has a strong tradition of human-centred design solutions that contributes to a larger agenda to let creativity drive innovation. This human angle is not exclusive to Denmark, but the tradition of thinking strategically about industrial design, service design, and product design is strong across Danish companies, research institutions, and the public sector. This makes Denmark a point of interest for people and professionals from all over the world seeking inspiration, partnerships, or a testing ground for new ideas.

Design is a strategic process to base a product or service on accurate insights into user needs and relevant data to ensure everything is designed for a reason and with the user in mind.

In this way, design works as an enabler across industries, increasing the value, relevance, and appeal of products and services. For example, there is a strong tradition in Danish product design, and public sector planning for design focused on accessibility and independence for people with disabilities.

And here, in the country that created LEGO, you will also find a strong tradition for well-designed, fun, and safe playground equipment and design for children.

Strategic design connects an understanding of the surrounding world – people as well as tendencies – with a company's resources and strategy and thus becomes a driver for business development and innovation. Within this field, industrial design and service design are often defined by the cooperation between internal teams and skill sets combined with outside experts and designers. It is based on solid user understanding and goes through an iterative process to create new products or services and innovate the way a product works and delivers value to its users. For example, Danish healthcare companies have a strong tradition of focusing on medical devices that fit into the users' daily lives and alleviate stigma by rigorously thinking through all dimensions of interacting with the product in private and in public.

Explore cases from the Danish industrial & strategic design industry at www.creativedenmark.com



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Danish industrial & strategic design in numbers

WORKFORCE

3,074

EXPORT

€310m

REVENUE

€566m

Export growth
in m EUR

