

### Case study "DESIGN & TECHNOLOGY LAB ZÜRICH"

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The Design & Technology Lab is a training ground for designers and engineers to strengthen their grasp of their own discipline by working on relevant concrete topics in tandem with students from the other discipline. Cooperation between ETHZ Product Development and ZHdK Industrial Design is highly beneficial to both educational disciplines and serves as a model for inter-university teaching involving industrial partners. Having received startup financing from Gebert Rüt Stiftung, the Design & Technology Lab is to be funded with grants from industry and institutions of higher education.

### Case study "CULTURAL SPACES AND DESIGN – PROSPECTS OF DESIGN EDUCATION"

Prof. Dr. Regina Halter, Institut HyperWerk Basel, GRS-040/13

The project focuses on the impact of the processes of globalization on design and design education. Carried out in international collaboration with lecturers and students from other universities as well as design practitioners, the project aims to develop, test, evaluate and implement model education contents. Tools and methods for working with different design cultures are developed, translated into course modules and integrated into the design education curriculum. The project thus makes a contribution to the innovative development of Switzerland as an educational and design centre.

### Case study "DESIGN SEED: DESIGN IN THE INCUBATION AND EARLY-STAGE STARTUP PHASE"

Prof. Dr. Claudia Acklin, Lucerne University of Applied Sciences and Arts, GRS-068/13

The project fills a long-neglected gap: Owing to insufficient knowhow and the one-sided use of financial resources, numerous tech startups miss an opportunity to involve designers in an early stage of the development and startup process. This leaves them without a professionally designed functional product, service or visual identity to attract investors and gain a foothold in the market. Under the project, six Pioneer Fellows from the ETH Zurich's Innovation and Entrepreneurship Lab (ielab) receive professional design and design management coaching from an early stage up to establishment of a startup.

Detailed project descriptions and current findings from all projects can be found at: [grstiftung.ch](http://grstiftung.ch)

### PROJECT SUBMISSIONS

- Information on the area of activity "Wissenschaft & Design": [grstiftung.ch](http://grstiftung.ch)
- The submission procedure is two-stage.
- Projects may be submitted by one of the quarterly deadlines in accordance with the general requirements.

# WISSENSCHAFT & DESIGN

## INTEGRATION OF DESIGN IN RESEARCH

Gebert Rüt Stiftung supports innovative projects at Swiss institutions of higher education which succeed in combining science and technology with design in a way that is both outstanding and exemplary. This integration of design seeks to ensure performance quality in terms of the project's/product's social and economic impact as well as to enhance the expertise of specialist scientists. The focus is on applied research and development (aR&D) and teaching projects at Swiss universities.

Projects may be submitted by one of the quarterly deadlines to Gebert Rüt Stiftung.

[grstiftung.ch](http://grstiftung.ch)

## DESIGN IN SCIENCE

In German, “design” is usually understood as a mere and often subsequent embellishment of products or services – as an add-on which, above all, has to follow the rules of aesthetics: Although since the 1950s design has been recognized as a separate and distinct category of knowledge and activity with its own methods, specific processes and conceptual models (design thinking), it is usually reduced to a near-art undertaking based solely on talent and taste. However, as design comes to be seen as a discipline of growing economic importance, the term “design” has been expanded to subsume holistic processes which embrace shape, function, use, meaning, interfaces and semantics.

As a consequence, design thinking is applied to numerous regulatory structures and modes of action as well as related disciplines, and serves as an interface for interdisciplinary collaboration. Design creates a link between requirement, function, aesthetics, presentation and use. In an environment that demands creativity, the integration of design can play a vital role in solving the challenges posed by technological developments.

In establishing its “Wissenschaft & Design” area of activity, Gebert Rüt Stiftung aims to promote the significance of fully integrating design into the process of making relevant findings in aR&D and teaching projects.

## INTEGRATION OF DESIGN PROCESSES

Grants in the area of activity “Wissenschaft & Design” will be directed at performance-driven, project-based design processes that are geared to finding solutions. These processes centre on the people for whom a product or service is being designed. The interdisciplinary cooperation fosters innovation.

For detailed information on this area of activity, visit the Gebert Rüt Stiftung website: [grstiftung.ch](http://grstiftung.ch)

## TARGETED PROJECT SUPPORT

Within the open framework of the area of activity “Wissenschaft & Design”, grant support will be provided for innovative aR&D and educational projects which succeed in integrating and combining scientific findings with innovative methods and expertise from the field of design. The objective is to provide complementary funding specifically for the integration of design into the discipline-based projects: financing is not provided for project components related to the underlying scientific discipline. Projects will be selected where design – from conception to implementation – is central and not merely an add-on. The area of activity includes neither design theory as a scientific field or academic discipline, nor disciplinary basic design research.

Grants are aimed at project groups willing to integrate design into their aR&D and teaching projects and to plan these projects with designers from the very outset, thus moving away from narrow scientific preconceptions. In principle, calls for submissions are addressed to all faculties and disciplines.

## MAIN SUPPORT CRITERIA

- Crosslinking of scientific requirements with considerations of design; application of independent methods;
- Integration of design factors into the scientific, technical or economic development process;
- The integrative collaboration is successfully showcased as an independent and innovative method;
- Design plays a pivotal role in innovating and communicating the project or result and lending it an identity;
- The project is rooted primarily in a Swiss university;
- A large part of the basic scientific funding is already assured; the grant covers additional costs for salaries, infrastructure and materials for the design process;
- Funding support can be awarded to project groups already working on the respective scientific topic as well as to new project groups.

For details of the content and form requirements of the support criteria go to: [grstiftung.ch](http://grstiftung.ch)