

DHE SEMINAR 08_SPRING 2017

DESIGN as a business strategy to build a brand

EB2 TD room(1005) | 4:00 PM – 5:15 PM | May 12 (Friday)



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Innovation Mentor | Michel Krechting

Abstract

Competitive economics have changed. Quality, efficiency and price are quickly matched.

Design is often regarded as the process and result of creating things and services.

Yet it also should be seen as an important business strategy to create, build and establish a brand as a flexible balance between functions, company goals and aesthetics.

Both tangible and intangible aspects are important in the definition, valuation and appreciation of a brand. Nationally and internationally.

Brand perception is not only a logo, a product or an identity but the accumulate result of the customers gut feeling.

In this seminar I will present the business case Yepp, a complete turn-around and transfer of a traditional family driven Dutch company in strong decline into a successful international operating organisation with a wide variety of innovative mobility products. Outsourcing as one of the key drivers to be flexible, successful and fast. In addition also the actual role and position of being a producer today, the cooperation with external designers, corporate identity and international distribution and presentation will be presented within the context of Dutch Design.

Speaker Bio

Michel Krechting graduated from the Design Academy Eindhoven - The Netherlands in 1977 and is a generalist with broad experience in the field of innovation, industrial design, design management and general management. For 15 years he was both Director of Product Design and Managing Director of Lumiance, a producer of professional lighting fixtures aimed at hospitality, shop lighting, museums and office lighting. Lumiance was well known for its innovative and highly appreciated products like recessed downlights, spots and track and decorative product ranges.

Awarded with many international design awards for its products and corporate identity.

In 2007 Michel acquired the Dutch GMG company, a very traditional producer of bike seats with its own outdated production facilities at Gouda. His goal was to become market leader through a total turn-around within 3 years with state-of-the-art highly innovative mobility products and through outsourcing production, assembly and logistics. Since his acquisition GMG has gained many design awards including the prestigious IF Golden Award and Red Dot "Best of the best."

In July 2016 the company was sold to and acquired by the Swedish Thule Group. Since Michel acts as Innovation Mentor supporting companies and designers in their next steps.

Contact

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