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EUROPEAN DRIVING RANGE – INNOVATIVE LANDSCAPES FOR A TANGIBLE, NON HIERARCHICAL LEARNING SPACE WITHIN A MATERIAL AND IMMATERIAL TOGETHERNESS**Marina-Elena Wachs¹, Ashley Hall²**

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The demand for high value designed products created across the future European landscape will require new educational talents working seamlessly across integrated analogue and digital platforms while responding to evolving cultural needs emerging through new behaviours (Assmann). As geopolitical changes accelerate in Europe, new opportunities and challenges are emerging in collaborating for a profitable “togetherness” (Sennett). With the help of a differentiated design landscape there is a need to focus on the following parameters to meet the future needs of innovation and design engineering: opportunities in the 4th industrial revolution for shared digitalized learning landscape standards; new design methods for cross cultural creativity and understanding, a higher level of integration between qualitative and quantitative approaches in design-engineering; redefining borders and correlations between design, engineering and creativity; knowledge sharing in non-hierarchical cross cultural learning; differentiating analogue and digital education skill bases in a connected European learning landscape to increase creative diversity.

New, relevant work

The ‘European Designer Driving Range’ explores a concept that gives us the possibility to reflect on the needs for tomorrow from a pan-European perspective. The new 21st century challenges facing design including sustainability, migration, food, water and data security, terrorism etc. have left 20th century design approaches lagging behind while we also now recognise that the ‘western’ design model is no longer a universal answer and that the decolonisation of design has begun. While there is ample debate on national design policies and the effects of localisation and globalisation less attention is paid to European level discussions on the barriers, challenges and opportunities of future design engineering education. We aim to identify the key drivers for a collaborative European non-hierarchical learning landscapes and explore how these could be engaged through a future platform.