



## Opportunities for service and information design in the Ljubljana Urban Region

Quality of service is essential to user satisfaction and the efficient operation of organisations. Service sector activities have become an important part of developed economies, as they employ the majority of workers and create a major share of gross domestic product. In Slovenia, over 60 per cent of all employment is already in the service sector. Nearly 80 per cent of gross domestic product in the Ljubljana Urban Region is created by jobs in service activities. **The Regional Creative Economy Centre (RCKE)** recognises in service and information design an opportunity for innovative services and the purposeful application of the knowledge and abilities of creative people in the creative industries which enables both public institutions and private enterprises to approach services development in an innovative way. RCKE in collaboration with the Pekinpah Association carried out promotional and educational activities related to service and information design for the Creative Companies in the Alpine Space (CCAIPs) development project, thereby encouraging the association of service designers with public and private organisations in a joint project called 'Designing an Agenda, or, How to avoid solving problems that aren't'.

### Conceptual designs of new services - innovative solutions as answers to day-to-day challenges

An exhibition of service and information design in the fields of health-care and sustainable transport

The exhibition presents 13 conceptual designs which came into being during a three-day Creative Camp for service and information design that took place in Ljubljana in April 2013, and in the course of a five-month student seminar on service and information design at the Academy of Fine Art and Design of the University of Ljubljana. The concepts that they produced focused on good user experience as a prerequisite for user and provider satisfaction, as well as for the successful operation of organisations.

The workshop and seminar participants from the field of health-care devoted their attention to the challenges of maintaining and improving the thought processes of persons with dementia, healthy eating for people with diabetes, the comprehensive use of health insurance cards, better quality of life for patients with arthritis and preventive activities for better health. With regard to sustainable transport, they focused on negative attitudes to urban bus transport, improving the clarity of bus route maps, improving the efficiency of the existing public passenger transport system and new solutions for commuters.

The exhibition is the first Slovene review of potentially useful applications of creative knowledge and methods in the innovation process in the service sector; at the same time, it is a straightforward way to promote the design of comprehensive solutions by interdisciplinary teams.

**We invite you to join us at the opening of the exhibition on September 26, 2013, at 19.30 at the Embassy of the Republic of Slovenia in the Kingdom of Belgium, Rue du commerce 44, 1000 Brussels.**