

# Letter from Stanford November 2009



This is the third letter from me as a visiting researcher at Center for Design Research (CDR) at Stanford.

## Presenting my research at designX

In the last letter from Stanford I presented the phenomenon of designX. At one of the November meetings, I presented my research project: Concept Decisions in Complex Product Development. The purpose of the presentation was to give an overview of my project and to discuss future steps within the research project. Since I am in the middle of my PhD project I wanted to have feedback on my thoughts so far, but also to have input to the activities planned for the remainder of my research project. The participants on designX contributed with questions and comments, and I will definitely benefit from the engaged and fruitful discussions that took place.



Fruitful discussions with the designX participants : here with Chris Han and Ade Mabogunje

## Anders Flodström presenting the EIT at Stanford

Anders Flodström, University Chancellor of Sweden, visited Stanford University to give a presentation regarding building the new European high profile innovation university: *EIT - the European Institute of Innovation and Technology*. EIT, the first pan-European university, is being set up by the European Union and aims to improve the 'knowledge triangle' interaction between research, education and innovation. The event was organized by *VINNOVA-Stanford Research Center of Innovation Journalism*, and the Stanford Engineering School's program on *European Entrepreneurship and Innovation*.

## Meeting VMCC – Stanford Innovation Journalism

As member of both industry and academia I had the opportunity to arrange a meeting between David Nordfors (VINNOVA-Stanford Research Center of Innovation Journalism at Stanford) and three representatives from Volvo Monitoring and Concept Center VMCC. VMCC is a Volvo Car Corporation think tank based in California and during the meeting current topics and future challenges were discussed.



Doug, Ish and Dean (from VMCC) in a discussion with David Nordfors (Stanford)

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### Visiting Yosemite National Park

There are many beautiful places to see in California and one weekend in November we visited the Yosemite National Park. It was a bit chilly but the autumn colours were lovely and the scenic views were fantastic.



*Beautiful views in Yosemite National Park*

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### The BIG GAME – the Axe – the 112th Stanford - Berkeley football game

The absolute biggest sports event during the academic year is “the Axe” which is the BIG GAME where Stanford meets Berkeley in football. This year it was the 112<sup>th</sup> time and the game was played before a record crowd of 50,510 people at the Stanford Stadium. The well known golf player, and Stanford Alumni, Tiger Woods was also participating as Stanford's Honorary Captain for Big Game. How it ended? Berkeley won: 34-28.



*Berkeley's Marching Band before the game*



*Me and Tina (Visiting Researcher at CDR) at the Big Game*

Bye for now ☺

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