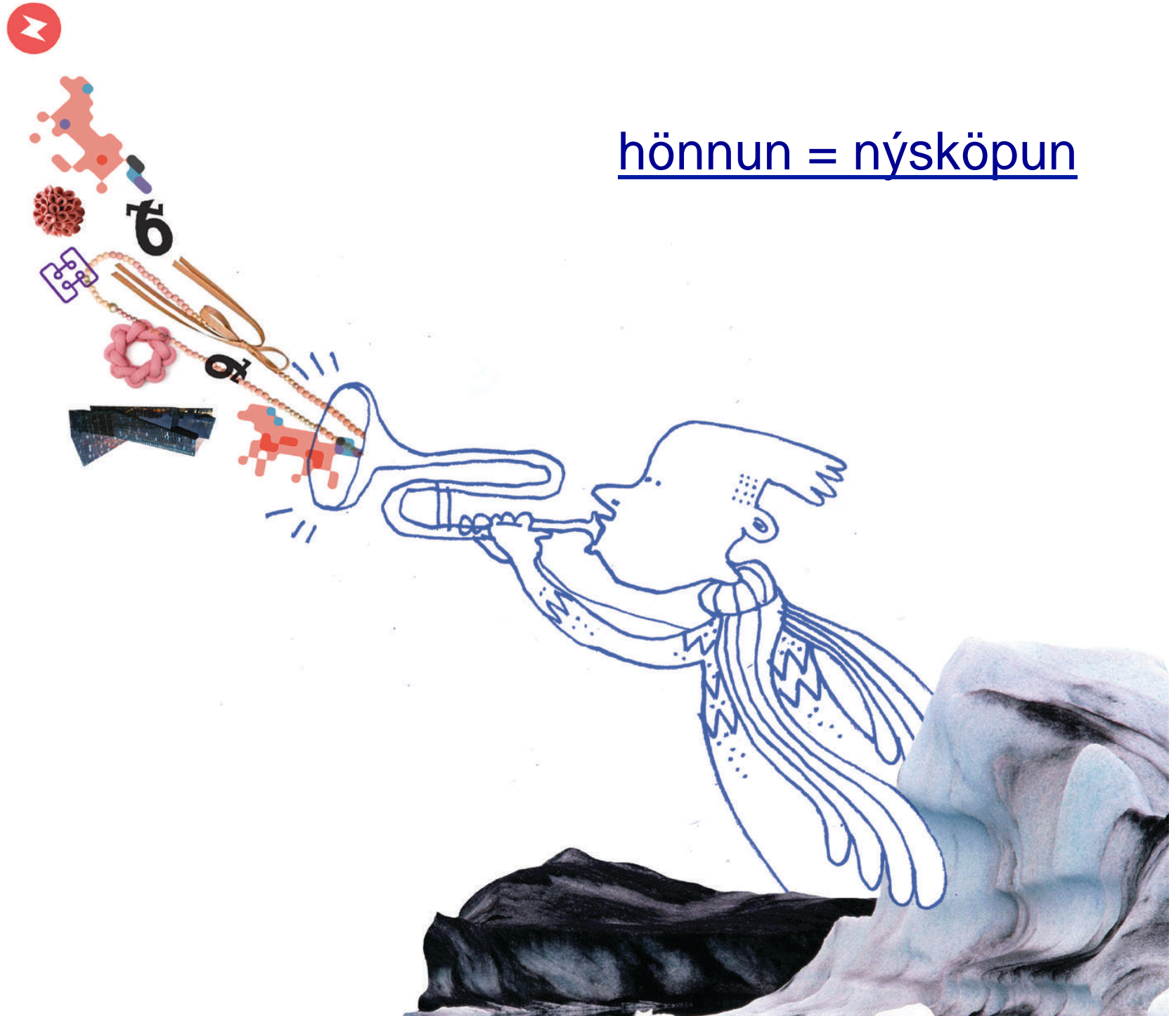




Hvað er svona merkilegt við þessa hönnun



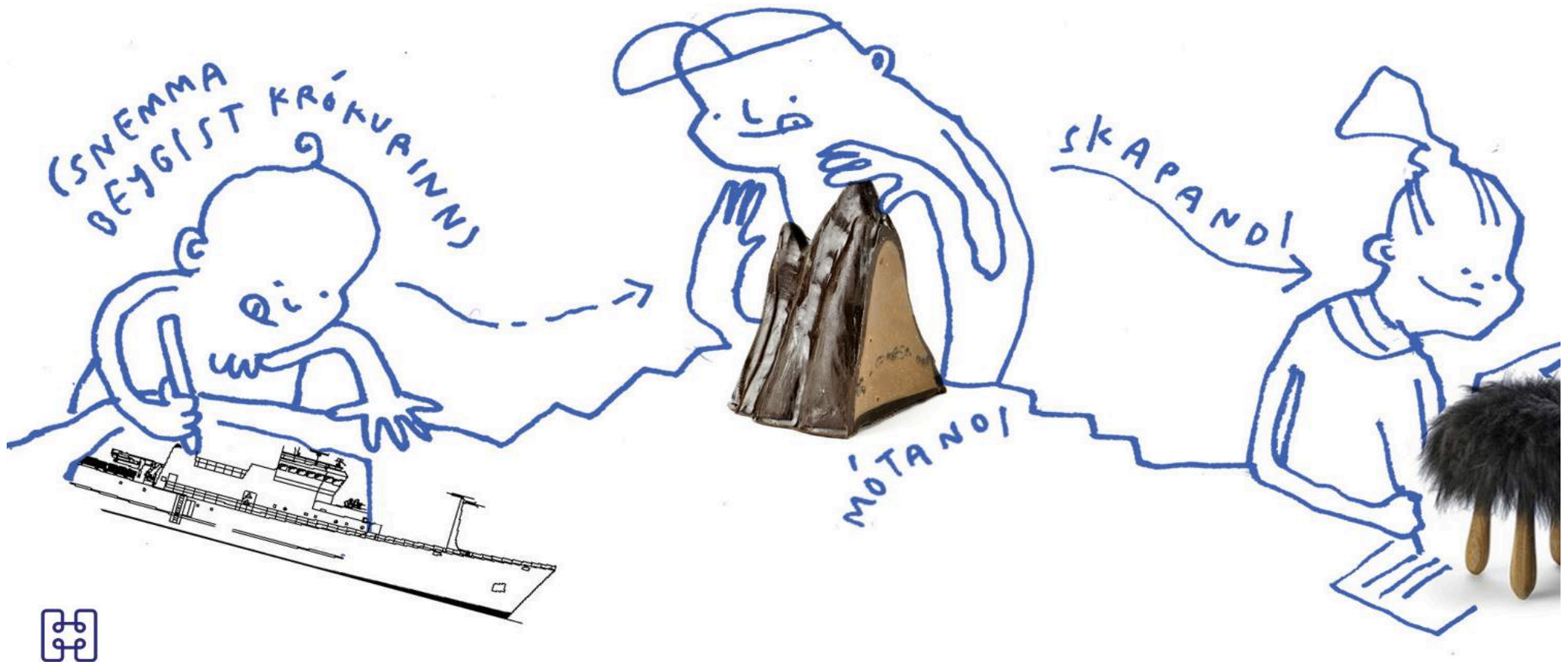
hönnun = nýsköpun



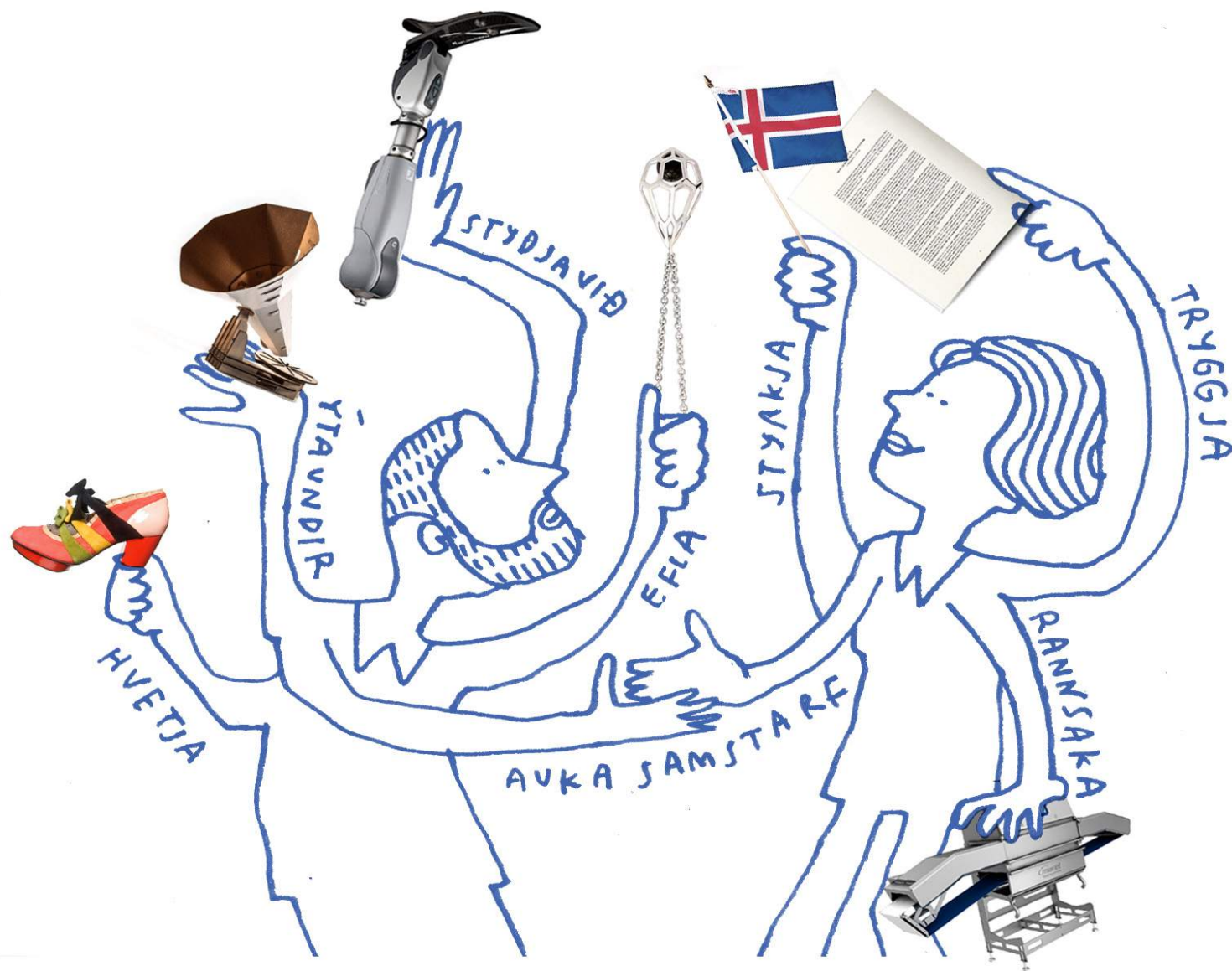
að vera skapandi er ekki bundið við einn hóp



hönnun = aðferð sem maður lærir í skóla



einn haus + margir hausar = betra



hönnun er aðferð = snúa öllu á hvolf og finna sérstöðu eða lausn sem er frábrugðin öðrum



hönnun er aðferð = þjónar notandanum
kemur hlutum eða upplýsingum í
skiljanlegt, notendavænt og stundum fallegt form



Hönnunarstiginn

% AF FYRIRTÆKJUM 2003
% AF FYRIRTÆKJUM 2007



1. stig: Engin hönnun

Hönnun er ómarktækur þáttur í þróun vöru eða þjónustu, framkvæmd af öðrum en hönnuðum.

36%
15%

2. stig: Hönnun sem stílfærsla

Hönnun er aðeins mikilvæg út frá útlitslegum eiginleikum, stíl og notkun.



13%
17%

3. stig: Hönnun sem ferli

Hönnun er hluti af þróunarferli vöru eða þjónustu en er ekki í leiðandi hlutverki.

35%
45%



15%
21%

4. stig: Hönnun sem nýsköpun

Hönnun er óaðskiljanlegur hluti af nýsköpunarferlinu og hönnuðir taka þátt í stefnumótun.

Heimild: *The Economic Effects of Design*, National Agency for Enterprise and Housing, Kaupmannahöfn september 2003 & *Design Creates Value*, National Agency for Enterprise and Housing, Kaupmannahöfn september 2007.

Hvað getur borgin gert?

upplýsingahönnun / einfaldar og skýrar upplýsingar

þjónustuhönnun / eykur öryggi borgaranna

upplifunarhönnun / bætt upplifun og þátttaka borgara



Hvað getur borgin gert?

valið nýjar leiðir og lausnir í verkefnum

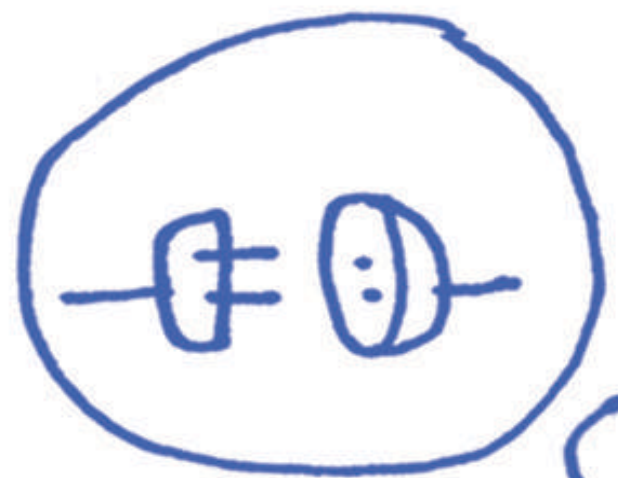
valið alvöru fjármagni í nýsköpun / hönnun

ráðið nýja fólk úr öðrum geirum t.d. hönnuði

muna að nefna hönnun í upplýsingastefnunni!



HÖNNUN ER ...



HUGSUNAR
HÁTVA

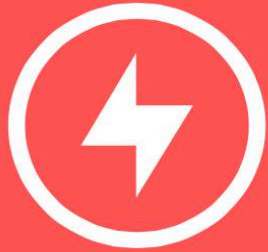




[Sundlaugin á Hofsósi | Basalt arkitektar](#)

HÖNNUN ER ...





QuizUp

Log in

The biggest trivia game in the world

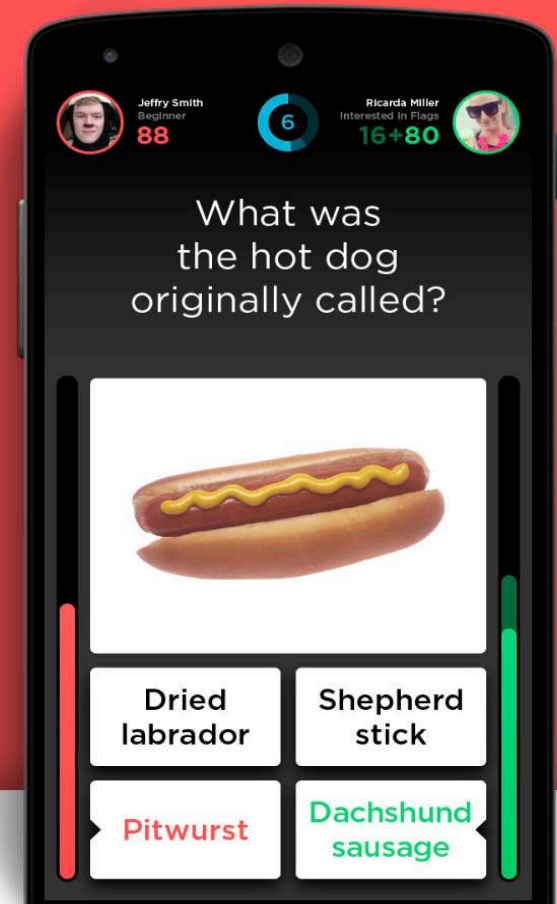
- Hundreds of topics
- Over 220,000 questions
- Play against friends in **real time**
- And it's free!



Available on the
App Store



GET IT ON
Google play



[Quizup | Plain Vanilla](#)



HÖNNUN ER ...



ÁNÆGDUR
NOTANDI

Oslo Airport

Service design for a better traveler's experience.

[View more info](#) +

X



Next >



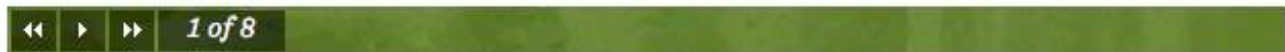
[Oslo Airport | EGGs design](#)

Transforming Libraries Into Learning Labs

Empowering librarians to design new services

What's the future of libraries? As information goes digital, the role of the brick-and-mortar library has to evolve, too. As the traditional reading rooms become a thing of the past, what's the best use and function of libraries going forward?

That's what Chicago Public Library and Denmark's Aarhus Public Libraries wanted to know when they engaged IDEO in a project sponsored by the Bill & Melinda Gates Foundation. The final result: the [Design Thinking Toolkit for Libraries](#), reading and workshop material that can be used by any front-line library staffer to adapt to library users' changing needs. The toolkit includes everything from case studies on previous IDEO and IDEO.org projects to exercises demonstrating various design thinking methods.



HÖNNUN ER ...



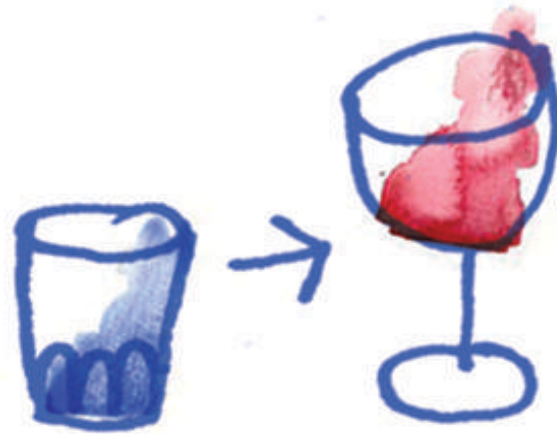
BYGGINGAR



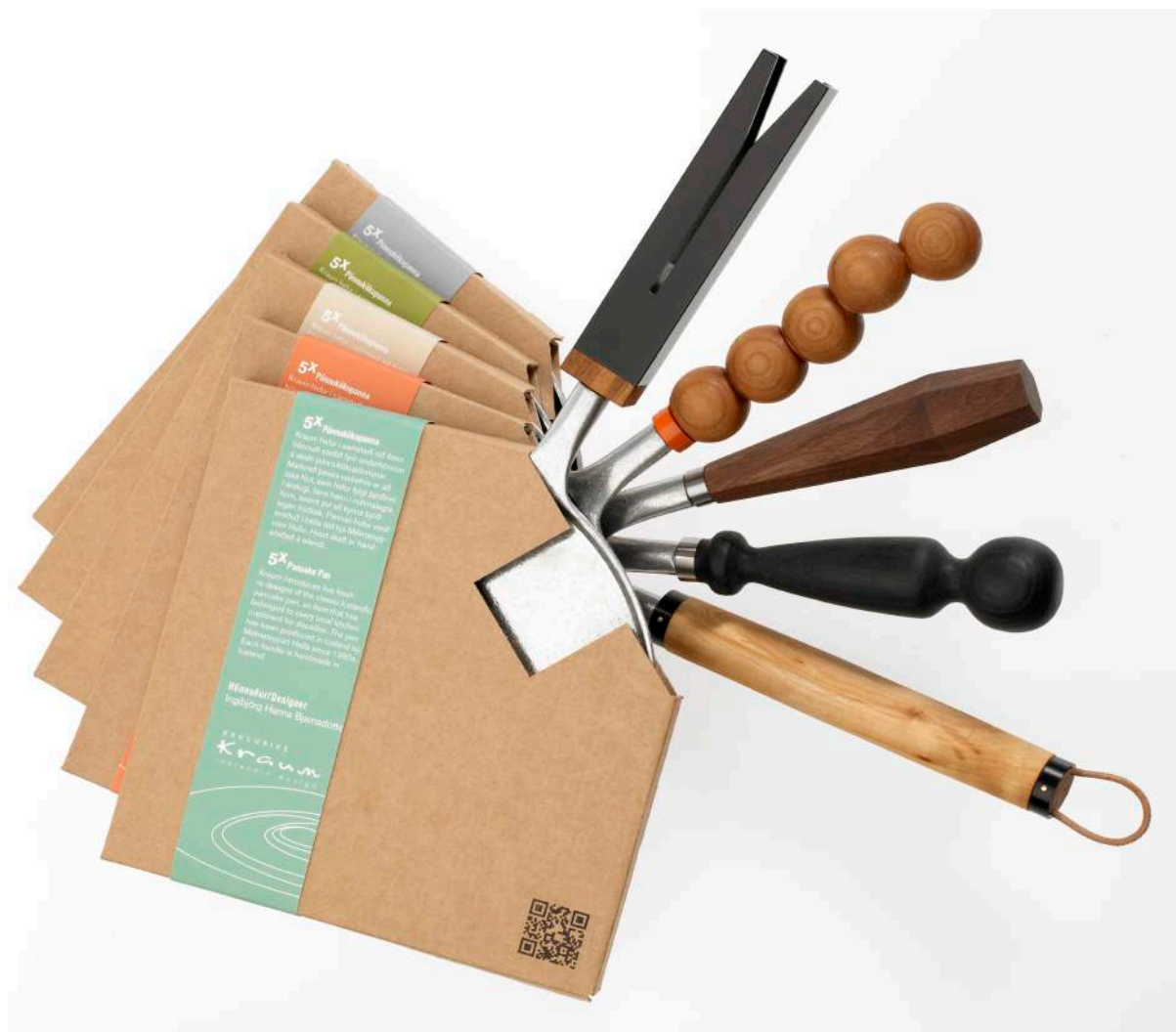
[Bláa Lónið | Basalt arkitektur](#)



HÖNNUN ER ...



VERÐMÆTTA
SKÖPUN



[Pönnukökupanna | Kraum og hópur hönnuða](#)



HÖNNUN ER ...





[Sea Blanket | Vík Þrjónsdóttir](#)



[Íslensk Iopapeysa | Farmers Market](#)

HÖNNUN ER ...



HUGMYND



HÖNNUN ER ...



SJÁLFBÆRNI



[Little sun | Ólafur Elíasson](#)

HÖNNUN ER ...



MEIRI
LIFSGÆÐI



Designing a path out of poverty



HOW MIGHT PARENTS IN LOW-INCOME COMMUNITIES ENSURE CHILDREN THRIVE IN THEIR FIRST FIVE YEARS?

02:16

HD :: vimeo

Global

Check Out the Second Amplify Challenge!



HÖNNUN ER ...





[Hönnuðir og bændur samstarfsverkefni | Skyrkonfekt frá Erpsstöðum](#)

Radical Ideas for Reinventing College, From Stanford's Design School

BY KYLE VANHEMERT 11.11.14 | 6:30 AM | PERMALINK

[f Share](#) 695 [t Tweet](#) 512 [g+1](#) 27 [in Share](#) 229 [Pin it](#)



This talk is from WIRED by Design, a two-day live magazine event that celebrated all forms of creative problem solving.

HÖNNUN ER ...



NYSKÖPUN





Hönnunarstefna Íslands

<http://www.honnunarmidstod.is/Utgefidefni/Honnunarstefna/>

