

Kevin McCullagh

Speaking

'Mobile Trends'

Turner Broadcasting's Digital Awareness Day, 21 September 2009
Why mobile phones aren't just smaller media screens, but a fundamentally different platform.

Designer as Synthesiser

'The future designer', Royal College of Art, 7 February, 2008.
A debate on whether star designers or designers as co-creators represented the future of model for design.

Product Experience Strategy

'DesForm', University of Northumbria, 13 December 2007
A presentation of Plan's experience strategy approach.

What can Design Bring to Strategy?

'Intersections: design know-how for a new era', BALTIC Centre for Contemporary Art, NewcastleGateshead, 25-26 October 2007
Chaired a panel discussion in design strategy.

Clarity at the Front End

BBC New Media, 5 October 2007
A presentation of Plan's approach to design strategy.

Post-Industrial Design: The Future of European Design for the Mass Production

1st Product Design conference Prodecon, Moscow, 30 May 2005
The future of product design in the West, when most production happens in the East.

The Pervasive Internet

'Designing the Internet', The Cochrane Theatre, 5/6 July 1996
Why the Internet will stop being a focus point and become ubiquitous – like electricity.

Towards a Design Context Rooted in Practice as well as Theory

'Contextual Design - Design in Context', European Academy of Design Conference, Stockholm 23-25 April 1997
Why we need a theory of design and how we might get there.

Japanese Industrial Design: from Occupation to Globalisation

'Beyond Fear & Envy: demystifying Japanese design', Design Agenda conference, Design Museum, 15 July 1995
Why Japanese design was more influenced by America than stereotyped Japanese traits.

'The Moral Maze in the Age of Uncertainty'

Paper at Ethics and Design, BA Design for Industry annual course conference, Department of Design, University of Northumbria, 22 March 1995
Putting the emergence of ethical debate in design in a wider social context

Green Design and Fuzzy Logic

'Design and the Environment- Developing a Policy Approach for Industrial Designers', BA Design for Industry course conference, University of Northumbria, 10 March 1994
The contradictions of green design

Technophobia and Fears of the Future

The Wednesday Lecture, The Institute of Design, University of Teesside, 6 October 1993
How design lost its faith in the future.

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Curating

NextNet'

A design leadership programme for the Design Council, 2008
A programme of 5-6 events based on speeches, Q&A and training sessions,
for 14 emerging design leaders.

'Intersections: design know-how for a new era',

BALTIC Centre for Contemporary Art, NewcastleGateshead, 25-26 October 2007
An international conference to coincide with the DOTT07 festival.
Appointed by the Design Council, The University of Northumbria and DOTT07 to come
up with a concept for the conference, programme it and attract high profile speakers.

'Designing the Internet'

Two day Design Agenda conference, The Cochrane Theatre, 5/6 July 1996.
Co-curated with Nico Macdonald. First conference in the UK on design for the internet.
Kevin shared the platform with Tim Brown in the concluding session.

Networking Design

Two day BA Design for Industry course conference, University of Northumbria,
20 March 1996
Looking forward to the likely impact of digital networks on design,
speakers included Tim Brown.

'Beyond Fear & Envy: Demystifying Japanese Design'

Design Museum, 15 July 1995
1 day Design Agenda conference, co-curated with Nico Macdonald. Speakers included
Richard Seymour, James Woudhuysen and Design director of Sony Europe. The point
of the conference was to get beyond the stereotypes of Japanese design. The
conference sold out.

Ethical Design

BA Design for Industry annual course conference, Department of Design,
University of Northumbria, 22 March 1995

'Do Designers need Design History?'

Islington Business Design Centre, 14 July 1994
Design Agenda debate

Design and the Environment

BA Design for Industry course conference, University of Northumbria, 10 March 1994
Conference aimed at developing a policy approach for industrial designers,
speakers included James Woudhuysen.

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Publications

Design in Britain (book review)

Blueprint, December 2009

Design and the Depression

Blueprint, April 2009

Mentoring tomorrow's design leaders

Design Council, February 2009

Snapshots from PSFK's Good Ideas Salon

Core77.com, February 2009

Transformation Design

Blueprint, October 2007

Strategy for the Real World

Chapter in Lockwood & Walton's 'Building Design Strategy', 2009

Beyond the Schlock of the New

Core77.com, September 2008

The Many Faces of Design Leadership

Core77.com, June 2008

Transformation Design

Blueprint, October 2007

Crossing Cultures

IDS Innovation Journal, Summer 2007

Beware the Backlash

Core 77, January 2007

Strategy for the Real World

Design Management Review, Fall 2006

Creative Accounting

New Design, April 2006

Creative Economics

spiked-online, 6 April 2006

SonyEricsson Walkman strikes the right cord

Mobile Handset Analyst, 23 May 2005

Inspired: Powers of Ten

Design Week 7 April 2005

Nike's new sensible shoes

Blueprint, April 2005

Faking it

Blueprint, December 2004

Nokia's fall is Samsung's gain

Global Mobile, 5 May 2004

'Situating technological change within social and business dynamics'

Design Management Journal, Spring 2003

Together in electric dreams

New Design, Jan/Feb 2001

Brand Aid

New Design, Jan/Feb 2001

Design Practice: towards a design context rooted in practice

Chapter in "Becoming designers" edited by Esther Dudley & Stuart Mealing

Ergowhatics?

Caffeine, Issue 7, Jan/Feb 1999

3D Computer Modelling in Industrial Design

Co-Design, 1996

Power from the Past

Design Review, Issue 13, Volume 4, 1994