



BSR STARS

Innovation in the Baltic Sea Region

Comfort in Living

Comfort in Living objective is to develop concepts for multi-functional kitchen that improve quality of life for seniors at home or in homes for elderly.

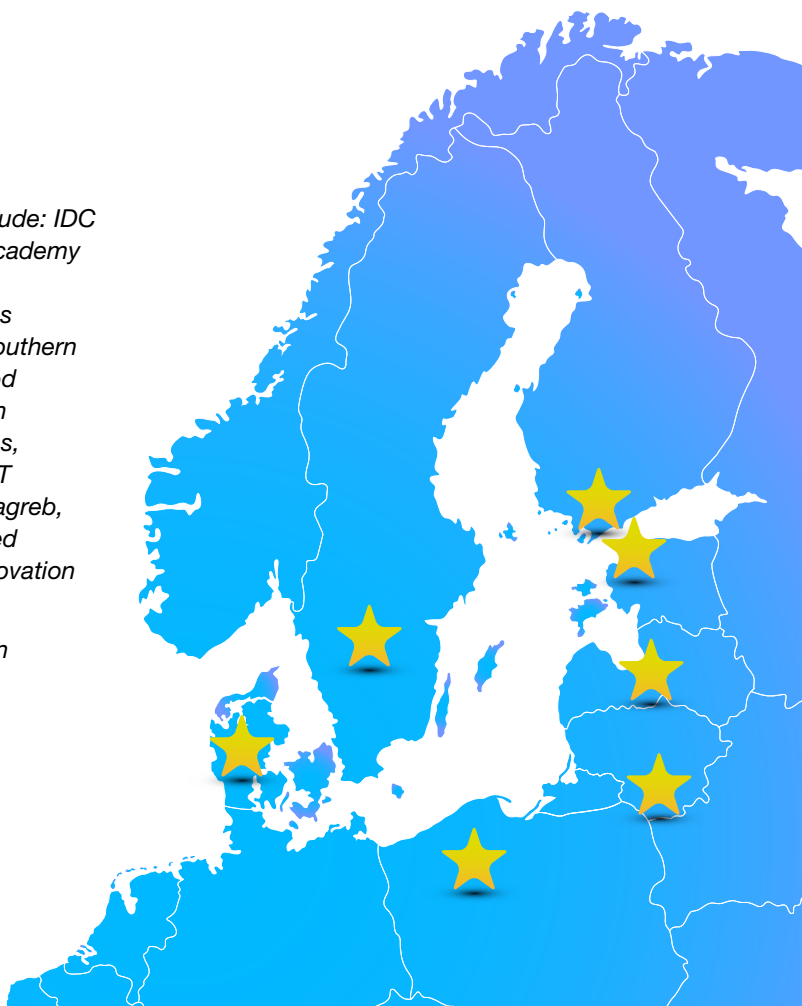


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The pilot project responds to the growing societal challenge of an ageing population in Europe, that would like to like to work and live longer in their homes, stay mobile and independent from elderly care centres. The consortia of cluster organisations and research milieus provide different competences regarding design and housing concepts responding to the needs of elderly people. The project partners worked jointly with the design and creation solutions in a modern housing, offices and public areas.

Pilot project partners include: IDC West Sweden, The Art Academy of Latvia, Modern House Creation Cluster, Business Cooperation Centre of Southern Lithuania, Faculty of Wood Technology at the Poznan University of Life Sciences, Development Centre UMT Denmark, University of Zagreb, Croatia and the associated member Culminatum Innovation Oy in Finland.

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Several international workshops were performed to engage both the academic sector and companies. To boost new innovations, a state of art workshop was prepared: the Innovation Camp! During the one-week event were new concepts of sustainable and multifunctional kitchens for the +65 segment developed by 34 design students, 18 companies, 7 Lectures and 7 journalists from 7 countries.

Mathieu Riviere, senior industrial designer at Electrolux, found it astonishing to see how well the students worked interdisciplinary in the transnational teams. "I am honestly positively surprised about the well-functioning team work between the students of the different countries and disciplines, such as design methodology, Concepts generation or Industrial Feasibility Discussions.", he said. The way traditional kitchen concepts and product ideas were re-thought was very dynamic and inspiring for him to see. Besides Electrolux, other companies attending were for example Nobia (Marbodal) and NOA's joinery.

For the first time, an Innovation Camp brought together designers, educators and businesses around the Baltic Sea. In intense workshops, sketches and models were developed by the international and cross disciplinary teams. Besides the aspect of design and functionality, the teams also had to investigate into a business plan for their final concept. The results were presented to a jury of leading clusters and companies within the design sector. The teams competed for two different awards – one for the best concept for multi-functional kitchen and one for the best kitchen equipment for the target group 65+. Head of the jury was Betina Simonsen from the Development Centre UMT who crowned the winning team together with Thomas Alslev Christensen from the Danish Ministry of Science, Innovation and Higher Education.



The "helping hand" prototype to raise the grocery bag, open cans and tidy up cooking spot was developed by i.a. Jekaterina Stakle, Art Academy of Latvia, Faculty of Design.

BSR Stars links universities, clusters and innovative companies in the Baltic Sea region through projects and new opportunities for financing transnational cooperation. BSR Stars speeds up innovation using transnational cooperation to create strengthened competitiveness and sustainable growth.

StarDust consists of five sub-projects supported by new tools and methods on open and user-driven innovation. StarDust combines strengths and core competencies in nine countries in Northern Europe and brings business, academic and public worlds together.

During 2012 and 2013 StarDust has strengthened its partnership by attracting new partners and financiers: the partners received more than 9 MEUR as add-on investment, six research institutions and seven new cluster and business development organisations joined as associated partners. The five sub-projects are continuing their work by preparing strategic action plans focusing on long term strategy.

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