



Design must build bridges between people

Brahe Design was established in 1993 by industrial designer, mDD Jakob Brahe-Pedersen. The company works with hard core industrial design within, among other things, medico, electronics, rehab, machines and marine. At times Jakob Brahe-Pedersen works alone, and at other times he makes use of a changing number of freelancers. We have asked Jakob Brahe-Pedersen to tell us about his design political ambitions, priorities and challenges.

“Designers can create a whole, a harmony, whether we talk about products, surroundings or services, that influence people in a good way. That message has to be crystal clear to companies, in particular small companies that really need help, as well as for the large population in general.

It has to be made clear what design method and design thinking are about. Here it's also important that the public sector leads the way and has specific plans for how to use design.”

“Victor Papanek believed that design was one of the most detrimental professions, because we contribute to the production of a lot of junk, which is only about making money. His book ‘Design for the real world’ from 1974 is about the difference design really can make. Imagine if we could have such a design political ambition and attitude. And imagine if we used design more with other professions, to build a bridge between people and in order to improve human living conditions in the developing part of the world.”

“China is another big challenge. They graduate designers by the dozens every year. The Chinese are very good at copying. They still haven't gotten to know our mindset – and thereby our design thinking – but they will get there. So when is it that we have to get down on our knees – and will be forced to lower our fees?”