



**DESIGN  
FACTORY**

## What is the Design Factory?

*Aalto University is a new institution formed by merging the leading business-design- and engineering schools of Finland. The official start is set in Aug 2009.*

Design Factory, started already in Sep 2008, is one of the projects of The Aalto University. Design Factory is the symbiosis of the state-of-the-art conceptual thinking and cross-disciplinary hands-on doing – it leads a way towards a paradigm shift in education and business by providing a constantly developing collaboration environment for students, researchers and business practitioners.



## Factory for whom?

If you are a student, the factory provides a holistic learning experience characterized by real life challenges, fun, a relaxed but enthusiastic atmosphere, genuine teamwork, and daily international collaboration. In Design Factory, the students come first.



For researchers, due to Factory's close relationships with industry partners and its role as an enabler of inter- and cross-disciplinary research agenda, Design Factory offers unique opportunities to form and participate in ambiguous research initiatives challenging the industry status quo.

For traditional within-discipline research efforts, the Factory is an interesting environment to meet people, collect empirical data, and to study different methods and phenomena related to innovation, design, business, and education.



If you are a business practitioner, Design Factory is an innovative environment in which you can find, incubate, and realize new ideas together with the leading scholars, top future talent, and a mixture of other companies.

Since you are not limited to observing what a great variety of people are doing, but also work hand in hand with them, the factory is the place to be also for recruiting purposes.

***The factory offers a lifetime opportunity to develop your individual uniqueness as well as find your new best friends, future colleagues, and employers.***

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