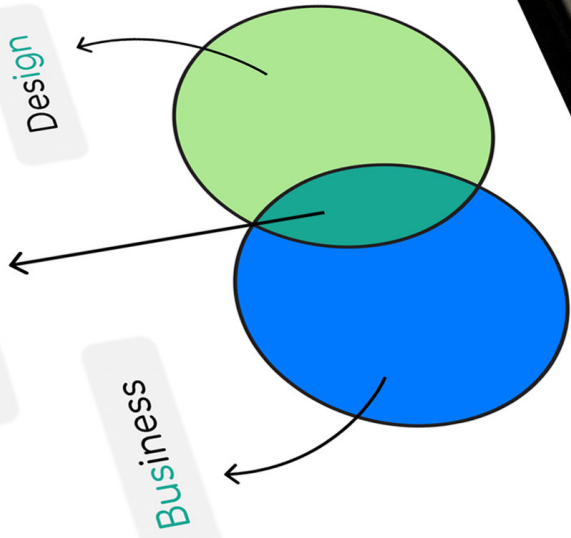


What are his values at work and in life?  
What motivates him?  
What is he proud of in his life (personal or professional)?  
What is an individual SWOT matrix written for?  
What are its strengths and weaknesses and what opportunities and threats does it

What are his hobbies and how do they spend their free time?  
Resource information  
What methods and channels does the persona get their information from?  
What media does he follow? What sites do they visit? What blogs does he read?  
Which media are considered valid and which media are invalid?  
What kind of books and magazines do they

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# BUSIGN



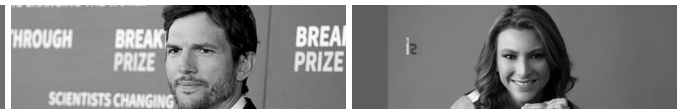
# BUSIGN

Innovative Interdisciplinary Solution



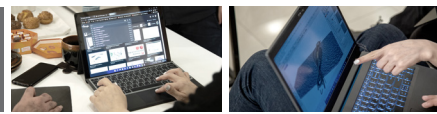
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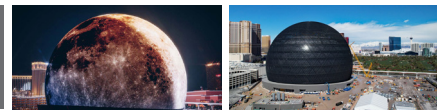
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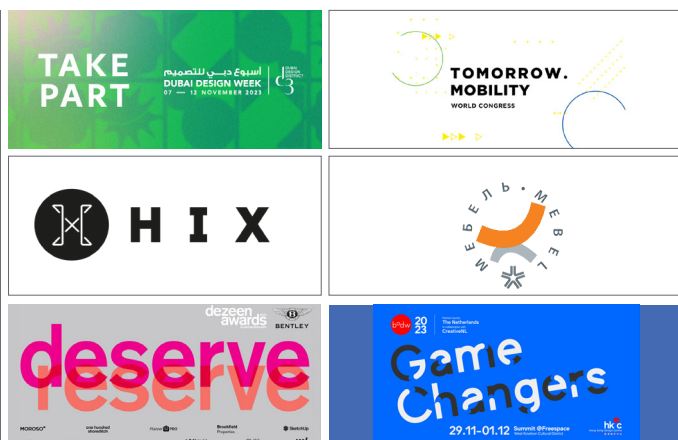
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- Dubai Design Week
- Tomorrow.Mobility World Congress
- HIX Event
- MEBEL
- Dezeen Awards party
- Business of Design Week



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## Quotes Of The Month



"I'm continually trying to make choices that put me against my own comfort zone. As long as you're uncomfortable, it means you're growing."

Ashton Kutcher  
American actor and film producer

"Let love and purpose for your idea drive you."

Liliana Gil Valletta  
Entrepreneur





# What's New On Blog?

## Ethical Design And Technology

Neda Salehi

A life-centered consultant and designer building ways to create and improve the discourse around ethical design and humane design among designers and businesses.



My story and research about "Ethical Design Thinking" started from teaching Project 6 to industrial design undergraduate students.

The content of the class is about examining current technologies and possible future technologies. I tried different methods for teaching, but one of the most favorite research assignments of the students was to examine and compare the technologies depicted in science-fiction movies of the past decades with the technologies available today. The purpose was to see what was the basis of those imaginations and whether those stories have an external appearance today or not.



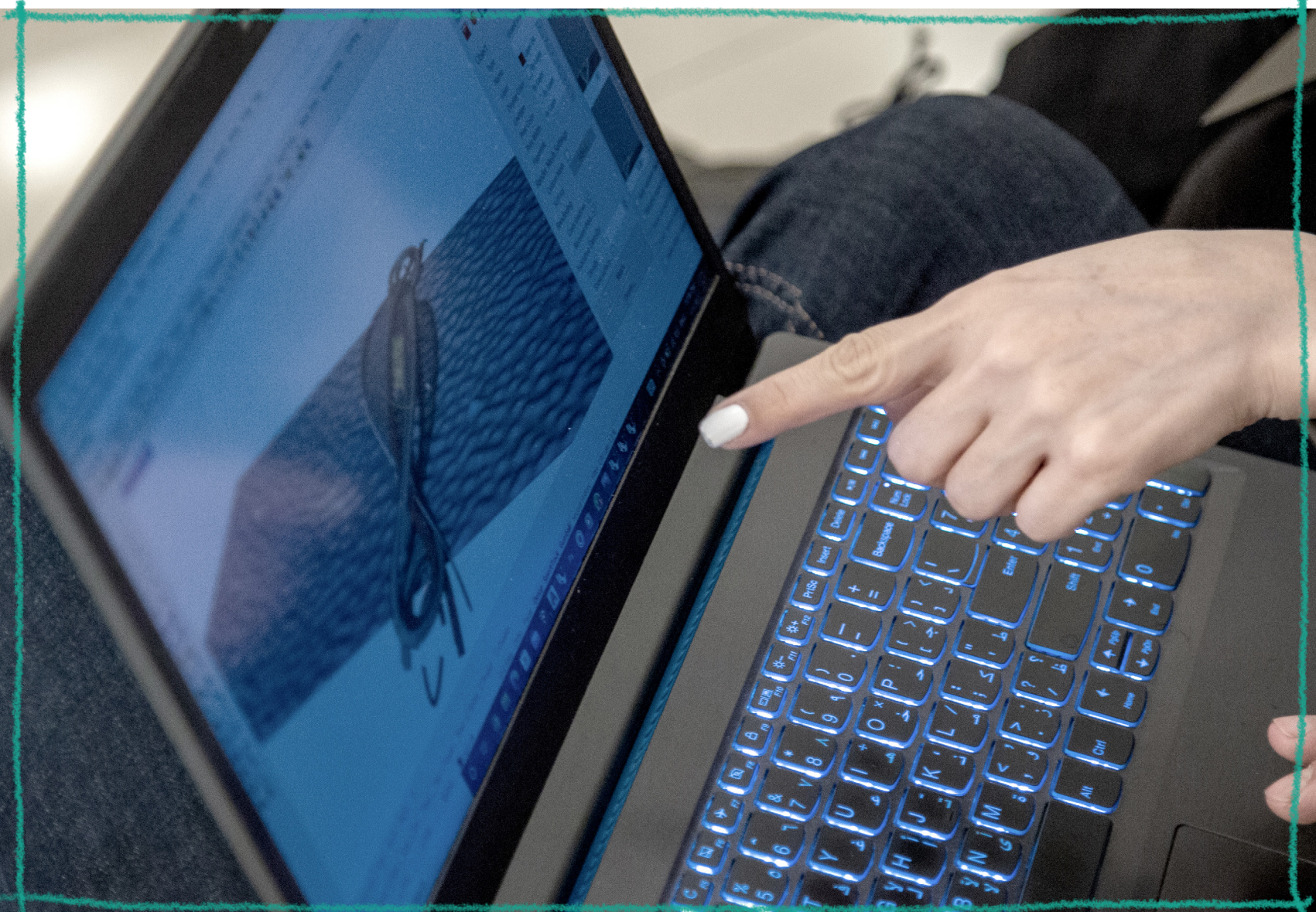
For example, the first science fiction film made in 1902, on what mental basis was it formed? Does the desire to travel and explore space in the -14minute film "Journey to the Moon" have a scientific basis? At that time, was the knowledge of astronomy and aerospace engineering being formed and the media was its external manifestation, or on the contrary, the media and stories are among the pioneers of dreaming in the minds of the visionaries of the scientific community? Which is the leader and feeds the other?

→ Good point.

I did not have the right answer for this question in class. How can you really draw a fine line between receiving an artist, writer, screenwriter, or creative director from existing sciences and his intuition? The purpose was not to find the exact answer, I leave this area to other experts. The first

goal of this class was to acquaint the design student with the scope, overlap and synergy of science and imagination, which knowledge and mastery of all of them is practically beyond his reach. But he himself is affected by all of them.

On the other hand, another significant challenge that I witnessed every time in the classes was the concern and excitement arising from seeing future technologies, the interaction and place of humans in today's movies. The normal viewer of such films will probably only experience a momentary fear, but when a design student (a person equipped with creative tools or with inner potential) examines the films and sees, for example, that hologram technology is used In the movie "Star Wars" made in 1977 (46 years ago) it is completely available today, one must wonder which technology used in today's movies will be added to human life





in the near future and what fundamental changes will determine?

Like many of you, I'm experiencing this love-hate, dread-passionate relationship with technology and design innovation. On the one hand, I'm very enthusiastic and excited about the great developments that are happening, but on the other hand, I see a big disruption happening and frankly I'm a little scared. According to Marshall McLuhan, digital innovation has many side effects. Because it is true that we shape products and tools, but after, subsequently they also shape us (thoughts, feelings, relationships and human society, environment and economy, etc.).

With the knowledge of this importance, should we feel more danger and worry or notice a glimmer of light? Maybe the answer is that it depends. It depends on which designer (who) this scientific knowledge and creative tools are in the hands of. *Great!*

Until a few decades ago, when talking about designers, it meant product design, but the design process has completely changed in the past years, from product design and manufacturing of physical products to the design of mental stimuli with subcategories such as experience design, information architecture, interaction, user interface and user experience have been moved.

Today's digital architects are the designers of modern products, building the tools and services that foundation the modern economy. They design and operate products in 3 main sectors:

### **System:**

**How everything works behind the scenes**

### **Processes:**

## How users use systems

### **Interaction page, relationships:**

#### How the product looks

On the other hand, you probably agree that fifty years ago, the impact of poor design (does not fully meet the user's needs) or bad design (cause harms the user) was minimal. A confusing product might have reduced sales, or poor service might have reduced customer performance—but the number of affected audiences was usually small and the actual consequences relatively minor. But in comparison, modern designers can manipulate the formation of society. For example, a change in Facebook's algorithm can affect the news that tens of millions of people see. *Exactly*

Along with this increasing power of design and designers today, we must also consider the fact that a design student or an experienced designer is an individual with all human coordinates, in a specific time and place context, is ultimately a product and child of his time. . So before we say what a wonderful idea or what a wonderful product! Or ask what is going to be built? The most important and fundamental questions that must be asked and answered are:

- ✓ Who (professional personality),
- ✓ For what collection, company or organization,
- ✓ With what intention and purpose,
- ✓ With what specialization

#### Does it design a product or service?

In short, while researching and working in different projects, I gradually learned that the richest tool used in design that can make a significant difference is the "human" itself. In this regard, I discussed "ethical design thinking" with a focus on "human design" in two main sections:

#### Designer as a human:



- Design ethics for designers with the aim of recognizing and accepting their professional responsibility

### User as a human:

- Ethical design for designers with the aim of recognizing and implementing human values in their designs

A comprehensive review of the mentioned topics requires another space, but if I want to briefly state in this preface:

- "Human design" encourages designers to understand the values, human capabilities and vulnerabilities of their users and create products that deal with their vulnerabilities with compassion.

- "Ethical design" refers to the design of products, services and experiences that prioritize human well-being, rights and values. and considers the ethical implications and potential impacts of design decisions on individuals, society, and the environment.

A comprehensive discussion about ethical values, examining the indicators and criteria of ethical design, stating the ways in which unethical design causes harm, the ethical frameworks of design decisions, the ethical code of designers and the statement of ethical design and human values and needs, and this topic as a whole to remain important and attractive, dear readers of BUSIGN magazine.

But until then, if I were to offer a little strategic tool to shed some light on the design process of your projects, it's the same old tool that ethical designers consciously or unconsciously use all the time.

Basically, the business developer, coder, and owner of any business, as long as he focuses on his positive impact on others (ethics), realizes from experience that there are very simple and clear principles to act. Even for a very professional designer, the design is very simple yet complex.

① He needs a central axis around which everything must revolve and be measured: human values

② And it requires a tool that you must use before each step: the why tool.

No matter how much you have learned all kinds of trends and design models, no tools such as pausing, thinking, and asking questions will fix your main work. You should know what every step you take is for, what effects and consequences it will have in the entire life cycle of the product or service, and what results it will leave for all stakeholders. Asking questions again and again, checking again and again why and how the product or service means that all appearances and excesses will be removed and nothing extra will remain, and what remains is the essence and heart of the story and as a result transparency. What remains is only a life-oriented goal and not just a human-oriented one.

*If you, like me, have been affected by the concepts of "ethical design" and "human design", I invite you to visit the "Human Design Studio" website and read the translation of the latest articles in this field.*





Ethical design for designers with the aim of recognizing and implementing human values in their designs.



# What's New On Blog?

## BUSIGN As Community And Platform

This is announcing creating a valuable and positive impact on the business & design realm with the power of the BUSIGN community.



We believe BUSIGN can be a suitable platform for creating a communication space between different businesses and specialties. Creating a hub and specialized community with a synergistic approach and creating common projects can create more effectiveness. The introduction of specialized people and businesses focusing on creating links between the best in each field opens the way for the creation of joint projects. BUSIGN community will be formed with your presence and support along with the best of each field and the nature of BUSIGN will be defined with you.

**We came to connect...**

## Definition of the problem

In the world of "VUCA", which is full of Volatility, Uncertainty, Complexity and Ambiguity, businesses must constantly be on the path of providing creative and innovative solutions. Providing solutions to businesses by understanding their structure and strategy, providing competitive advantage and new value proposition to the customer becomes doubly important in the world of VUCA. Design can play its own role along with businesses. The realms of business and design seem to have drifted apart, and the lack of a proper platform to bring these two vital worlds together is sorely felt.

The lack of a proper platform for bridging the gap between business and design means while there are opportunities for collaboration and innovation, there is no standardized framework or environment that

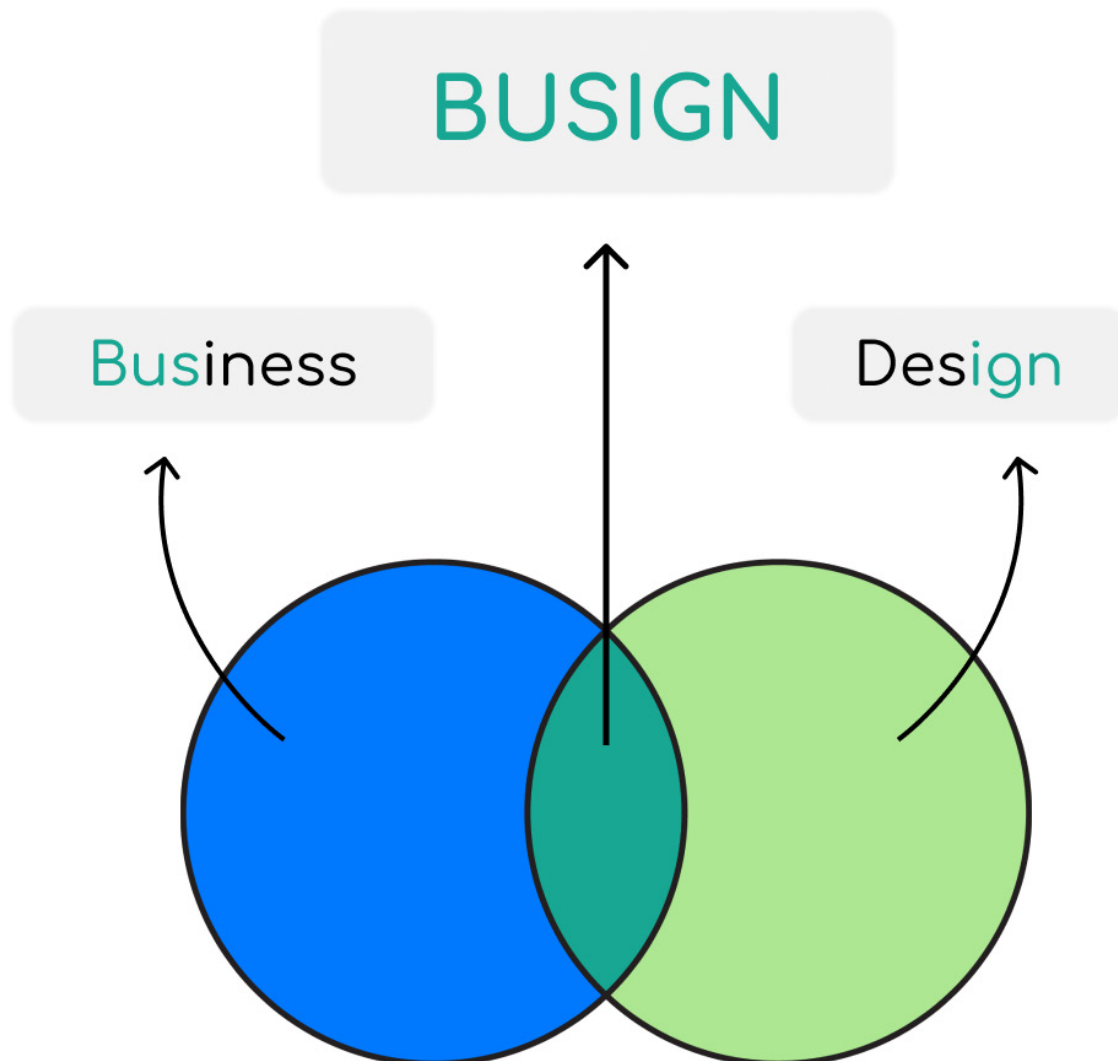
fosters a symbiotic relationship between the two disciplines. The absence of such a platform stifles creativity, limits the potential for innovation, and hinders businesses from delivering products and services that truly resonate with their target audience.

## Solution

BUSIGN, a portmanteau of "business" and "design"\*, represents a transformative approach that leverages the strengths of both disciplines to foster cooperation and create synergy. It involves developing a deep understanding of each other's expertise and perspectives to reach a common ground. By embracing BUSIGN, businesses and designers can bridge the gap between their worlds, protect mutual interests, and unlock the potential for growth and innovation.

BUSIGN creates a common language

new area



Infographic ( 1 )

The overlap of business and design



between business and design and creates an environment where the interests of both groups are valued. This mutual understanding paves the way for effective interactions and combinations of ideas that can lead to profitability and growth.

**Vision:**

Interdisciplinary social formation for the growth and development and effectiveness of design

**Purpose:**

Creating a sustainable network between business & design.

**Customer Segment**

The goals and purposes on which BUSIGN will be published:

**Artists:**

Inspiration and creativity and personal brand development.

**Universities:**

A resource for educational institutions and establishing university-industry connections

**Industries:**

How BUSIGN can cause the growth and development of industries. (Furniture/ FMCG/ Fashion/ Building/ Consultancy/ Art/ Tech)

**Startups:**

Providing entrepreneurial guidance and inspiration.

**Embassies:**

International activities and establishing relations with foreign governments.

**NGOs:**

Communication with unions and specialized guilds.

**International community:**

Providing a platform for global perspectives and collaboration.

People who BUSIGN magazine reaches in the desired goals:

**CEOs and Executives:**

Provide strategic insights and trends to guide decision makers.

**Middle managers:**

Providing practical knowledge and tools for operational excellence.

**Architects and Designers:**

Exploring Innovative Design Trends and Architectural Wonders.

**Marketers:**

Covering branding and marketing strategies for competitive advantage and product portfolio development.

**Artists:**

Inspire creativity and study the latest trends.

**Professors:**

As a resource to present the latest events of the day and present to students.

**Entrepreneurs:**

Creating connections between successful entrepreneurs and talented people for mutual cooperation

**Startups:**

The possibility of seeing successful startups and the investment process

**Ambassadors:**

Creating an introduction for cooperation between companies of two countries and providing international activities

**Brand Strategists:**

Provide up-to-date insights and successful strategies for brand development.

**Technology experts:**

Providing up-to-date information to stay at the forefront of technological developments.

**Benefits of BUSIGN**

**1 Networking Opportunities:**

BUSIGN could organize events, workshops, or conferences where business leaders and designers can come together to discuss challenges, share experiences, and build

valuable networks. These events can serve as a bridge, fostering connections that may not have otherwise occurred.

## ② Promotion of Design Thinking:

The magazine can advocate for the integration of design thinking into business processes. It can explain how design thinking can lead to user-centric solutions, innovation, and improved customer experiences, ultimately benefiting the bottom line.

## ③ Showcasing Success Stories:

By highlighting real-world success stories of businesses that have effectively integrated design into their strategies, the magazine can serve as a source of inspiration for others. These case studies can illustrate the tangible benefits of bridging the gap.

## ④ Inclusive Perspective:

A well-structured magazine, events, workshops can be inclusive, catering to a diverse audience, including entrepreneurs, corporate executives, designers, educators, and students. This diversity can further enhance the exchange of ideas and experiences.

## ⑤ Long-Term Impact:

Over time, the BUSIGN community can contribute to a cultural shift where the appreciation for design as a strategic asset becomes ingrained in business practices. It can help break down the existing barriers and stereotypes that may hinder collaboration.

## ⑥ Digital and Global Reach:

In today's digital age, the magazine can reach a global audience, making it accessible to professionals and enthusiasts worldwide. This broad reach can encourage a broader spectrum of ideas and perspectives.

## ⑦ Discovery of talents:

There are many talented startups in Iran that need to be seen and supported. Providing a platform to establish a relationship between investors and startups for sustainable growth and development.

## ⑧ Specialists:

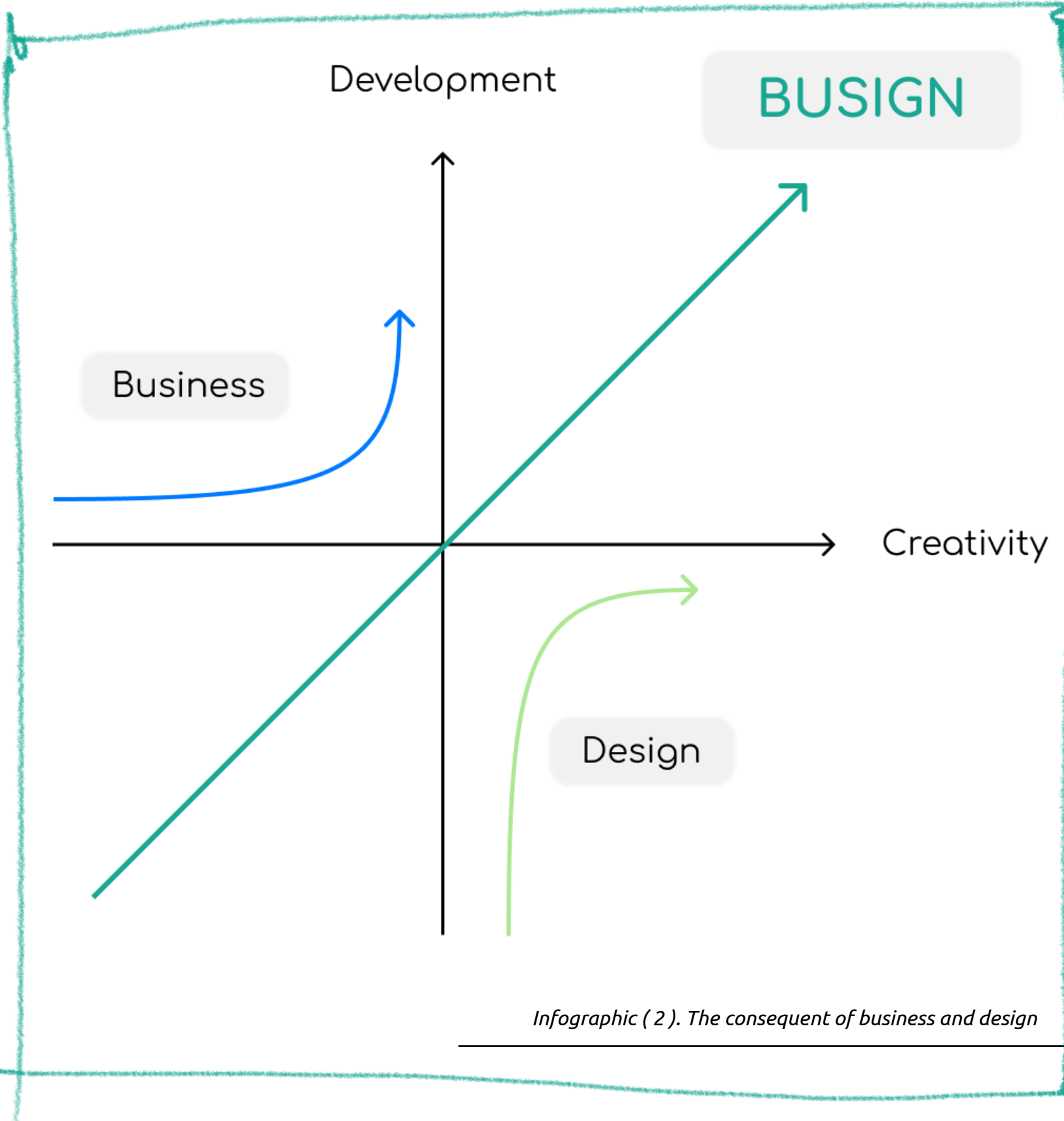
Many companies that need designers, architects, technologists and brand experts can attract talented people by observing their abilities.

*Invitation!*

We would love for you to join us in this mission to build bridges that span the worlds of business and creativity and guide each other to success. Your partnership with BUSIGN is an investment in innovation, collaboration, and the boundless possibilities that arise when great minds come together.

\* In BUSIGN, we put all the specialties in which there is innovation and creativity in the direction of creating value for the customer in the circle of design. It includes all designers in the field of user interface, customer experience, services, graphics, architecture, as well as interior design, industrial design, fashion, etc.





*Infographic ( 2 ). The consequent of business and design*

# News

## MSG Sphere Las Vegas

Las Vegas lights up with dome billed as world's largest video screen.

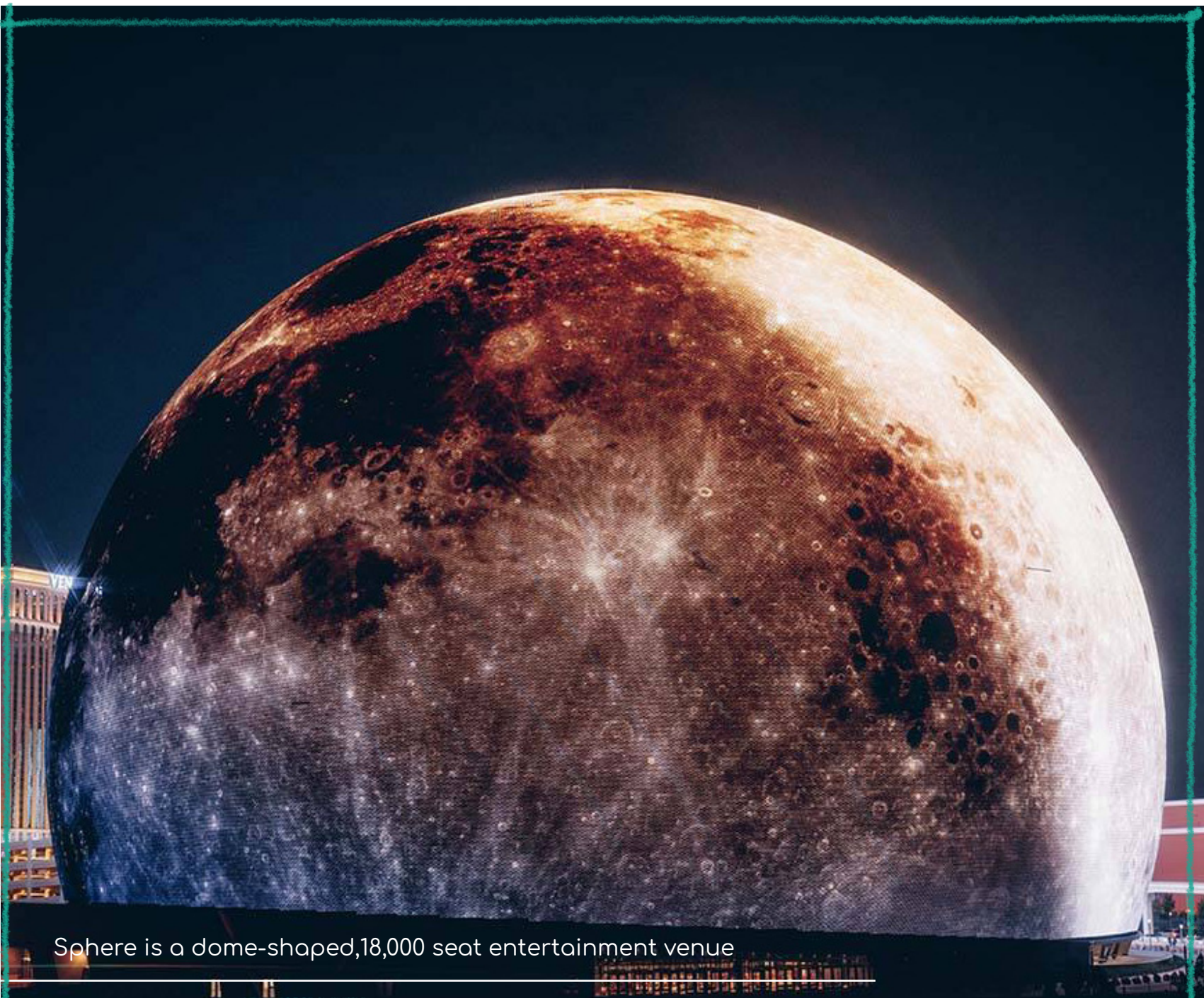
Bringing the ultimate in cutting edge technology to the entertainment world, MSG Sphere Las Vegas is positioned to redefine the very notion of live entertainment! Thanks to revolutionary MSG Sphere Technology, it is sending the industry a quantum leap forward into the future.



Brought to Las Vegas by the New-York-based Madison Square Garden Company, the giant 360 degree Projection Sphere is a dome-shaped, 18,000 seat entertainment venue that takes the current gold standard for live performances and sporting events and turns it on its head. MSG Sphere Technology is rewriting the playbook and leveling-up exponentially to offer a scintillating, multi-dimensional marriage of light, sound, smell and motion with a WOW-factor guaranteed to change the industry forever.

MSG Sphere Technology's external LED system makes it appear as though the Sphere is transforming into whatever the moment calls for – a basket ball – a snow globe – a planet – or, a giant spherical projection of the performance or sporting event happening inside.

“Just sitting there, what would it take to convince you that instead of sitting here in an airplane hangar in Las Vegas, you are sitting in your chair in the polar ice cap or the Amazon rain forest?” said Jim Dolan, executive chairman and CEO of the Madison Square Garden Company. “Obviously if you are in the polar ice cap, you have to feel cold; you have to see the glacier. That is essentially what we are building: an attempt to convince you that you are somewhere else.”



Sphere is a dome-shaped, 18,000 seat entertainment venue



The -170,000square-foot LED screen wraps around its interior bowl. To put this into perspective, the average movie theater screen is -1000square-feet and the average IMAX screen in 4,000.

Wow!

At 100 times better quality than HD, at MSG Sphere Las Vegas, the screen IS the venue, and the entire performance takes place inside this moving, glittering, many layered orb. Obscura Digital, world famous for its large-scale projection mapping venues, was recently purchased by Madison Square Gardens (MSG). Obscura's co-founder and CEO, projection mapping visionary Chris Lejeune, says he is "thrilled to be collaborating on the largest and highest resolution media display on Earth!"

Great!

With moving floors, rotating walls, ducts that express scents, and thousands of speakers so sophisticated, sound plays in different languages with no bleeding whatsoever depending on where you stand in the audience, MSG Sphere Las Vegas takes

the foremost advancements in the audio visual world and completely redesigns the standard for superstar performances into a breathtaking, never-before-imagined, multi-sensory, multi-dimensional, 360 degree full-dome experience.

"What I experienced, words can't describe," exuded Los Angeles' KTLA 5 entertainment reporter Doug Kolk, who attended a demonstration for MSG Sphere Las Vegas and was left in heart-thumping disbelief. "The renderings you're about to see won't do it justice. But MSG Sphere is so unbelievable, all day I couldn't stop talking about it."

"The sound is too sophisticated to believe," exclaims Kolk. "Hanging speakers? There aren't any! With holoplot beamforming technology, what you hear in the front row, you hear the very same in the last row."

Perfect!

Developed by German tech company Holoplot, sphere technology, also known as 'beamforming audio,' projects adjustable



The -170,000square-foot LED screen wraps around its interior bowl. To put this into perspective, the average movie theater screen is -1000square-feet and the average



Wonderful.

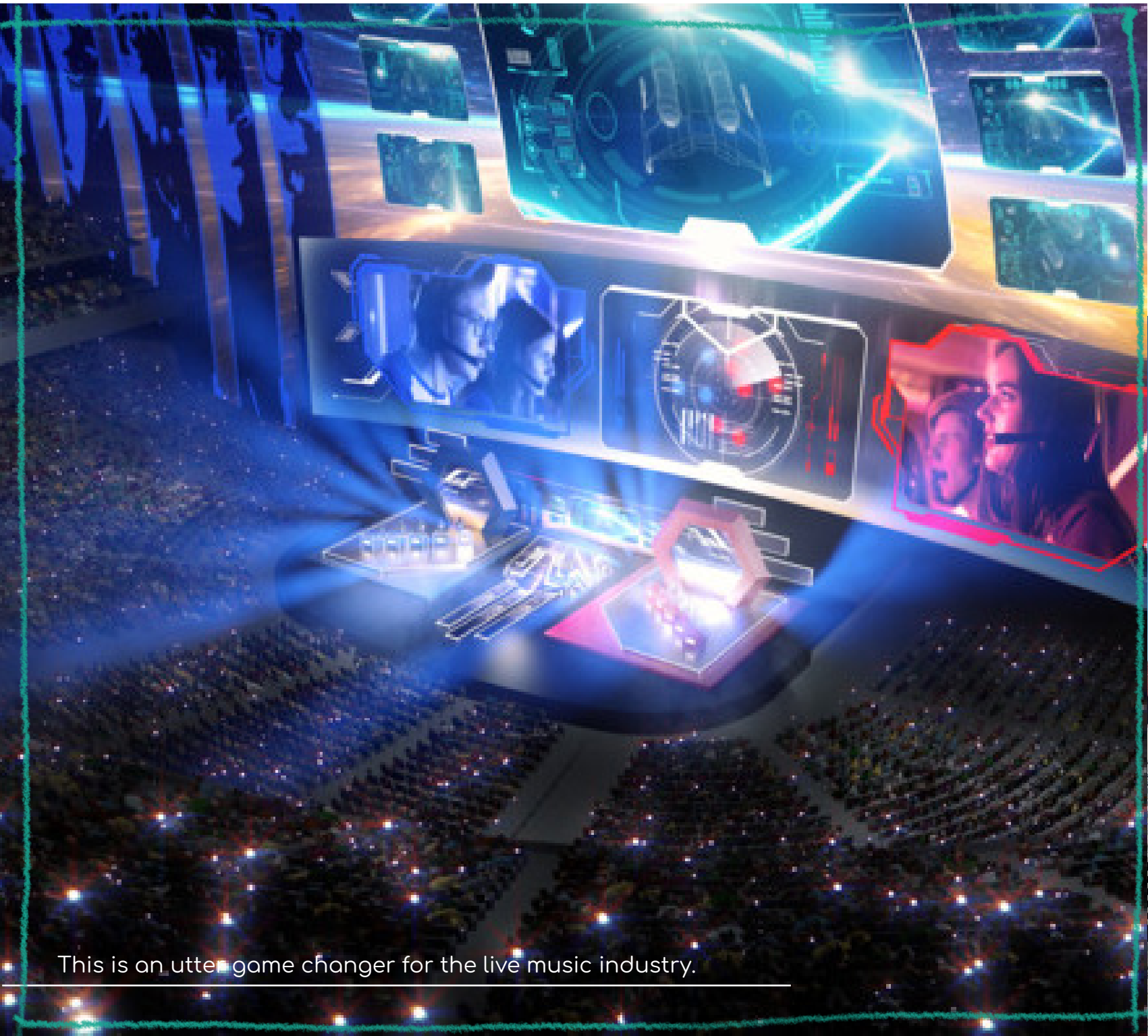
acoustics in whatever desired width or height, by sending sound directly to a specific location. The end result is that rather than hearing sound blasting over stereo speakers (which creates areas of muddiness thanks to what audio engineers call bass traps), audiences experience the perfect sweet spot, no matter where in the venue they are sitting. This is an utter game changer for the live music industry.

Really is.

That's thanks to literally thousands of tiny speakers embedded all over the inner walls of the dome, each playing at a volume appropriate for those audience members directly beside it. This means that the number one problem faced by sound engineers attempting to run sound in a dome — unintended reverb and echo — are completely eliminated. This changes the entire sonic experience typical in a rock venue or sports stadium. There is no sweet spot or front row advantage: every member of the audience enjoys the same, perfectly dialed sound. As if that weren't groundbreaking enough, sub woofers are also built into the moving floors, and sound is sent via an "infrasound haptic" flooring system, so your entire body vibrates with the bass notes.

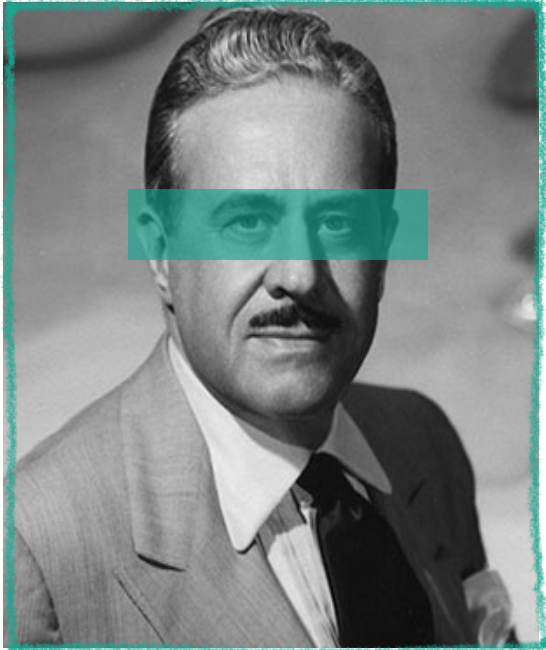
Source :

[www.pacificdomes.com/msg-sphere-las-vegas/](http://www.pacificdomes.com/msg-sphere-las-vegas/)



This is an utter game changer for the live music industry.

# Coming Up Birthdays



He was a French-born American industrial designer who achieved fame for the magnitude of his design efforts across a variety of industries. He was recognized for this by Time magazine and featured on its cover on October 1949, 31. He spent most of his professional career in the United States, becoming a naturalized citizen in 1938. Among his designs were the Shell, Exxon, TWA and the former BP logos, the Greyhound Scenicruiser bus, Coca-Cola vending machines and bottle redesign, the Lucky Strike package, Coldspot refrigerators, the Studebaker Avanti and Champion, and the Air Force One livery. His career spanned seven decades.

## Raymond Loewy

French-American industrial designer  
November 5, 1893

## Michele De Lucchi

Italian architect and designer  
November 8, 1951

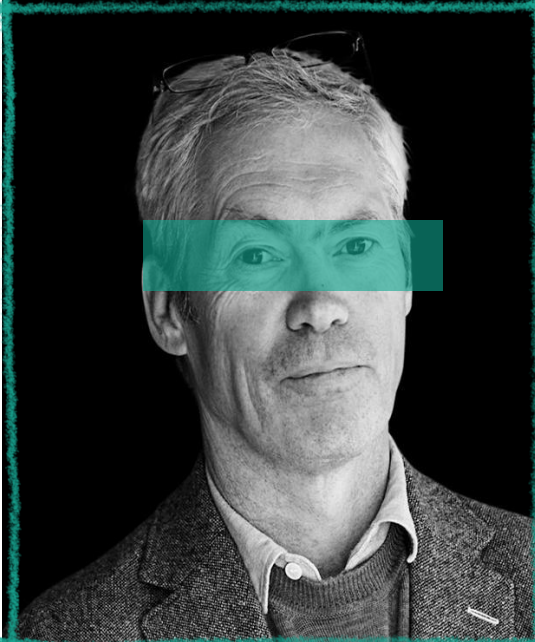
De Lucchi was born in 1951 in Ferrara and graduated in architecture from Florence. During the period of radical and experimental architecture he was a prominent figure in movements such as Cavart, Studio Alchimia and Memphis.

De Lucchi has designed lamps and furniture for well-known Italian and European companies, such as Artemide, Olivetti, Alias, Unifor, Hermès and Alessi.

For Olivetti he was Director of Design from 1988 to 2002 and developed experimental projects for Compaq Computers, Philips, Siemens and Vitra. During this period, he developed a number of theories on the evolution of workplaces.







Morrison was born in London, England. He was educated at Bryanston School in Dorset, England. He received a Bachelor of Design degree from Kingston Polytechnic Design School in 1982, and a master's degree in Design from the Royal College of Art, London, in 1985. He also studied at the Berlin University of the Arts, formerly the Hochschule für Bildende Künste.

He has designed products and furniture for many manufacturers and brands such as Alessi, Alias, Cappellini, Emeco, Flos, FSB, Hermès, Ideal Standard, Issey Miyake, Magis, Olivetti, Samsung, Sony, Rosenthal, SCP, Üstra, and Vitra.

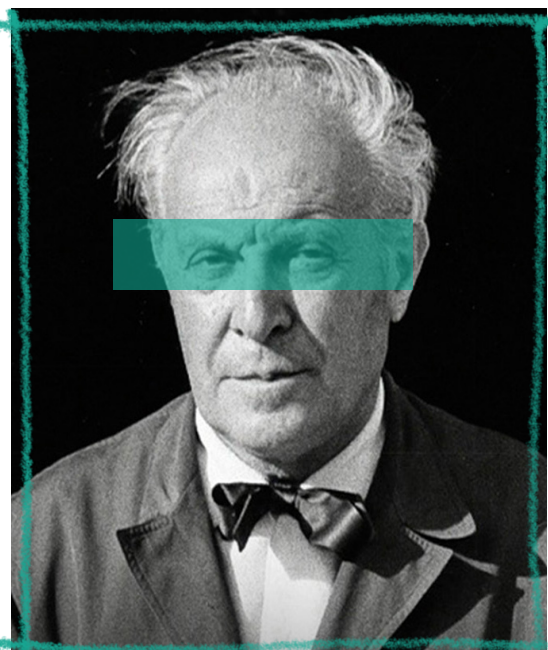
## Jasper Morrison

English product and furniture designer  
November 11, 1959

## Gio Ponti

Italian architect and designer  
November 18, 1891

During his career, which spanned six decades, Ponti built more than a hundred buildings in Italy and in the rest of the world. Thanks to the magazine *Domus*, which he founded in 1928 and directed almost all his life, and thanks to his active participation in exhibitions such as the Milan Triennial, he was also an enthusiastic advocate of an Italian-style art of living and a major player in the renewal of Italian design after the Second World War. His most famous works are the Pirelli Tower, built from 1956 to 1960 in Milan in collaboration with the engineer Pier Luigi Nervi, the Villa Planchart in Caracas and the Superleggera chair, produced by Cassina in 1957.



# Coming Up Events

## Dubai Design Week

7 to 12 November  
Dubai, UAE

TAKE  
PART

أسبوع دبي للتصميم  
DUBAI DESIGN WEEK  
07 — 12 NOVEMBER 2023

DUBAI  
DESIGN  
DISTRICT  
d3

The ninth edition of Dubai Design Week takes place in 2023 with a program of exhibitions, installations, talks, workshops and markets. One of the festival's largest events is four-day design fair Downtown Design, which showcases furniture, lighting, bathroom and kitchen products. Dubai Design Week explores a variety of design disciplines, including architecture, product design and interiors. The festival takes place in venues in Dubai Design District (d3) and across the city.

For more information please click on the link below.

[dubaidesignweek.ae](http://dubaidesignweek.ae)



## Tomorrow.Mobility World Congress

7 to 9 November 2023  
Barcelona, Spain



Tomorrow. Mobility World Congress 2023 focuses on urban mobility, exploring ways to make transport in cities more advanced and sustainable.

The congress hosts an exhibition of mobility solutions and a series of talks addressing data, energy, inclusivity and affordability, connection and automation, and sustainability.

The event runs alongside the Smart City Expo World Congress and the Tomorrow. Building World Congress at Fira Barcelona Gran Via.

Tomorrow. Mobility World Congress 2023 takes place from 7 to 9 November at Fira Barcelona Gran Via, Avenue Joan Carles I, 08908 ,64 Barcelona, Spain.

## HIX Event

16 & 17 November 2023  
London's Business Design Centre



**H I X**

EUROPE'S ONLY HOTEL DESIGN EVENT.

Expo. Talks. Installations and Social. HIX is designed for hotel design.

Last year, HIX welcomed over 3,700 guests and 200 exhibitors for a showcase of the latest and greatest in hotel design and experience. Returning this year is Collection, a curated edit of 30 leading brands serving up a taste of their latest ranges, whilst a new pair of immersive and engaging hospitality installation spaces will explore the future of hotel form and function.



## MEBEL

20 to 24 November 2023  
Moscow, Russia



Mebel is the largest annual furniture show and the main industry event in Russia and Eastern Europe. Every autumn Expocentre brings together leading global brands and manufacturers, designers and interior decorators to showcase new collections and the best items of the furniture fashion. Participating in the exhibition everyone gets a great chance to enjoy business communication and find new opportunities for development.

The exhibition presents the latest trends of the furniture market and brings together manufacturers and distributors with customers.

## Dezeen Awards party

28 November 2023  
London, England



Dezeen hosts its annual awards ceremony, announcing the winners of the Dezeen Awards 2023 across 39 categories in the design, architecture, interior design and sustainability fields.

The event also includes the winning of six Designers of the Year awards and the inaugural Bentley Lighthouse award.

Alongside the announcements, the event also includes food, drinks, live entertainment and music.

Dezeen Awards 2023 party takes place from 7:00 pm to 11:30 pm on 28 November 2023 at Shoreditch Electric Light Station, Coronet Street, London N6 1HD, UK.

## Business of Design Week

29 November to 1 December 2023  
Hong Kong



Partner country  
**The Netherlands**  
In collaboration with  
**CreativeNL**

# Game Changers

**29.11-01.12** Summit @Freespace  
West Kowloon Cultural District



The Business of Design Week event returns for its 2023 edition, combining talks from experts in design, branding and innovation.

This year's event is titled Game Changers and is being put on in partnership with the Netherlands and CreativeNL — a global pioneer of circular design.

The event aims to bring together creatives, policymakers and entrepreneurs to form the basis of a more sustainable and environmentally-conscious future.

Over 50 international speakers will be participating in talks for the duration of the event, with networking opportunities apparent throughout also.



# BUSIGN

Innovative Interdisciplinary Solution



Tehran, Vancouver, Bochum, Dubai

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[info@makhdesign.com](mailto:info@makhdesign.com)