

BUSIGN

Business + Design

Innovative Interdisciplinary Solution



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Our Partners



DORSA



Content

Internal bulletin

Quotes Of The Month



1

BUSIGN Project



DORSA



2

News

AI, now closer to humans



14

Coming Up Events

London Festival of Architecture
San Francisco Design Week
WOW! house 2024
London Tech Week
AWS Summit



17

Coming Up Birthdays

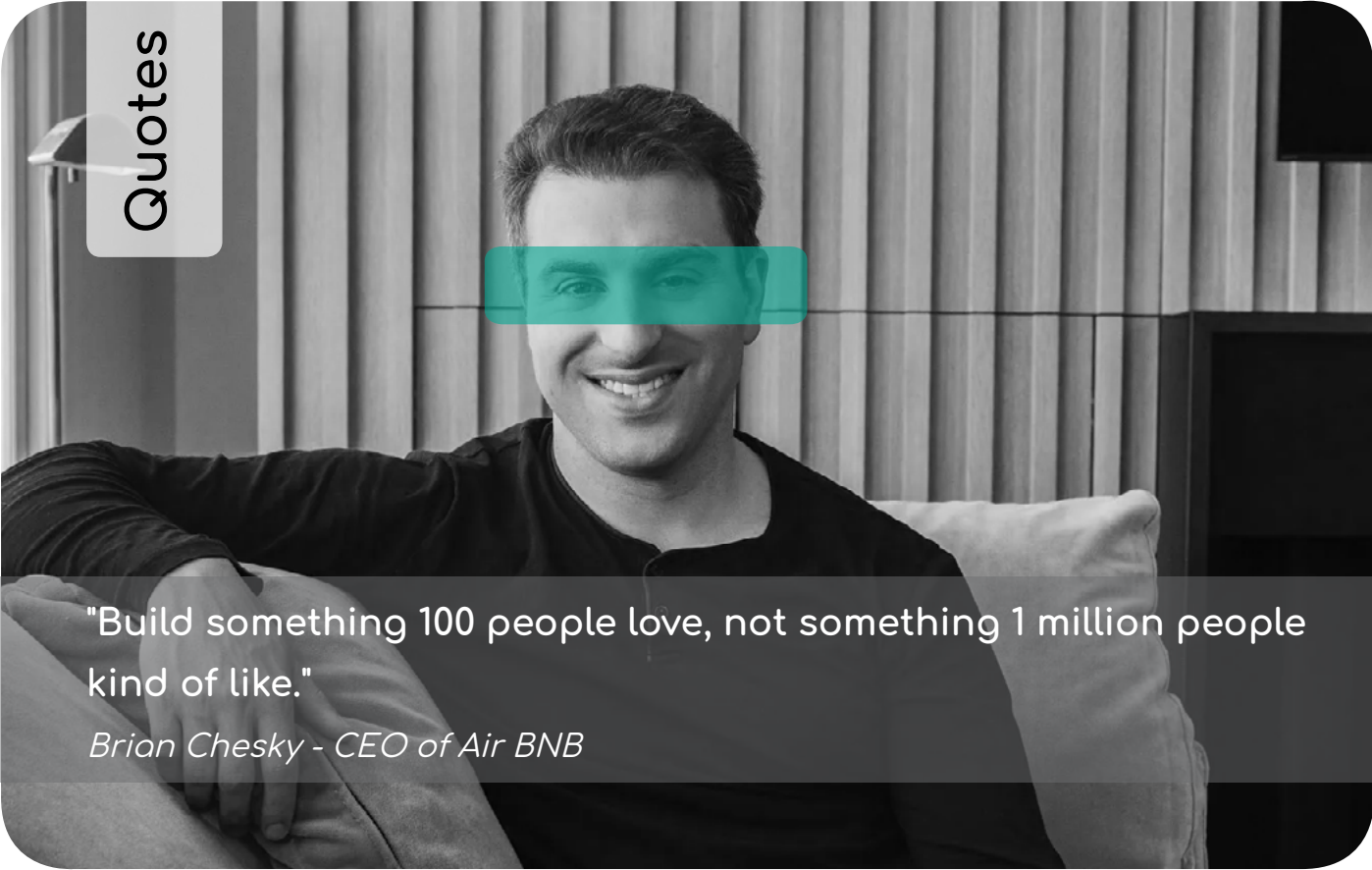


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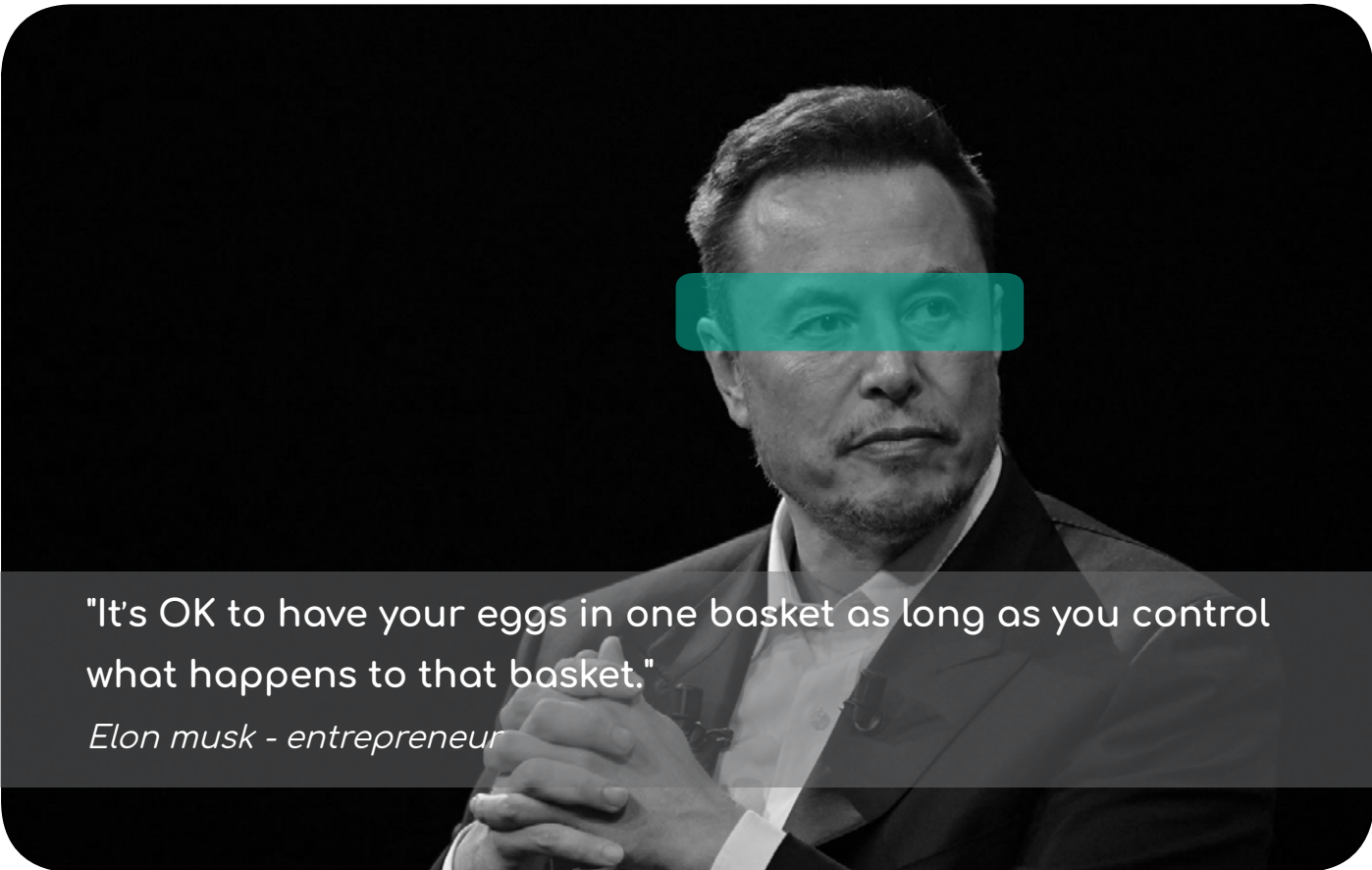
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Quotes



"Build something 100 people love, not something 1 million people kind of like."

Brian Chesky - CEO of Air BNB

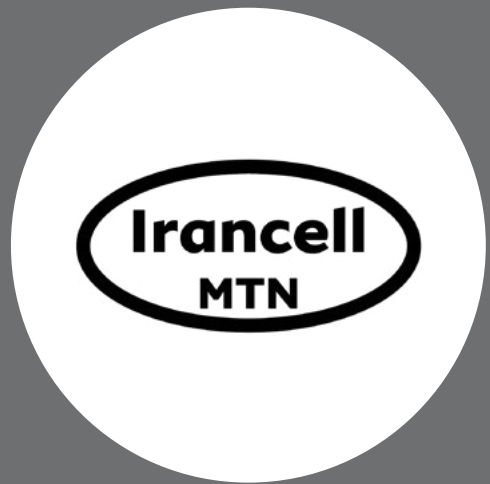


"It's OK to have your eggs in one basket as long as you control what happens to that basket."

Elon musk - entrepreneur

BUSIGN Projects

Creative Problem-Solving Techniques



5 min read

In innovative processes based on the design thinking process, ideas are always created in response to problems that originate from users and customers.

The needs and pain points that the customer faces in different parts of using our services. It is possible to answer these demands and problems in different ways.

Various creative techniques can be used. In general, these techniques are divided into two "Intuitive" and "Systematic" parts.

Intuitive method

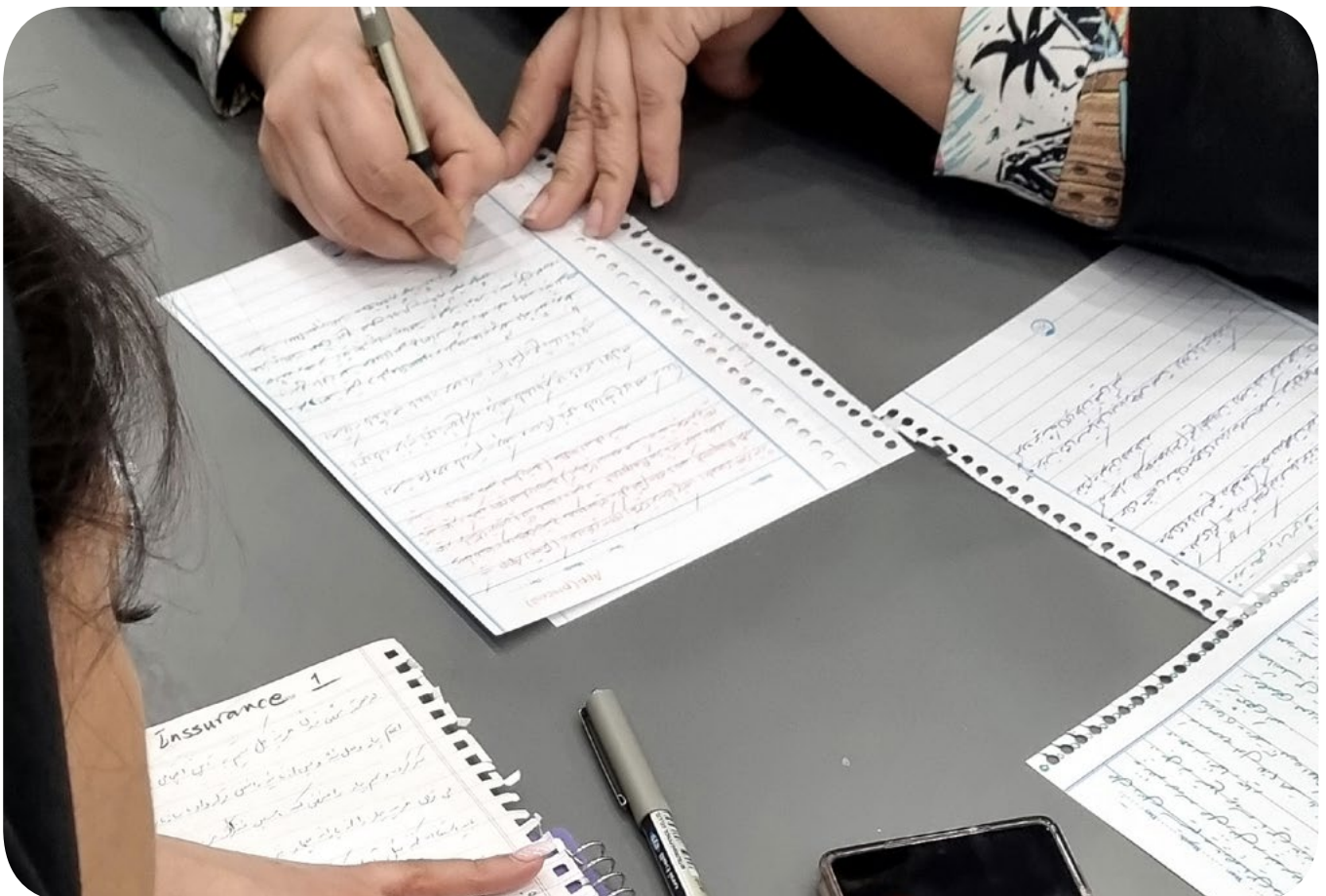
Most of us are familiar with the techniques that are based on the nature and talents of the group members. Like brainstorming, but other methods can help solve problems in different projects.

The important point of the “intuitive” methods of creativity is teamwork. Usually, these methods are not individual and require a group of innovative people. The method of “brainwriting” is very helpful in the process of service creation and problem-solving in this field. When the user has a problem in the process of using the product and receiving the digital service, the idea can be developed with the help of the “brainwriting” technique.

In this method, between 3 and 5 people sit together in a circle and write their solutions on their sheets based on the specific problem.

Then, counter-clockwise, they pass their papers to the person next to them. After each person had written the first idea, the papers were turned to the other person.

Now each person is holding a paper that belongs to the previous person. Each person should complete the previous person’s idea and write a paper based on the previous person’s idea. The second, and third turn continues until each person receives their original paper. In this way, people have the opportunity to build new ideas on each other’s ideas in silence. In the end, the team comes up with a lot of new ideas.



Systematic method

In this way, people can express their ideas and thoughts regardless of their creative or artistic and design background. Usually, the process of innovation and creativity is defined in advance and the individual or team can take steps based on those steps, such as the “mind map” method. In this method, the problem and the form of the question are written in the center of the page. Then, solutions that are directly related to it are written around the central core. You can write these corridors that are connected to the center with another color. Then we divide each of these solutions

into smaller parts that help to carry out the idea of the previous level. We continue this path until reaching the smallest effective details to create our idea. This method helps our minds to write down all the points that exist in line with the new solution and problem-solving in the form of lines related to the central core, people who are active in the field of digital product design can benefit from this method. to be The most important feature of a “mind map” is presenting the idea and defining all the contact points and important points that you pay attention to while creating the final idea. Different ideation methods help to choose the most suitable technique according to different projects.



Tree Of Light's Narration, Authenticity In a New Direction

DORSA



7 min read

*Elika Shahverdi
Art Director of DORSA*

The DORSA brand, to create brand awareness, continued its strategic path, particularly the one it pursued in its campaigns last year, and launched the “Tree of Light” campaign in S4 of 1402. This campaign, which started shortly before Yalda night; has a glimpse of the ancient story of Yalda in Iran. Today, brands are one of the main pillars of creating experience and feeling in society. Utilizing deep cultural and historical concepts adds extra value to product offerings. It is with their help that a brand can elevate its quality level and raise awareness among its audience in the language of art, thought, authenticity, and roots.

This objective not only persists in creating products but also in the brand narratives, so it can offer its audience a forward-thinking lifestyle and illuminate the path toward history and national assets. DORSA has turned to Iran’s natural and historical heritage for its campaigns in the second half of the year.

The ancient story of Yalda, narrated as “The Tree of Light” by DORSA through the tale of the cypress and the sun, intertwines light and darkness, the brilliance of mirrors, and nature in visual representations and stores.

The cypress of Abarkooh is one of the oldest living creatures in the modern world and a symbol of resilience and stability. We at DORSA hope that our national assets, like the Tree of Light, remain steadfast, radiant, and enduring.

In this campaign, the goal was to exchange feelings not in the form of news articles and newspapers, but in the form of a story and narrative with the audience. The cultural elements of

Iran, the natural and national assets of the country, and ultimately the preservation of Iranian authenticity were the objectives. However, what makes this approach appealing is DORSA’s modern perspective on these phenomena. This campaign was executed with two approaches: creating more awareness among the audience and implementing CSR activities with a look at the background of Yalda. It aimed to increase sales and promote products that have higher demand based on the experiences of previous years’ Yalda celebrations.

The “Tree of Light” campaign by DORSA initially ran on the brand’s main channels and owned media such as Instagram, LinkedIn, and the website. Sub-



sequently, DORSA expanded this campaign through paid media channels such as influencer marketing, SMS marketing, display advertising, and PR marketing. DORSA has not overlooked the offline environment in executing this campaign. As part of the campaign, they utilized offline elements such as retail store visual merchandising (installing Tree of Light installations in its flagship store - Qolhak and Valiasr) and producing bags based on the Key Visual, and giving them to Darsa customers in stores.

Tree of Light, a concept from ancient Yalda to DORSA stores

This campaign began with the conception and processing of the idea to create



the Tree of Light for Yalda night, along with its key visual and key verbal elements. Subsequently, it entered the stage of producing and crafting visual and textual content. Following a specific media plan, the produced content was disseminated across DORSA's brand platforms.

Next, in subsequent steps, the concept of the Tree of Light was introduced to the general public in offline spaces by installing trees in stores, offering a visual encounter with the concept.

In the next phase, the Tree of Light expanded its journey to the Men's Day campaign, unveiling other aspects of this concept with terms like "affection" and "light." Similar to previous stages, both online and offline spaces (retail store VM) were simultaneously utilized for promotion.

Public relations at DORSA speaks about the primary objective of the marketing team as follows: "The main objective of DORSA's marketing team in relation to the campaign trajectory has been to leverage the Integrated Marketing Communications (IMC) approach in the strategic introduction and advancement of the campaign. This approach has facilitated the path for better understanding of the overall concept for the audience, making their journey as campaign customers smoother and more enjoyable."





KPSI (Key Problem Solving Indicator)



5 min read

In issue 25 of BUSIGN magazine, a detailed discussion was presented on the key performance indicator (KPI) for design ([link](#)). Depending on the strategy, industry, and problem definition a designer uses to create ideas, different indices can be defined for their key performance indicators. However, what has been described in MAKH as the important index for evaluating the design process and the designer is the Key Problem-Solving Indicator (KPSI). Therefore, instead of defining a key performance indicator for the designer, the Key Problem-Solving Index has been determined.

Design Thinking

All design projects underway in various departments in MAKH, such as product design (digital and physical), service design, brand book, market studies, and interior architecture, are progressing based on the design thinking process.

At the core of all these processes lies design thinking as an approach and method for solving a problem or issue. Therefore, regardless of their specialization, a designer must be able to provide solutions based on understanding the user, identifying their real needs and wants, and brainstorming and solving the correct problem.

What design thinking adds to all processes is the roadmap for the entire project. It is possible to define indicators and evaluate the designer's posi-

tion within a specified roadmap.

Determining the importance of the problem

Therefore, in the design thinking process, a designer must be able to provide an appropriate solution based on a specific problem definition. Evaluating a designer based on the number of problems they have solved is the most crucial aspect of the design process. In the MAKH strategy, the project and the importance of the issues are defined first. It identifies which problem shows more importance and necessity in the project's progress. Conversely, the responses and solutions provided can be classified based on the importance of the issues.

For example, solutions presented at a project's strategic level hold more sig-



nificance than other solutions in the detailed problem-solving process. Thus, the Key Problem-Solving Indicator is defined by MAKH for designers using metrics dependent on the type of project. The quality and quantity of a designer's performance are evaluated based on the number of solutions they have provided to solve problems.

The Key Problem-Solving Indicator (KPSI) monitors the quantity and quality of the solutions produced.

The designer must understand how they are being evaluated and what

metrics their performance in each project depends on.

Evaluating a process and qualitative performance using quantitative indices is always challenging. From the perspective of the MAKH team, what leads to the growth and development of a designer is their problem-solving skills and the solutions they provide. We live in a dynamic world where we constantly face new challenges in projects, and the ability to respond to these problems, regardless of the designer's field of expertise, determines the value of their work.





News

AI, Now Closer to Humans



5 min read

GPT-4o (“o” for “omni”) is a step toward far more natural human-computer interaction; it accepts any combination of text, audio, image, and video inputs and produces any combination of text, audio, and picture outputs.

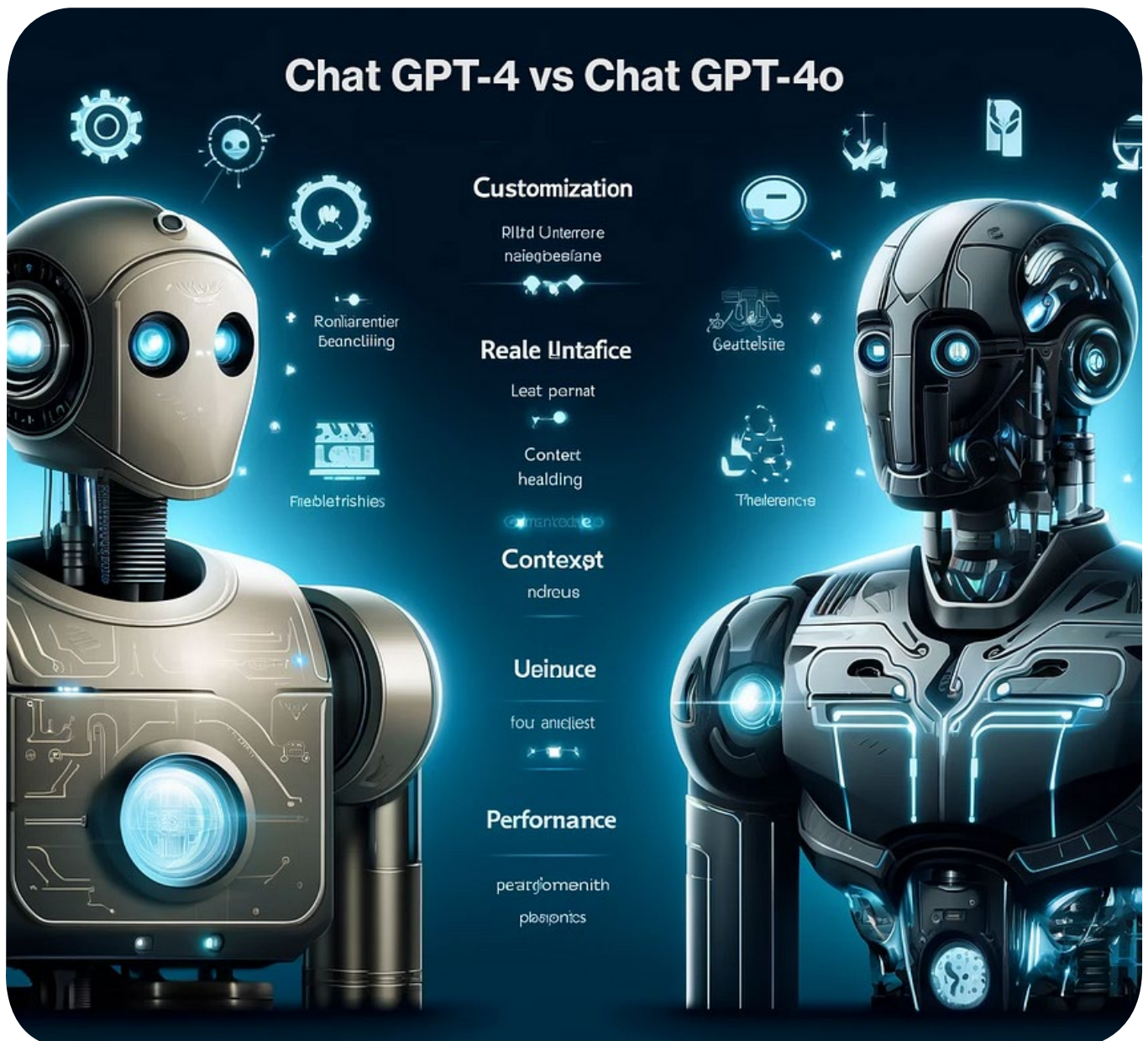
This version, the latest addition to OpenAI’s Generative Pre-trained Transformer series, is a pioneering AI model that pushes the limits of natural language processing to new heights. With its advanced features and capabilities, GPT-4o is a strong tool for producing human-like writing with unrivaled precision and coherence.

GPT-4o's performance is based on a sophisticated blend of deep learning algorithms, large training datasets, and advanced language models. This integration allows GPT-4o to interpret and generate text with incredible precision, catching nuances and intricacies in language like never before.

One of GPT-4o's distinguishing qualities is its improved contextual knowledge, which enables it to provide responses that are not only contextually relevant but also convey a deeper

understanding of underlying concepts. This capacity improves the quality of interactions with AI, resulting in more engaging and relevant conversations.

Furthermore, GPT-4o includes cutting-edge multi-modal capabilities, allowing it to process and generate text as well as images, audio, and video. This combination of numerous modalities creates new opportunities for creative expression and communication, increasing the AI's variety and effect.



In a recent major update, OpenAI improved GPT-4o's capabilities by resolving current constraints and fine-tuning its performance. This version improves language understanding, answer production, and overall performance, making GPT-4o even more powerful and suitable to a variety of applications.

Looking ahead, OpenAI has announced a number of future events to demonstrate the potential of GPT-4o in a variety of disciplines. This capability enhances the quality of interactions with AI, resulting in more interesting and meaningful conversa-

tions.

Furthermore, GPT-4o has cutting-edge multi-modal capabilities, enabling it to process and generate text, images, audio, and video. This mix of several modalities opens up new possibilities for creative expression and communication, broadening the AI's scope and impact. In a recent major update, OpenAI enhanced GPT-4o's capabilities by overcoming existing restrictions and fine-tuning its performance. This version enhances language understanding, answer creation, and overall performance, making GPT-4o even more powerful and applicable to a wide range of applications.



Coming Up Events

London Festival of Architecture

1 until 30 June 2024
London, UK

The London Festival of Architecture is a festival specializing in architecture. It takes place annually in London, United Kingdom usually through the month of June .It features an extensive range of activities that focus on design and architecture:

exhibitions; installations; talks; debates; open studios; tours; family activities; film screenings; student shows, and evenings.

The logo for the London Festival of Architecture (LFA) is displayed on a pink rectangular background. On the left, the letters 'LFA' are written in a large, bold, white, sans-serif font. To the right of 'LFA', the words 'LONDON', 'FESTIVAL OF', and 'ARCHITECTURE' are stacked vertically in a smaller, white, sans-serif font.

LFA LONDON
FESTIVAL OF
ARCHITECTURE

San Francisco Design Week

3 until 12 June 2024
San Francisco, USA

SFDW is an essential week-long city-wide festival that showcases the unique intersection of ideas, design, business & entrepreneurship that makes the Bay Area the birthplace of the future.

The 18th edition of San Francisco Design Week takes place with a week-long program of exhibitions, talks, studio tours and other fringe events.



**SAN
FRANCISCO
DESIGN
WEEK**

WOW! house

4 June Until 4 July 2024
London, UK

Interior design fair WOW! House returns to London's Design Centre, Chelsea Harbour for its third edition, presenting 19 rooms and outdoor spaces designed for the occasion.

The event showcases the work of interior designers, many of who have collaborated with global design brands to create the spaces.

"Our goal is to pioneer a sense of wonder; to amaze and inspire by showing the world what extraordinary achievements can be made when our talented industry comes together in such an ambitious and exceptional way", says Claire German, CEO of Design Centre, Chelsea Harbour. An immersive journey like no other, we invite you to experience at first-hand what is normally out of reach – the work of masters in their field.



London Tech Week

10 until 14 June 2024

London, UK

London Tech Week is gearing up to be a five-day event with over 30,000 participants, 300+ speakers, and 70+ partners. It's designed to unite the global tech community and drive sustainable performance across three zones.

Guests can look forward to discussions, networking, and collaboration with some of the biggest leaders in the tech industry. Whether you're looking for insights, connections, or a chance to influence the future of tech, London Tech Week promises to be a worthwhile time.



AWS Summit

26 and 27 June 2024

Online

The AWS Summit is a no-cost event tailored for the public sector community. It offers over 220 sessions led by AWS experts, access to AWS Training & Certification, and even a machine learning competition, the AWS DeepRacer League. The event's keynote features customer speakers sharing insights on public sector cloud adoption and what we can expect in the coming years.

The logo for the AWS Summit. It features the word "aws" in a white, lowercase, sans-serif font with a white arrow pointing from the 'a' to the 's'. To the right of "aws" is the word "SUMMIT" in a white, uppercase, sans-serif font. The logo is centered on a blue background that transitions into a colorful, abstract wave pattern of purple, pink, and orange at the bottom right.

aws SUMMIT

Coming up Birthdays

Norman Foster

1 June 1935

Norman Foster is a renowned British architect born in 1935. He founded Foster + Partners, a global architectural firm known for innovative and sustainable designs. Foster's iconic projects include the Gherkin in London and the Hearst Tower in New York City. He is known for his use of advanced technology and environmental principles in his designs. Foster has won numerous awards for his contributions to architecture, and his work has had a significant impact on the field worldwide. His legacy includes a commitment to creating cutting-edge, environmentally conscious structures that blend form and function seamlessly.

Frank Lloyd Wright

8 June 1864

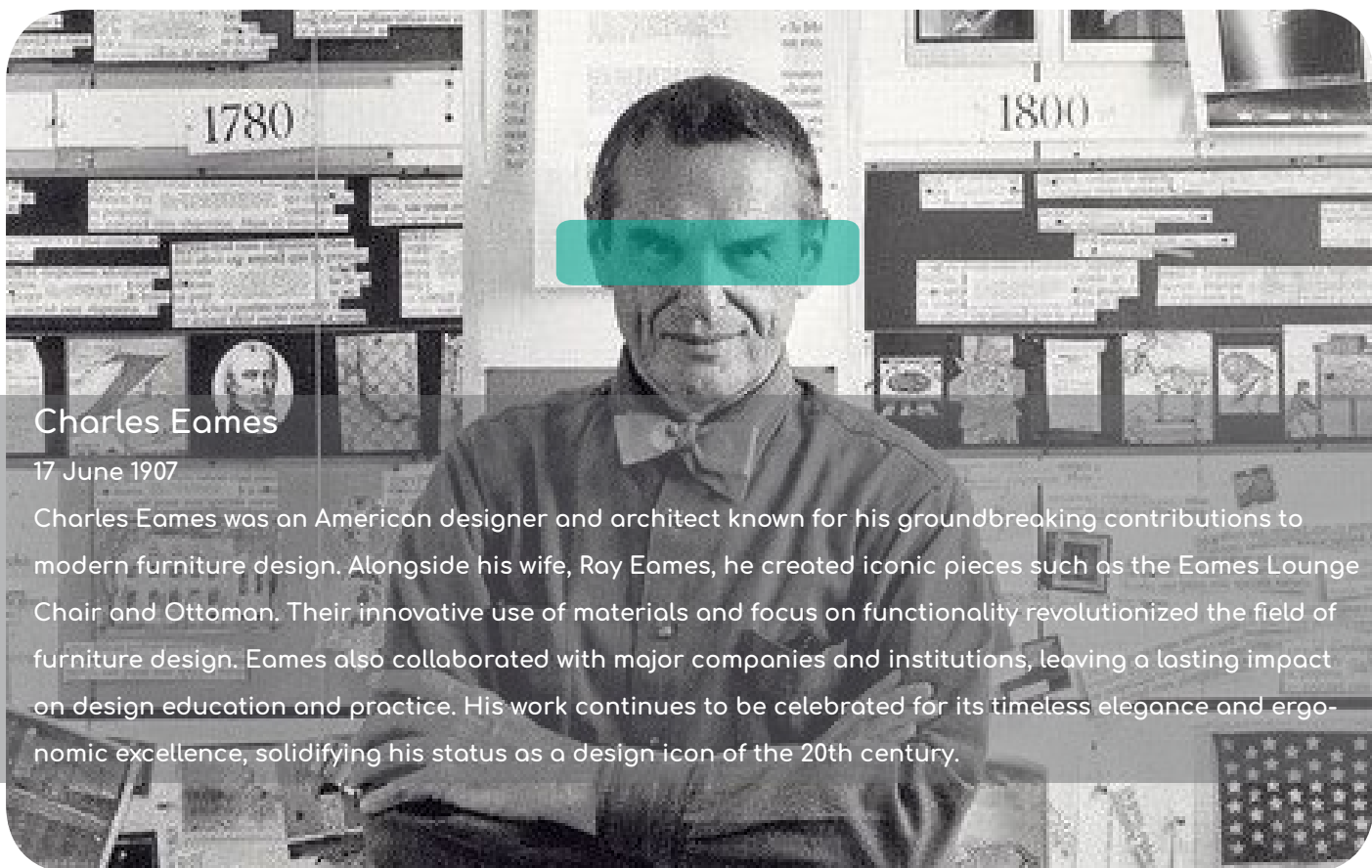
Frank Lloyd Wright (1867-1959) was an American architect known for his pioneering modernist designs, including Fallingwater and the Guggenheim Museum. He believed in organic architecture, integrating buildings with their natural surroundings. Wright's innovative use of materials and open floor plans revolutionized architectural design. Despite personal and professional challenges, he left a lasting impact on the field. His work continues to inspire architects and designers worldwide, cementing his legacy as one of the most influential figures in modern architecture.



Donald Trump

14 June 1946

Donald Trump is a real estate mogul and television personality who became the 45th President of the United States in 2017. He was born in 1946 in New York City and inherited his father's real estate business, eventually expanding it into a global empire. Trump is known for his controversial and outspoken nature, as well as his political ambitions. During his presidency, he implemented various policies on immigration, trade, and foreign relations, and was impeached twice by the House of Representatives. After leaving office, he continued to be a prominent figure in American politics and media.



Charles Eames

17 June 1907

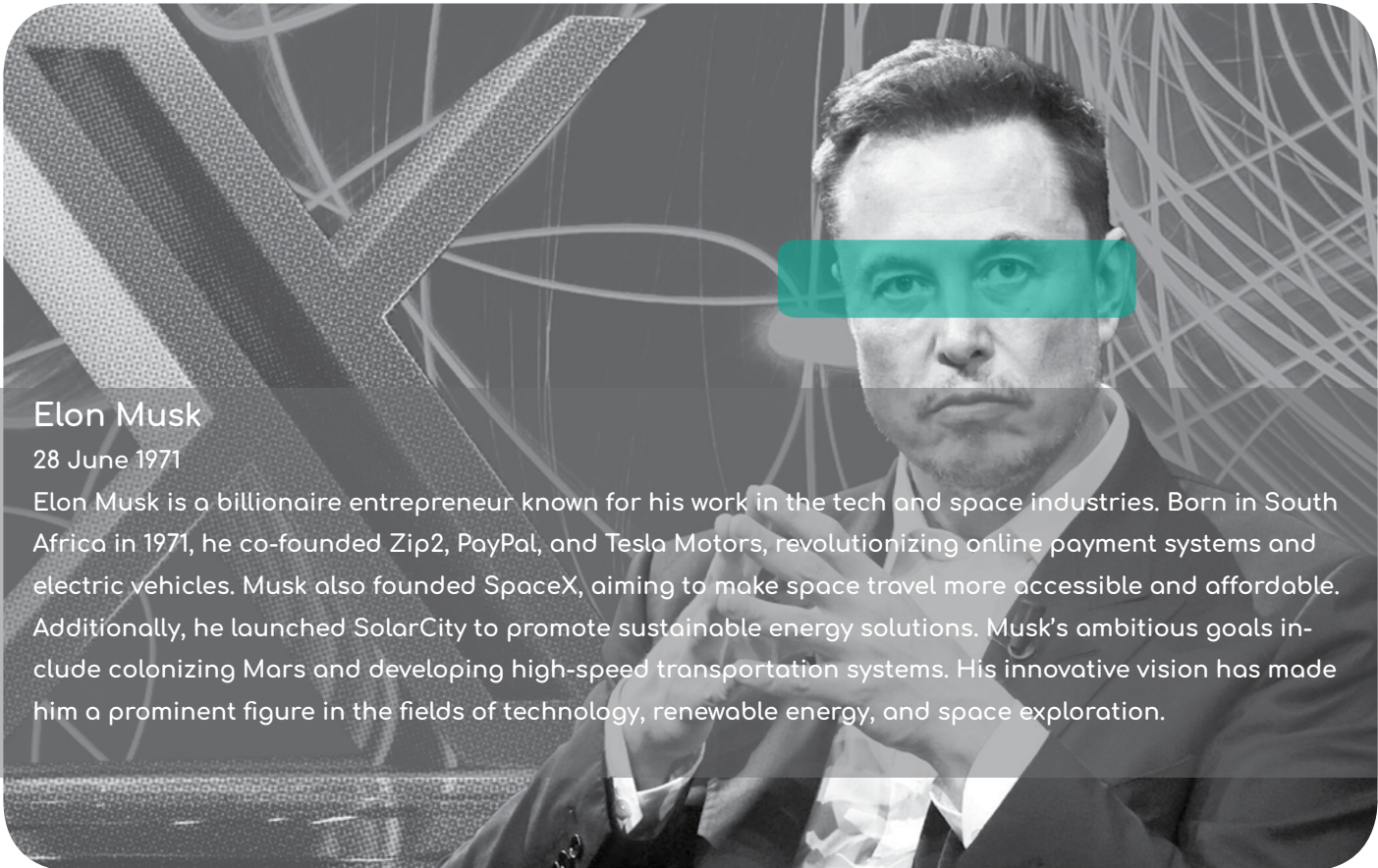
Charles Eames was an American designer and architect known for his groundbreaking contributions to modern furniture design. Alongside his wife, Ray Eames, he created iconic pieces such as the Eames Lounge Chair and Ottoman. Their innovative use of materials and focus on functionality revolutionized the field of furniture design. Eames also collaborated with major companies and institutions, leaving a lasting impact on design education and practice. His work continues to be celebrated for its timeless elegance and ergonomic excellence, solidifying his status as a design icon of the 20th century.



Gerrit Rietveld

24 June 1888

Gerrit Rietveld was a Dutch architect and furniture designer known for his pioneering contributions to the De Stijl movement. He is best known for his iconic Red and Blue Chair, which exemplifies his use of geometric forms and primary colors. Rietveld's designs aimed to create functional and affordable furniture for the masses. He also worked on architectural projects, including the Rietveld Schröder House, which is a UNESCO World Heritage Site. Rietveld's work continues to inspire modernist design and his legacy as a key figure in 20th-century design remains significant.



Elon Musk

28 June 1971

Elon Musk is a billionaire entrepreneur known for his work in the tech and space industries. Born in South Africa in 1971, he co-founded Zip2, PayPal, and Tesla Motors, revolutionizing online payment systems and electric vehicles. Musk also founded SpaceX, aiming to make space travel more accessible and affordable. Additionally, he launched SolarCity to promote sustainable energy solutions. Musk's ambitious goals include colonizing Mars and developing high-speed transportation systems. His innovative vision has made him a prominent figure in the fields of technology, renewable energy, and space exploration.

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Tehran, Vancouver, Bochum, Dubai