



JACOB JENSEN DESIGN AND KMUTT FURTHER EXPAND COOPERATION FROM YOUNG TALENT TO THE FOREFRONT OF MANAGEMENT, REPRESENTING DENMARK'S DRIVING FORCE BEHIND THAILAND'S CREATIVE ECONOMY

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- The first-ever collaboration between Thailand and Denmark in sharing design know-how in Southeast Asia.
- Focusing on building top talents with the in-depth design know-how that emphasises the sustainability of the environment and society to drive the country's creative economy
- Aiming to spread knowledge to a new professional target group in the business sector of the country.

King Mongkut's University of Technology Thonburi, a leading university in technology, innovation and design, has signed a continuing Agreement of cooperation with the world-class design studio from Denmark, Jacob Jensen Design, following the success of Jacob Jensen Design | KMUTT Bangkok in the past 5 years. With a commitment to sharing the unique Scandinavian design culture of Jacob Jensen Design to the new generation, such as the students of the university through the integrated learning design experience and consultation, the initiative aims to help leverage new design work and solutions for companies in Thailand and Southeast Asia. In addition, it also marks first time Thailand and Denmark join hands to drive a full-fledged Creative Economy in the region.

In this new chapter of the collaboration, in addition to continuing teaching through real work experience for KMUTT young design talents, both parties recognise the importance of in-depth design knowledge that is the foundation for the environmental and social sustainability of the country. It is considered a key factor that helps leverage the local industrial design works in Thailand to international level. Therefore, the target group has been expanded, and the project upgraded in order to provide knowledge of product design, brand design and solutions design for the executive level, business owners and entrepreneurs through the Graduate School of Management and Innovation (GMI) -- an institution that creates leaders of innovations under KMUTT. This will open the door to the business sector in order to drive the country's creative economy.

"The partnership between KMUTT and JACOB JENSEN DESIGN is a driver for sustainable growth in Thailand. Our goal is to inspire business leaders to look higher, look wider and look further ahead in order to design their companies' future, not just waiting for it. Executive education of business leaders goes hand in hand with our joint academic programme which will train some of the best young designers in Asia in the years to come. Thailand has great traditional design, but only few modern world-class products. Each new designer will create tens of new products for Thai companies during their career, thus boosting Thailand's future of CREATIVE ECONOMY," Mr. Lars Kolind, President of the Kolinds Group, and Jacob Jensen Design A/S shares at the event.



Assoc. Prof. Dr. Suvit Saetia, KMUTT President, further explains about the collaboration and future of education;

“Jacob Jensen Design - KMUTT Bangkok is one of the first collaborations that is a crucial step in accelerating the quality of learning to meet business needs and technological and social changes, under the Design Innovation Practice School (DIPS) which is another educational innovation that closely connects the university with the business sector and the community. KMUTT always aims to create educational excellence by creating innovative design curriculum that adapt school classes to hands-on learning in leading design studios and learning centres both locally and internationally. In the near future, KMUTT plans to expand cooperation with both education and business sectors to leverage this practice to become the Innovation Eco-System at the KX Building in order to meet the country's competitive, fast and sustainable development.”

The co-signing event was also honored by H.E. Jon Thorgaard, the Danish ambassador to Thailand and Cambodia, who presided over the ceremony. The Danish Embassy of Thailand has been involved in supporting the cooperation since 2012.

“I would like to extend my congratulations on the extension of the agreement between KMUTT and Jacob Jensen Design. I understand that the collaboration is a work-education integrated scheme that among other things focus on sustainable design. As in 2021 Denmark and Thailand will celebrate our 400 years relationship, let's continue our mutually-beneficial cooperation between Thailand and Denmark to develop and find sustainable solutions together.” H.E. Jon Thorgaard, Ambassador of Denmark to Thailand and Cambodia.

Since 2015, when Scandinavia's most- awarded design consultant studio has arrived in Thailand, it has developed 3 generations of young Thai talents through both undergraduate and postgraduate programmes. Jacob Jensen Design | KMUTT Bangkok has assisted and leveraged Thai leading brands such as Cotto, MicronWare (SuperLock), VRH, Thai Yarnyon, Dairy Home with its sustainable and breakthrough know-how in terms of product design, branding and communication design as well as design solutions, including design coaching and workshop for Department of International Trade Promotion (DITP) or oversea like Center of the Philippines.

Jacob Jensen Design has been nominated and won over 130 international design awards from 1979 to date and is present in 3 countries : Denmark, China (Shanghai) and Thailand (Bangkok). It has collaborated with world-class brands like Bang & Olufsen, Volvo, Vertu and Steinway and Sons. Visit www.jacobjensendesign.com for more information.



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