

# SERVICE DESIGN JAM SHANGHAI

Jam Review | February 2012



# The Global Service Jam

Hidden treasure

Is an annual event where people interested in services, creativity and using design-based approach to problem solving gather all over the globe to develop and prototype together. In less than 48 hours jammers create completely new services inspired by a shared theme.

A person wearing a black and white patterned long-sleeved shirt is drawing on a large sheet of paper with a marker. The paper has some faint sketches on it. The background is a dimly lit room with some lights visible.

**WITHOUT PERMISSION TO FAIL,  
IT IS ALMOST IMPOSSIBLE  
TO INNOVATE.**

Adam St. John Lawrence, Co-initiator., Global Service Jam



# GSJ 2012 Results

This year the Global Service gathered around **2060 jammers** in **85 cities** who designed **350 brand new services** in just **48 hours**.

A wonderful, shareable, and transforming experience full of learning.

A person wearing a red and black plaid shirt is seen from the side, pointing at a laptop screen. The background is a workshop or office environment with other people, a water cooler, and various items on a table. The text is overlaid in white, bold, sans-serif font.

**THANKS FOR ORGANIZING THIS  
FANTASTIC EVENT. I HAD LOTS OF FUN!**

Alpchris Chong - Shanghai jammer

# What happened during 48 hours of jamming?

Exhausting, exhilarating and inspirational. Those were some of the feelings expressed by the 36 participants in the Shanghai leg of the Global Service Jam, having spent 48 hours in a whirlwind of creativity, riffing on a theme to come up with brand new services from scratch.

At 6:30 pm, the mystery theme on which their designs were to draw inspiration from was revealed - Hidden Treasure.

The Shanghai event saw 5 teams formed - "Knot", "Artisano", "Dream Makers", "Tufang" and "The Cookie Pirates", covering 11 nationalities. On hand were expert mentors to bounce off ideas and offer assistance to the jammers should they need it.

Having spent an intense weekend in each other's company, the jammers met up for a hard-earned drink at Belgian beer bar Kaiba on Sunday afternoon, where their final designs were presented and awards meted out.

Feedback was very positive, with the jammers having formed intense links forged in the fire of a two-day creative blowout. Many said it had been inspirational working with new people in such a free flowing environment, and that they had learned a lot about themselves, made new friends and had an exhilarating time.



# Service Design Jam Shanghai 2012

# ARTISINO

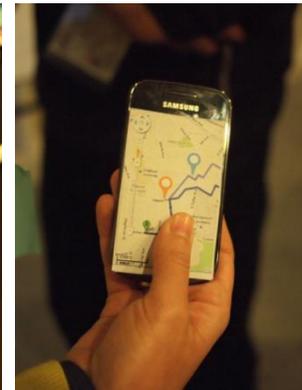
ARTISINO's goal is to create a mobile/online directory of Shanghai's artisans, provide relevant information for locating and understanding them, promote their work and help establish quality standards of local hand-made goods and art products.

One can easily buy a plastic stool for RMB20, but if you buy an artisan's work, you can be assured that his wood chair will be passed on to your children, and then to their own children. Of course, there is room for mass-produced furniture. But without artisans we will soon live in a world much poorer. Artisans are an important part of Chinese society and culture. They are an essential element of social harmony.

ARTISINO plans to make sure of that. We will look for these hidden treasures, for these diamonds in the ruff. We will dig through the mud for those lost pearls.

**ARTISINO**  
CELEBRATING CHINA'S ARTISANS  
赞美中国手艺人

- Areil Borremans
- Erica Michie
- Giulia Barra
- Qian Wang
- Qing Song
- Natalie Hanson
- Tianwei Han



# TUFANG 土方

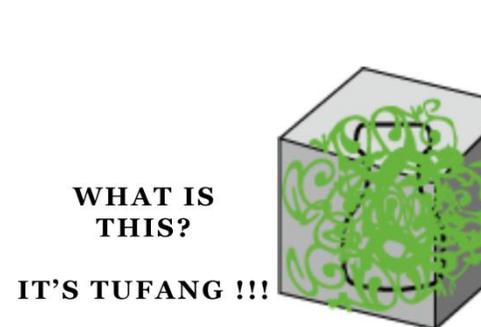
In China, there are still a lot of people insisting on using the traditional ways to craft. Traditional craftsmanship usually conveys a presence of beauty and wisdom. They are the treasures of Chinese culture. However, some of them are hidden in rural areas where people can hardly reach them.

Our team 'TuFang' , based on the theme "hidden treasure", proposed a packaged tour for people from the creative fields to visit and learn handicraft from the elderly living in China's rural areas. For those who are willing to teach, we can provide things they need in return - no matter it's in monetary way or not. People who join the tour can choose lessons of different levels.

We believe that by exploring the 'hidden treasure' in the rural areas, participants can learn more than just craft. Moreover, by connecting people from place to place, from rich to poor, there are a lot of 'hidden treasures' to be explored.



- Annie Yang
- Eric Weiland
- Jamie Chow Tsz Man
- Leo Zhang
- Gloria Yu
- Jason Zhang



WHAT IS THIS?  
IT'S TUFANG !!!

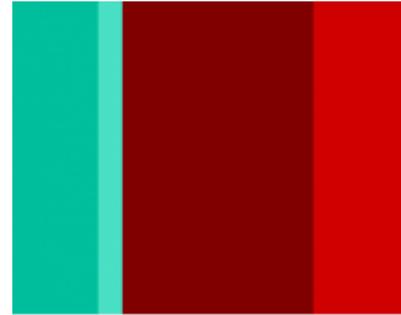


# KNOT

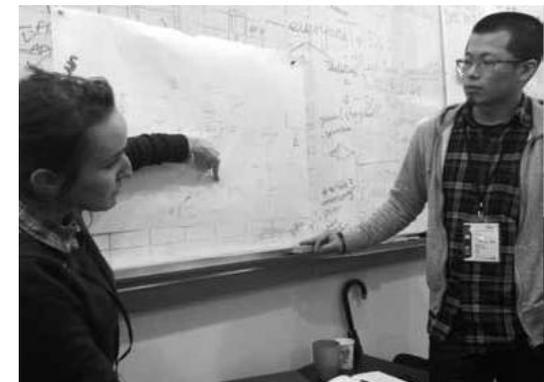
## “Givenget.com”

Our idea was to focus on creating a peer-reviewed service based platform. We offer professionals and non-professionals a way to promote their skills and offer their services online and through phone. Our vision is to create a community where people will exchange their skills and abilities with each other. They can do this through our virtual tokens, volunteering or money. The “hidden treasure” was the skills and abilities of the people around us.

Skilled individuals will need to create a profile that explains basic information for what they can do. Customers can call in or visit our website to request a service provider. Based on the requirements of the customer, we will find the most suitable provider and arrange all the details. Afterwards, the customers will review the provider. We will take 3% from every monetary transaction and use affiliate marketing to sustain our operations.



- Asaf Venegas
- Chiyu Chen
- Jason Lam
- Kingsley Kalusha
- Valeria Adani
- Aitor Ochoa



# Cookie Pirates

For some people, hidden talents won't be recognized during their whole life. Or they only recognize it if inspired by the outside world. Our strategy is to set up an organization that can provide the chance for ordinary people to develop their hidden talents.

We will get support from sponsors that can provide material and we will offer a fixed place for people to come in and make something. We can also find help from local government and NGOs. All the products made by people for each themed activity will be sold in the local market. For products with manufacture possibilities, we will help to mass-produced them.

All the benefits from the products will be returned and distributed equally to the people who join in the activity. Cookie pirate is one of the themed activities to help local people in Shanghai to make cookies under the guidance of foreign visitors.



- Alpchris Chong
- Francesca Terzi
- Jiajia Chen
- Maria Jose Castro
- Timothy Singh
- Yoka Liu



# Dream Game

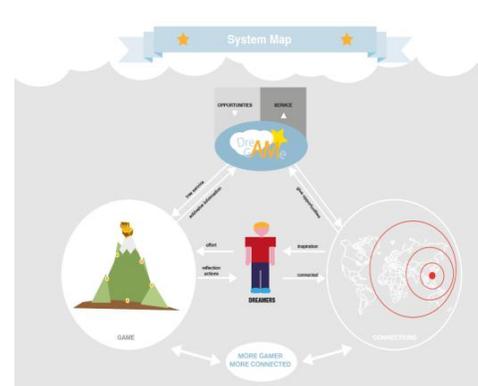
We provide a platform game where users can share their dreams. Through a series and levels of questionnaires, challenges, they get to realize how their dreams could turn to reality, or how far they are, or how and what steps and processes they need to prepare themselves to become ready in fulfill them.

Through this game, level after level they discover who they are and get the opportunity to acquaint with other people with similar or close aspirations in the World, at different map scale. The more levels they achieve, the more stars (level of their motivation, desire and commitment) they obtain in the game, the more acquaintance with other users and people, from whom they will interact and inter influence and stimulate.

Users are everyone including those who need help as well as those who give help such as philanthropies, institutions, individuals, organizations, companies, etc. Ultimately users and dreamers fulfill their dreams.



- Danial Chow
- Eugenio Altieri
- Filippo D'Amico
- Jack Zhang
- Laura Quirin
- Manon Dupuen
- Markel Gibert



# Jury Panel

•Shanghai Cultural and Creative Industries promotion leading group office  
Lu Tan 路坦

•Shanghai Creative Industries Demonstration and Service Platform, Vice director  
Wang le yi 王乐毅

•Jingan District Commission of Commerce, Director  
Ma Ying Hui 马颖慧

•Forbes China, Deputy Editor  
Kang Jian 康健

•L'Ecole de design Nantes Atlantique - China Campus, General Secretary  
Marc Rambaud 马克

•TEKTAO Urban Design Consulting, Senior Researcher  
Francesca Valsecchi,

•CBi China Bridge, Founder and President  
Cathy Huang 黄蔚

•CBi China Bridge, Managing director  
Rudy Wimmer

•CBi China Bridge, Principle Consultant  
Debbie Delaney

•CBi China Bridge, Design Consultant  
Chongbei Song 宋崇蓓





Thank You!

Organizer:



Acknowledgment:



CONSULATE GENERAL OF FINLAND  
SHANGHAI

