

Global Service Jam 11-13 March 2011



"In just 48 hours, you and a diverse group of colleagues, friends and complete strangers will design a brand new service and present it to the rest of the world."

This challenge, set by two Nürnberg service designers, has become a global phenomenon in weeks. Designers, academics, business people, customers and service users in more than 60 cities worldwide have rushed to join the world's first **Global Service Jam**. On the weekend of March 11 they will come together to create a new service concepts based on a theme that will remain secret until the jam begins.

"Service design is an exploding, and much needed field," explains Co-initiator Adam Lawrence. "Service is the lion's share of our economy - and yet it is just delivered the way it always was, take it or leave it. Almost no service is truly designed."

"Design is not about looking good", adds Co-Initiator Markus Hormess. "Design is a company - or a hospital, or a local government - asking itself the question, are we truly delivering what people need, in the way they need it? The answer is often no."

But how can someone design a service from scratch in just 48 hours? The teams themselves won't really know for sure until afterwards. 'It's an emergent process,' says Melbourne participant Dr. Melis Senova. 'You get some people together and they explore a bunch of ideas until they hit upon something interesting. The key is having a fusion of talented people who are willing to experiment and challenge each other, each bringing a different piece of the puzzle'.

"If you play an instrument, you'll know what we mean by jam", explains Leeds UK host Kathryn Grace, a professional designer for companies like telecoms heavyweight Orange. "It's a time to hang out, experiment, create and have fun together. You can try out new things and see how it goes... learning by doing."

It's this emphasis on practice over theory which has made the Jam so popular, thinks Hormess; "We go to so many events where people do lots of talking. That's fine, but we always wanted to do something, not talk about it - and it seems the service world agrees."



From its roots in Nürnberg, the event has spread worldwide, with Jams forming from Sydney to Shanghai, San Francisco to Stockholm, Seoul to Santiago to Senegal. Some Jams expect over a hundred participants, others will be just a handful. In Nürnberg itself, the event will take place in the Zentrifuge "auf AEG", where around 25 Jammers from southern Germany and Austria are expected to join in.

The event itself has few guidelines apart from a 48 hour timeframe. A theme is revealed at the start of the weekend as inspiration but after that, it's up to the local Jams to find their way, choosing tools and staying in

contact via Twitter and video streams. At the end of the 48 hours, they will share their service prototypes with the world, uploading films, designs and models under an open creative commons licence.

"We're making an important contribution to the library of service and business design techniques," adds Lawrence. "Several universities are already very interested."

"This is a huge development field in so many industries," says Hormess. "It's great that a global event like the Jam started in Nürnberg, but it's even more important that a Jam takes place here. We're building the tools to shape the future of service, and that's the future of industry."