

Biography

Lorna Goulden

“Moving towards experience design means thinking in a more immersive way about people, technology and the way they interact and influence each other. The key lies in understanding how that relationship can develop and evolve over time ...”

Lorna Goulden is the lead Creative Director responsible for Product & Service design for the external market. She is the author of the award winning 'Creating a Public Lighting Experience' which outlines an innovative vision for the public lighting of Strijp-S in Eindhoven and is currently supervising its implementation.

After joining Philips Design's in 1994 Lorna has worked with Philips research and business groups in both Europe, Asia and the US on interaction concepts and new product development. In 1999 she set up and managed a design team carrying out early Experience Design research - the foundation of what is widely employed by Philips Design today. More recently she has been directing innovation and strategic design initiatives for a range of external clients as well as Philips Corporate IT Innovation and Strategy.



Lorna Goulden was born in England. She trained at Sheffield University where she received a first class honors degree in Design and Technology (1992). She completed her postgraduate studies in Interaction Design at the Royal Collage of Art in London (1994).

Memberships / recognition

Lorna has lectured at both the Design Academy in Eindhoven and the Royal College of Art in London. She is a member of 'Council Internet of Things' think tank and is on the steering committee of the Virtual Platform which is the sector institute for e-culture in the Netherlands. She is also a member of the board of the 'Culture for Micro-Credit' foundation.

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