

“ReDesign...”

...Products & Industries

OVERVIEW

America and the global economies are **re-designing** products, manufacturing processes and even industries, e.g., telephone, automotive, pharmaceutical, agricultural, etc. Could ASU’s President Crow be right when he states that agriculture, tourism, and retirement in Arizona are nice but **not** sufficient for “The New Economy” whatever that might be in the 21st century.

As city government influencers, should you be subsidizing individual entrepreneurs interested in **flipping** their company to venture capitalists. Or should we be subsidizing “**New Enterprise Formation**” that create locally owned headquarters as the most effective way to create both primary jobs and a majority middle class? The Jim Collins model in “*Good to Great.*”

For example, could a redesign initiative provide a strategic option for impacting an underutilized asset based in Northwest Arkansas, e.g., the Walmart supply chain?

- 400 Fortune 500 companies with residential staff and offices in NWA
- Several hundred privately-held Walmart suppliers
- Emerging Walmart suppliers numbering 500+

Where are the national competitions for the redesign of Walmart’s suppliers’ products? Could cities and school districts organize to redesign and license 10% of Walmart’s products to the supply chain by 2030? They can redesign anything as well.

<https://www.redesign-it.tech>

We might invite John Maeda and Yves Behar to advise a city on designing state of the art formal and non-formal experiential design programs.

- **John Maeda**, former Professor at the MIT Media Lab and former President of the Rhode Island School of Design...#1 in U.S. He was the architect that convinced educators, various states, and influencers to include an “A” in STEM education.

https://en.wikipedia.org/wiki/John_Maeda

- **Yves Behar**, founder of <https://www.fuseproject.com/disciplines/strategy> He is an elite designer of products that the design studio licenses to various companies around their mission... “*Using a range of research methods and a generative design process, we partner with businesses to build effective strategies for growth.*”



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