“Yodex (Young Designers Exhibition)”

Research Component

Research Background

(YODEX) is the largest design exhibition targeted at students in Asia. A show which brings together design graduates and attracts more than 95,000 visitors from Taiwan and abroad every year. The exhibition showcases various design disciplines including fashion design, industrial design, communication design, and interior design with participation from 112 national and international design institutions.

Research Contribution

QUT Faculties of Built Environment and Engineering, Creative Industries and Science and Technology jointly participated in YODEX 2011. Staff, students and alumni jointly designed the QUT booth. Based on the 2010 Yodex experience, it was decided that an interactive booth would be crucial in promoting the QUT brand in the very competitive exhibition context. The intention was to engage and interact with as many visitors as possible in order to provide a firsthand experience of QUT’s innovative approach to design.

Research Significance

The open booth design and intense involvement of visitors in creating live design works was extremely successful in attracting a extremely high level of interest in the booth and creating a “buzz” around QUT. Students were often lined up five deep, waiting to participate. The QUT booth was the talk of YODEX 2011 and certainly the envy of the international participants.