

**Institute of  
Art, Design +  
Technology  
Dún Laoghaire**

**creativity  
fuels  
innovation**

**IADT specialises in Design, Art, Film + Media, Business and Psychology and provides excellence in the culture and creative domains. IADT hosts 30+ companies annually through enterprise and innovation programmes and is the home to the National Film School (NFS) with OSCAR®, BAFTA, EMMY and IFTA-winning alumni. IADT addresses industry driven challenges of the creative industries in domestic and transnational settings.**



## **Supports:**

**Our researchers will work with you in understanding your industry driven challenges. The goal is to find targeted solutions to the gaps and challenges faced by businesses. IADT works closely with national and European agencies to support the development of collaborative industry linkages and provide guidance on the wide range of public funding mechanisms for research collaboration. An outcome of a collaboration could be a new product or service, a better process or a more user-centred sustainable solution.**



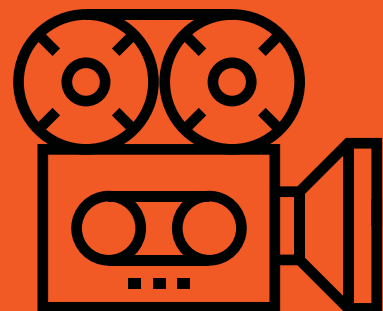
## **Work With Us:**

**IADT is open to engaging and working with new industry partners on sector wide challenges. Whether you are getting involved in research and development for the first time or looking to expand your activities, our experts have access to facilities and expertise to support developing innovative projects and programmes.**



## Expertise:

IADT expertise is embedded in the creative and cultural sectors with a wide number of leading academics with research expertise combined with industry knowledge:



**film +  
media**

**technology +  
psychology**



**humanities +  
arts management**



**design +  
visual arts**



**entrepreneurship**



### Film:

- Applied psychology
- Animation
- Arts management
- Cinematography
- Communications
- Creative computing
- Cultural heritage
- Data visualisation
- Design
- Design thinking
- Entrepreneurship
- Screenwriting
- Sound
- Television
- UI/UX
- Visual communications



## Pacsana

Pacsana accessed UI/UX expertise and 3D digital prototyping expertise at IADT to assist them in the design process of a new wearable to support elderly people to live independently at home. The end result was to have realisable designs and mock-ups that Pacsana were able to demonstrate to prospective suppliers. The engagement with IADT facilitated an efficient and effective product design process.

'To design right and to design well you have to do a lot of research and build from the ground up. Going through that initial modelling process with the researchers in IADT helped us become aware of the art of the possible and more importantly where we would go with next steps.'

**Feargal Duignan, Founder & CEO Pacsana**

**IADT Expertise:** UI/UX analysis, wearable designs and prototypes, product design

**Funding Source:** Enterprise Ireland, Innovation Voucher



## Chi-Fit

Chi-Fit, functional beverage producer, came to IADT as part of an evaluation of the business that led to a relaunch with a complete redesign of their packaging. The researchers at IADT worked on in-depth research that would help steer the launch including consumer behaviour research, competitor analysis and the mapping of customer personas.

'What I found was I was in talks with investors and I was able to show them detailed research using the highly graphical documentation presented by IADT. Having a complete fresh look at your market and your target customer was invaluable to the development of our product line at Chi Fit.'

**Dr Rosalind Beere, Founder**

**IADT expertise:** Brand bible, brand guidelines, consumer behaviour research, competitor analysis, persona mapping

**Funding Source:** Enterprise Ireland, Innovation Voucher



## Interpret Studio

The Founder of Interpret Studio was interested in researching new emerging technologies using Virtual Reality that would be applicable within the hybrid workspace. Interpret Studio approached IADT about creating a virtual reality space for collaboration and they wanted to look at how people would interact within this space. The IADT team were able to use their research skills and expertise on this project.

'When we were going to look for funding, to be able to show that we were backed by scientific research, not just energy and emotion, that was hugely important to our potential future funding.'

**Phil Ryan, Founder Interpret Studio**

**IADT expertise:** Model of VR space to use in collaboration tools, prototyping, industry research

**Funding Source:** Enterprise Ireland, Innovation Voucher



# Contact Us

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