

# ZAL - Center of Applied Aeronautical Research



## research and development

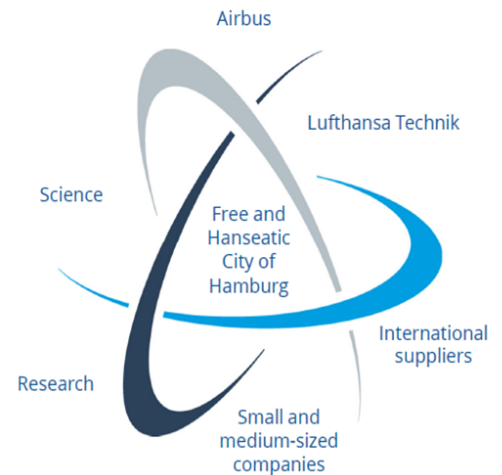
cooperation with industrial partners  
together under one roof

## networking of industry and science

initiation of joint research projects  
transition of new technologies into innovative products

## creating synergies

establishment of an application oriented  
think tank culture  
collaborative use of research and testing infrastructure



## AIRBUS: CO-CREATION IN AN OPEN INNOVATION CONTEXT

Airbus is the major European Aircraft Manufacturer and front runner in the Aerospace Industry. With the emergence of new technologies and namely digitalization cross-industry collaboration, knowledge sharing and tech transfer become more important than ever.

Airbus runs a huge research program covering a wide spectrum of topics. The heart of this research and technology program beats in the local Tech-Centers bringing together experts from industry, academia and solution providers to work together on the next generation aircraft and the future of flight.

In 2017, we opened the Center of Applied Research in Aerospace ([www.zal.aero](http://www.zal.aero)) in Hamburg where more than 600 researchers find the necessary office and lab space to progress on their specific research topics, namely, the “Fuselage of Tomorrow”, “Future Cabin” concepts for better passenger experience”, as well as “Future Industrial Line”, where e.g. IoT and robotics meet Aerospace.

Now, we plan to extent the ZAL and to transform a “Classical Tech-Center” into a real “Co-Creation & Experience Center”. That’s your challenge!

- How might we design an effective Co-CREATION-AREA as an open collaboration space? Including tools for agile and ad-hoc collaboration?
- How might we select the appropriate ENABLING CO-CREATION SERVICES and design agile and ad-hoc Co-CREATION-FORMATS in such a context?

We expect from you to **gather insights** and to **explore “new ways of working in co-creation”** and finally to **propose options** (prototypes) for

(a) SPATIAL DESIGN and LAYOUT of a flexible and adaptive CO-CREATION AREA and the associated

(b) ENABLING SERVICES stand alone or embedded in specific CO-CREATION (workshop) FORMATS

Contact: [Markus.Durstewitz@airbus.com](mailto:Markus.Durstewitz@airbus.com) // +49 40 743 56583

Head of Design Thinking at Airbus, Airbus Operations GmbH, Kreetslag 10, 21129 Hamburg, Germany