Preface

The first MCPC conference was hosted by Hong Kong University of Science and Technology in 2001. Since then the MCPC conference has grown to become the primary conference for presenting and discussing current issues and recent developments within the fields of Mass Customization, Personalization, and Customer Co-Creation. Since 2001, the conference has been hosted by University of Technology Munich (2003), Hong Kong University of Science and Technology (2005), M.I.T. (2007), Aalto University (2009), and UC Berkeley (2011). The 2014 MCPC conference, the seventh in the series, for which the contributions are presented in this book, is hosted by Aalborg University.

The MCPC 2014 is a multi-track conference featuring a combination of high profile keynotes with expert talks, panel discussions, paper sessions, workshops, receptions, and much more. While it is devoted to sharing and discussing the latest research in the field, the MCPC conference has a strong focus on real-life applications. Since its beginning, the MCPC conference has had an equal share of participants, practitioners, and academics/researchers. This makes the MCPC conference truly unique among many conferences. It strives to connect MCPC thinkers, first movers, entrepreneurs, technology developers, and researchers with people applying these strategies in practice.

Twenty years ago Mass Customization was acknowledged as the “New Frontier in Business Competition”. Ever since, the industry has been applying the concept and researchers have developed the topic into a well-established research area and businesses have formed new strategies. More knowledge, methods, and technologies are available now than ever before. Along with general Mass Customization topics, this conference addresses Mass Customization from a historical perspective, looking at both mass customization in the past 20 years and toward the new frontiers in the 20 years to come.

The MCPC 2014 conference wants to engage academics, business leaders, and consultants in fundamental debates through a set of plenary presentations, workshops, discussion panels, and paper presentations. Continuing our tradition, we invite contributions from a wide range of specialists. MCPC 2014 is looking for contributions in cutting-edge research, as well as insightful advances into industrial practice in key areas.
This book presents the latest research from the worldwide MCPC community bringing together the new thoughts and results from various disciplines within the topics:

- 20 Years of Mass Customization—Reflections
- Choice Navigation
- Product Modeling
- Solution Space Development
- Manufacturing Systems for MCPC
- MCPC Applications
- Open Innovation

All papers presented in this book have been peer reviewed prior to publication to ensure the same high quality as seen on previous MCPC conferences.

The organizing committee would like to thank the MCPC community for the support for this conference, hoping that all participants, academic and industrial, will benefit from the presentations and discussions.

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Proceedings of the 7th World Conference on Mass Customization, Personalization, and Co-Creation (MCPC 2014), Aalborg, Denmark, February 4th - 7th, 2014
Twenty Years of Mass Customization – Towards New Frontiers
2014, XIII, 560 p. 176 illus., 31 illus. in color., Hardcover
ISBN: 978-3-319-04270-1