

meeting programme

day 01

Friday, 10 May 2019

08.30 REGISTRATION AND WELCOME COFFEE

09.30 OPENING

Introductory remarks

Ana Masut CANADA
International Council of Design (ico-D)

Welcome from Partner

Min Wang CHINA
Beijing Design Week

Welcome from Host

Eberhard Schrempf AUSTRIA
Graz UNESCO City of Design

Introduction

David Grossman ISRAEL
International Council of Design (ico-D)

Roundtable introductions

All participants

10.15 BREAK

10.45 OPENING

Meeting objectives

David Grossman ISRAEL
International Council of Design (ico-D)

11.00 SPECIAL MEETING TOPIC

TOPIC 01 BEING HEARD

Graz story

Current and past programs and efforts discussing targeted audiences, desired outcomes, challenges, successes, disappointments.

Eberhard Schrempf AUSTRIA
Graz UNESCO City of Design

Embassy of design

Interesting results as means of using the concept of an embassy that represents design.

Alvaro Rego MEXICO
MUMEDI Museo Mexicano del Diseño

Industrial design to design: an international platform for new approaches in design

From industrialisation and modernism to a discipline that permeates all layers of life and human endeavour, today BIO is structured as a long-term collaborative process.

Anja Zorko SLOVENIA
BIO Biennial of Design Ljubljana

Philippine design: working towards competitiveness and innovation

The evolution and challenges faced by a government-run design center in leading design innovation, promoting design as a way of living and thinking through a national design policy.

Mary Josephine Cruz THE PHILIPPINES
Design Week Philippines

How BJDW has expanded the message from Beijing to other cities

The establishment of design festivals outside of Beijing: working with local government and local companies, transfer of content and eventual internationalisation.

Dan Li CHINA
Beijing Design Week

11.55 LUNCH

13.25 SPECIAL MEETING TOPIC

TOPIC 01 BEING HEARD

Making noise

Disruptive methods and innovative marketing actions are necessary for successful design promotion.

Luis Gonzalez Arenal MEXICO
Puebla UNESCO City of Design

Common ground

Creating collaboration between companies, public sector, designers and citizens during the Internationale Biennale Design Saint-Etienne

Isabelle VERILHAC FRANCE
Saint-Étienne UNESCO City of Design

Recap and launch of discussion

Eberhard Schrempf AUSTRIA
Graz UNESCO City of Design

Discussion

All participants

14.50 BREAK

15.20 BREAKOUT SESSION

SESSION 01 SPEED DATING

16.05 PARTNER PRESENTATION

What AI brings to the design industry

Min Wang CHINA
Beijing Design Week

16.15 ROUNDTABLE DISCUSSION

Avenues for collaboration? Questions?

David Grossman ISRAEL
International Council of Design (ico-D)

16.30 END OF DAY 01

17.30 DINNER FOLLOWED BY DESIGN MONTH GRAZ OPENING CEREMONY

day 02

Saturday, 11 May 2019

08.30 REGISTRATION AND WELCOME COFFEE

09.00 OPENING

Opening remarks

Ana Masut CANADA
International Council of Design

09.05 SPECIAL MEETING TOPIC

TOPIC 02 WOMEN IN DESIGN

Women in design: power or normality?

Is there a transformation of the working model which today is turning into a more feminine model?

Daniela Piscitelli ITALY
Aiap Women in Design Award

Designing gender equality

The Past, Present, and Future of Female designers USSR-RUSSIA

Alexandra Sankova RUSSIA
Moscow Design Museum

Equality: not just a moral imperative

Plurality makes design better. Achieving equality is not a lofty value, it is a practical necessity.

Ana Masut CANADA
International Council of Design

Discussion

All Participants

10.15 BREAK

10.45 BREAKOUT SESSION

SESSION 02 WORKSHOP ON COLLABORATIVE PLATFORM SHAPE/USES/CONTENT/AIMS

12.15 LUNCH

13.45 SPECIAL MEETING TOPIC

TOPIC 03 FUNDAMENTAL QUESTIONS

What is our deeper design agenda

How we can collaborate as community for lasting impact.

David Grossman ISRAEL
International Council of Design (ico-D)

Planning to stay different

How a Design Festival Can Stay Fresh.

Gabriel Roland AUSTRIA
Vienna Design Week

The role of business within society, the economy, the environment

The opportunity to harness the power of creativity as a force for good and the responsibility to make a real and positive difference to the world.

Dara Lynch UNITED KINGDOM
D&AD

Taking Afrikan design to the world

Creative campaigns, exhibitions and other collaborations as a tipping point for what will be possible in future.

Adrian Jankowiak KENYA
Nairobi Design Week

Design for democracy: engagement, participation, dissent

The role of design in strengthening the foundation and process of democracy, while at the same time designing dissent.

Raman Saxena INDIA
Delhi Design Festival

Discussion

All participants

15.35 BREAK

16.05 CLOSING REMARKS AND DISCUSSION

Roundtable concluding remarks

All Participants

Closing and thanks

David Grossman ISRAEL
International Council of Design (ico-D)

17.10 END OF SPECIAL MEETING

20.30 MAYOR'S RECEPTION AND DINNER