# 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

### 10.15 Break

### 10.45 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

### 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-Étienne

*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**

**What AI brings to the design industry**

*Min Wang* CHINA
Beijing Design Week

**What AI brings to the design industry**

*Mary-Josephine Cruz* THE PHILIPPINES
Design Week Philippines

### 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**

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**Ico-D Special Meeting**

10–11 May 2019

Graz Austria
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

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