

design innovation

8th european conference on the challenges of design in Europe
Paris, Monday 10 & Tuesday 11 January 2011
Cité des Sciences et de l'Industrie

Monday 10 .

9h30 Opening speech : Christine Simon, European Commission – DG Enterprise and Industry /
Policy Development for Industrial Innovation Unit

10h –12h30 Changing career paths : motivations and challenges, difficulties and satisfactions ?

- Bruce Wood, director, Centre for creative studies, Glasgow Caledonian University;
- Vincent Créance, director, MBD design, France;
- Adriaan Debruyne, consultant, Belgium;
- Jean-René Talopp, director, Strate College, France.

12h30 –14h lunch

14h – 15h30 A specific case : designers-entrepreneurs.

Session introduced by Stéphane Simon, managing director, Le Lieu du design en Ile-de-France

- Dirk Wynants, founder, Extremis, Belgium;
- Sigolène Prébois, founder, Tsé Tsé, France;
- Maarja Mõtus & Väino Ilves , « Võru 82 » / AS Abris, Estonia.

15h30 –16h coffee

16h – 17h How could professional change be better supported ? A discussion initiated by

- Deborah Dawton, chief executive, Design Business Association DBA, London ;
- Marie Marguerite Gabillard, consultant, conclusion of the study on lifelong training for designers (commissioned by the ministry of industry) ;

17h – 17h45 Summary of the day and conclusion by Maruja Gutierrez-Diaz, former senior advisor,
DG Education&culture

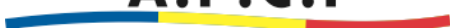
> A conference organised by:
APCI & World Design Capital Helsinki 2012



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**International Council
of Societies of Industrial Design**
A Partner of the International
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Tuesday 11

9h30 Opening speech : Martin Darbyshire, President, Icsid

10h – 11h “World Design Capital”: a designation with long lasting effects ?

- Eero Holstila, head of economic development, City of Helsinki;
- Hans Robertus, director, Design cooperation Brainport Eindhoven

11h – 12h30 Building a strategy for a community and a territory.

- Pekka Timonen, World Design Capital Helsinki 2012;
- Enrique Avogadro, General director for Creative industries & General director Centro Metropolitano de Diseño, Municipality of Buenos Aires.;
- Marco Steinberg, Strategic design director, Sitra national innovation fund, Finland

12h30 – 14h lunch

14h – 15h30 Building public-private partnerships ? A round table discussion introduced by

- Prof. Elke den Ouden, Technical University Eindhoven & Philips Aiptech

15h30 – 16h Summary of the day, Martin Darbyshire, President, Icsid

16h – 16h30 Closing speech: Emilie Piette, sous-directrice de la mode, du luxe, des biens de consommation et du design DGCIS / Ministry of economy, finance and industry

General conclusion and closing of the conference.

> A conference supported by:

