

*SHAPING THE GLOBAL DESIGN AGENDA
06 - 07 NOV 2008*

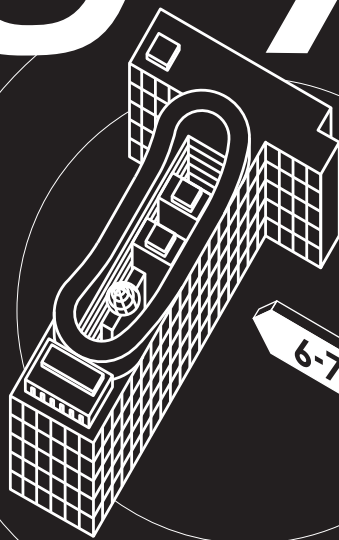
*CENTRO CONGRESSI LINGOTTO
SALA 500*

TORINO

*shaping
the global
design agenda*

6-7 *program* *th*

November 2008
Centro Congressi Lingotto, Sala 500
Torino, Italy



6-7 NOVEMBER 2008



**THURSDAY
6TH NOVEMBER
2008**

- 08.00 Registration open
Badging and distribution of Conference Packs
- 09.15 Introduction to conference by the Conference Chair
MICHAEL THOMSON
PRESIDENT, BEDA; ICSID REGIONAL ADVISOR;
DIRECTOR, DESIGN CONNECT, LONDON.
The purpose of good policy is to offer effective actions that achieve desired outcomes.
The conference will progress from policy and action at the regional and national level to policies that advocate design and design thinking as a method to address systemic and complex global problems through nations working together.
- 09.35 Welcome
ANDREA GRANELLI
REPRESENTATIVE OF THE ITALIAN MINISTER FOR ECONOMIC DEVELOPMENT.
- 09.45 The World Design Capital™
PETER ZEC
ICSID SENATOR; FOUNDING CHAIR OF THE WORLD DESIGN CAPITAL™

COUNTRY PRESENTATIONS - ONE

- 10.10 China
SONG WEIZU
SECRETARY GENERAL, BEIJING INDUSTRIAL DESIGN PROMOTION ORGANISATION;
DEPUTY SECRETARY-GENERAL, CHINA INDUSTRIAL DESIGN ASSOCIATION;
DEPUTY DIRECTOR, BEIJING INDUSTRIAL DESIGN CENTRE OF THE BEIJING MUNICIPAL SCIENCE & TECHNOLOGY COMMISSION.
- 11.00 ~~Coffee Break~~ //
- 11.30 Finland
YRJÖ SOTAMAA
PROFESSOR, UNIVERSITY OF ART AND DESIGN HELSINKI (TAIK); INITIATOR OF THE NEW INNOVATION UNIVERSITY - AALTO UNIVERSITY.
- 12.15 Qatar
IBRAHIM AL JAIDAH
MANAGING DIRECTOR OF THE ARAB ENGINEERING BUREAU, DOHA.
- 13.00 ~~Buffet Lunch~~ //

DESIGN POLICY PANEL 1

- 14.40 **DESIGN AND THE ECONOMY – DESIGN FOR GROWTH AND PROSPERITY**
This first panel debate will focus on the policy implications at the regional and national level with a focus on design and its relationship to innovation. What lessons can be learned from China and Finland in identifying and framing effective policy actions to encourage the use of design by business, and SMEs in particular, within existing policy frameworks?

The panel session will begin with theme-setting remarks from the guest Chair / moderator.

Guest Chair:
JEAN SCHNEIDER
APCI, PARIS
Panel:
INTERNATIONAL PANEL OF EXPERTS
- 15.30 **ANDREA BAIRATI**
REGIONAL COUNCILLOR FOR PIEMONTE FOR RESEARCH, INNOVATION, INDUSTRY AND ENERGY; VICE PRESIDENT TORINO 2008 WORLD DESIGN CAPITAL.
- 15.40 Briefing on CASA visits
Conference Chair
- 15.50 **DELEGATES ARE TAKEN BY BUS TO THE 'INTERNATIONAL DESIGN CASA'**
Exhibitors confirmed:
Austria
Norway
Belgium (Flanders)
South Korea (City of Seoul)
France
Singapore
Japan (City of Nagoya)
Spain
Netherlands (City of Rotterdam)
Central and Eastern Europe (Estonia, Hungary, Latvia, Lithuania, Slovakia & Poland)
- CONFERENCE DINNER**
- 19.30 Opening reception
20.00 Opening-dinner speaker
GIORGETTO GIUGIARO
20.30 Conference dinner begins
23.30 Dinner closes



**FRIDAY
7TH NOVEMBER
2008**

08.00 Registration open
Badging and distribution of Conference Packs

09.00 Welcome
MICHAEL THOMSON
Conference Chair

COUNTRY PRESENTATIONS - TWO

09.15 United Kingdom
DAVID KESTER
CHIEF EXECUTIVE, DESIGN COUNCIL,
LONDON.

10.00 Japan
FUMIO HASEGAWA
DEPUTY DIRECTOR-GENERAL (INDUSTRY &
DISTRIBUTION), CIVIC & ECONOMIC AFFAIRS
BUREAU, CITY OF NAGOYA.

10.45 Coffee break

11.30 Costa Rica
GIORGIANA PENÓN ORLICH
MINISTRY OF CULTURE & YOUTH, DEPARTMENT
OF DESIGN.

DESIGN POLICY PANEL 2

12.15 **DESIGN AND SOCIETY:
CATALYSING SUSTAINABLE CHANGE**
The second panel debate will seek to illuminate
design's relevance to societal issues such as aging
population, and social exclusion. It will explore how
design strategies might catalyse better cities, better
healthcare, and better services for communities and
the individual. Policy actions will be framed within a
context broader than economic growth alone.

The panel session will begin with theme-setting
remarks from the guest Chair / moderator.

Guest Chair:
EZIO MANZINI
MILAN POLYTECHNIC

Panel:
INTERNATIONAL PANEL OF EXPERTS

13.00 Buffet Lunch

COUNTRY PRESENTATIONS - THREE

14.15 Welcome back
MICHAEL THOMSON
Conference Chair

14.30 Europe
PETER DRÖLL
HEAD OF UNIT, INNOVATION POLICY.
DIRECTORATE GENERAL FOR ENTERPRISE AND
INDUSTRY, THE EUROPEAN COMMISSION.

DESIGN POLICY PANEL 3

15.15 **DESIGN AND COMPLEXITY: CONFRONTING
SYSTEMIC GLOBAL CHALLENGES**
Considering the complexity of the global problems
that face us, design policies enacted at the regional
and national levels will not be enough to address
the challenges ahead. In what way can nations
work together to build networked design policy in
order to optimise the chances of design's potential to
contribute - assuming we understand what design's
potential could be?

The panel session will begin with theme-setting
remarks from the guest Chair / moderator.

Guest Chair:
JOACHIM SPANGENBERG
SUSTAINABLE EUROPE RESEARCH INSTITUTE,
VIENNA AND COLOGNE

Panel:
INTERNATIONAL PANEL OF EXPERTS

16.05 Coffee break

16.25 **WORLD DESIGN CAPITAL - OFFICIAL
CONVOCATION CEREMONY**
Torino 2008 hands over the World Design Capital
designation to Seoul 2010

CARLOS HINRICHSEN
ICSID PRESIDENT

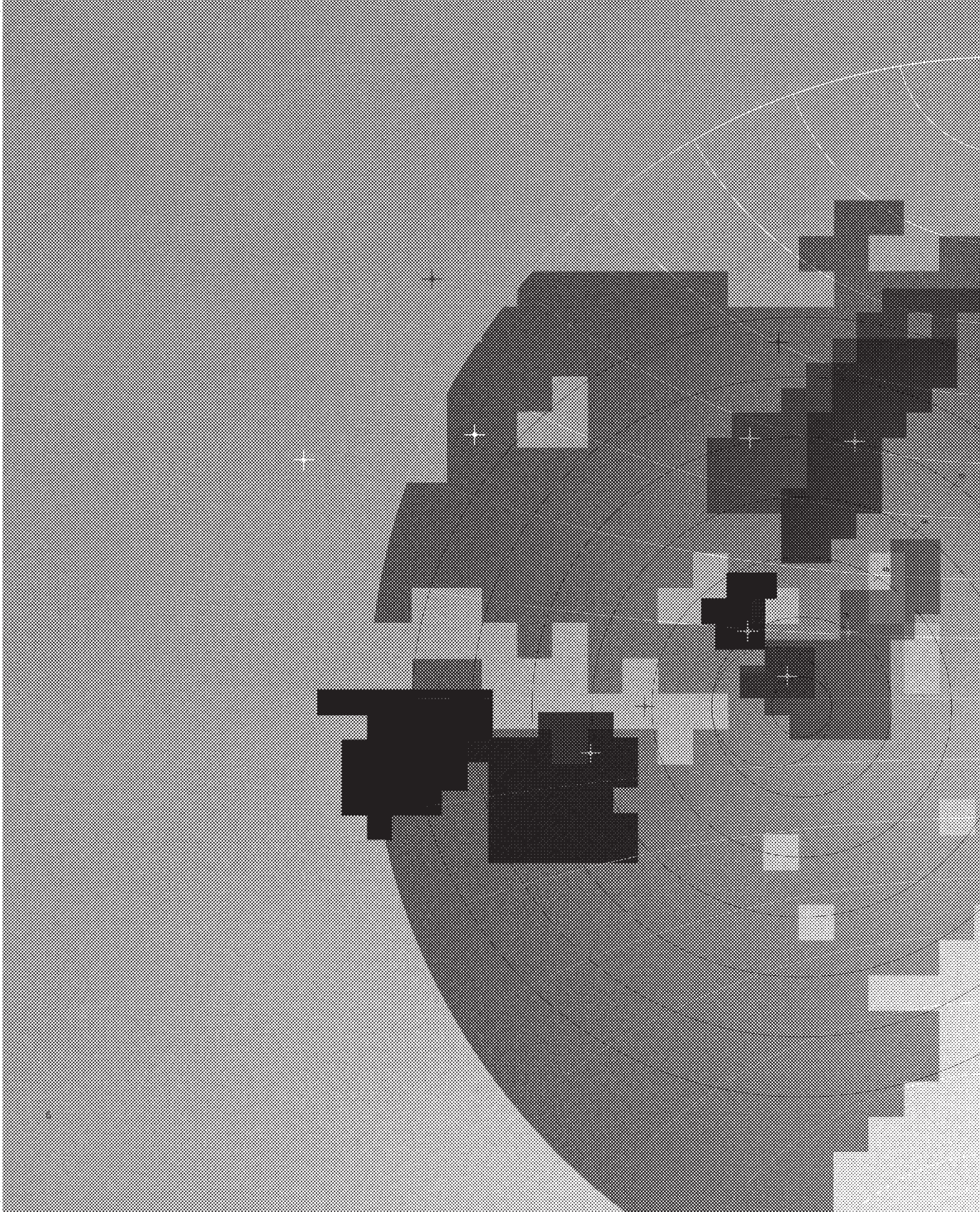
MERCEDES BRESSO
PRESIDENT OF THE REGION OF PIEMONTE

HANDOVER CEREMONY

17.15 **KWON YOUNG-GULL**
DEPUTY MAYOR AND CHIEF DESIGN OFFICER OF
THE SEOUL METROPOLITAN GOVERNMENT

17.35 Short conference plenary conducted
by the Conference Chair

18.00 Conference closes





*'Shaping the Global
Design Agenda':
an international
conference on design policy*



The purpose of good policy is to offer effective actions that achieve desired outcomes. _____

As governments around the world face the complexities of globalisation; competitiveness; the need for sustainable social change and apparently overwhelming systemic, global challenges such as climate change, they are more and more recognising that the difficult-to-define concept of design can provide useful insight and process for creating sophisticated solutions. Design, as well as adding value to the quality of innovation for economic growth and promoting cultural identity, may also offer useful approaches to some of our most intractable national and global problems. _____

Within the framework of the Torino 2008 World Design Capital, this conference brings together a range of outstanding speakers from around the world to generate critical discussion about the interplay of global and national design policies. It will deepen our understanding of how nations harness design to develop economies, communicate cultures and meet societal needs. _____

Country presentations, international design policy panels and visits to the *International Design Casa* will inspire delegates over a period of two days. We will explore and discover ways in which design can play a role in addressing global, systemic challenges that will continue to affect us all. Design can no longer be under-rated by national policy makers or pushed to the margins. _____

Three themes will invite the international delegates to explore the relationship between design and innovation; design's role in and for society and the systemic global challenges of our time. _____

We will hear from some of the world's most experienced countries on how they have implemented design policies effectively over many years. They will offer real knowledge and insight as will those countries who are emerging leaders in the field. Alongside proven approaches, fresh perspectives and new thinking will also be presented. _____

At the end of a remarkable year in Torino - the world's first 'World Design Capital' - an astonishing calendar of over 400 events is culminating in a conference which has the potential to create significant global change both for and through design. _____

We will also witness a defining moment for two cities when Torino officially hands over the designation of World Design Capital to Seoul, Korea for 2010. On behalf of Paola Zini, the Director of Torino 2008 World Design Capital, and her dedicated team at the Torino 2008 World Design Capital office, we welcome you to Torino and embrace your proactive contribution to the debate. _____

Michael Thomson, Programme Director
Christine Losecaat, Associate Programme Director

MICHAEL THOMSON

PROGRAMME DIRECTOR,
SHAPING THE GLOBAL DESIGN AGENDA.
FOUNDER AND DIRECTOR,
DESIGN CONNECT, LONDON.
PRESIDENT OF THE BUREAU
OF EUROPEAN DESIGN ASSOCIATIONS.
ICSID REGIONAL ADVISER.

Trained in 3D design in Northern Ireland and Germany, Michael Thomson established strategic consulting business Design Connect in London in 1995. Design Connect has shaped and facilitated new directions for many of Europe's leading design agencies. It has delivered programmes and consultancy to stimulate fresh thinking in national and global companies in Europe, Asia and the United States that are seeking insightful foresight on future strategy, communications and growth.

Michael has consulted on design policy in the UK, Asia, Iceland, Ireland, Italy and the Middle East and is a former advisor on the creative industries to the Secretary of State for Arts and Media in Vienna.

From 2001-2005, Michael served on the Board of the International Council of Societies of Industrial Design (Icsid) and in March 2007, he was elected President of the Bureau of European Design Associations (BEDA) 2007-2009. In February 2008, Michael was named by the UK's journal, 'Design Week' as one of the UK's top fifty most influential people in design.





CHRISTINE LOSECAAT

ASSOCIATE PROGRAMME DIRECTOR,
SHAPING THE GLOBAL DESIGN AGENDA.
MANAGING DIRECTOR,
LITTLE DIPPER, LONDON.

Christine Losecaat is Managing Director of Little Dipper, which specialises in strategic consultancy, research, project management and business development for companies and organisations in the creative industries sector. Christine Losecaat is also Creative Industries Adviser to UK Trade & Investment, where she is tasked with the development and implementation of an international trade development and inward investment strategy for the British creative sector. She is working as international consultant to the Italian city of Torino which has the honour of being named the World Design Capital 2008 and is Project Director of the London Design Embassy. Christine Co-Chairs the Hong Kong - UK Business Partnership's Creative Industries Working Group and has extensive experience of East Asia, especially China, Japan and South Korea. Prior to establishing Little Dipper, Christine was Managing Director of The British Design Initiative, dedicated to promoting the development of export business through the employment of effective design on an international basis.



ANDREA GRANELLI

REPRESENTATIVE OF THE ITALIAN MINISTER
FOR ECONOMIC DEVELOPMENT.

With a degree in computer science and post-graduate study in diagnostic methods in psychiatry, Andrea Granelli has a diverse background in research, management consulting (McKinsey & Company), sales & marketing and as a CEO in the telecoms sector. Currently, he is CEO and founder of Kansa, a consulting company specialised in the exploitation of technology-enabled innovations. Andrea brings huge experience in starting up significant initiatives, ranging from the Interaction Design Institute of Ivrea to Loquendo, a U.S.A. Venture Capital fund with \$280 million of committed capital.

He is member of the Italian inter-ministerial working group for the development of Scientific and Technological culture; of the working group of the European Commission on "maximising the potential of cultural and creative industries, in particular that of SMEs" and sits on the Evaluation Committee of the National Research Council. A lecturer at many universities, he is Scientific Director of the renowned design school, Domus Academy. He is also a past member of the advisory board for eEurope (the European Commission's Advisory Group for the implementation of the Innovation Society) and is a former Adviser to the Italian Minister of Cultural Heritage and Activities.

He has published many books on digital technologies and innovation and is a member of various publishing boards.

Institutional welcome to delegates

Andrea Granelli will give an overview of the importance of design to the Italian economy and the support that the Italian government gives to initiatives that reinforce its place as a design led nation in an era of globalisation.



PETER ZEC

ICSID SENATOR
FOUNDING CHAIR OF THE WORLD DESIGN CAPITAL

Peter Zec is the President of the Red Dot one of the world's most renowned international design award schemes; President of the internationally renowned Design Zentrum Nordrhein Westfalen and since 1993, a Professor of Business Communication at the University of Applied Sciences in Berlin. Peter founded the concept of the World Design Capital whilst a Board Member of Icsid (the International Council of Societies of Industrial Design) in 2004 prior to becoming its President from 2005 – 2007. From 2006 to 2007 Peter served as Chairman of IDA, (The International Design Alliance). In addition to being a prolific writer on design, Peter has worked for over 20 years as a design consultant to numerous companies and has gained world-wide recognition with lectures in more than 30 countries. In October 2006, the leading German magazine for economics, the "WirtschaftsWoche", elected Peter Zec one of the "20 creative unconventional thinkers worldwide changing the appearance of their companies and creating completely new markets".



The World Design Capital project

Design is becoming an increasingly fundamental tool in all levels of public and private development. Corporations are including design in the very core of their business strategies; governments are taking advantage of effective design to make their cities more attractive, more liveable and more efficient, and citizens around the globe are becoming increasingly aware and attuned to the benefits of design.

The vision of the World Design Capital project is to promote and encourage the use of design to further the social, economic and cultural development of the world's cities. In this spirit, the WDC honours those cities that use design to revitalise and reinvent their urban environment. The biennial global competition culminates, as it has for Torino, in a year long programme of design-related events celebrating the role of design in improving the social, cultural and economic life of cities.

Torino has been the first World Design Capital and Seoul in Korea will be the next in 2010.

SONG WEIZU

SECRETARY GENERAL, BEIJING INDUSTRIAL
DESIGN PROMOTION ORGANISATION.
DEPUTY SECRETARY-GENERAL,
CHINA INDUSTRIAL DESIGN ASSOCIATION.
DEPUTY DIRECTOR, BEIJING INDUSTRIAL DESIGN
CENTRE OF THE BEIJING MUNICIPAL SCIENCE
& TECHNOLOGY COMMISSION.
BEIJING, CHINA

Mr. Song has played a significant role in promoting the development of the Chinese design industry. He has been closely involved in the drafting of design policy (not yet published), activity planning and international cooperation. Mr Song holds numerous positions in China including: Representative of Beijing Municipal People's Congress, Assistant-Director of Beijing Industrial Design Center of Beijing Municipal Science & Technology Commission, Secretary-General of Beijing Industrial Design Promotion Organization, Deputy Secretary-General of China Industrial Design Association, Secretary-General of China Red Star Design Award Committee and President of Design Museum in China.



China industrial design, industrial development and design industrial policy

Song Weizu will provide an overview of the development of industrial design and industrial design policy for China. He will speak of the need that was recognised as far back as 1978 for China to develop its abilities in innovation, design creativity and brand and will go on to describe three key phases of development.

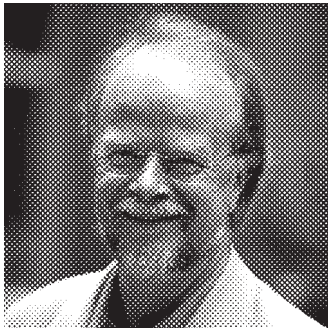
For example, the period post 2005 saw increased recognition of the power of innovation with industrial design becoming the core independent method to move China towards design creation. Song Weizu will refer to the support of the President of China for design; to the government's investment in design development and to the associated programmes of action. As well as considering the development of design in China, he will also refer to the huge China market as an opportunity for the world's design enterprises. He outlines in some detail a number of the key strategic initiatives and closes with information and insights on the growth of design in Beijing.



YRJÖ SOTAMAA

PROFESSOR, DESIGN INNOVATION
UNIVERSITY OF ART AND DESIGN HELSINKI (TAIK)
HELSINKI, FINLAND

Professor Yrjö Sotamaa is an internationally respected expert on design education, design innovation and design research who has worked throughout his career towards creating a better understanding of the importance of design. He has played an active role in shaping and implementing the Finnish National Design Strategy, which has resulted in making design a key element of the Finnish National Innovation System. He has been university President since 1986 and is currently scientific advisor to universities in China, Denmark and Korea and a Guest Professor of Tongji University, CAUP, Shanghai.



A competence driven strategy and its impacts

Finland's successful national "Design Policy Program Design 2005" was approved by the State Council in 2000. The strategy had three clear aims: 1) to integrate design to the national innovation system, 2) to create a dynamic design system and 3) to make Finland a forerunner in application of advanced design knowledge. The competence development was based on a 30 million euro trans-disciplinary research program realised by and in collaboration with universities, industry, design consultancies, technology industries of Finland, the National Technology Agency TEKES and the Academy of Finland. The competence development was focused on user driven innovation and strategic capabilities. The strategy has resulted in: 1) user driven innovation and design becoming core elements of the National Innovation Policy recently approved by the State Council, 2) a massive investment in design education and research through the establishment of the Aalto University, 3) companies developing a design infrastructure, 4) new design consultancies being established by people involved in the research projects and existing consultancies broadening their services through company mergers, 5) many new companies starting the use of design to improve their innovation capability (25% of Finland's export is design intensive), 6) structural changes continuing with the aim of building strong design clusters in the Helsinki metropolitan area and in Northern Finland (Oulu-Rovaniemi).

IBRAHIM AL JAIDAH

MANAGING DIRECTOR,
ARAB ENGINEERING BUREAU.
DOHA, QATAR

Ibrahim Al Jaidah graduated from the University of Oklahoma (USA) in 1988 and worked for Qatar's Ministry of Municipal Affairs & Agriculture as head of the Architectural Section before acquiring Arab Engineering Bureau (AEB) in 1991.

Ibrahim Al Jaidah is the driving force behind the rise of AEB from seven staff to the current figure of over 300. As the leading architectural design consultancy in Qatar, AEB currently operates in Abu Dhabi, Manila and Kuala Lumpur with plans to open offices in Dubai, Muscat and Sudan. AEB has been instrumental in developing Qatar and in presenting its image globally through major projects across all sectors leading to several awards, including three Arab Cities Awards and one Islamic Cities Award.



Design policies in the Gulf region through the lens of architecture

Through the lens of architecture and construction industries Ibrahim Al Jaidah will offer an overview of the current situation in the Gulf region in relation to design policies.

His approach offers an insight into the nature of the traditional vernacular style of architecture and the three dominant factors that influenced its style.

With the discovery of oil, the Gulf region witnessed an unprecedented population explosion leading to an emphasis on accommodating more people in less space. As a result the Gulf region's skyline began to rise, as the Western concept of apartment buildings began to appear, instead of traditional houses.

Ibrahim will go on to consider the impact of rapid growth in the absence of guiding design policies to control development. The next century is a challenge to Gulf region architects to preserve the old vernacular architecture with reference to culture, climate and environment in societies where sustainable design policies are lacking.

Design and economy – the link to innovation

Government perceptions of innovation are changing in line with transformations in how innovation is believed to happen. What therefore is design's emerging relationship to the new forms of innovation and how can design policies be shaped to anticipate these changes? For example, what forms of policy action could more effectively promote non-technological, user-centred innovation?

GUEST CHAIR

AGENCE POUR LA PROMOTION
DE LA CRÉATION INDUSTRIELLE (APCI).
FRANCE

JEAN SCHNEIDER

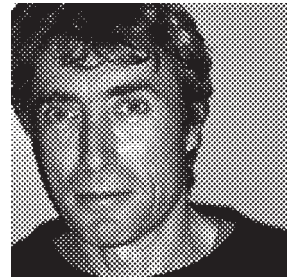
Jean Schneider has been working for the APCI (French Design support organization) since 2001. He is in charge of most European activities of the Association, and has contributed to various European projects (Design for Future Needs, Admire/Design Management Europe). He co-ordinates the APCI's yearly conference on Design and innovation support policies in Europe, which is held regularly in January in Paris.

Jean Schneider has been teaching design in various schools in France and in Europe and contributes

to conferences and publications. His main areas of study are the social and cultural backgrounds of design and mass production, the ideologies of design and the theories of decorative arts.

Besides running a small consulting activity, he is interested in any forward-looking venture.

www.apci.asso.fr



DESIGN POLICY PANEL 1:
DESIGN AND ECONOMY –
THE LINK TO INNOVATION
GUEST CHAIR:
JEAN SCHNEIDER

PANEL MEMBERS:
GISELLE RAULIK-MURPHY
JAN R. STAVIK
MIKA TAGAKI
SUN YIXIAN

PANEL MEMBER

SENIOR RESEARCHER, DESIGN WALES
UNITED KINGDOM

GISELLE RAULIK-MURPHY



Gisele Raulik-Murphy is a senior researcher at Design Wales, the design support service for Welsh industry. Trained in graphic design, she holds a postgraduate diploma in Strategic Planning and Business Management in addition to a Masters in Design Strategy and Innovation from Brunel University. Prior to taking her Masters, Gisele worked for six years for the Centro de Design Paraná in Brazil. Following a period working as a research consultant for the British Design Council, Gisele joined Design Wales in 2003, where

she recently coordinated the EU funded programme, 'SEEdesign', (Sharing Experience on Design Support for SMEs). Gisele is currently researching national design policies and the structure of design organisations for her PhD which aims to develop a comparative analysis of strategies for design in different national contexts.
www.designwales.org

PANEL MEMBER

MANAGING DIRECTOR, NORWEGIAN DESIGN COUNCIL
NORWAY

JAN R. STAVIK



A graduate from the Norwegian School of Economics and Business Administration and INSEAD, France, Jan has spent most of his professional life in marketing and senior management, working for Norwegian as well as international companies and brands. These include Unilever, Carlsberg, Coca-Cola, Jordan, Royal Caribbean Cruise Line and EAC-KiMS (Malaysia) Ltd. During his ten years as Managing Director of the Norwegian Design Council, Jan has overseen the opening of Norway's first National Centre

for Design and Architecture, (offering over 2,000 square metres of facilities), and has seen the organisation experience considerable budget increases from the Norwegian government. These have enabled the Norwegian Design Council to introduce major, national design projects. Jan is currently Vice President of BEDA, the Bureau of European Design Associations and will become its President in March 2009.
www.norskdesign.no

DESIGN POLICY PANEL 1:
DESIGN AND ECONOMY –
THE LINK TO INNOVATION
GUEST CHAIR:
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GISELLE RAULIK-MURPHY
JAN R. STAVIK
MIKA TAGAKI
SUN YIXIAN



PANEL MEMBER

DEPUTY DIRECTOR, POLICY OFFICE FOR DESIGN,
MINISTRY OF ECONOMY, TRADE AND INDUSTRY (METI)
JAPAN

MIKA TAGAKI



Ms. Takagi holds an MBA/MA in Education from Stanford University and has worked for various offices within METI, Japan's Ministry of Economy, Trade and Industry including the offices of Macro Economic Research, Bio-Industry and currently, Design. As Deputy Director of the Policy Office for Design, Ms Takagi is conducting a three-year plan called the 'Kansei Initiative – from 'Manufacturing' to 'Storytelling'. This significant programme will promote design as a new competitive advantage of Japanese industry, in order that

manufacturing can satisfy not only the material but also the emotional fulfillment of users. Kansei is a Japanese word for sensibility and Ms. Takagi believes that Japanese Kansei is, and will be, the key aspect of the emotional fulfillment that Japanese manufacturing should pursue. The first event, 'Kansei -Japan Design Exhibition', will take place in Paris between 12th and 21st December 2008.

www.meti.go.jp

PANEL MEMBER

ART DESIGN COLLEGE OF CHINA, JILIANG UNIVERSITY,
FOUNDER OF INSTITUTE OF INDUSTRIAL DESIGN NINGBO CHINA (IIDNC)
CHINA

SUN YIXIAN



With an MA from the Xian Fine Arts Academy, China; a PhD from Southeast University, China and post-doctoral research at the School of Management and Engineering of Nanjing University, China, Dr Sun Yixian is currently working at the Design College of China Jiliang University. From 2002 - 2005 he was Founder and President of New Bauhaus Art Design College of Zhejiang Business Technology Institute and in 2004 was President of the organizing committee of the International Conference on Industrial Design (Ningbo).

In 2006 he founded the "2006 World Industrial Design Fair Ningbo China", which was endorsed by ICSID, China Industrial Design Association, The Industrial Design Institution of Chinese Mechanical Engineering Society and the Ningbo Government. He is also Founder and President of the Institute of Industrial Design, Ningbo (IIDNC) which is the first local Industrial design NGO in China to join ICSID. In 2007 he won the Gold Award of China's 'Exhibition Event with the Most Potential' (Guanghua Dragon Flying).

ANDREA BAIRATI

REGIONAL COUNCILLOR FOR RESEARCH,
INNOVATION, INDUSTRY AND ENERGY
OF PIEDMONT.
VICE PRESIDENT, TORINO
WORLD DESIGN CAPITAL 2008.
TORINO, ITALY

Born in Torino in 1961, a graduate in biotechnology, Andrea Bairati has also studied the analysis and assessment of complex systems.

At the beginning of his career he managed training systems for engineering projects, monitoring skill requirements and innovation in the economy.

He then ran service and consultancy companies, working for local authorities, ministries, business associations, trade unions and the European Union.

He has contributed to the financial daily newspaper *Il Sole 24 ORE* for a number of years.

He has also been responsible for assessing EU projects. He coordinated activities for the preparation of the mandate report of the Torino Provincial Council for the years 1995-2004 and represented the City of Torino on the Board of Directors of CSEA. He also worked on the Torino-Milano 2010 project promoted by the Chambers of Commerce of Torino and Milan.



The title of World Design Capital: an exciting challenge for Torino and all of Piemonte

The City of Torino, the holder of the title, decided from the outset to extend participation in this award to the entire regional system, also in the light of the numerous points of excellence that the region has expressed in the field of design. In this 2008, now coming to an end, we have aimed to talk to different audiences: from citizens to tourists, from trade specialists to the world of education, from business to the mass media, and we have done this not only at the local and national level, but also and above all internationally, creating a network of over 8,500 contacts. Today, nine months on from the beginning of the event, we can already make a partial analysis of this experience: Torino's design year has certainly made it possible to set in motion a process, and to test working procedures and methods. The projects initiated in the course of 2008, from Geodesign to the Summer Schools, reveal how design can truly represent the instrument that makes the difference, helping public administrations to approach and solve in a systematic and design-based way even very complex and delicate themes such as security or health. Today, thanks to projects like these, Piemonte can present itself as the leader in Italy of what we can boast as a best practice that can and must be exported out of our region, in which design interacts with local institutions, increasing their competencies.



DAVID KESTER

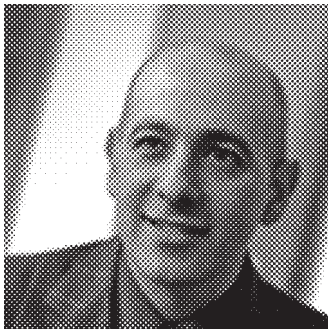
CHIEF EXECUTIVE
DESIGN COUNCIL.
LONDON, UNITED KINGDOM

Appointed Chief Executive of the UK Design Council in 2003, David Kester has refocused the organisation as the national strategic body for design, leading central government policies and regional programmes that strengthen competitiveness, drive innovation and support growth of the creative economy. Recent activities include 'Designing Demand', a programme that has helped UK firms to strengthen their design capabilities and in 2007, Design of the Times (Dott 07) pioneered innovative support for local communities to deliver new and sustainable local services. Prior to the Design Council, David held senior leadership roles within business, design and the environmental sector including nine years as Chief Executive of D&AD and four years at the pressure group Friends of the Earth. He is a council member of the Royal College of Art, a board member of the Design Business Association and regular commentator and advisor to government on the creative economy, enterprise and innovation.

What good is design?

The role of creativity and design within UK economic and social policy can be traced back over a century and a half. Major economic shifts have been the spur for national design policies and interventions, many of which have left lasting legacies. In 1995 Gordon Brown as Chancellor of the Exchequer, commissioned a Report from the Chairman of the Design Council on the role of design in strengthening UK competitiveness. It proved a watershed in 21st design policy.

In this talk, David Kester will describe the unique role of the Design Council as the UK's national strategic body for design. He will reflect on the lessons from the past and describe current design policy and process from a UK perspective. This will include insights in to the new national design strategy published in July 2008 under the heading of The Good Design Plan.



FUMIO HASEGAWA

DEPUTY DIRECTOR-GENERAL,
CIVIC & ECONOMIC AFFAIRS BUREAU,
CITY OF NAGOYA.
NAGOYA, JAPAN

A graduate of Nagoya City University, Faculty of Economics, Mr Hasegawa was first employed by the City of Nagoya in 1975. Since then, he has engaged mainly in public services designed to create an attractive urban environment and meet environmental challenges. In 1987, Hasegawa participated in the founding of Nagoya Urban Institute whose creation was triggered by the city of Nagoya proclaiming itself as a "Design City" the previous year. Mr Hasegawa has put great effort into creating a recycling-oriented society, facilitating waste reduction and recycling, whilst taking an active part in securing community landfill space, thus resolving what was previously a serious problem for Nagoya. Presently, as the head of the Industry and Economic Department whose task is to make local communities more environmentally responsible, with his unique background and in collaboration with local industries, he offers a significant contribution to the promotion of design in the region.



Realizing a sustainable society - The past, present and future of the city of Nagoya

"City building" in Nagoya began with the construction of Nagoya castle more than 400 years ago. Today, the flourishing manufacturing industry brings prosperity to the region and is a positive catalyst for developing a high level of design.

This presentation will cover three major turning points that have shaped the city during the last fifty years. Firstly, recovering from devastation (World War II and the 1959 Ise Bay Typhoon disaster). Secondly, in the midst of an affluent lifestyle, confronting the conceptual question, "What is the true meaning of living a rich life?", and thirdly, making a key decision on the preservation of the environment with the tidal wetland of Fujimae-Higata as a specific example.

The City of Nagoya envisions sharing its efforts and the lessons it has learned with people from other like-minded cities and countries from around the world. Our goal is to help in the realisation of a promising, sustainable society that can handed down to future generations.



GIORGIANA PENÓN ORLICH

MINISTRY OF CULTURE & YOUTH,
DEPARTMENT OF DESIGN,
COSTA RICA

Giorgiana's great admiration of her grandfather, a furniture designer, led her to the Rhode Island School of Design where she graduated as an industrial designer. Back in Costa Rica, her native home, she undertook the challenge of integrating her design practices with social education. She designed the "Button Your Values" program, a pedagogical tool for children to learn values through games for the Paniamor Foundation. She then went on to collaborate with the Smithsonian Institution in Washington D.C. to form part of the team in the renewal of their public space. Shortly after, with her enthusiasm for creation through design she became part of the team of the World House Project of the Institute without Boundaries. Currently, she works for the Ministry of Culture undertaking the challenge of creating initiatives of support for the cultural industries, specifically the design sector.



The development of a design strategy for Costa Rica

One of ten key goals of the Ministry of Culture in Costa Rica is to support SMEs in the artistic and cultural sector. The Ministry has therefore started to work out how to support two cultural industries - Design and Audiovisual. Although sitting within the Ministry of Culture, the role of design is nonetheless viewed as bringing economic prosperity. Giorgiana will relate how the process in Costa Rica has developed and what actions have already taken place, including what is planned within the time left available to the current Government administration. This includes structural developments to keep the programme alive beyond the life of the current Administration including the integration of the design agenda into an existing programme and the publishing of a declaration for design. She has initiated discussions with the Ministry of Economy, Industry, and Commerce (MEIC) within the past two months to initiate discussions on supporting SMEs to make use of design.

Design and society – catalysing sustainable change

Design is becoming more widely acknowledged as a strategic tool to support the development of better services for communities and individuals, including better healthcare and better cities. Design can be a powerful catalyst for sustainable change. But, how can a wider range of key players in both the public and private sectors be persuaded to engage with design?

GUEST CHAIR

DIRECTOR, UNIT OF RESEARCH DIS - DESIGN AND INNOVATION
FOR SUSTAINABILITY, POLITECNICO OF MILANO.
ITALY

EZIO MANZINI



Ezio Manzini is a full Professor in Industrial Design at the Politecnico di Milano where he is Director of the Unit of Research Design and Innovation for Sustainability and coordinator of the Doctorate in Design. He is an Honorary Doctor of Fine Arts at The New School of New York and at Goldsmiths College, University of London. He is National Coordinator of the Italian Doctorates in Design and a visiting lecturer at Universities in Brazil, China and Japan. He is a member of the Advisory Board of the Technical University of Eindhoven in the Netherlands and Fellow at the Australian Centre

for Science, Innovation and Society at the University of Melbourne. For Torino 2008 World Design Capital, Ezio was the Scientific Coordinator of the International Summer School 'Designing Connected Places'. His work is focused upon strategic design, service design, design for sustainability and on social innovation in everyday life. Major recent books include *Sustainable Everyday*, (2003); *Design Vision : a Sustainable Way of Living in China* (2006) and *Collaborative services. Social innovation and design for sustainability*, (2008).
www.sustainable-everyday.net

DESIGN POLICY PANEL 2:
DESIGN AND SOCIETY –
CATALYSING SUSTAINABLE
CHANGE
GUEST CHAIR:
EZIO MANZINI

PANEL MEMBERS:
DOREnda BRITTEN
LEIMEI JULIA CHIU
GEORGES POUSSIN
ROBERT JAN MARRINGA



PANEL MEMBER

DIRECTOR, DESIGNINDUSTRY.
NEW ZEALAND

DOREnda BRITTEN



Dorenda Britten is the Director of designindustry Limited, a consultancy company designed to bridge the gap between creativity and business implementation. Through working in a variety of design disciplines and other businesses, Dorenda has drawn together a wealth of knowledge and experience to develop tools and services that help organisations leverage their skills and resources to meet future market and community opportunities. Her clients cover a wide range of fields including education,

electronics, finance, government services & infrastructure, health, ICT, manufacturing and science. Dorenda is a member of several University Advisory Boards in Faculties of Engineering and Business. She is a member of the Textiles NZ Board of Directors, a professional member of the Designers Institute of New Zealand and a former National Council member. She is an active member of the New Zealand Institute of Directors.

PANEL MEMBER

DIRECTOR, INTERNATIONAL DESIGN CENTRE.
JAPAN

LEIMEI JULIA CHIU



Ms. Chiu has worked with major Japanese corporations as well as with governments and academic institutions in over 38 countries across Europe, North America and the Pan-Pacific Rim. She is an Executive Board Member of the Advisory Council of METI (the Japanese Ministry of Economics & Industry) to implement strategic visions for the economic development of Central Japan Region as well as the Mayor's Advisory Council on implementing the 10 year strategic plan (2010-2020) for the future

of the City of Nagoya. Julia is also an Executive Board Member of Icsid. A former Vice President of Icoagrada, Julia has also served on numerous competition juries, including Red Dot Design Concept Award, Brno Biennial, Design for Asia Award, World Design Leadership Award, BIO (Slovenia) and the Good Design Award.
<http://www.idcn.jp/e/>

DESIGN POLICY PANEL 2:
DESIGN AND SOCIETY –
CATALYSING SUSTAINABLE
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GUEST CHAIR:
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DOREANDA BRITTEN
LEIMEI JULIA CHIU
GEORGES POUSSIN
ROBERT JAN MARRINGA

PANEL MEMBER

CHIEF, SECTION OF CREATIVE INDUSTRIES FOR DEVELOPMENT
DIVISION OF CULTURAL EXPRESSIONS AND CREATIVE INDUSTRIES
CULTURE SECTOR - UNESCO

GEORGES POUSSIN

Born in Tours, France in 1952, Georges Poussin has been a staff member of UNESCO's Secretariat since 1998. At present, he is Chief of the Section of the Creative Industries for Development, which is one of the two sections of the Division of Cultural Expressions and Creative Industries of the Culture Sector. His Section is specifically in charge of strengthening national and regional policies, partnerships and projects in the field of books, craft and design and creative industries, in general. The section in particular manages

programmes such as UNESCO's Creative Cities Network, the Award of Excellence in Crafts, as well as Design 21 and Design Social 21. Before he joined UNESCO, Georges Poussin was Secretary-General of the French National Commission for UNESCO. He is a post-graduate in Law and Political Sciences and a former broadcast journalist.
www.unesco.org/culture/industries



PANEL MEMBER

MANAGER, DESIGN CONNECTION, BRAINPORT.
NETHERLANDS

ROBERT JAN MARRINGA

As a business developer Robert Jan Marringa is responsible for the implementation of the programme Design in Brainport Eindhoven 2009 – 2014. The programme is committed to the reinforcement and growth of the top position of Southeast Netherlands in the field of design & technology. In collaboration with the business sector, the creative industry, and knowledge institutes, Design Connection Brainport is thus contributing substantially to the region's increasingly stronger international competitive position.

The focus is on reinforcing design as an independent economic sector, and developing new business opportunities on the interface of design and technology by connecting, inspiring and facilitating the design sector. In order to achieve these goals, Design Connection Brainport Eindhoven manages and supports a wide range of projects in collaboration with the field of action. At the end of 2008, Design Connection Brainport has more than thirty projects in its portfolio.
www.designconnectionbrainport.nl



PETER DRÖLL

HEAD OF THE BUSINESS UNIT IN INNOVATION
POLICY, EUROPEAN COMMISSION.
BRUXELLES, BELGIUM

A lawyer by training, with a PhD in German Constitutional law and European law, Peter Dröll has held several positions in the European Commission starting as a member of financial control responsible inter alia for the Environment Institute of the Commission's Joint Research Centre. He continued in the legal unit of the Commission's Environment Department and subsequently, as a member of the Poland team of the Commission's accession negotiation taskforce, was coordinator of the environment negotiations with all accession countries. In 2002, he joined the Cabinet of Commissioner Günter Verheugen and was appointed Assistant to the Director General for Enlargement. In 2004, Peter was appointed as Head of Cabinet of the Commissioner in charge of Science and Research and in May 2008, he moved to the Enterprise and Industry Department as Head of the Innovation Policy Unit.

European Innovation Policy

This presentation will present an overview of the broad-based innovation policy of Europe and relate it to the European Commission's current work to develop a policy for design at the European level.



Design and complexity – confronting systemic global challenges

Considering the complexity of the global problems that face us, design policies enacted at the regional and national levels will not be enough to address the challenges ahead. In what way can nations work together to build networked design policy in order to optimise the chances of design's potential to contribute - assuming we understand what design's potential could be?

VICE CHAIR, SERI GERMANY E.V.

JOACHIM H. SPANGENBERG



With a PhD in Economics, a BSc in Ecology and an MSc in Biology, Joachim H. Spangenberg's career history includes working in the world's largest biodiversity research project at the Helmholtz Centre for Environmental Research in Leipzig, Germany. Known as ALARM, the project is developing scenarios to integrate issues of economic development, climate change, trade and invasions, and biodiversity.

In his capacity as a member of the Intergovernmental Panel on Climate Change (IPCC), he has contributed to the integration

of climate change and economic scenarios; of risk and vulnerability assessments, and to assessing the opportunities and limits exposed by cost-benefit-analyses in the field of climate change.

This work builds on earlier experience mainly in European research projects as Vice President of the Sustainable Europe Research Institute, Program Director at the Wuppertal Institute, and Research Fellow at the Institute for European Environmental Policy.
<http://www.seri.at/>

DESIGN POLICY PANEL 3:
DESIGN AND COMPLEXITY –
CONFRONTING SYSTEMIC
GLOBAL CHALLENGES

GUEST CHAIR:
JOACHIM H. SPANGENBERG

PANEL MEMBERS:
EZIO MANZINI
IBRAHIM AL JAIDAH
STENAR VALADE-AMLAND



PANEL MEMBER

DIRECTOR, UNIT OF RESEARCH DIS - DESIGN AND INNOVATION
FOR SUSTAINABILITY, POLITECNICO OF MILANO.
ITALY

EZIO MANZINI

Ezio Manzini is a full Professor in Industrial Design at the Politecnico di Milano where he is Director of the Unit of Research Design and Innovation for Sustainability and coordinator of the Doctorate in Design. He is an Honorary Doctor of Fine Arts at The New School of New York and at Goldsmiths College, University of London. He is National Coordinator of the Italian Doctorates in Design and a visiting lecturer at Universities in Brazil, China and Japan. He is a member of the Advisory Board of the Technical University of Eindhoven in the Netherlands and Fellow at the Australian Centre for

Science, Innovation and Society at the University of Melbourne. For Torino 2008 World Design Capital, Ezio was the Scientific Coordinator of the International Summer School 'Designing Connected Places'. His work is focused upon strategic design, service design, design for sustainability and on social innovation in everyday life. Major recent books include Sustainable Everyday, (2003); Design Vision: a Sustainable Way of Living in China (2006) and Collaborative services. Social innovation and design for sustainability, (2008). www.sustainable-everyday.net



PANEL MEMBER

DIRECTOR, ARAB ENGINEERING BUREAU.
QATAR

IBRAHIM AL JAIDAH

Ibrahim Al Jaidah graduated from the University of Oklahoma (USA) in 1988 and worked for Qatar's Ministry of Municipal Affairs & Agriculture as head of the Architectural Section before acquiring Arab Engineering Bureau (AEB) in 1991. Ibrahim is the driving force behind the rise of AEB from seven staff to the current figure of over 300. As the leading architectural design consultancy in Qatar, AEB currently operates in Abu Dhabi, Manila and Kuala Lumpur with plans to open offices in Dubai, Muscat

and Sudan. AEB has been instrumental in developing Qatar and in presenting its image globally through major projects across all sectors leading to several awards, including three Arab Cities Awards and one Islamic Cities Award.



DESIGN POLICY PANEL 3:
DESIGN AND COMPLEXITY –
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GUEST CHAIR:
JOACHIM H. SPANGENBERG

PANEL MEMBERS:
EZIO MANZINI
IBRAHIM AL JAIDAH
STEINAR VALADE-AMLAND

PANEL MEMBER

DIRECTOR, DANISH DESIGNERS.
DENMARK

STEINAR VALADE-AMLAND



Born in Bergen, Norway, Steinar Valade-Amland has a background in economics and management. In 1989, he moved to Denmark, where he has held positions in export, product and marketing management in design-based manufacturing companies, followed by positions as account director and CEO of a leading brand design agency. In 2000, he was appointed Managing Director of the Association of Danish Designers.

Steinar has served on the Executive Boards of BEDA; the World Design Congress 2005; the Danish design magazine Designmatters and ICIS (the International Centre for Creativity, Innovation and Sustainability). Since 2007, he is member of the Design Expert Group of OHIM (the EU's Office for Harmonization in the Internal Market) and sits on boards and advisory committees of Danish design schools, universities and the Danish Chamber of Commerce.

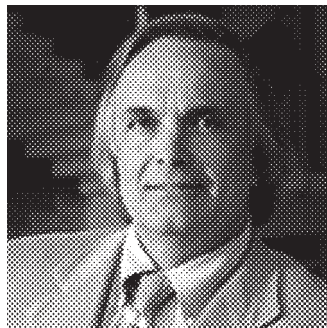


CARLOS HINRICHSEN

PRESIDENT, INTERNATIONAL COUNCIL
OF SOCIETIES OF INDUSTRIAL DESIGN, ICSID.
DIRECTOR, SCHOOL OF DESIGN,
INSTITUTO PROFESIONAL DUOCUC OF THE
PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE.
SANTIAGO DE CHILE, CHILE

Professor Hinrichsen is an industrial designer, practicing in Chile since 1992. He holds a Masters Degree in Engineering received in Japan in 1991. Since 1992, he has been Professor and Director of the School of Design, Instituto Profesional DuocUC of the Pontificia Universidad Catolica de Chile and was head of DuocUC Design Center from 1998 to 2003.

He has been a design process consultant for over two decades focusing on product and strategic design and is an honorary member of the Chilean Association of Design Companies - QVID. He is also currently the Design Director for the Latin American Region of Design Innovation, a European Design company with clients and prospects all over the world. He has participated as Research Director in projects concerning technological innovation in design education, as well as successfully coordinated agreements between Latin American, Japanese, European and Asian Universities and organisations. Professor Hinrichsen has been a member of the Icsid Board since 2001 and has actively been involved in Interdesign workshops. He was elected President of Icsid in San Francisco in 2007.



MERCEDES BRESSO

PRESIDENT OF THE PIEDMONT REGION
TORINO, ITALY



Born in 1944, Mercedes Bresso is the President of the Piedmont Region since April 2005 and member of the Regions Committee, the Parliament of European Local Powers. Since June 2008, she is President of AEM, the European Association of Elected Representatives from Mountain Areas too. In June 2004 she was elected Member of the European Parliament. From 1995 to 2004, she was President of the Province of Torino and President of the Union of Piedmont Provinces. Mrs. Bresso is a Professor of economics at the Torino Polytechnic, she has taught in Pavia, Udine, and at the University of Torino. She is an expert in environmental economics and she has taught this discipline in numbers of universities and courses in Italy and abroad. She is the author of books and essays, among which, "Per un' economia ecologica" (For an Ecological Economy) and "Pensiero economico e ambiente" (Economic and Environmental Thoughts). She has filled the position of President of the World Federation of United Cities, of the World Coordination of the City Associations (CAMVAL) and of METREX, the Network of European Metropolitan Areas. She has been President of the Piedmont Committee for the European Constitution. She was Chairperson for the Franco-Italian-Alps-Conference (CAFI). From 1985 to 1995 Mrs. Bresso was Piedmont Regional Advisor, and in 1994/95 she worked as Regional Councillor for Territorial Planning and Parks.

KWON YOUNG GULL

DEPUTY MAYOR AND CHIEF DESIGN OFFICER,
SEOUL METROPOLITAN GOVERNMENT.
SEOUL, SOUTH KOREA



Professor Kwon graduated from the College of Fine Arts, Seoul National University and studied at the Department of Landscape Architecture in the Graduate School of Environmental Studies, Seoul National University. Having subsequently achieved a Master in Design Studies from the Design Department of the Graduate School of UCLA, USA, he gained his Doctorate in Architectural Engineering from the Graduate School of Engineering of Korea University.

He has since authored 20 books on design including, 'Professor Kwon Young Gull's Guide to Public Design', '16 Issues in Space Design', 'Colour and Design Business', 'Space Syntactics in Korea, China and Japan', and 'Design in Space, Space in Design'. During his career he has presented numerous papers on urban, space and colour design for both domestic and overseas conferences. He has also conducted fieldwork in 390 cities in 50 countries.

Currently Professor Kwon is Chief Design Officer of Seoul (Deputy Mayor), President of Korean Society of Public Design, Co-president of Public Design Culture Forum in the National Assembly of the Republic of Korea and Board Member of the Korea Institute of Design Promotion (KIDP).

Professor Kwon has been awarded the distinguished Order of Service Merit (Yellow Stripes).



The International Design Casa – Torino 2008 World Design Capital

The opportunity to bring the design thinking and intelligence from 15 countries in 10 exhibitions to venues across the city centre offers the citizens of Torino an opportunity to compare the design culture of Torino with that of cities, regions and countries in other parts of the world.

The countries' temporary homes, hosted by the city of Torino within the framework of Torino 2008 World Design Capital – with free-of-charge access to the general public – will be opening their doors only from the 6th to the 13th November 2008 and are located in unusual, fabulous and intriguing venues across the city centre.

Visitors will be able to guide themselves by means of the distinctive map and dramatic street marking to engage with national design prizes from Austria and Spain. Casa Austria presents award winning entries in its 'Adolf Loos' National Design Prize as well as a number of current innovative design solutions exemplifying the outstanding performance of the Austrian design scene. Spain meanwhile presents the outstanding winning designers of its National Design Prizes over ten years and shows industrial products, graphic communication pieces and interior spaces.

Visitors will enjoy the surrealist presentation of 45 products from 33 designers in Flanders as well as a showcase design from Estonia, Hungary, Latvia, Lithuania, Slovakia & Poland through objects, images and animated films merged into one seamless installation.

The city of Nagoya in Japan has embarked on a project that will contribute to solving universal issues, including environmental preservation, using state-of-the-art design and technologies that have evolved and developed from Japan's traditional skills of manufacturing. The exhibition of masterpieces will showcase design born from tradition; from Japan's practice of making things and from the implementation of the need for sustainable environmental preservation.

Norway too presents its design output which is internationally relevant, planet-aware and innovation-driven. The pieces shown at Casa Norway present different aspects of issues related to craftsmanship and innovation in combination with environmental consciousness.

Casa France showcases APCI's 'Observateur du design', considered the French national design prize. The exhibition highlights winning collaborations between companies and designers across all sectors of industry.

From the Netherlands, the city of Rotterdam presents the compelling work of 15 designers representative of Dutch Design. This work comes close to art, is frequently conceptual and anticipates social problems and environmental questions as well as being somewhat humorous.

From South Korea we can see the theme of sustainable cities also emerging. "The U-Design City" communicates a sustainable city where the daily lives of the citizens and the activities of the design industry are in mutual harmony with each other. Visitors will experience a vision of Seoul as a city of design. Also from Asia, Singapore will be presenting the winners of the nation's President's Design Award.

The world of design is coming to Torino. It is our great privilege to have been involved with the Torino 2008 World Design Capital team in making this dream a reality.

Michael Thomson, International Coordination
Christine Losecaat, International Coordination

Torino 2008 *world design capital*

In 2006 Torino was nominated by Icsid (International Council of Societies of Industrial Design) as the first World Design Capital, a recognition that is conferred on cities and regions that have proven to use design, project research and innovation as factors furthering economic, social and cultural development. _____

With this nomination, Icsid recognised the success achieved by the city, and the entire Piemonte Region, in its on-going process of major transformation which was developed by combining the area's strong industrial tradition with its vocation for innovation and research. From a local point of view, all the major local institutions came together with the intention of supporting the project. The City and Province of Torino, the Piemonte Region, the Chamber of Commerce of Torino, the Compagnia di San Paolo, the Fondazione CRT, the Politecnico di Torino, the University of Torino, alongside ADI – Association for Industrial Design, participated in creating a programme of events for Torino 2008 World Design Capital. This commitment was viewed as an opportunity to support and further underscore the city's creative and planning capabilities. _____



In this context, the role of Torino 2008 World Design Capital was to catalyse the small and large enterprises present in the territory, giving them an opportunity for visibility and at the same time the occasion to show a national and international public that design is a deeply-rooted value in the local reality. —————

This objective, to give voice to many different subjects, was the conceptual and operative basis around which the Torino 2008 World Design Capital event was planned. It was a distinctive strategic choice, to find a new and different alternative to the way major events are organised. Not an administrative festival, thus, but a collective work based on participation. —————

And, in fact, participation was the leitmotiv which brought together the multitude of activities which took place over the course of the year. It was also the leitmotiv of the numerous interest groups which were involved at various levels – from the general public to the world of industry, from associations to educational institutes, from designers to students. With reference to the broader meaning of the term ‘design,’ Torino 2008 World Design Capital’s aim is to promote a true project culture, in the sense of a methodology of ideas and strategic planning parsed in terms of products, communications, public policy, education and services. —————

One of the instruments for achieving this objective was a Calendar composed of 400 events: a composite group of appointments including exhibitions of international scope, university projects, workshops held by world-famous designers, competitions for young designers, were all an occasion to stimulate new discussion and promote the growth of sector competences. —————

During the year, 8 projects were organised by the Organising Committee of Torino 2008 World Design Capital, including “Shaping the Global Design Agenda,” an international conference to study the role of design as an instrument to find useful solutions for facing the problems of society. In Torino, where this intense year of activities has highlighted the “project creativity” of the territory, this conference also represents an opportunity to study what is happening in other parts of the world and to reflect on how the capabilities of Torino and Piemonte – the conservation of local know-how and the contamination of international knowledge, the conjugation of the needs of economic and social development with respect for the environment – can find an echo within the global systems and the challenges we will face in the future.

TORINO 2008 WORLD DESIGN CAPITAL

FOUNDING MEMBERS

Città di Torino
Provincia di Torino
Regione Piemonte
Torino Chamber of Commerce
Compagnia di San Paolo
Fondazione CRT
ADI - Association for Industrial Design
Politecnico di Torino
Università degli Studi di Torino

PRESIDENT

Sergio Chiamparino, Mayor of Torino

VICE PRESIDENT

Andrea Bairati, Regional Councillor
for research, innovation and energy
of Piedmont

DIRECTOR

Paola Zini

INTERNATIONAL RELATIONS

Giuliano Molineri

EXTERNAL RELATIONS

Ruben Abbattista

PROJECTS AND EVENTS

Sara Bigazzi
Emma Cova
Alessia Dino

COMMUNICATION AND PROMOTION

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Pamela Pelatelli
Domenico Petitti

PRESS OFFICE

Alessandro Bertin
Stefano Fassone

ORGANISING SECRETARY

Alice Spalatro

ADMINISTRATION

Antonella Odifreddi

VISUAL IDENTITY PROGRAMME

Pietro Palladino

FINANCE AND MANAGEMENT CONTROL

Gruppo Pragmos spa

LEGAL CONSULTANT

Riccardo Rosotto
Filippo Manassero



SHAPING THE GLOBAL DESIGN AGENDA

PROGRAMME DIRECTOR

Michael Thomson

ASSOCIATE PROGRAMME DIRECTOR

Christine Losecaat

ORGANISING SECRETARY

Cristina Allione

Paola Brusaporci

GRAPHIC DESIGN

Zup Associati