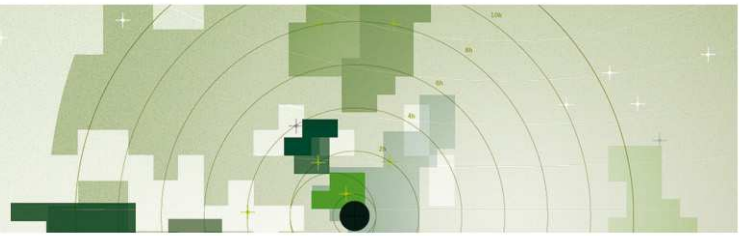




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AN INTERNATIONAL
CONFERENCE
ON DESIGN
POLICY



6th and 7th
November 2008

The Sala 500, Lingotto Conference Center
Torino, Italy

www.torinoworlddesigncapital.it/conference&casa

Torino 2008 World Design Capital

Conference 'SHAPING THE GLOBAL DESIGN AGENDA'

6th and 7th November 2008

Sala 500, Lingotto Conference Center
Torino, Italy

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 Institutional 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**

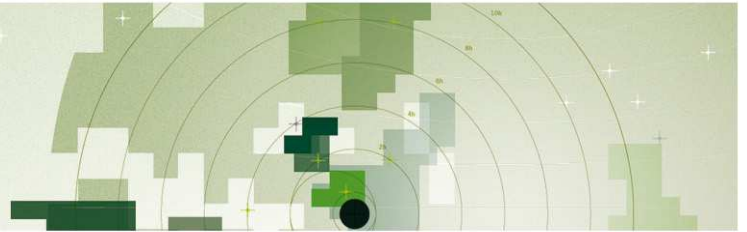
Yrjö Sotamaa

Professor, University of Art and Design Helsinki (Taik); initiator of the new Innovation University - Aalto University



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12.15 **Qatar**

Ibrahim Al Jaidah

Managing Director of the Arab Engineering Bureau, Doha

13.00 Buffet Lunch

14.40 **DESIGN POLICY PANEL 1**

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
Panel**

Jean Schneider, APCI, Paris
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 for Conference Dinner

20.00 Opening-dinner speaker, **Giorgio Giugiaro**

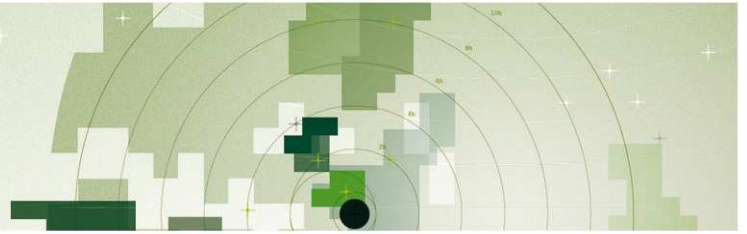
20.30 Conference dinner begins

23.30 Dinner closes



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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, The 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 and Youth, Department of Design

12.15 DESIGN POLICY PANEL 2

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
Panel**

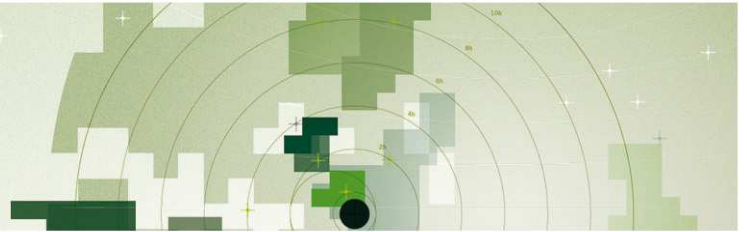
Ezio Manzini, Milan Polytechnic
International panel of experts

13.00 Buffet Lunch



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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

15.15 **DESIGN POLICY PANEL 3**

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
International panel of experts

Panel

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

17.00 Handover Ceremony

17.15 **Kwon Young-Gull**

Deputy Mayor and Chief Design Officer of the Seoul Metropolitan Government

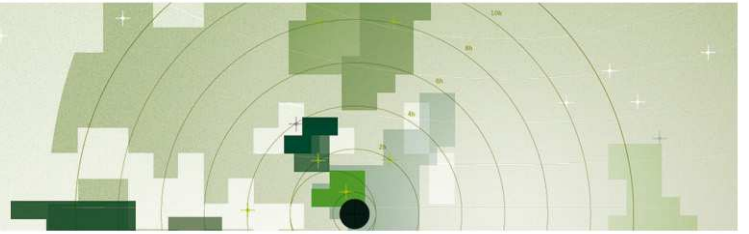
17.35 Short conference plenary conducted by the Conference Chair

18.00 Conference closes



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