

WORLD INDUSTRIAL DESIGN DAY

Ways to Celebrate

Presented by
WDO —



**WORLD
INDUSTRIAL —
DESIGN DAY**

Many hands make light work.
- African proverb

MEMBER'S GUIDE

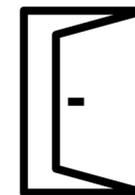
Ways to Celebrate

World Industrial Design Day (WIDD)[™] is an open source programme—the easiest way to get involved is to host your own event or plan your own project. Here are some suggestions inspire you, but we don't want to limit your creativity, so we highly encourage you to use this opportunity to “think outside the box”!



HOST A PANEL DISCUSSION ABOUT THE THEME

According to the theme, organize a panel with design professionals in your community and explore the ways designers can contribute to making the world a better



HOST AN 'OPEN HOUSE' EVENT

Open your doors to allow prospective students to check out the industrial design department of your university or college or your design studio. Allow them to ask questions of the professors or your employees, and allow them to take a look at some of the projects you're working on.



HOST A LECTURE

Or a Pecha Kucha. Or a seminar. You get the idea! Create a dialogue regarding the theme and industrial design. Discuss the concept of upcycling, or how new ways of producing products can reduce waste in landfills.



HOLD AN EXHIBITION

Curate an exhibit by students in your college/university, or by designers from your design studio. Invite the design community and/or general public to take a look. Highlight projects that exemplify. Even better, curate an exhibit online that can be shared.



BRING THE NEW AND THE EXPERIENCED TOGETHER

Host an event bringing together members of the design industry, design community, design students and professors to share knowledge and to talk about the goal.



TRANSLATE WDO'S CODE OF ETHICS

The WDO has an international code of ethics for industrial designers available in English, Spanish, and Italian on [our website](#). Help us translate the code of ethics into your country's official language(s) and share it with us.



TRANSLATE WDO'S DEFINITION OF INDUSTRIAL DESIGN

In 2015, we asked the design community for their input to re-work the definition of industrial design. The new definition was officially released by the Professional Practice Committee in English on [our website](#). Help us translate the definition into your country's official language(s) and share it with the WDO.



Created by James Tait from Noun Project

ONLINE OUTREACH

Host a webinar or online chat to engage with potential students at your university or potential employees at your design company to talk about how your university or company is involved to carry out and develop the theme that concerns us this year.



DEVELOP A DESIGN POLICY

Work towards developing a design policy for your university department, company, or city. Exchange best practices with these different stakeholders and identify opportunities for collaboration.



DECLARE 29 JUNE WORLD INDUSTRIAL DESIGN DAY

Join the movement of design cities officially proclaiming 29 June as World Industrial Design Day! We've created a template to help you draft a proclamation, [download here](#).



LET'S GO VIRAL

Join a global movement to celebrate WIDD by [sending us a short video](#) message and/or your thoughts on the role that industrial designers play in regard to the theme. We'll edit the best videos from around the world and share these capsules of inspiration on 29 June. Like and share these short videos on all of your social networks.



HOLD A WIDD DESIGN TALK

Hold a town hall style meeting to discuss what new or improved design-led initiatives regarding the theme that could be considered as a benefit to your university, company or city. Allow local designers and design agencies who are champions of design to speak to the community. If possible, present case studies from other universities, companies or cities.



TAKE A FIELD TRIP

Contact a local manufacturer or factory and take your students or designers on a tour to understand the final production stages of industrial design.



HIGHLIGHT LOCAL SUSTAINABLE DESIGN INITIATIVES

Public appreciation for design directly relates to public awareness. Identify opportunities to showcase the many different design-driven initiatives that exist in your city and how they are vital to a city's function.



OPEN YOUR DESIGN MUSEUMS

Encourage all museums in your city to open their doors free of charge on 29 June in celebration of World Industr Design Day.



SHOWCASE YOUR CITY AS A DESIGN DESTINATION

Work with local tourism boards to examine how these design aspects of your city can help boost your image abroad.



BRING YOUR CHILDREN TO WORK

Even the youngest minds can suggest ideas. On this day, encourage your employees to bring their children, nieces, nephews or grandchildren to the office and interact with design professionals.

Join the Conversation

We want to hear from you, and you think of this year's theme. Share your thoughts, and photos with us using the hashtags on your social media accounts. Don't forget to tag us, [@worlddesignorg](https://twitter.com/worlddesignorg) so that we can retweet, repost and share your work online.



MAP OUT DESIGN

Develop a design map of your city, highlighting design museums and galleries, design studios that are open to the public, open spaces or even retail shops that have embraced sustainable industrial design. Encourage tourists and citizens to participate in a design walk by following all the stops on the map.



LAUNCH A NEW PRODUCT

What better day to launch a new product or service than on World Industrial Design Day?

Report Back

Let us know how your community celebrated WIDD by sharing your meetings, discussions, activities, and events with us. To share news about your event please email us, at WIDD@wdo.org

Visit www.wdo.org for more information.



RECOGNIZE YOUR DESIGN TEAM

Highlight the design contributions of your design team and young designers via your corporate website and social media pages.



PATENT PROTECTION

Collaborate on an event with the national patent office in your area to commemorate industrial design day or host a lecture on patents.