World Design Talk
City hall, Mestni trg 1, Ljubljana, Slovenia
June 21st, 2019

The United Nations sustainable development goals
Sustainable development goal no. 11
- SUSTAINABLE CITIES AND COMMUNITIES

PROGRAMME:

08.30 – 09.00 Registration of participants

09.00 – 09.30 WELCOME SPEECH

Mr. Zoran Jankovič,
Mayor of City of Ljubljana

WELCOME AND INTRODUCTION

Moderator: Assist. Manca Matičič Zver, mag. DM,
Head of HDMI, Vice dean for International relations

Prof. Nada Rožmanec Matičič,
Dean of Faculty of Design
Green architecture, sustainable design and rapid urbanization
- DM strategies towards sustainable future

Prof. Dragan Marušič, Ph.D.
Rector of University of Primorska

His Excellency Paolo Trichillo
Ambassador of Italy
09.30 – 10.30  GUEST SPEAKERS AND PRESENTATIONS

**Luisa Bocchietto**
President of World Design Organization

**Natalija Medica, M.Sc.**
The Ministry of Economic Development and Technology

**GREEN SMART EXPERIENCE**

**Robert Klun**, univ.dipl.ing.arh.
Magnet Design Studio

**Darja Piciga, Ph.D.**
The Ministry of Environment and Spatial Planning

**Jurij Dobrila,**
President of Slovenian Association of designers

**Prof. Rado Bohinc, Ph.D.**
Slovenian movement for social responsibility

**Andy Milligan FRSA FHeA**
GIDE International Coordinator
Duncan of Jordanstone College of Art & Design

**Lilijana Madjar, M.Sc.**,
General manager
The Regional Development Agency of the Ljubljana Urban Region (RRA LUR)

10.30 – 11.30  WORLD DESIGN TALKS

HONOURABLE KEYNOTE SPEAKERS

**HOW TO LIVE WITHIN PLANETARY BOUNDARIES**

**Prof. Lučka Kajfež Bogataj**, Ph.D.,
one of the winners of Nobel prize for peace; Honorable doctor of University of Primorska, University of Ljubljana, Biotechnical Faculty

**How to achieve sustainable mobility in Ljubljana?**

**Assist. Prof. Peter Lipar**, Ph.D.,
Head of department, University of Ljubljana, Faculty of Civil and Geodetic Engineering, Traffic technical institute

**The sustainability is green**
- environmental benefits of trees in urban environment

**Prof. hc. Nikolaj Torelli**, Ph.D.,
Faculty of design

**City of Design - Design in the city**
**Zmago Novak**, 
Centre for creative economy of Southeast Europe

11.30 – 11.45  COFFEE BREAK

11.45 – 13.00  WORLD DESIGN TALK with round table of Directors of WDO board

**DESIGN; A BUSINESS CASE – A DISCUSSION OF HOW DESIGN CAN CONtribute TO A SUSTAINABLE FUTURE**
Steinar Mowatt Valade - Amland, mDD, CEO, THREE POINT ZERO, Norwegian Danish chamber of Commerce and Culture

This keynote is based on a series of articles published this spring by Brigitte Borja de Mozota and Steinar Valade-Amland, inspiring a discussion about how three closely related, yet not always connected, and not least –
- Design management as the enabler of exploiting and truly benefitting from the power of design
- Design as the embodiment of an organization’s creative and strategic capacity to foster innovation

13.00 – 14.00 LUNCH with WELCOME RECEPTION

WORLD DESIGN TALKS - Project presentations

14.00 – 16.00 KEYNOTE SPEAKERS

The UN Sustainable Development Goals; A New Framework for Exploring the True Potential of Design
(results of workshop with students of Visual Communications Department, Faculty of Design, Ljubljana)

Steinar Mowatt Valade - Amland, mDD, CEO, THREE POINT ZERO, Norwegian Danish chamber of Commerce and Culture

This presentation takes its departure in a workshop that was held for students of the Visual Communications Department at Faculty of Design in October 2018. The discussions revolved around how the UN Sustainable Development Goals could serve as an inspiration and source of innovation to design practitioners rather than a straitjacket and a barrier for exploring the potential of design. Hence, the presentation reflects some of the challenges identified and articulated by the students as opportunities; not only to apply design methodologies, design tools and design skills, but also to benefit from working in multi-disciplinary teams and projects, as is needed to address such systemic and complex challenges.

Students of Visual Communications, Faculty of design

14.30 – 15.30 Presentation of results of the project »FLOWING SPACES – CITY IN MOTION« ON RIVER LJUBLJANICA together with students
Assist. Prof. Inge Kalan Lipar, Design Management Department of Faculty of design, Coordinator of International GIDE Group (Ljubljana)

Presentation of International GIDE project »FLOWING SPACES – CITY IN MOTION« from Design Academies: (representatives and mentors of partner institutions)
Dundee, (Scotland/UK)
Wuxi, (China)
Funchal, Madeira, (Portugal)
Mechelen, (Belgium)
Magdenburg, (Germany)
Milano, (Italy)
Lugano, (Switzerland)
Design management as the enabler of exploiting and truly benefitting from the power of design

Design as the embodiment of an organization’s creative and strategic capacity to foster innovation

LUNCH with WELCOME RECEPTION

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Lugano, (Switzerland)

16.30 – 17.00

Agreement & Closing

Moderator - host

16.00 – 16.30

THE OPENING OF EXHIBITION OF INTERNATIONAL GIDE PROJECT »FLOWING SPACES – CITY IN MOTION«, Atrium City Hall, Ljubljana

16.30 – 17.30

Sightseeing - ROUND TRIP OF JOŽE PLEČNIK LJUBLJANA with prof. Peter Krečič, Ph. D., Faculty of design - optional

Luisa Bocchietto
WDO President

Luisa works as a designer and architect in both the public and private sector, carrying out projects aimed at local development, urban reclamation, and renovation. Her projects and products are published on various specialized magazines. She has contributed texts on architecture and design for various publications, has organized exhibitions (Pop Design, D come Design) as well as attended conferences and served on international juries. Luisa also cooperates as visiting professor with universities and design schools. As a past president, Luisa serves on the governing council of the Associazione per il Disegno Industriale (ADI). She is also a past president of the Association of Architects in Biella and was a member of the organizing committee for World Design Capital 2008 Torino.

Srini Srinivasan
WDO President-Elect

Srini has more than 25 years of professional experience in creative design; user experience design; telecom and wireless product design and development; company formation and venture capital raising; global marketing and sales management; manufacturing and operations. He is a member of various professional bodies, namely WiMAX, WDC2014, Innovations Judge, CES 2012, Usability Panel Member, IEEE, CES 2013. Currently Srini is the President and CEO of LUMIUM, Inc., a creative design company that designs and delivers complete solutions in consumer electronics, smart devices, medical devices, housewares, and UE design for global clients. He has established business partnerships in many parts of the world using his extensive global network of contacts.

Gilles Rougon
WDO Treasurer

Gilles Rougon is Collective Innovation Catalyst for Électricité de France (EDF) Innovation Hub team. He is in charge of leading “innovation by design” processes with cross-functional teams composed of in-house digital labs (Virtual and Augmented Reality, Internet of Things, Data science...), designers, start-ups and French and international partners. He joined EDF in 1999 with a mandate to introduce industrial design to R&D leadership. In 2008 EDF was recognized with a Design Management Europe award for their sustainable design approach. Gilles is also a board member of l’Agence pour la promotion de la création industrielle (APCI), l’École nationale supérieure des arts décoratifs (ENSAD) in addition to his activities as lecturer, teacher, writer, and consultant.
Alpay is Industrial Design Department Chair at Ozyegin University (OzU) in Istanbul, Turkey. After studying industrial design at Middle East Technical University (METU), he completed his PhD at Manchester Metropolitan University in the UK. Previously he worked at Hacettepe University and Istanbul Technical University (ITU) where he also served as Chair of the Industrial Design Department from 2006 until 2013. A member of the Design Research Society (DRS), Alpay was also conferred with “Fellowship of DRS” in 2006. His areas of expertise include design management and strategy, design policy, history, and education in emerging economies. His work has appeared in journals such as Design Issues, Journal of Design History, and Asian Design Journal.

Thomas specializes in product development and design for extreme and minimal environments. His interest in small-scale living spaces grew out of his work in New York on space station interiors and led to doctoral studies at the University of Tokyo on the topic of housing and urban density. For almost a decade he recorded imagery and data on how historical minimalist design philosophy can still be seen embedded in a range of contemporary approaches to lifestyle design, living environments, and the products that bring meaning to daily experience. He became involved in hospital patient room design after joining the Global University Programs in Healthcare Architecture (GUPHA). He holds a Bachelor of Industrial Design from Carleton University, a M.Sc. in Communications Design from Pratt Institute in New York (funded by Design Canada Scholarships for Design Excellence provided by the Canadian Ministry of Industry, Trade, and Commerce), and a Ph.D. in Architectural Planning from the University of Tokyo (funded by Japanese Ministry of Education (Monbusho) Research Scholarship).

David Kusuma is vice president, research and product innovation at Tupperware Brands Corporation. For the past 15 years, he has been responsible for leading product development and R&D for Tupperware Brands Worldwide to develop 150 to 200 new products every year that are launched in more than 100 countries around the world. His focus is to leapfrog conventional boundaries of innovation by developing new technologies and materials to create game-changing product solutions.

Shikuan leads a team of more than 200 computing and communication/mobile devices design experts at Compal Electronics, where he is responsible for business and design strategies for the global computing and mobile devices business. Since joining the company, Compal’s iF DESIGN AWARD Creativity Ranking went from below the 200th position in 2008 to 18th in 2015. Shikuan serves on design competition juries internationally and teaches part-time at the Taipei Shih-Chien and Asia Universities. His speeches, seminars, and articles have been widely published in Taiwan and China. Shikuan currently serves as a consultant for governmental organizations in Taiwan, including the Taiwan Design Center, and the Taipei City Government in an International Advisory Committee capacity for World Design Capital 2016 programming.
Hicham Lah lou
WDO Board Member

Hicham graduated as an Architect Interior Designer & Global Industrial Designer from the Academie Charpentier in Paris, June 1995. He has been present in the international sphere of design since then, promoting and defending the values of design in Morocco, Africa and within the Arab World for more than 20 years. Currently, he is the CEO of 1852&Co – International Design Agency by Hicham Lahlou Designer. He is President & Founder of Africa Design Days, Week & Award, as well as of FEMADE – Moroccan Federation of Industrial Design. He is a Design Expert for WIPO Geneva & OMPIC Morocco, as well as is a Knight of the Order of Arts & Letters within the Republic of France since February 2016.

Don Tae Lee
WDO Board Member

Don Tae has worked on projects ranging from small consumer goods to heavy-industrial products. Previously he was a co-president at Tangerine Direction and Design. He received the honorary fellowship of Royal College of Art in 2016. Currently, he is the Vice Center Leader and Senior Vice-President at Corporate Design Center for Samsung Electronics Co. Ltd. He is also an associate-professor at the industrial design department of Hong-ik University in Seoul.
– Ph.D. of product design, Yonsei University, Seoul, Korea, 2014
– Master of industrial design, Royal College of Art, London, United Kingdom, 1999
– Bachelor of industrial design, Hong-ik University, Seoul, Korea, 1995

Martha Zarza
WDO Board Member

Martha Patricia Zarza Delgado is an Associate Professor in the undergraduate program of Industrial Design and both the master and PhD programs of Design of the UAEM. Currently, she is conducting research projects focusing on gender issues of design and sustainable design.
– Bachelor in Industrial design, UAEM, Mexico, 1993
– Master in Products Development, UPC, Spain, 1996
– PhD in Social Science, El Colegio Mexiquense, Mexico, 2009