
Term Report 2022-2023

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Chi-Yi Chang
Luis Calabuig Parras
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Lilian González-González
Pier Paolo Peruccio
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ACKNOWLEDGEMENTS



Celebrating
65 years of design

ABOUT WDO

World Design Organization (WDO)[®] is a globally recognized non-governmental organization that aims to promote and advance the discipline of design and its power to enhance economic, social, cultural and environmental quality of life. Founded in 1957, WDO services its member organizations around the world, engaging thousands of individual designers through innovative programming and initiatives that champion ‘design for a better world’.

OVERVIEW OF TERM OBJECTIVES

The 2022-2023 term was marked by a number of objectives and a strategic growth plan that aimed to leverage the organization in a manner that would empower the global design community to drive greater impact for a better world.

The following report provides an overview of these activities and accomplishments.

In his address at the close of the 32nd World Design Assembly™ in February 2022, President David Kusuma cited the following as highlights for the term:

Expand Global Partnerships

Build on the groundwork already in progress to expand WDO's global networks with organizations such as the African Union, the World Trade Organization (WTO), the World Economic Forum, UN Habitat and UN Biodiversity.

Develop Global Design Policy Template

Looking beyond the 2030 United Nations Sustainable Development Goals (UN SDGs), encourage national governments to use design as a key resource to achieve objectives and focus on global issues that are most important to the greatest number of people.

Nurture Membership Growth

Maximize support and visibility of WDO Member organizations in their work to achieve UN SDGs, as well as increase WDO's footprint and active participation on the African and South American continents.

Explore Data Strategy

Build/gather statistical information on design-related activities. Define metrics to monitor design's effect on social and economic improvements; segment design's contribution to GDP and HDI.



DAVID KUSUMA
President's Message

65 years of design

It has been my great honour to serve as your President and I am so grateful to our community for your trust and exceptional support during this term!

As many of you will remember, we had a late start to this term due to delays caused by the COVID pandemic. While this resulted in a shorter timeframe to complete projects, it did not deter us from being extremely productive due in large part to the conviction of our Board members. Our journey actually started during the previous term, when former President Srinivasan called on his Board to develop a long-term strategic growth plan for WDO, and to his credit, it is this original strategy that we have built upon during the current term. With coincidence and good luck on my side, most Board members from the previous term transitioned into this one, and I had the unusual advantage to lead a well-seasoned Board that was ready to get to work as of day one.

As this term comes to a close, I reflect with great appreciation on everything the 2022-2023 Board has accomplished, and I want to take this opportunity to acknowledge their unwavering support and commitment, which enabled us to accomplish so much, in such a condensed time period. My thanks as well to the Secretariat team for their great partnership and 'behind the scenes' work that made it possible to move our projects and initiatives forward. They are the engine which drives all of the successful outcomes for WDO!

2022 marked our 65th anniversary – a major milestone for our organization. During this term, the Board sought ways to approach our global agenda and address those projects deemed most important to WDO and to the global design industry.

The first was to increase the frequency of our meetings where we met virtually on a monthly basis when we could not meet in person. With a combined eight in-person meetings and virtual meetings almost every month, we held a total of 16 official Board meetings over the shortened two-year term, which provided more time to work and connect on initiatives.

New this term was the development and assignment of project portfolios for each Board member to lead. Leveraging their unique interests and skill sets, Board members mobilized external networks to build working teams to incubate these initiatives – some of which have the potential to be further developed into cornerstone programmes for WDO members and our global community.

These portfolio projects included:

- The World Design Index measuring the human impact on investment in design
- The contribution of World Design Capital data into the design index project
- Development of a WDO data strategy
- A Global Design Policy Framework
- Our Worldesign Magazine in partnership with Domus Editoriale
- A targeted membership growth strategy, and
- A programme strategy for our Young Designers Circle

As the Board was encouraged to lead by a guiding principle to 'go BIG' and 'be BOLD', I wish to encourage our members to do the same and seek opportunities to contribute to the development of these initiatives, many of which Thomas Garvey has indicated will be carried over into the next term.

I want to take this opportunity to also thank our Regional Advisors and Community Liaisons, especially Hicham Lahlou from Morocco and Jorge Gomez Abrams from Mexico. These former Board members accepted my call to serve as WDO Envoys this term for Africa and Latin America to boost our awareness and help build community activities, which would eventually increase WDO's presence in our most underrepresented regions.

The efforts by these Envoys have resulted in direct meetings with diplomatic contacts, including an event in Morocco where WDO was presented to ambassadors from the USA, Italy, South Korea, and Israel – the latter suggesting a potential WDO event on 'Design for Peace' in Jerusalem, which is an exciting proposal that we will explore at a later date, given the current state of affairs in that part of the world.

This term, we also signed new and notable Memorandums of Understanding and agreements with significant world bodies and partners:

- UCLG Africa (United Cities and Local Governments Africa) puts WDO in contact with almost 10,000 mayors from the most important cities on the continent of Africa

- UNIDO (United Nations Industrial Development Organization), the UN agency most closely aligned with industrial design, and whose mission is to raise quality of life in countries around the world by raising industrial capability and capacity
- And not least, Domus Editoriale – a reputable architecture and design magazine with whom we delivered our inaugural Worldesign magazine – a formal global publication to encourage dialogue on leading edge issues, anticipate trends, feed ideas, and offer viewpoints on future directions in design, as well as bring visibility to WDO to tens of thousands of designers and readers across the planet.

I also want to thank our past ICSID and WDO Presidents, all of whom I have contacted during this term for guidance and perspective. WDO is only what it is today because of the passion, courage and wisdom of those who served before us. We build a sustainable vision for tomorrow, based on knowledge, experiences, and collective learnings of the past.

The current state of WDO for the future is extremely positive. This year we reached another milestone; the highest number of member organizations in the history of ICSID and WDO.

We are seeing record registrations for attendance at our General Assembly in Tokyo and it is very encouraging to see so many candidates step up to run for the WDO Board in this election cycle; one of the most contested elections in ICSID/WDO history! With so much excitement and interest, this bodes extremely well for the future of WDO. One of the organization's strengths is our great commitment to democratic principles. The opportunity during this election cycle is wide open because most of the current Board will be stepping down due to term limits. This is important because design is a discipline that requires constant change of leadership and ideas.

Finally, I want to wish my close friend, Thomas Garvey, the very best as he takes on the responsibility of leading this amazing organization. Thomas is the voice of reason, of structure and of balance. He also has a great vision for WDO and the future of our organization couldn't be in better hands.

Thank you again to all of our members. All of you have contributed to maximize the exposure and growth of WDO in front of the world. You have raised the bar on future expectations and have collectively helped to increase the brand value to the WDO.

BOARD OF DIRECTORS

Elected by the membership every two years at the General Assembly, WDO's Board of Directors is responsible for the effective governance of the organization, including the pursuit of its vision and mission and the adherence to its core values.

In an honorary capacity, these 11 individuals commit time and expertise to strengthen the organization and meet its strategic term objectives. Collectively, the President, President-elect, Treasurer form the Executive Committee (ExCom). All are supported by the Managing Director and WDO Secretariat team.



PRESIDENT
DAVID KUSUMA
USA



PRESIDENT-ELECT
THOMAS GARVEY
Canada



TREASURER
ERAY SERTAÇ ERSAYIN
Turkey



ANNE ASENSIO
France



LUIS CALABUIG
Spain



CHI-YI CHANG
Taiwan (Chinese Taipei)



LILIAN GONZÁLEZ-GONZÁLEZ
Mexico



PIER PAOLO PERUCCIO
Italy



MEGHAN PREISS
USA



MAKIKO TSUMURA
Japan



PRADYUMNA VYAS
India

Turning ideas into action

It has been a privilege to have had the opportunity to participate on the Board during these past two years and a tremendous pleasure to serve as President-Elect this term and I am eager to continue WDO's work to shape the future of design.

As I reflect on the past few years, I am impressed by the agility of the Board and our Secretariat team to reimagine many of our programmes and procedures. While many other organizations declined in the face of COVID, we saw an increase in productivity and witnessed highs in membership across the globe. Despite the shorter term of only 20 months, the Board remained energetic and successful due in large part to our Managing Director Bertrand Derome and the entire Secretariat team who collectively enabled us to turn ideas into action.

As we look ahead to continue to grow and have greater impact, there are several key areas of focus that I think should define our approach and vision.

Collaboration and inclusivity

Design knows no boundaries, and as the global design community, we must embrace and celebrate our diverse perspectives. By fostering an environment of open collaboration and inclusivity, we can unlock the full potential of all our members.

Innovation and sustainability

Design is a powerful tool for innovation, but it must also be rooted in sustainability. As the leaders of design in practice, we have a responsibility to prioritize projects that are environmentally conscious, socially responsible, and economically viable. WDO should inspire and support designers to create solutions that positively impact both the present and future generations.

Education and empowerment


We know that the only way to guarantee a better future, and our organizational viability, is to nurture and empower our best young design minds. Today more than ever, our methods of education are being challenged by technology and culture. As an educator, I believe we urgently need to develop a deeper understanding and articulate more clearly how our methods must adapt to be relevant in the face of rapid change. We have the kind of experienced educational members that can lead this change.

Advocacy for design

We know the potential of design still often goes unrecognized in many sectors. As the World Design Organization, we must better advocate for the recognition and integration of design in policy-making, business strategies, and public projects. Only by leading by example and showcasing the transformative power of design, can we influence decision-makers to prioritize design-led solutions.

Global outreach and impact

Our organization is global, and so our impact needs to be even more global than it is today. We can certainly expand our reach to regions where design is yet to be fully recognized. By collaborating with local communities, governments, and organizations, we can better foster a design culture that enriches lives and solves problems on a global scale to solve the world's most pressing challenges. But to do so, we must recognize the profoundly important regional differences in design practices, across regions of the world and global demographics. And in parallel, we must create strategies that recognize the equally profound regional economic realities that promote or hinder access to full participation.

A portrait of Thomas Garvey, a man with a grey beard and mustache, wearing a dark suit jacket over a light blue shirt. He is standing with his hands in his pockets, looking directly at the camera.

THOMAS GARVEY President-Elect's Message

I'd like to thank all those who came before me – to our extensive network of Senators and Regional Advisors, I would not be here today without your encouragement and inspiration over the years; to the current Board of Directors, I assure you I will advance your recommendations shared and ask for your continued support on many of the projects we started together; and to David Kusuma in particular who has left a deep and lasting impression on me, always leading by example.

I am committed to serving this organization with dedication and integrity. But we will only succeed with active member participation. Together, we can continue to demonstrate that design is not just a discipline, but a transformative force for a better world.

"Design is a powerful tool for innovation, but it must also be rooted in sustainability. As the leaders of design in practice, we have a responsibility to prioritize projects that are environmentally conscious, socially responsible, and economically viable."

Growing a stronger and more impactful organization

Three pillars of success: Community, Programmes and Communications

As we reflect on the past two years, we find ourselves emerging from a period of unprecedented challenges and remarkable opportunities. The COVID-19 pandemic forced us to adapt, innovate, and rethink our strategies. The past term gave us the opportunity to leverage those learnings to strengthen and grow our organization, giving ourselves the potential for greater impact in the future.

Community: strengthening our foundation

The foundation of any thriving organization lies in its community. Over the course of the term, our community has shown remarkable growth and our membership has expanded significantly, growing from 180 members at the beginning of 2022 to more than 212 member organizations (as of September 2023). We've also welcomed cities into our community, broadening our network to 14 cities worldwide.

Our commitment to community engagement has played a pivotal role in this growth. We invested in building relationships, fostering collaboration and creating a sense of belonging. This investment has borne fruit in the form of increased membership collaborations, and the sense of unity is growing stronger.

Programmes: learning, scaling, and innovating

The pandemic taught us invaluable lessons about adaptability and innovation. We have incorporated these lessons into our programmes to make them more robust and agile than ever before. Some of our recent initiatives, such as the World Design Challenges, are now being embraced by our educational community, with the ambition to scale this programme to reach a wider and more diverse international multilateral audience.

Our World Design Capital flagship programme has now initiated and spurred a generation of programme, which has resulted in the establishment of World Design Protopolis. Piloting the first ever designation in Bengaluru (India), we aim to drive long-term impactful design projects that will be community-driven and supported by our international design community.

The involvement of our members has been instrumental in these efforts. Their commitment to our programmes has been unwavering, and we continue to rely on their expertise and dedication to drive success across all membership pillars.

Communications: amplifying our voice

Effective communication is the cornerstone of any global organization. We've harnessed this objective to elevate our voice and presence on the international stage. We've leveraged digital platforms and virtual events to connect with our community during the pandemic. As a result, we've strengthened our bonds and expanded our reach, demonstrating that even in a world marked by distance, connection is possible.



BERTRAND DEROME
Managing Director's
Message

The launch of our first edition of Worldesign magazine during the 33rd World Design Assembly is a significant milestone. It reflects our community's eagerness to engage in conversations that address global challenges through design. This publication has already become a platform for thought leadership and a source of inspiration.

All these accomplishments have been made possible through the relentless dedication of WDO's members, partners, and community. It is also a testament to the incredible work of our Secretariat team, who have excelled in community engagement, programme development, and communications.

We will build upon the foundation we've established, striving for a stronger and more balanced organization that is poised to address global issues with creativity, resilience, and unity. Thank you for being a part of this remarkable journey. Together, we will shape the future of design and make a positive impact on the world.

"The pandemic taught us invaluable lessons about adaptability and innovation. We have incorporated these lessons into our programmes to make them more robust and agile than ever before."

SECRETARIAT

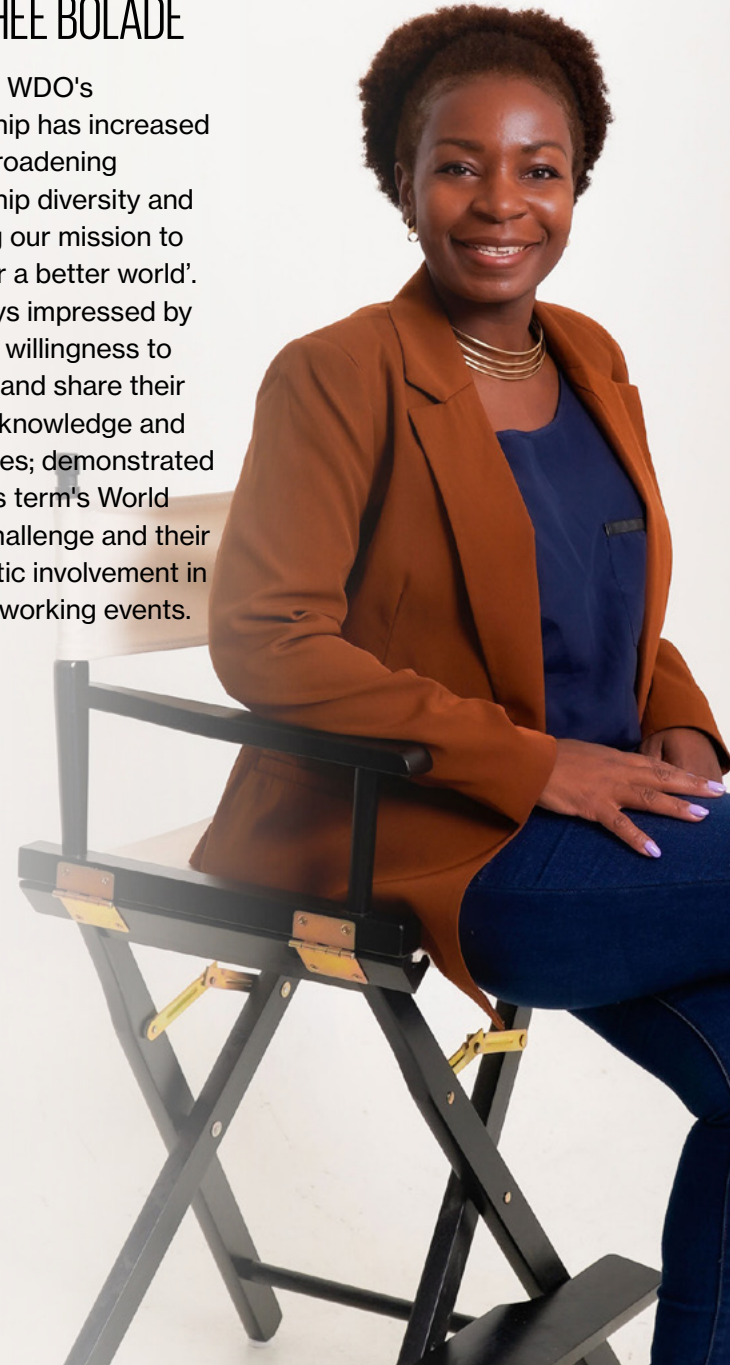
WDO's Secretariat team forms an integral part of the organizational structure and an important resource to ensure its future success.

When asked about individual accomplishment this term, this is what our Secretariat team had to say:

Community Engagement Officer

DOROTHEE BOLADE

This term, WDO's membership has increased by 12%, broadening membership diversity and advancing our mission to 'design for a better world'. I am always impressed by members' willingness to try things and share their wealth of knowledge and experiences; demonstrated during this term's World Design Challenge and their enthusiastic involvement in virtual networking events.



Communications Manager

NATALIE DUTIL

My proudest accomplishment this term has been managing the revival of meaningful in-person events, post-pandemic. Witnessing the community reunite and actively engage in our programmes such as World Design Capital and World Design Assembly filled me with renewed purpose in my position. Our efforts brought people together, fostering connection and collaboration and hopefully making a lasting impact on the industry.



**Programmes Manager**

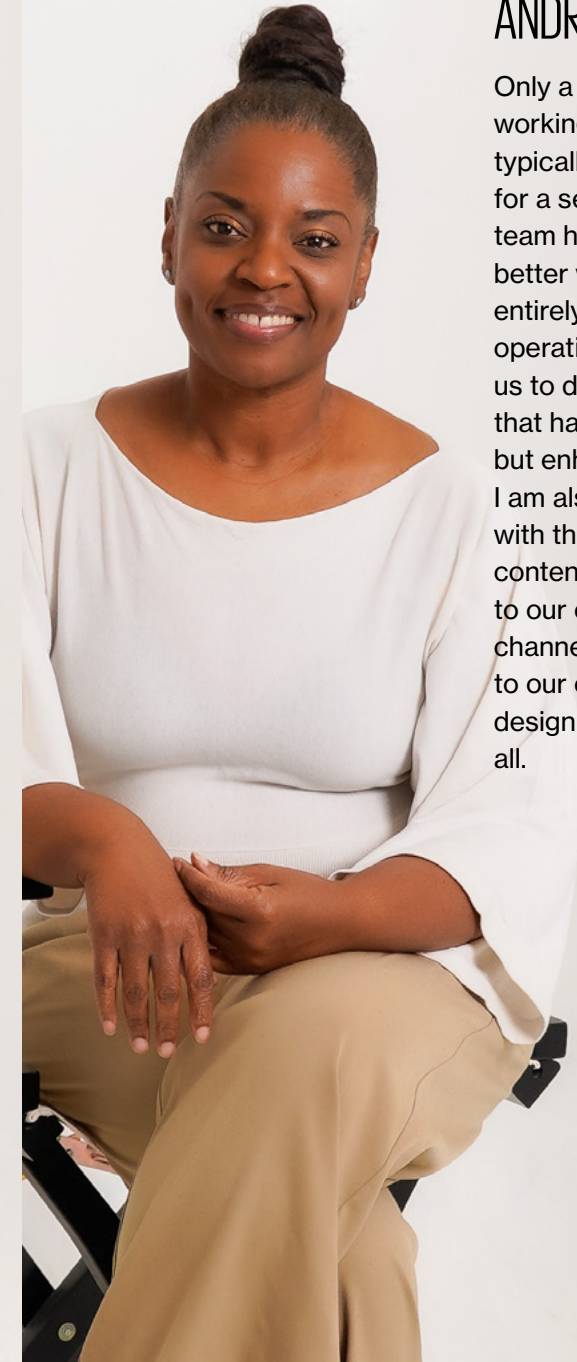
ERIC LAUWERS

This term, my accomplishments have been kicking off WDC San Diego Tijuana 2024, as well as accompanying and concluding events for WDC Valencia 2022. Additionally, I launched and supported the WDC 2026 selection cycle, and made improvements to the selection process where needed. I was also involved in the planning and project management of World Design Protopolis, the newest, exciting WDO programme that was launched in Bengaluru (India) in July 2023.

**Visual Communications Officer**

TU TRAM PHAM

Having rejoined the WDO team in 2023, my role this term may have been small but I'm quite proud to have contributed to the design of large projects such as this Term Report, all of the printed and digital touchpoints for the General Assembly branding, as well as for supporting my fellow teammates bring this term to a successful close. I look forward to upholding the caliber of our content while also pushing our visual boundaries, as well as improving our online user experience.

**Programmes and Communications Director**

ANDREA SPRINGER

Only a few years ago, working 'remotely' was typically perceived as a perk for a select few. Today, the team has adapted to newer, better ways of working entirely remotely, which operationally, has enabled us to develop a cadence that has not only maintained but enhanced productivity. I am also quite pleased with the increase of digital content and improvements to our communications channels, which lends itself to our objective of making design more accessible to all.

Programmes and Communications Officer

SARAH VIRGINI

Hosting a 24-hour event for two years in a row on World Industrial Design Day definitely stands out as a highlight of this term. The 2023 event proved to be just as successful as the first edition, and all the more special as we were able to celebrate alongside our global community on the occasion of WDO's 65th anniversary.



Accounts Administrator

ROSE WU

This term, we developed a robust Membership Dashboard. Leveraging more technologically advanced processes within our internal administration have made our work more dynamic and provides more accessible data for the team to use and generate various reports. We also improved staff timesheets and recording systems, which allows management to monitor programme costs.



**The bigger the dream,
the more important
the team.**

- Robin Sharma



ERAY SERTAC ERSAYIN
Treasurer's Report

Striving to maintain more sustainable finance models

It has been a great honor for me to serve as Treasurer this term. We strived to maintain a sustainable finance model during a period when the effects of the COVID-19 pandemic persisted and all segments of society were adversely affected. Despite these challenges, we continued to develop and implement strategies to the extent we planned. With our members at the center of our focus, we began working on frameworks for data-driven studies that will make industry indexing even more efficient. We also considered national design strategies, design policies, impacts studies of design, education policies, strategies for emerging designers, as well as negotiated and developed proposals to gain a better understanding of our members.

We initiated activities to increase our financial capacity and make WDO even more project focused. We also closely monitored what is happening in the world to develop initiatives in cooperation with various UN agencies and have benefited from their support, some of which have been very fruitful in our work to identify fundraising strategies.

These conclusions are supported by our financial auditors, who have verified the fair presentation of WDO's financial position as of 31 December 2022, in accordance with Canadian accounting standards for nonprofit organizations.

According to statistical research done as part of the WDC 2022 Impact Study, for every Euro spent by public administration to finance World Design Capital 2022, 5.8 Euros of income have

been generated for the citizens of the Valencia region. This indicates the positive and tangible impact of our programmes on cities. Similarly, projects such as World Design Protopolis, which we will be piloting in Bengaluru (India) are expected to also contribute positively to our finances.

This term also enabled us to cross a very important threshold, where we exceeded 200 member organizations and continue to gain more due in large part to this term's ambitious membership growth strategy. As a result, membership revenues continue to increase with our Education pillar representing 40.8% of membership revenue (as of 7 September 2023) and remains the most significant member pillar for WDO followed by Promotional members at 23.2% and Corporate members at 22.7%. We are growing the fastest in Europe and Asia, but with members joining us from Latin America and Africa, we are getting stronger in these regions as well. Our aim is to maintain our cultural and experience diversity at the highest level, to continue to be the world's largest design organization.

I would like to thank my fellow colleagues on the Executive Committee and our President David Kusuma in particular for his leadership. I would also like to commend the contributions of the Managing Director Bertrand Derome and the entire Secretariat team, who have shown the necessary flexibility and adaptability to support our activities. Most importantly, I appreciate the engagement of our members and their unwavering commitment to the vision we share together to 'design for a better world'.



FINANCIAL STATEMENTS

OPERATION STATEMENTS

For the period ended on 31 December

Revenue

	Y2021 31-Dec-21 (12 months) EURO	Y2022 31-Dec-22 (12 months) EURO
Membership fees	€ 197,919	€ 211,832
World Design Capital	215,432	305,996
Endorsement	5,939	3,468
Interdesign/World Design Challenges	33,643	0
World Design Corporate Circle	16,161	0
World Design Partner Programme	54,872	95,838
World Design Assembly	42,845	151,803
Subsidies - COVID	158,780	21,811
Subsidies - Federal Government	39,340	0
Interest & Other revenue	1,490	1,515
Total revenue	€ 766,420	€ 792,263

Expenses

Administrative expenses

Payroll expenses	486,341	440,260
Rent	57,933	66,694
Bad debts	14,086	11,664
Depreciation expense	1,737	3,202
Professional fees	6,528	9,736
Insurance	5,559	6,538
Interest and Bank charges	6,839	7,110
Office expenses and Supplies	1,312	3,329
Mailing and Shipping	388	574
Telecommunication and Licenses	11,308	16,557
Computer and Other maintenance	417	916
Tax	235	253
WDO Foundation	10,863	1,468
GST expenses	6,076	7,445
	€ 609,623	€ 575,743

	Y2021 31-Dec-21 (12 months) CAD	Y2022 31-Dec-22 (12 months) CAD
\$ 293,474	\$ 290,125	
319,442	419,092	
8,807	4,750	
49,886	0	
23,963	0	
81,364	131,260	
63,531	207,910	
235,439	29,872	
58,333	0	
2,209	2,075	
\$ 1,136,448	\$ 1,085,084	

721,146	602,980	
85,903	91,344	
20,886	15,975	
2,576	4,385	
9,679	13,335	
8,243	8,954	
10,141	9,738	
1,946	4,559	
576	786	
16,768	22,676	
618	1,254	
349	346	
16,108	2,010	
9,010	10,196	
\$ 903,949	\$ 788,538	

OPERATION STATEMENTS

For the period ended on 31 December

	Y2021 31-Dec-21 (12 months) EURO	Y2022 31-Dec-22 (12 months) EURO
Expenses (continued)		
Marketing and Communications	€ 5,487	€ 19,103
Meeting expenses	8,443	14,509
Programmes		
World Design Capital (WDC)	23,989	90,996
World Design Partner Programme (WDPP)	527	754
World Design Assembly (WDA)	15231	38485
World Design Protopolis (WDP)	172	0
World Design Corporate Circle (WDCC)	3,420	0
World Design Impact Prize (WDIP)	7,780	5,763
World Industrial Design Day (WIDD)	26	20,529
Community Engagement (CE)	455	12,718
Interdesign/World Design Challenges	36,821	190
Sustainability by Design Project	16,151	452
World Design Talks (WDT)	69	0
Total Programmes	104,640	169,886
Total expenses	728,193	779,241
Excess of revenue over expenses before exchange gain or loss	38,227	13,022
Contingency/Exchange gain or loss	(26,449)	(4,936)
Excess of revenue over expenses	€ 11,778	€ 8,086

	Y2021 31-Dec-21 (12 months) CAD	Y2022 31-Dec-22 (12 months) CAD
\$ 8,136	\$ 26,163	
12,520	19,872	
35,571	124,628	
781	1,032	
22,585	52,709	
255	0	
5,071	0	
11,536	7,893	
38	28,116	
675	17419	
54,598	260	
23,948	619	
102	0	
155,160	232,676	
1,079,765	1,067,249	
56,683	17,835	
(39,219)	(6,761)	
\$ 17,464	\$ 11,074	

BALANCE SHEET

As of 31 December

ASSETS

Current assets

	Y2021 EURO	Y2022 EURO
Cash	€ 613,035	€ 642,212
Term deposit	145,925	6,917
Accounts receivables	77,641	40,341
Prepaid expenses	8949	6632
	845,549	696,102

Fixed assets	1,930	5,174
	847,479	701,275

LIABILITIES

Deferred revenue	264,679	150,167
Accounts payables	87,101	50,047
	351,780	200,214

NET ASSETS

Restricted funds	243,208	242,081
Unrestricted funds	252,492	258,981
	495,699	501,062
	€ 847,479	€ 701,275

	Y2021 CAD	Y2022 CAD
	\$ 882,218	\$ 928,510
	210,000	10,000
	111,733	58,325
	12879	9589
	1,216,830	1,006,424
	2,777	7,480
	1,219,607	1,013,904
	380,899	217,111
	125,347	72,358
	506,246	289,469
	350,000	350,000
	363,361	374,435
	713,361	724,435
	\$ 1,219,607	\$ 1,013,904

OPERATION FORECAST

(as of 7 September 2023)
For the period ended on 31 December

Revenue

Membership fees	\$	298,000
World Design Capital		340,000
Endorsement		7,500
Interdesign/World Design Challenges		50,000
World Design Corporate Circle		30,000
World Design Protopolis		350,000
World Design Partner Programme		125,000
World Design Assembly		97,500
Worldesign Magazine		101,500
Interest & Other revenue		10,000
Total Revenue		1,409,500

Expenses

Administrative Expenses

Payroll expenses	733,000
Rent	93,391
Bad debts	19,500
Depreciation expense	2,500
Professional fees	12,500
Insurance	9,500
Interest and Bank charges	9,600
Office expenses and Supplies	7,500
Telecommunication and Licenses	40,706
Computer and Other maintenance	6,200
Meals and Refreshments	7,870
Tax	360
GST expenses	9,000
	951,627

Expenses (continued)

Marketing and Communications	58,100
Meeting expenses	15,440
Worldesign Magazine	145,000

Programmes

World Design Capital (WDC)	42,000
World Design Assembly (WDA)	109,365
World Design Partner Programme (WDPP)	14,240
World Design Protopolis (WDP)	50,000
World Design Corporate Circle (WDCC)	9,500
World Design Impact Prize (WDIP)	5,000
World Industrial Design Day (WIDD)	5,000
Community Engagement (CE)	7,500
Interdesign/World Design Challenges	2,500
WDO Foundation	1,230
Young Designer's Circle (YDC)	1,500
World Design Talks (WDT)	8,200

Total Programmes	256,035
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Total expenses	1,426,202
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Excess of revenue over expenses before exchange gain or loss	(16,702)
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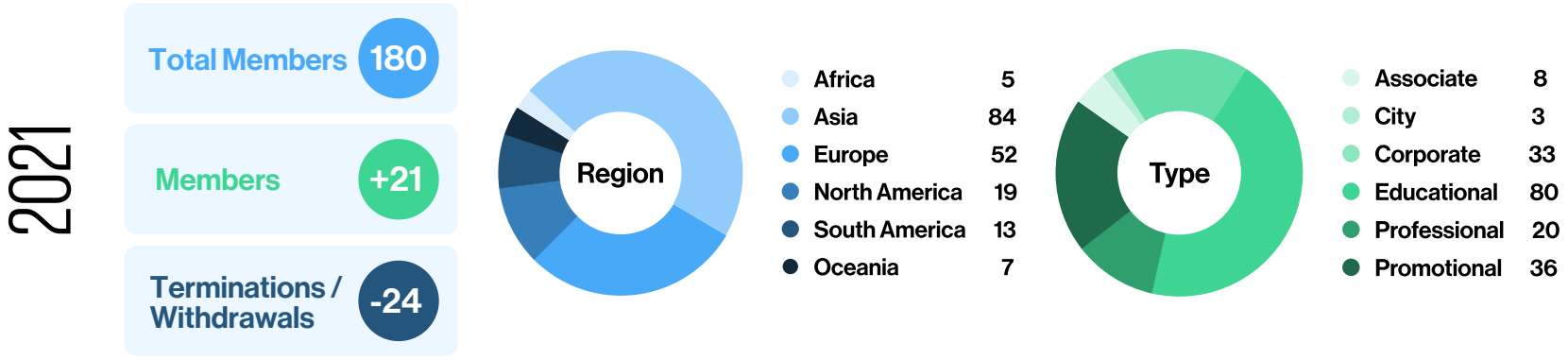
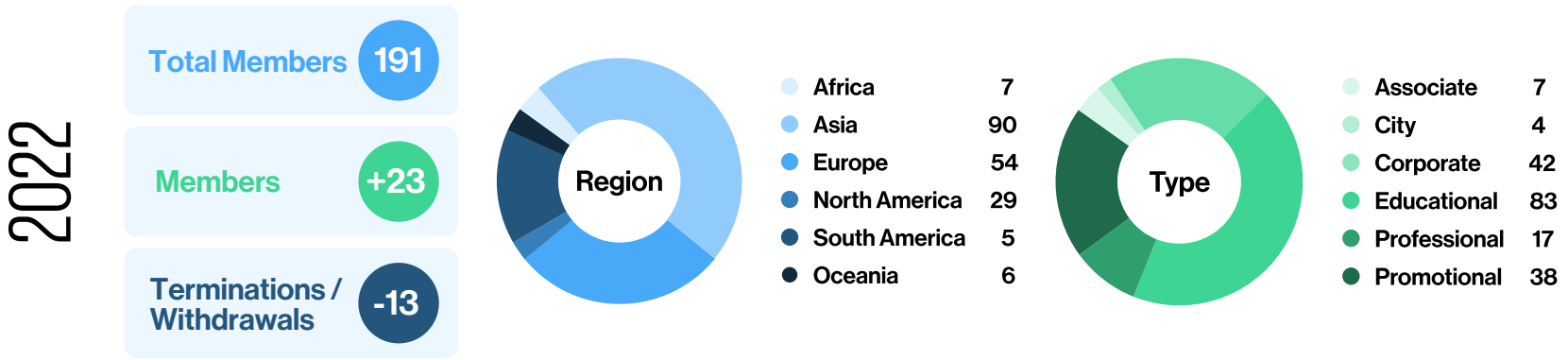
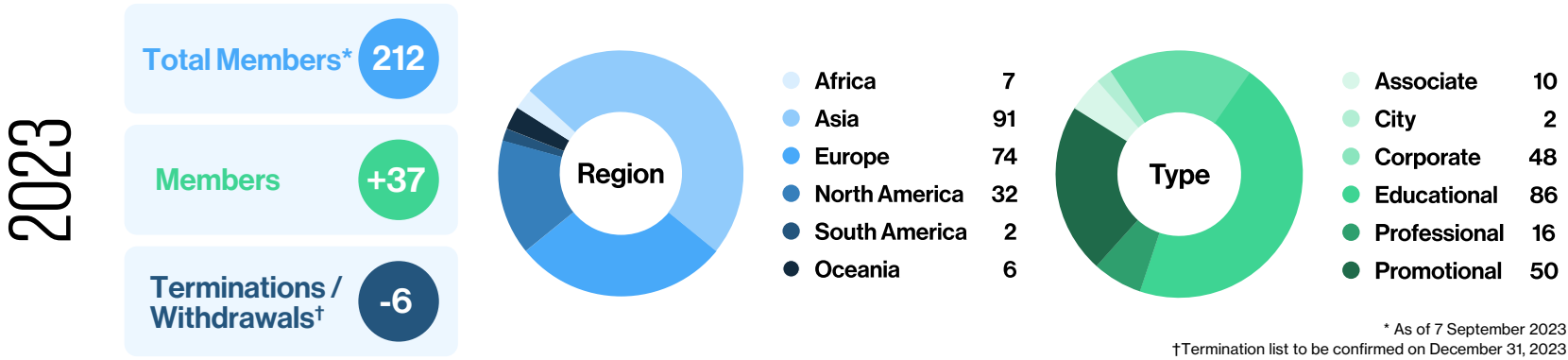
Contingency/Exchange gain or loss	30,000
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Excess of revenue over expenses	\$ 13,298
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OUR MEMBERSHIP

MEMBERSHIP AT A GLANCE



2022-2023 MEMBERS

(as of 6 September 2023)

Bold blue: new this term

Associate

ASD Turkish Packaging Manufacturers Association (Turkey)

Burnham Center for Community Advancement (USA)

CARE Group of Institutions (India)

Cement, Glass, Ceramics and Soil Products Exporters' Association (Turkey)

Furniture Associations Federation (MOSFED) (Turkey)

HOUSE/iH ideas (Switzerland)

İSTAV Istanbul Art, Promotion and Research Foundation (Turkey)

Selma Lazrak (Germany)

Sustainable Materials Library (Taiwan, Chinese Taipei)

Welingkar Institute of Management (India)

City

City of Cape Town (South Africa)

City of Lille (France)

Corporate

Africa Design Institute & Africa Design Academy (Morocco)

Alessi (Italy)

Andreu World (Spain)

Arctic Factory (Finland)

ARTOP Design Group Co., Ltd (China)

Authentic Design LLC (USA)

Autodesk (Canada)

BMW AG (Germany)

Bombardier Recreational Products Inc (Canada)

Cappelli Identity Design Srl (Italy)

Cartier (France)

Cemer Kent Ekipmanlari saan. ve. Tic. A.S (Turkey)

Compal Electronics Inc. (Taiwan, Chinese Taipei)

CRRC Qingdao Sifang Co. Ltd. (China)

CRRC Zhuzhou Locomotive Ltd. (China)

Dassault Systèmes (France)

Design for Winning LLC (USA)

Électricité de France (EDF) (France)

Ferretti Group (Italy)

InventIndia Innovations Pvt. Ltd (India)

Italdesign Giugiaro S.p.A (Italy)

JC. Architecture & Design (Taiwan, Chinese Taipei)

Korea RAILROAD Corp. (South Korea)

Limpidfrog Entertainment Pvt Ltd (India)

Lumium Design Inc. (USA)

Mask architects srls (Mask)(Italy)

Modern Edge Inc (USA)

National Center for Industrial Design and Innovation (Russian Federation)

NOVA Design (Taiwan, Chinese Taipei)

Orange (France)

Oregon Tool (USA)

PARK (USA)

PDR (United Kingdom)

Pedrali Spa (Italy)

PEGATRON Corporation (Taiwan, Chinese Taipei)

Planet Protector Packaging (Australia)

Procter & Gamble Service GmbH (Germany)

Samsung Electronics Co. Ltd (South Korea)

Shanghai Warmyou Industry Co. Ltd. (China)

Spread Design and Innovation Pvt Ltd. (India)

Spring Pool Glass (Taiwan, Chinese Taipei)

Toshiba Corporation (Japan)

TRAREM AFRIQUE (Morocco)

Tupperware Corporation (USA)

Turkiye Sise ve Cam Fabrikalari Anonim Sirketi (Turkey)

Vestel Elektronik San.ve Tic.A.S (Turkey)

Yamaha Corporation (Japan)

Ziba Design (USA)

2022-2023 MEMBERS

(as of 6 September 2023)

Educational

Aalto University School of Art and Design (Finland)

Algonquin College (Canada)

ARCH College of Design & Business (India)

[Asia Pacific University of Technology and Innovation \(Malaysia\)](#)

Asia University (Taiwan, Chinese Taipei)

Atilim University (Turkey)

Autonomous University of the State of Mexico (Mexico)

BESIGN - The Sustainable Design School (France)

Carleton University (Canada)

[Chang Gung University \(Taiwan, Chinese Taipei\)](#)

Chiba University (Japan)

[Chitkara University \(India\)](#)

Cindreabay School of Design (India)

CMR University (India)

College for Creative Studies (USA)

Delft University of Technology (The Netherlands)

[Design Lab, University of California, San Diego \(USA\)](#)

DJ Academy of Design (India)

École de design Nantes Atlantique (France)

École nationale supérieure des arts décoratifs (France)

Ensaama -Olivier de Serres (France)

ENSAD - Hassan II University of Casablanca (Morocco)

Euro-Mediterranean University of Fes (Morocco)

FACULTY OF DESIGN, Independent Higher Education Institution (Slovenia)

George Brown College (Canada)

Georgia Institute of Technology (USA)

Hong Kong Design Institute (Hong Kong SAR)

IED Istituto Europeo di Design S.p.A-. Società Benefit (Italy)

[IMS Design and Innovation Academy \(India\)](#)

Indian Institute of Technology - ITT Bombay (India)

Indian Institute of Technology Guwahati (India)

Indus Design School (India)

Institute of Design, Nirma University (India)

Instituto Tecnológico y de Estudios Superiores de Monterrey - ITESM (Tec de Monterrey) (Mexico)

[International Balkan University \(Macedonia\)](#)

Investigaciones y Estudios Superiores S.C. (Universidad Anáhuac México) (Mexico)

Istanbul Medipol University (Turkey)

Istituto d'Arte Applicata e Design Torino (Italy)

Izmir University of Economics (Turkey)

JECRC University (India)

Kadir Has University (Turkey)

Kedge Business School (France)

La Sallian Educational Innovators Foundation, Inc. (de la salles) (Philippines)

[LCI Education \(College International Lasalle\) \(Morocco\)](#)

Les Ateliers-Ensci (France)

Middle East Technical University (METU) (Turkey)

[Ming Chi University of Technology \(Taiwan, Chinese Taipei\)](#)

MIREA - Russian Technological University (Russian Federation)

MIT Institute of Design (India)

Musashino Art University (Japan)

Narsee Monjee Institute of Management Studies (NMIMS)(India)

National Institute of Design (India)

National Institute of Design, Madhya Pradesh (NIDMP) (India)

[National Taiwan University of Science and Technology \(Taiwan, Chinese Taipei\)](#)

Oslo school of Architecture and Design (Norway)

Ozyegin University (Turkey)

Pearl Academy (India)

POLI.design S.c.r.l (Italy)

Politecnico di Torino (Italy)

Royal College of Art (United Kingdom)

Savannah College of Art and Design (USA)

[School of Design and Innovation, RV University \(India\)](#)

Shih-Chien University (Taiwan, Chinese Taipei)

2022-2023 MEMBERS

(as of 6 September 2023)

Srishti Manipal Institute of Art, Design and Technology (SMI) (India)

Strate School of Design (France)

Tama Art University (Japan)

Tatung University (Taiwan, Chinese Taipei)

The Ohio State University (USA)

TOBB University of Economics and Technology (Turkey)

Tongji University (China)

United World Institute of Design (Karnavati University) (India)

Universidad Autónoma Metropolitana (Mexico)

Universidad CEU Cardenal Herrera (Spain)

Universidad de los Andes (Columbia)

Universidad de Monterrey (Mexico)

Universidad Iberoamericana (Mexico)

Universitat Politècnica de València (Spain)

Université de Montréal (Canada)

University of Botswana (Botswana)

University of Cincinnati, College of Design (USA)

University of Greenwich (United Kingdom)

UPES (University of Petroleum and Energy Studies) (India)

Victoria University of Wellington (Zealand)

Western Sydney University (Australia)

Xi'an Jiaotong University (China)

Yasar University (Turkey)

Professional

ArchiNet (Saudi Arabia)

Association of Canadian Industrial Designers (Canada)

Chinese Industrial Designers Association (Taiwan, Chinese Taipei)

Colegio de Diseñadores Industriales y Gráficos de México A.C (Mexico)

Design Austria (Austria)

Designers Institute of Zealand (Zealand)

Estonian Association of Designers (Estonia)

ETMK Industrial Designers Society of Turkey (Turkey)

Hong Kong Designers Association (Hong Kong SAR)

Hungarian Design Council (Hungary)

Industrial Design Society of Shunde (China)

Industrial Designers Society of America (USA)

Japan Industrial Design Association (Japan)

Korea Association of Industrial Designers (South Korea)

Ornamo Ry (Finland)

Quanzhou Industrial Design Association (China)

Promotional

Aether Global Learning (USA)

Agence pour la promotion de la création industrielle (France)

Architecture and Design Commission (Saudi Arabia)

Asia Pacific Design Center (China)

Asociación Colombiana Red Académica de Diseño (Columbia)

Associació València Capital del Disseny (Spain)

Associazione Archivio Storico Olivetti (Italy)

Barcelona Design Center (Spain)

Bilisim Vadisi Teknopark Yönetici Anonim Sirketi (Turkey)

China Industrial Design Intellectual Property Transaction Platform (China)

China Productivity Center (Taiwan, Chinese Taipei)

Circular Australia (Australia)

Confederation of Indian Industry (India)

Creative Economy Agency (Thailand)

Design Center of the Philippines (Philippines)

Design Council (United Kingdom)

Design Council Busan (South Korea)

Design Forum Finland (Finland)

Design Innovation Institute Shanghai (China)

DesignSingapore Council (Singapore)

2022-2023 MEMBERS

(as of 6 September 2023)

Executive Committee Office of Chengdu Creativity & Design Week (China)
Good Design Australia (Australia)
Guangzhou Meia Education Co.,Ltd (China)
Gwangju Institute of Design Promotion (Gwangju Design Biennale) (South Korea)
[Harbin Design Center \(China\)](#)
Hebei Industrial Design Innovation Center (China)
Hong Kong Design Centre (Hong Kong SAR)
iF International Forum Design GmbH (Germany)
International Experience Design Conference (China)
International Design Center Nagoya Inc. (Japan)
Japan Institute of Design Promotion (Japan)
Korea Institute of Design Promotion (South Korea)
Le FRENCH DESIGN by VIA (France)
[Medical Design Association at Taiwan \(Taiwan, Chinese Taipei\)](#)
[National Institute of Ceramic Industry Design \(China\)](#)
[Quanzhou DET Industrial Design Company \(China\)](#)
Rat für Formgebung Stiftung (German Design Council) (Germany)
Saudi Design Festival (Saudi Arabia)
Seoul Design Foundation (South Korea)
Shenzhen Industrial Design Profession Association (China)
[Stone & Resource Industry R&D Center \(Taiwan, Chinese Taipei\)](#)
[Stratosferica Società a responsabilità limitata - Impresa Sociale \(Italy\)](#)
Taiwan Design Research Institute (TDRI) (Taiwan, Chinese Taipei)
Three C Group GmbH (Switzerland)
Université Paris-Saclay - The Design Spot (France)
[World Design Capital San Diego Tijuana 2024 \(USA\)](#)
Xiongan Future Industrial Design Institute (China)
Zhejiang Modern Intelligence and Manufacturing Promotion Center (China)

2022-2023 TERMINATIONS & WITHDRAWALS

(as of 6 September 2023)

Associate

Beaz (Spain)
Lille design (France)
Open Design Afrika Festival (South Africa)

City

Hsinchu City Government (Taiwan, Chinese Taipei)

Corporate

DesignThinkers Group Australia (Australia)
LG Electronics Inc. (South Korea)
nacionalDISEÑO (Argentina)
Planet Holding Ltd. (Planet Smart City) (United Kingdom)
POINT 1920 (Spain)
Richemont International (Switzerland)
Smirnov Design (Russia)
Sodexo (France)
Titan Compay Limited (India)

Educational

Anant National University (India)
Cittadellarte fondazione (Italy)
Indian Institute of Technology Hyderabad (India)
Queensland University of Technology (Australia)
School of Creativity, Rishihood University (India)
Shanghai University of Engineering Science (China)
Swiss Design Center (Switzerland)
Technical University of Eindhoven (The Netherlands)
Temasek Polytechnic (Singapore)
UDLAB d. School (India)
UiT Mara (Universiti Teknologi Mara) (Malaysia)
Universidad Jorge Tadeo Lozano (Columbia)
Universidad San Sebastián's (USS) (Chile)
Université Privée de Fès (Morocco)
University of Illinois at Urbana-Champaign's School of Art (USA)

Professional

China Industrial Design Association (China)
Design Institute of Australia (Australia)
HeFei Industrial Design Association (HFIDA) (China)
Latvian Designers' Society (Latvia)
Malaysia Design Tech Centre (Malaysia)

Promotional

ANIEME (Spain)
Beijing Industrial Design Center (China)
Canton Fair Product Design & Trade Promotion Centre (PDC) (China)
Centro Brasil Design (CBD) (Brazil)
Design Zentrum Nordrhein Westfalen (Germany)
Dublin City Council (Ireland)
Federlegno Arredo Eventi Spa (Italy)
International Design Expeditions, AISBL (Belgium)
(Loop) Everglow Soc Unip Lda (Portugal)



OUR COMMUNITY

REGIONAL ADVISORS, PRESIDENTIAL ENVOYS AND COMMUNITY LIAISONS

WDO is fortunate to have very active and influential ambassadors, who help to provide guidance to regional members, as well as expand the reach of our global organization. The **Regional Advisor** is a designation bestowed on past Board members who choose to remain active with a mission to create and promote WDO programmes at a regional level and build community by supporting members. **Presidential Envoys** are Regional Advisors who are appointed by the WDO President for special missions, and **Community Liaisons** are design leaders nominated and guided by Board members to engage with the local design community on behalf of WDO, often in areas where WDO does not have a strong presence.

Regional Advisors

(in alphabetical order)

- Jorge Abrams (Mexico)
- Michelle Berryman (USA)
- Tony Chang (Taiwan, Chinese Taipei)
- Shikuan Chen (Taiwan, Chinese Taipei)
- Vivian Cheng (Denmark)
- Bruce Claxton (USA)
- Martin Darbyshire (United Kingdom)
- Alpay Er (Turkey)
- Fritz Frenkler (Germany)
- Mario Gagnon (Canada)
- Tapani Hyvönen (Finland)
- Lorraine Justice (USA)
- Darlie Koshy (India)
- Hicham Lahlou (Morocco)
- Don Tae Lee (South Korea)
- Yongqi Lou (China)
- Eunjoo Maing (South Korea)
- Geetha Narayanan (India)
- Kohei Nishiyama (Japan)
- Pierre-Yves Panis (France)
- Vesna Popovic (Australia)
- Makoto Watanabe (Japan)
- Martha Patricia Zarza Delgado (Mexico)

Community Liaisons

(in alphabetical order)

- Gerbrand Bas (The Netherlands)
- Gülay Hasdogan (Turkey)
- Richard Hsu (China)
- Elif Kocabiyi (Turkey)
- Rohit Lalwani (India)
- Joel-Eric Missainhoun (Ivory Coast)
- Anita Valkeemäki (Finland)
- Marco van Hout (The Netherlands)

Presidential Envoy



JORGE GÓMEZ
ABRAMS

**WDO Regional Advisor,
Presidential Envoy for Latin America**

Emerging trends in design in Latin America reflect the region's rich cultural diversity, social challenges, and technological advancements. These trends encompass a wide range of fields, from industrial design, service, and experience design to fashion, artisan design, sustainability, and digital innovation. I have been an ICSID / WDO Regional Advisor for the past 20 years, during which time I have supported WDO's continuous growth in the region through the promotion of particularly relevant subjects such as Sustainable and Eco-friendly Design, Inclusive and Socially Responsible Design, Indigenous and Cultural Heritage Design, Cross-disciplinary Collaboration, Cultural Revival and Revitalization, Digital Innovation and Tech Integration, Circular Economy and Upcycling, and Design Driven Entrepreneurship and Innovation Ecosystems.

As an Envoy for Latin America, my role has been to foster collaboration, advocate for design excellence, and advance the design industry within the region by encompassing topics such as design promotion, education, policy advocacy and international networking. Among the activities that I have carried out this term:

- Establishing and maintaining relationships with key stakeholders including designers, design institutions, government bodies and businesses in Chile, Argentina, Brazil, Colombia, Peru, Ecuador and Mexico.

- Advocating design, design thinking, innovation and creativity at regional, national, and international levels. In order to promote WDO's membership growth in the region, I have closely collaborated with organizations such as "Mexico Design Prize" promoting a Latin America Design award, COLDI (National Professional Association of Mexican Designers) including an event in which David Kusuma was invited as a keynote speaker and was awarded an international design prize, Expo CIHAC 2023 the most important design, architecture and innovation event in Latin America, organizing an international design thinking workshop to tackle UN Sustainable Development Goals 6 and 11.
- Promoting Design Education by supporting initiatives that improve design education and training within the region and encouraging the development of design programmes, workshops, and competitions that nurture emerging talent. To achieve this, I visited and gave professional advice and training to staff in some of the most important private and public universities in Mexico, Colombia and Peru.

Additional activities include organizing events, promoting design-driven entrepreneurship and startups in many incubators and accelerators in Latin America, fostering innovation, and promoting membership engagement by encouraging design organizations and companies to become members of WDO.

Presidential Envoy



HICHAM LAHLOU

**WDO Regional Advisor,
Presidential Envoy for the MENA
Region and Africa**

Since March 2022, I have had the pleasure of working with the WDO Secretariat, the Executive Board, and the President as Special Envoy and Regional Advisor for the MENA and Africa Regions, appointed by WDO President David Kusuma.

During this time, I have worked hard to promote our organization, expanding our membership and partnerships in the MENA Region, Africa, and beyond.

For example, my mission to Saudi Arabia at the invitation of the French Ambassador resulted in significant achievements: 1) high-level meetings, including with the CEO of the Architecture and Design Commission of the Saudi Ministry of Culture and the Saudi Design Festival 2) both the Ministry and the Festival becoming WDO members and 3) Riyadh's bid for the World Design Capital for 2026 designation.

In Morocco, I was honoured to curate and co-organize, in partnership with the Moroccan Ministry of Youth, Culture and Communication, the first edition of Rabat Design Week.

As part of this event, we hosted, in partnership with WDO, a World Design Talk. We also featured an exhibition on WDO's 65th anniversary at the 'Galerie Expressions CDG,' whose managing

director welcomed a WDO delegation. A number of diplomats, including the US and Italian ambassadors, were introduced to WDO through their visits to the exhibition.

After years of effort, we have signed a partnership agreement between United Cities and Local Governments (UCLG) Africa and WDO, and we are in the process of finalizing a historical partnership agreement between the United Nations Industrial Development Organization (UNIDO) and WDO. These partnership agreements have opened up wonderful opportunities to work together.

While proud of these successes, there is still work to be done, especially in the field of diplomacy.

Design and diplomacy, when linked together, can make important contributions to strengthening international programmes that combat war and poverty and promote education and stability.

I propose that we set up a WDO Design & Diplomacy working group, through which we could expand our work in new fields and with new partners.



WORLD DESIGN YOUNG DESIGNERS CIRCLE



Design in its very essence is problem-solving where designers are trained to apply empathy to solve these problems. However, in addressing the issues of others, young designers often do not have the tools to cultivate their personal skills and networks. In response to this, WDO launched a pilot programme in 2020 to support the creativity and ambition of designers under the age of 35 during the early stages of their careers. Through the Young Designers Circle programme, WDO seeks to provide a platform that will:

- facilitate the introduction of young designers to our global network where they can exchange information cross-culturally
- develop a strong pipeline of future WDO supporters who will promote WDO and its programmes as they progress through their careers
- lend a deeper understanding of the workings of WDO by encouraging its participants to consider becoming more actively involved in WDO's governance
- bring content and perspectives to some of WDO's existing programmes, as well as recommend fresh and relevant activities for younger design audiences
- encourage participants to promote WDO to their respective networks, ultimately expanding the WDO brand to audiences.

This term, under the leadership of WDO Board Member Meghan Preiss, the 2022-2023 Young Designers Circle comprised (in alphabetical order):

- Kimia Amir-Moazami (Germany)
- Santiago Avella-Perdomo (USA)
- Marco Barba (Mexico)
- Geonava Blayer Ribeiro de Assis (Brazil)
- Danna Gonzalez (Colombia)
- Abigail Hoover (Canada)
- Muhammed Khan (Canada)
- Hazal Doga Kilickap (Finland)
- Zeynep Meleksoy (Turkey)
- Nyariara Njoroge (Kenya)
- Stephanie Padilla (Philippines)
- Suyoung Park (South Korea)
- Riyaaz Roy (India)
- Davis Ruiz (Colombia)
- Pedro Sáez Martínez (Spain)
- Ssanyu Sematimba (South Africa)
- Ana Valeria Valdez (Mexico)

**Kimia Amir-Moazami (Germany)**

Working with WDO has given me access to an international audience and the opportunity to be heard by some of the world's most influential people. I had the opportunity to exchange ideas, learn from my peers and gain an understanding of what it takes to work together on important global issues, whilst balancing our individual goals with the mission of WDO.

**Geovana Blayer (Brazil)**

Participating as a Brazilian member of WDO's Young Designers Circle was an incredible learning experience. Connecting with various professionals around the world with different perspectives about design and its impact on the UN's goals, broadened my own perspective on leadership aspects for the creation of projects. Participating in this WDO programme was a unique contribution to my personal and professional development.

**Abigail Hoover (Canada)**

Participating in WDO's Young Designer Circle was pivotal for my education and career. I gained valuable global insights in communication, sharing values, and evolving practices. These skills have shaped me as a designer and person.

**Muhammad Khan (Canada)**

I am grateful to the YDC for connecting me with other young designers and mentors that have helped me broaden my view on design practice in our contemporary world. I also hope the lessons from this cohort can help future members be more active and produce tangible impact.

**Zeynep Meleksoy (Turkey)**

It was an interesting experience for me, especially working on the 'Design for Peace' project. Hearing the points of view of others broadened my perspective and working with different digital mediums and co-thinking was an amazing educational experience. It was amazing to be part of a project with so much energy and dynamism.

**Stephanie Padilla (Philippines)**

YDC has improved my skill sets whilst collaborating on projects dealing with real-world challenges. I was involved with the 'Design for Peace' project looking at how design can create meaningful experiences that will lead to peace at both a personal and community level. This experience has challenged and developed my design leadership skills and I was involved in conversations that matter; learning how to keep up with a changing world and evolve with it!

**Pedro Sáez Martínez (Spain)**

Design as a means for positive impact on SDGs was something I was already doing, especially through my studio Monnou. I joined YDC to contribute more to this activity and connect with others also aligned with this purpose. During this term, I worked with creatives from around the world and gained a deeper understanding of design roles. The connections made have been more than work related and we are now part of a network where common concerns and even friendships take place.

**Ana Valeria Valdez (Mexico)**

My journey collaborating across cultures has brought me personal and professional growth, as well as social skills. I have been awakened to the importance of delving into "Southern Design Perspectives" and how I can create inclusive collaborative practices from design that can sustainably expand the field.

YDC COACHES

YDC Coaches play a key role in supporting the mission of WDO within the Young Designers Circle programme. Coaches provide guidance to our young designers and valuable information about WDO initiatives and activities related to the industry of design where applicable.



**Celina Ivette Andino Quintanilla
(El Salvador)**

As the 'Design for Peace' project YDC coach, I encouraged participative discussions and provided support in Spanish-to-English translation. I gathered participant research despite the challenge of coordinating timezones and schedules. Overall, it has been a rewarding experience to learn the design perspectives of the next generation and I look forward to continuing my support of the YDC programme.



**Ralitsa Diana Debrah
(Ghana)**

During my term with the YDC, we engaged in diverse initiatives and participated in notable events, including World Industrial Design Day and the d.confestival in South Africa. YDC provides a rewarding platform for young designers to showcase their talents and contribute to the global discourse on 'design for a better world'.



**Owen Foster
(USA)**

As a YDC coach, I have had an incredible journey with an absolutely amazing group. Together, we embraced the designer mindset in order to reframe and redefine the Sustainable Development Goals; striving to push humanity towards the goal of peace on a personal, communal, and cultural basis. Having witnessed the passion and dedication of this group, I am confident the YDC will lead the world towards a brighter future.

MEMBERSHIP ENGAGEMENT ACTIVITIES

Facilitating the opportunity for members to engage and collaborate with each other is one of the key objectives of the Community Engagement role. As a result, there is an increasingly collaborative membership network that has developed during the term. Highlights during the term have included:

- An online speed networking events where members spent 3 minutes meeting participating members, as a result of the networking event
- Two members that met at the networking event subsequently went on to collaborate on World Design Challenge activating over 60 students to work on projects to address the SDG's
- Two WDO members organized webinars aimed exclusively at WDO members on the topics of design policy and design leadership
- A member in Italy presented a lecture on Brand design on the platform of a members from the middle east
- A member in Switzerland entered into a formal partnership with a member from the middle east

This has been coupled with countless member introductions where it was deemed that there is synergy in their areas of work, expanding the networks of the members in question.

MEMBERSHIP ENGAGEMENT ACTIVITIES

French member meetings

Led by WDO Board Member Anne Asensio, the meeting of French and Francophone-speaking WDO members continues to provide a valuable membership touchpoint. With over a dozen representatives from WDO member organizations convening online and in-person on a quarterly basis, the group significantly enhances WDO's ecosystem providing relevant regional news and insights. The group is kept abreast of WDO developments and meetings expose prospective members to WDO's mission.

During this term, the members discussed and curated contributions for a range of conferences and are currently working on potential new workshops for the future. Strategically, the group also welcomed contributions from stakeholders including fellow WDO member organization Africa Design Institute and prospective members RATP, who joined meetings, bringing their respective design insights.

With work on DOMUS/WDO editorial committee already underway, there is an air of optimism as the group looks towards the new WDO Board term with a clear vision of the goals that they would like to achieve.

Indian member engagements

As a WDO Community liaison since 2021, Rohit Lalwani has been contributing to raising WDO's profile in India and neighbouring countries. During this term, he delivered four online engagement events, including the kick-off in September 2021 entitled Chai-pe-Charcha (discussion over tea) with 20+ WDO members and Board members.

The following session 'What is a sustainable mind-set?', inspired participants to adopt a systematic approach to sustainability by using the SDGs as a framework. This was followed by the online session 'Does transformation by design need a transformation in design,' which encouraged participants to discuss how to avoid design waste and adopt an inter-systemic approach to work on global issues. The final session, titled 'Defuturing to refuturing- The Designer's Dilemma,' dwelled on the systems view of sustainability, shifts in the ecosystem, and the pillars of sustainability.

The feedback and reflections from each session have equipped a team consisting of Rohit, the WDO Secretariat and a small group of dedicated volunteers from India who support these sessions, to make the changes required to the structure and plan for future regional events; and continue our support of thriving regional design ecosystems.

Algonquin College / UPES

A collaborative World Design Challenge WDO Educational members, **Algonquin College** School of Media and Design (Canada) partnered with **UPES University** (India) to provide undergraduate and graduate students (interior design, industrial design, graphic design, fashion design, and user experience design) an interdisciplinary and multicultural learning experience. The pitch-style challenge focused on design research and strategy. The three-week challenge hosted eight international teams who worked remotely on Slack, Miro and Zoom on the following three themes:

- Indigenous Healthcare
- Sustainable Furniture
- Human Transportation

Team outcomes were strategic interventions informed by research and positioned within a solutions landscape.

To support the challenge, WDO recruited subject matter experts (SME) and industry guests from other WDO Corporate members and from its Young Designers Circle programme who mentored students as they explored and presented their ideas. Three teams were ultimately recognized for their accomplishments:

- Team 1: How might we increase accessibility to furniture recycling programmes for Gen Z and Millennials in a way that adheres to consumer trends given the short lifespan of furniture
- Team 4: How might we help make informed decisions during furniture shopping?
- Team 7: How might we improve the response time of emergency medical transportation services in urban India?

PEP TALKS

Initially launched in 2020 as a way to keep the design community engaged and inspired during the height of the COVID-19 pandemic, WDO PepTalks have since become more regular digital content curated especially for Instagram, where individual designer and/or design teams take-over WDO’s account to share their work, insights and perspectives with our online audience. WDO PepTalks have since been hosted by a variety of designers from around the globe, helping foster conversations on a variety of topics.

WDO hosted eight PepTalks during this term that explored everything from design’s impact on reproductive health, to gender equality, sustainability and ocean waste management. Participants included the authors of the book Designing Motherhood, German designer Moritz Schulz, who won an iF Design Award for his innovative project Plastic Fischer and three members of WDO’s 2022-2023 Young Designers Circle, who shared a glimpse inside their journey as women in design.

In addition, WDO hosted four PepTalks throughout the month of June 2023 to celebrate World Industrial Design Day 2023 highlighting stories from designers shaping a better tomorrow through design. Under the banner of the theme The Future We Want, WDO’s WIDD 2023 PepTalks showcased the work of Danish design research lab SPACE10, climate action hub Climate Designers, futurist design studio alterR and Arup designer Lauren Davies.

TOTAL REACH

+12,700

REACTIONS

+325

ENGAGEMENT

+125

PEP TALKS

8



SOCIAL MEDIA REACH

WDO utilizes a variety of social media platforms to amplify our message and connect directly with individual designers around the world. Through regular curated content, impactful visuals, and collaborative campaigns, we aim to grow our reach organically and spark new conversations.



+54,000
followers

-680
growth

-1.0%
year-over-year



+18,700
followers

+3,200
growth

+17.0%
year-over-year



+13,100
followers

+3,100
growth

+23.6%
year-over-year



+9,400
followers

+34
growth

0%
year-over-year



+3,600
followers

+280
growth

+7.7%
year-over-year

ENDORSEMENTS

WDO endorses a select group of design events, awards, competitions and conferences each year with the goal of elevating the credibility and visibility of these events. Through a variety of promotional benefits, our networking platforms target an international design community that can be viewed by more than 150K subscribers, followers and readers combined. Our objective is that this increased visibility translates into higher engagement, attendance and participation at endorsed events.

2023



China Productivity Center

Turkiye Sise ve Cam Fabrikalari Anonim Sirketi

National Institute of Ceramic Industry Design

2022



China Productivity Center

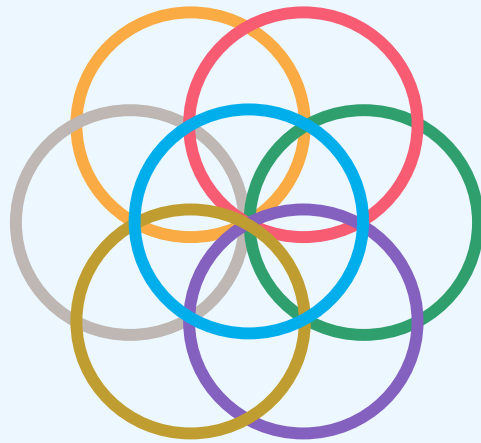
Bombardier Recreational Products Inc.

2021



Andreu World

China Productivity Center



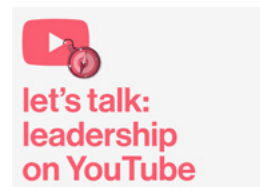
OUR PROGRAMMES



WORLD INDUSTRIAL DESIGN DAY



World Industrial Design Day 2022 marked WDO's 65th anniversary. Reflecting on more than six decades of championing design for a better world, the organization celebrated under the theme of leadership to recognize the many ways in which designers are leading the charge towards a better future. From 28-29 June 2022, for the second year in a row, WDO hosted a 24-hour virtual event, let's talk: leadership. Bringing together over 65 design leaders and thinkers from around the world, the event's programme highlighted diverse leadership perspectives and insights to explore how designers are leveraging their skills to mobilize change and drive impact in their communities.



#WIDD2022
let's talk:
leadership



WDO
let's talk:
leadership
Sri Srinivasan
WDO, DIS



WDO — WORLD INDUSTRIAL DESIGN DAY



#WIDD2022
let's talk:
leadership



WDO — WORLD INDUSTRIAL DESIGN DAY

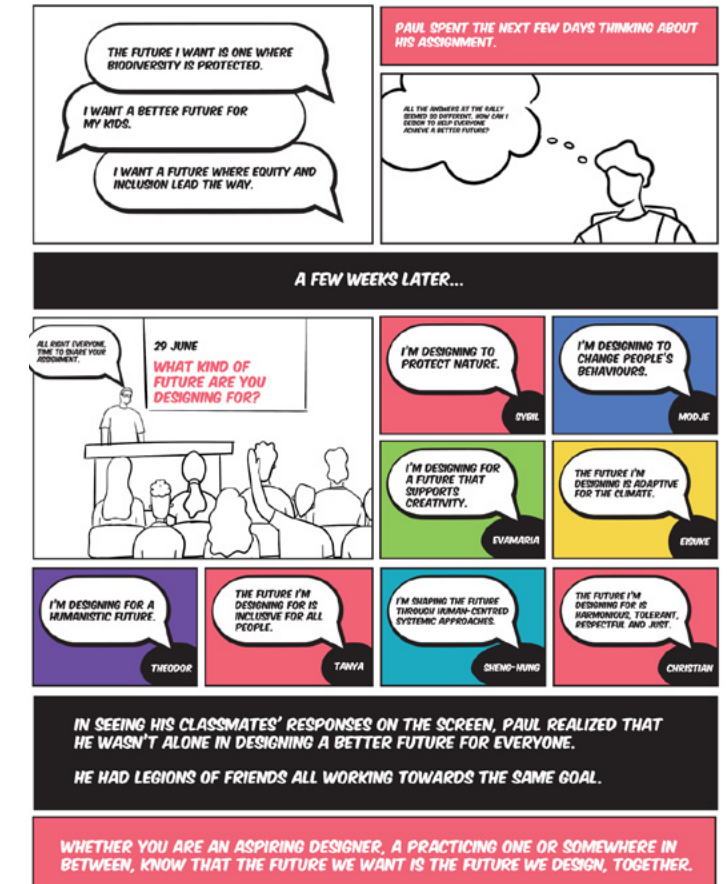
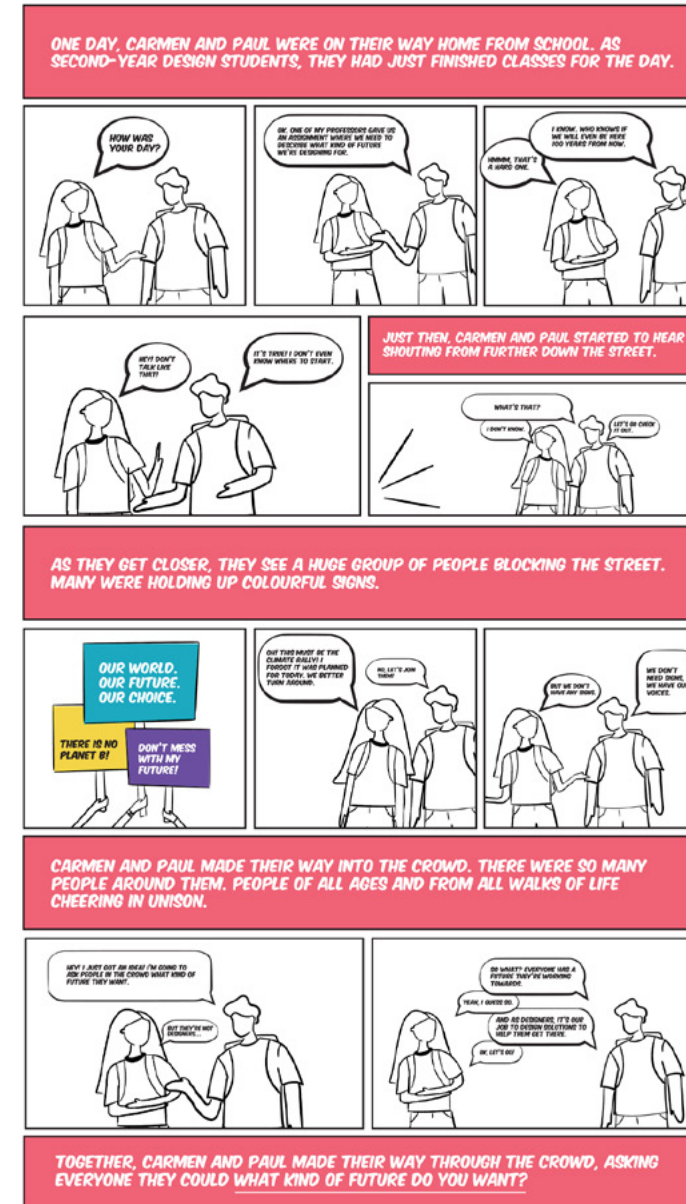


Amid rising global uncertainty about what lies ahead, **World Industrial Design Day 2023** explored 'The Future We Want' – a reflective theme that encouraged the global design community to envision how their design contributions can have a positive impact on our shared future. In short, we wanted to know: how can we design the future we want?

In April 2023, WDO launched a public call for submissions to gather future-focused insights, ideas and actions from across the global design community. Taking inspiration from these contributions, we developed and published an online comic on 29 June 2023, which told the story of two young design students as they sought to make a difference in our ever-evolving world. Resonating with designers from all backgrounds, thousands then joined in our celebrations on social media by sharing in the conversation around *#TheFutureWeWant*.

THE FUTURE WE WANT

A STORY FOR WORLD INDUSTRIAL DESIGN DAY



HAPPY WORLD INDUSTRIAL DESIGN DAY 2023!



WORLD DESIGN MEDAL



2022 RECIPIENT - PATRICIA MOORE

Established in 2017 to honour an individual who has made a significant contribution to the advancement of the industrial design profession, WDO awarded its second **World Design Medal** to acclaimed American designer and gerontologist Dr. Patricia Moore.

Following a public call for nominations, Dr. Moore was selected as the 2022 Laureate by the World Design Medal Selection Committee composed of WDO Senators, acknowledging Moore's many years of dedicated service and her impact on the design community as a whole. The World Design Medal announcement took place on World Industrial Design Day 2022, during WDO's 24-hour virtual event let's talk: leadership, where Dr. Moore joined a session moderated by 2022-2023 WDO President, David Kusuma.

ABOUT THE DESIGN



Commissioned in 2017 by Tiller Design of Sydney (Australia) when the Medal was first awarded to Hartmut Esslinger, we recall the interview with Robert Tiller, where he shared more information about the inspiration behind the design of the World Design Medal.

"The Medal (created by our senior industrial designer Lisa Gyecsek) was designed to reflect a simple organic form. Inspiration was taken from a river pebble. Something that feels nice to hold. When discovered, picked up, a simple pebble can hold inherent value for the person who found it. It can become an object that represents time and memories. We hope the Medal feels like a found treasured object crafted over time [...] The materials were selected for their simplistic beauty and physical presence. Natural Teak for the box and the medal is polished 24K gold plated brass. Noble materials for a noble task – to represent the best in global design over a sustained period."



WORLD DESIGN ASSEMBLY TOKYO 2023 DESIGN BEYOND

The 33rd World Design Assembly, organized by WDO Promotional Member **Japan Institute of Design Promotion (JDP)** in conjunction with WDO took place in Tokyo (Japan) from 27-29 October 2023 under the theme 'Design Beyond'.

In an ever-evolving world, design faces the challenge of being a force for good amidst the intersection of technology, humanity, and the environment. The pandemic has reshaped our perception, prompting us to reflect on the meaning of human connections and the importance of cultivating collaborations that address our current challenges. As we navigate this changing world, design will continue to evolve, inviting everyone to join in shaping a limitless future. The Research and Education Forum, as well as the international Conference invited key thought-leaders from design and complementary disciplines to reflect on the next frontier for design.

The edition represents the return to an in-person World Design Assembly for WDO, as last term it was held online.

34TH WORLD DESIGN CONGRESS

Hosted by WDO Promotional Member Design Council, the upcoming 34th World Design Congress will be held in September 2025 in London (United Kingdom). As a leading design-effective city with a rich cultural heritage, London will be the showcase of the proposed theme of "Design for Planet", which will align with the global focus on sustainability and environmental consciousness.



Along with the support of many UK-based WDO Members, the **Design Council** boasts a strong national network of design experts and enjoys government support for the creative industries. London's status as an international travel hub, as well as the objective to livestream the conferences, will enhance accessibility for participants from around the world. The bid also drew on the opportunity to collaborate with the internationally acclaimed London Design Festival. The World Design Congress will follow the cadence of past events and include a Research and Education Forum, an international design conference as well as WDO's General Assembly.

For the first time in over 50 years, London will play host city for WDO's World Design Congress – putting London at the heart of the global design community.



The 2025 theme, Design for Planet, is inspired by the Design Council's mission to place planetary needs at the heart of design and will showcase some of the most innovative design solutions from British designers.

The theme calls for designers, and commissioners of design, to put the planet at the heart of their work to help reduce carbon emissions and increase biodiversity.

The bid for 2025 was supported by a collective of key design-focused organisations including London Design Festival, the Design Museum, Design Business Association, the Creative Industries Council, the Royal College of Art, University of Greenwich, as well as government support from UKRI, the Greater London Authority, the Mayor of London and DCMS.

BRIGHTON ARCHIVES

Storing records since the founding of the International Council of Societies of Industrial Design in 1957, the University of Brighton (United Kingdom) has housed WDO's archives since 2007. These archives are part of a 'living' collection at the University of Brighton Design Archives, where they are used by academics and researchers interested in gaining a better understanding of our organization's history and the progression of the industrial design profession. In June 2022, on the occasion of our 65th anniversary, several WDO representatives travelled to the archives to learn more about the preservation of these documents and explore how the organization can improve our archival processes to keep building on our historical accuracy.

For more information on WDO's archives, please visit:

<https://blogs.brighton.ac.uk/brightondesignarchives/1998/01/08/icsid/>





WORLD DESIGN TALKS WORKSHOPS AND PANEL DISCUSSIONS

Over the course of the 2022-2023 term, WDO collaborated with several organizations to build valuable programming with a particular focus on regional design activities in both Africa and Europe.



In March 2023, WDO Promotional Member **Bilişim Vadisi** co-hosted the Turkey 2030 Design Vision workshop in Istanbul (Turkey). The two-day event brought together WDO Board Members, leading industry stakeholders, academics, designers and design students from Turkey and around the world, to develop a roadmap for the country's future design policies and strategies.

In May 2023, WDO's leadership traveled to Rabat (Morocco) to attend an in-person conference as part of Rabat Design Week that highlighted African design and culture in a global context.

In May 2023, WDO and iF Design hosted a panel exploring the topic of Creative Responsibility: Why we still need designers in the age of AI. The event brought together designers and design theorists for a conversation around the possibilities of AI and what this new era means for design and the work of the designer.





WORLD DESIGN PROTOPOLIS



World Design Protopolis (WDP) is an ambitious new pilot programme that the WDO proudly launched in March 2023, after multiple dormant months due to COVID-19.

At a time when the challenges facing the world's cities grow increasingly more complex, World Design Protopolis represents a significant expansion of WDO's mission of design for a better world. Derived from the idea of *prototyping a metropolis*, the term *Protopolis* was first introduced by the city of Bengaluru (India) as part of its 2019 bid for World Design Capital®.

At its highest level, the WDP programme will be open to communities with both established and developing design acumen who are interested in solutions-based initiatives to solve particular local issues. Each WDP may vary in duration and scope depending on the challenges identified by the host.

Unlike WDO's other community-led programmes, World Design Protopolis will follow a highly iterative and participatory approach to implement projects that (i) use design as a driver for positive



change within a community, neighbourhood or borough; (ii) align with one or many of the United Nations Sustainable Development Goals (UN SDGs); and (iii) engage methods and resources to measure the increase of civic well-being.

The programme's inaugural cycle will take place in Bengaluru and will empower its communities with the design knowledge and resources required to initiate projects that improve quality of life.

A Memorandum of Agreement between WDO, the BBMP (Bruhat Bengaluru Mahanagara Palike) and the Karnataka Government demonstrates a commitment to invest in a five-year programme that will create beneficial impacts on communities' wellbeing and improve city development to address pivotal issues, such as urban and waste transformation, housing and water management, health and mobility, urban planning policy development and implementation.



World Design Capital Valencia 2022 was a spectacular journey of design-led activities that over the course of the year-long programme, showcased the city as an international hub of talent rooted in creativity.

On average, a design event took place every 1.7 days totalling an impressive programme of over 300 events that actively engaged a reported 350,000 local and international participants. In parallel to the various exhibitions, conferences, press tours, talks and colloquiums provided, an additional 84 activities were implemented by organizations and institutions, which collectively contributed to the increased awareness of design's impact on the citizens of Valencia and their heightened understanding of its positive social, environmental and economic effects on the city's livability.

A thorough economic analysis of the WDC programme's impact on the city was led by Econcult at the University of Valencia, which showed that during 2022, an average increase by 10% in attendance by national and international visitors to WDC events. A conservative estimate values the direct economic impact of hosting WDC on tourism at 30 million euros, and that one euro of public money spent to finance WDC generated almost six euros of income for the City. And the extra economic activity through WDC generated an increase in commissions for the regional design community, which in turn led to more business opportunities for the design ecosystem - at 13.2% it is the largest in Spain.

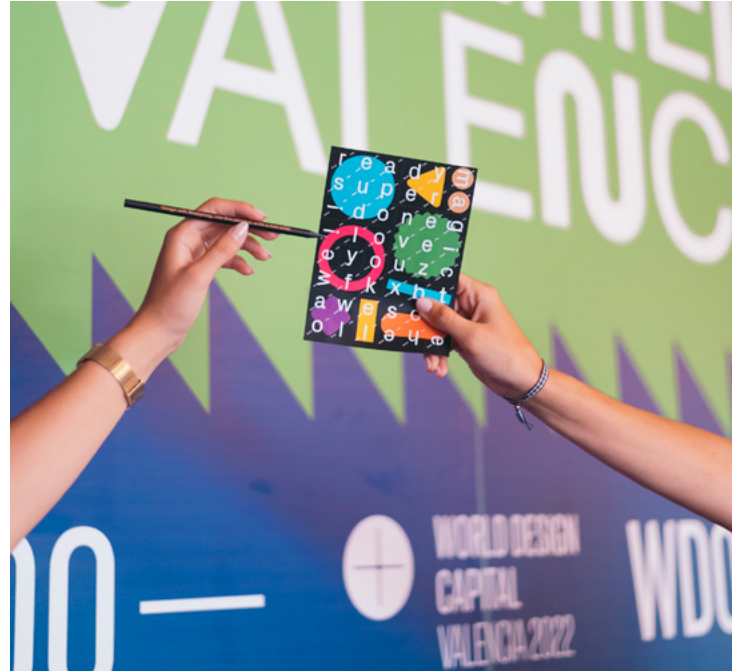
With regards to print media, 9,000 articles were published, which attracted a global audience of 25 million people.

As a result of the WDC 2022 designation, design was also placed on the political agenda. Electoral programmes mentioned the relevance of design and its role on urban policies. World Design Capital Valencia 2022 was key in incorporating design into the city's governance system and in including design policies on the urban agenda. In April 2023, at the Valencia City Council's request, a newly established Design Council published multiple recommendations and opportunities around nine areas of action: transit, urban base, architecture, heritage, lighting, signage, equipment, communication, and participation.

Ultimately, the lasting impact of the WDC 2022 designation is the creation of a design foundation that promotes design and aims to encourage institutions and industry to incorporate design into their strategies. The Fundació del Disseny's purpose is to stress the importance of design as a value creation tool, to create multiple events around design, to increase the competitiveness of companies, and contribute to a better quality of life for citizens. Since its inception, it has launched several events around design in the city and will continue to be a living legacy of the WDC 2022 designation.

WORLD DESIGN CAPITAL VALENCIA 2022







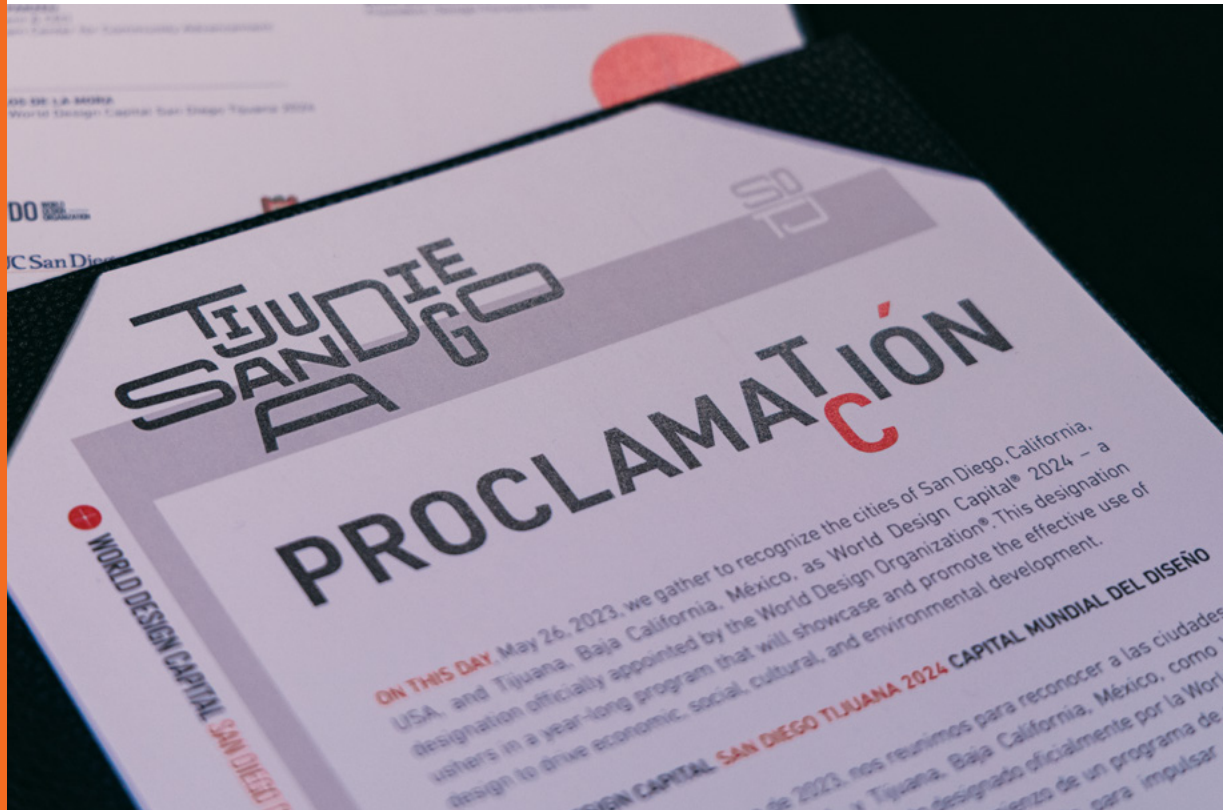
The kickoff to the World Design Capital San Diego Tijuana 2024 programme was held on 26 May 2023 during the official Signing Ceremony - an energizing event hosted at University of California San Diego - The Design Lab (UCSD) that brought together numerous stakeholders from San Diego and Tijuana, their local design communities, financial supporters, partners, and non-profit organizations who aspire to exchange ideas and use design to solve some of the region's most critical issues.

WDC San Diego Tijuana 2024 will be a year-long celebration of an innovative cross-border region with a goal to design a better future. It will be an international showcase of design demonstrating San Diego and Tijuana as leaders in community-driven progress and will use design to address complex issues such as climate change, housing, and homelessness to promote the region as a global centre for innovation, creativity, and to shape its future through collaborative efforts that transcend borders.

In June, the organizers launched a call for community events - an invitation to the larger public to submit ideas for activations, events, exhibitions and projects to be considered for the regional programme. Highlights of the

official programme will include seven signature events that will be co-created with WDO such as the World Design Policy Conference and World Design Experience, which will be held in September and November 2024.

The international design community is invited to follow developments on the programme website <https://wdc2024.org> and sign up to their monthly newsletter, which will feature updates on events and planning efforts in preparation for WDC 2024. Its pavilion at UCSD was inaugurated in May, and will be officially used as of 1 January 2024.





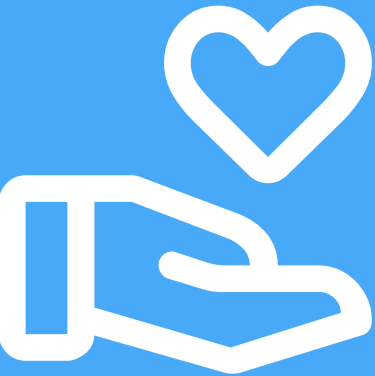
November 2022 marked the launch of the tenth bidding cycle for the World Design Capital designation since piloting the programme in 2008.

The Organizing Committee this term was chaired by WDO Regional Advisor Eunjoo Maing (South Korea), who extended programme support to the Secretariat and provided an initial review of the 2026 bids. In June 2023, the WDC 2026 Selection Committee, composed of seven members from Australia, Canada, China, Norway, Spain, Switzerland/USA, and the United States, selected two compelling bids that were eligible to participate in the next round of the selection process: Frankfurt RheinMain (Germany) and Riyadh (Saudi Arabia).

Under the theme of *Design for Democracy. Atmospheres for a better life*, the Frankfurt RheinMain bid positioned design as a tool for collective good and an avenue through which citizens can more fully participate in the preservation of democratic systems and spaces. The bid builds on years of all-encompassing social transformation in the RheinMain area, which today comprises over 460 cities and towns.

Riyadh's bid highlighted the city's flourishing design ecosystem, commitment to progress and capacity for change. Under the theme of *Empowering Communities*, the city's vision for 2026 places their people and communities at the centre of their journey towards urban transformation through design.

Attended by the Organizing Committee Chair and WDO's Managing Director, the city visits took place in July 2023. Such visits provide an invaluable and unbiased opportunity to meet and engage with key stakeholders and the local design community. During this information gathering session, more details about the presented theme are shared and proposed venues for design events are visited. A detailed report on the findings was subsequently shared with the Selection Committee ahead of the final meeting where the selection title of **World Design Capital Frankfurt RheinMain 2026** was designated on 11 September 2023.



BOARD CLOSING STATEMENTS

Introduced by WDO President David Kusuma, Board Members were encouraged this term to lead one or several ‘portfolio projects’ with the support of external teams. These projects were deemed the most significant in helping achieve WDO’s strategic term objectives.

- | | |
|--|--|
| Data Strategy
Anne Asensio | World Design Assembly
Makiko Tsumura |
| Design Education
Pier Paolo Peruccio with ExCom | World Design Capital and Global IP Strategy
Luis Calaguig Parras |
| Global Design Policy Framework
Pradyumna Vyas | World Design Index
Chi-Yi Chang |
| ICSID/WDO Archives
Pier Paolo Peruccio | WDO Foundation and World Design Centre
ExCom |
| International Relations & Financial Strategies
ExCom | WDO Publication
Pier Paolo Peruccio |
| Membership Growth Strategy
Lilian Gonzalez-Gonzalez | Young Designers Strategy
Meghan Preiss |



ANNE ASENSIO
Dassault Systèmes (France)

I strongly believe in WDO's role to encourage strategic policies to promote the power of design in all instances, from education to health, from innovation to business growth, and address the necessary economical, societal and environmental transitions.

In charge of the Data Strategy Portfolio, I advocated a vision of design at the convergence of science and industry – with a humanistic focus – to tackle today's widespread computerization. I focused on delivering means and protocols required for revealing design impact. I collaborated with the Taiwan Design Research Centre (TDRI) on World Design Index* and WDC Valencia*, proposing methods, actionable sustainable roadmap and technical environment to make it happen (WDO Design Virtual Twin and Data Strategy).

WDO's strength is our capacity to leverage global networks – to raise awareness, imagine solutions, metamorphose the world: my role in leading the French/Francophone stakeholders (including WDO member Africa Design Institute) and European WDO members through regular meetings significantly enhances WDO's ecosystem and helps identify future partnerships. I

conducted influential interventions within the Design community at large (Conseil National du Design, Ministry of Culture, France 2030, Design Schools talks, jury duties, WDO programmes including WDC and World Design Protopolis, etc.) and built strong relationships with key players in global transitions like the Ellen MacArthur Foundation.

During this Board term, I hosted the WDO Board and curated contributions to conferences (Design in the Age of Transitions, AI & Creativity, Women in Design, World Industrial Design Day), and to prospective workshops (French Design VIA's 2059 think tank).

Working on the Worldesign editorial committee and on the advisory board of the 33rd World Design Assembly Research and Education Forum, I was proud to bring to light narratives to reinvent our social, intellectual and technical capabilities, as well as foster relationships to imagine sustainable alternatives. I am committed to continue gathering design forces behind an ambitious shared agenda for a more desirable, fair and sustainable world.



CHI-YI CHANG

Taiwan Design Research Institute
(Taiwan, Chinese Taipei)

It is hard to believe that my time as a Board member has come to the end. I still remember the passion and excitement I felt when I was first elected in 2019. During this second term on the Board, TDRI and I built up a strong relationship with WDO and other Board members, due to some very important research that we did together - the City Design Index Study.

The purpose of this study is to develop a model to measure the design power of a city. The model is positioned as a mechanism for diagnosis and prescription – that is, it provides respectively the measurement describing the current status of design power, the strategy suggestion for improving design power, and the explanation and prediction of the effect of the design power.

With all the work we put into this study, results will be announced during the World Design Assembly in Tokyo in October 2023. We are happy to work with WDO on this index study and we are willing to share our knowledge with others.

During my time as a WDO Board member, TDRI and I gave 100% support to a number of different events, from participating in every meeting, contributing to WIDD, recommending design works for WDIP etc. This engagement has also built a positive reputation for WDO in Taiwan, where we had only 8 members from Taiwan in 2019, to now having 16 Taiwanese members. We support the WDO community with all our heart!

Finally, I want to share my deepest appreciation to David, to all the Board members, and to the Secretariat team. Thank you for the great work and I really enjoyed our time together for the last four years. This is not the end of our journey, but a chapter begins for all of us.

The interest in a design-driven transformation of the territory is the starting point.

My main responsibility this term has been to monitor the progress of World Design Capital in Valencia. This entailed analyzing the function of the programme and generating proposals for improvement. The WDC programme is a large, complex event that functions as an activator of transformative processes, aiming to improve a region through design.

The WDC Valencia programme was used as a case study to measure the impact of design on society at different levels: first at the economic level as the most tangible and measurable marker, but it was also analyzed and measured at the social, environmental, and cognitive levels.

Our idea is to create a prototype model using collected data in order to scale the process to other cities and even to other possible programmes such as the World Design Protopolis in Bengaluru. This prototype model would define the parameters that can be quantified, i.e. the provided data and how they should be presented. This will help measure which course of action gets the greatest result and which ones do not have a very significant impact.

Based on the WDC 2022 Impact Study being developed by Pau Rausell with his Econcult team at the University of Valencia for the Fundació del Disseny de Valencia, we are facing another challenge: how to represent this data.

Once the data around the WDC event has been collected, the study will focus on solving the interpretation of this data to represent the influence of design on a system, be it a space, a city, or a company.

WDO's ecosystem allowed us to activate a collaboration between Chi-Yi Chang's portfolio on the Design Index at Taiwan Design and Research Institute, and Anne Asensio's portfolio at Dassault Systèmes on data visualization.

As the project progresses to the next phases, WDO can be the key link to provide future case studies that can be evaluated and reinforced.

Being on the WDO Board has been an honor for me and I am very grateful to the rest of my fellow Board members from whom I have learned at every meeting and especially to President David Kusuma for his leadership.



LUIS CALABUIG PARRAS

Design Foundation of the Region of Valencia (Spain)



ERAY SERTAÇ ERSAYIN

ETMK Industrial Designers Society
of Turkey (Turkey)

The 2022-2023 term was very productive for WDO, where we started to meet face to face again after the pandemic and held our meetings in different cities and countries. As a member of the Board of Directors and the Executive Committee, I am proud of our work and that of the Secretariat team. While Montreal, Istanbul, Bengaluru, Valencia, Paris, Berlin, Tokyo hosted Board meetings, numerous cities such as Ljubljana, Graz, Taipei, Taichung, Seoul, Marekesh, Hangzhou, Shenzhen, Xian, Tallinn, San Diego, Tijuana, Berlin, Eindhoven, Beijing, Milan, London, Riyad, as well as many others, hosted WDO design meetings and events in last two years. The energy and activities reflected during this period reminded us of the important responsibility of WDO among global design networks. With our cultural diversity and diverse experiences, WDO has continued to grow and increase its cultural and social impact during this period, while further strengthening collaborations with members.

I am also honoured to have been part of the editorial board of Worldesign magazine, which we brought to life in collaboration with Domus - an initiative that will continue to develop just like our other projects.

The two-day workshop we held in Istanbul in collaboration with WDO, the Ministry of Technology and Innovation of Turkey, the

Turkish Patent Institute and Innovation Valley were very fruitful and amazing. The National Design Strategy and Action Plan for 2030 was discussed and brainstormed with design professionals, design students, national governments decision makers, numerous institutions, business representatives and academicians operating in the field of design in the global network. I think we can realize these collaborations efficiently in many cities of the world to identify or discuss national design strategy and visions.

We also evaluated the destructive power and impact of the earthquake in Turkey together with a workshop with our members and those who could participate from WDO and evaluated what the design could do for unforeseen situations.

The innovative face of design enables us to recognize global problems at an early stage to propose and implement solutions. In an effort to produce solutions, designers and the design field assume important responsibilities. Today, many unforeseen and unexpected natural disasters harm living things. Earthquakes, storms, heavy rains, floods and many problems threaten our cities and settlements. The negative impact of these hazards can be minimized with well-designed cities, objects, systems and solutions. WDO achieves all these to design for a better world.



LILIAN GONZÁLEZ-GONZÁLEZ
Universidad Anahuac (Mexico)

It was a privilege to lead the Membership Growth Strategy portfolio this term, with the objective of attracting members to the organization, especially in regions such as Latin America and Africa where WDO is less present, as well as to identify opportunities to involve and increase engagement among our current members.

Several initiatives were launched during the term to invite different potential members from Latin America to participate in WDO activities. I also worked to create initiatives especially for our Spanish speaking members such as a congress and workshops in Mexico City. We also aimed to seek opportunities to connect with this Spanish speaking community on podcasts such as 'designholic' where we had the chance to talk about the WDO and WDC San Diego Tijuana 2024. A subsequent podcast on 'design and diaspora' is currently in progress. Another activation was the Olivetti exhibition and the Olympic games of La Paz in '68. This was an exhibition that had great visibility and was published in design magazines.

Throughout my term as a Board member, I understood that in order to connect with potential members and generate more engagement, I had to generate an initiative that was of interest to everyone, which is why I created the "Design From Peace" project, which has been widely accepted in the design community and is a fundamental part of designing for a better world and improving people's quality of life. Launched in August 2023, several universities that were not members participated and have already shown a strong interest to be part of WDO.

The mission that I found as a member of the Board was to support initiatives that help promote the discipline of design as an activity that can significantly improve quality of life, which is why all WDO members should participate and be committed to our programming to enable us to have impact in all design communities and create spaces to generate change.

A portrait of Pier Paolo Peruccio, a man with grey hair and glasses, wearing a dark blue suit and a white shirt. He is standing against a light blue background. A blue semi-transparent box is overlaid on the bottom left of the image, containing his name and affiliation.

PIER PAOLO PERUCCIO
Politecnico di Torino (Italy)

During this two-year term, there have been many projects that we have developed as a team. I will mention two in particular to which I am particularly committed. The first is about the ICSID/WDO Archives housed at the University of Brighton, and the second is the Worldesign magazine that we have developed in collaboration with Domus.

Both are intertwined – where one looks at history and the other at the present.

Michel Foucault says that the study of the past is nothing more than the shadowy doorway of an interrogation directed at the present. We need to recover a relationship with the past, which we need in order to look forward to the future with awareness.

The ICSID/WDO Archives are very valuable resources. They allow us to trace a history of design that looks at more than just products and communication. It is the history not in the design books that tells us about design policies, design for humanity, workshops in remote countries, culture and our close collaboration with the United Nations. It is a history that young designers need to know, which is why we have activated a PhD curriculum within the Politecnico di Torino dedicated to the history of ICSID/WDO.

The magazine is a key product for the future of our organization.

This is not the first time that WDO (previously ICSID), has explored the idea of publishing a periodical: our first most structured magazine concept was outlined by architect Vittorio Gregotti back in 1968 when Tomás Maldonado was president of ICSID and members of the Communications Commission included, among others, George Nelson and Bob Noorda. The Worldesign magazine is therefore the materialization of an effort that has been cultivated over the decades by the members of numerous Boards.

Today the debate has also shifted to whether or not we should be producing a physical magazine, a choice that goes against the all-consuming digital mainstream incorporating short-read articles, as well as more in-depth content. Discussing the matter with our partner Editoriale Domus, our choice has fallen on paper – a traditional and reassuring medium, and decided to occupy a strategic space, also in the market, proposing a product focusing on the “making-of” design and on design policies by leveraging Arthur Lovejoy’s history of ideas understood as ways of processing and elaborating, dynamics based on an everlasting mutation.



MEGHAN PREISS
Aether Global Learning (USA)

As the youngest-ever Board member of the World Design Organization, my journey began with a clear mission: to refine the Young Designers Circle Programme and pave avenues for the next generation of WDO leaders, while standing on the shoulders of those before me.

During my term, we achieved remarkable milestones. The YDC Programme witnessed an astounding 280% growth, while our global footprint expanded into 13 additional countries. Under my strategic guidance, we established a roadmap, positioning the YDC Programme for sustained growth and exploring the development of a dedicated platform to empower the future generation of design leaders.

In an ever-evolving landscape, the future of WDO hinges on our commitment to nurture and empower young designers. We must remain flexible and proactive in shaping our programmes to be inclusive, attractive and equitable.

In addition to my work with the Young Designers Circle Programme, I provided support to various Board portfolios, including our Membership Growth Strategy and Worldesign magazine. With unwavering confidence, I can attest that the future of WDO is bright. We remain dedicated to expanding our reach and fostering a globally resonating, equitable design community.

**MAKIKO TSUMURA****Japan Institute of Design Promotion
(Japan)**

Right after being elected for my second term as a WDO Board member, and the announcement of Tokyo as the host city of the 33rd World Design Assembly, my exciting journey began.

"DESIGN BEYOND", the theme of World Design Assembly Tokyo 2023 was set as a common theme for all who in charge of design to think about what design should aim for in the future under the circumstances where we are forced to rethink our conventional values, through the rapid progress of technology due to the Corona disaster and critical climate change. Under this main theme, the four keywords of Humanity, Planet, Technology, and Policy were set forth to consider ways of being human in the future in response to global environmental issues and the evolution of technology and to consider design policies to realize these issues.

Taking advantage of the opportunity of the WDA being held in Japan after 34 years, we first wanted to raise awareness in Japan of WDO as the global platform of design. Secondly, to make Japanese design widely known throughout the world. To implement the event successfully, we organized an executive committee of representatives from WDO members in Japan and began preparations. In order to maximize the outcome, we also involved the industry and were able to obtain sponsorship from nine companies, two of which became WDO members.

In order to preserve the legacy of this conference, we hope to hold after-events to cover what was not discussed during the conference, produce an easy-to-read and understandable record of the conference that includes these events, and publish it on the web for the general public to read, so that the results of the conference can be preserved for future generations.



PRADYUMNA VYAS

Confederation of Indian Industry
(India)

In my third term serving as a Board member, I had the privilege of embarking on a unique and enriching journey. I had the honor of spearheading the development of a comprehensive Global Design Policy Framework, a mandate assigned to me by our President, David Kusuma.

This experience provided me with the opportunity to deeply engage and interact with fellow Board members and their respective projects. It has been an immensely fulfilling term, marked by several significant milestones. One such milestone was the initiation of the World Design Protopolis project in Bengaluru (India) culminating with a Memorandum of Understanding signed in July 2023 between WDO and the Government of Karnataka. This event stands as a testament to our collective dedication and vision.

We were fortunate to transition from a period of online-only meetings during the COVID-19 pandemic to a hybrid format, incorporating offline gatherings. This shift allowed us to strengthen our interactions with member countries, fostering a sense of unity and shared purpose.

Another notable moment this year was the Confederation of Indian Industry (CII) being bestowed with the prestigious WDO Presidential Award during our last General Assembly. This recognition carries profound significance for our organization and reaffirms our commitment to advancing the principles of design and innovation on a global scale.

On a final note, it brings me great joy to report that, during this term, we successfully welcomed numerous members from India into our fold, expanding the reach and impact of our organization. As we reflect on the past year, it is evident that WDO has continued to thrive and evolve, remaining at the forefront of the design community.

Looking ahead, I am excited and optimistic about the future of our organization, and I am deeply grateful for the unwavering support and dedication of our Board and members. I particularly look forward to furthering WDO's goals for promoting 'Design for Sustainability' - using design and innovation as core tools to address some of the pressing challenges facing the world today.

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A sincere thanks to our many partners, sponsors and collaborators that contributed towards the successful execution of WDO diverse projects, initiatives and events. Through your support, we continue to inspire and empower designers across the globe to design for a better world.

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