



World Design Congress

Design for Planet
London 2025

9–10 September | Barbican Centre

Hosted by



In collaboration with

WDO WORLD
DESIGN —
ORGANIZATION



Impact Report

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objected to the fact that we said they had to be using less electricity and that

Congress Conversation
From Pledges to
Practice: Designing
Policy for Climate
Action



Fiona
Harvey
Environment Editor,
The Guardian

Angela
Hultberg
Global Sustainability
Director, Kearney

Lord Deben
Chairman,
Surrey International





▲ Norman Foster



▲ Céline Semaan



▲ Brian Eno and Tori Tsui





▲ Charlot Magayi

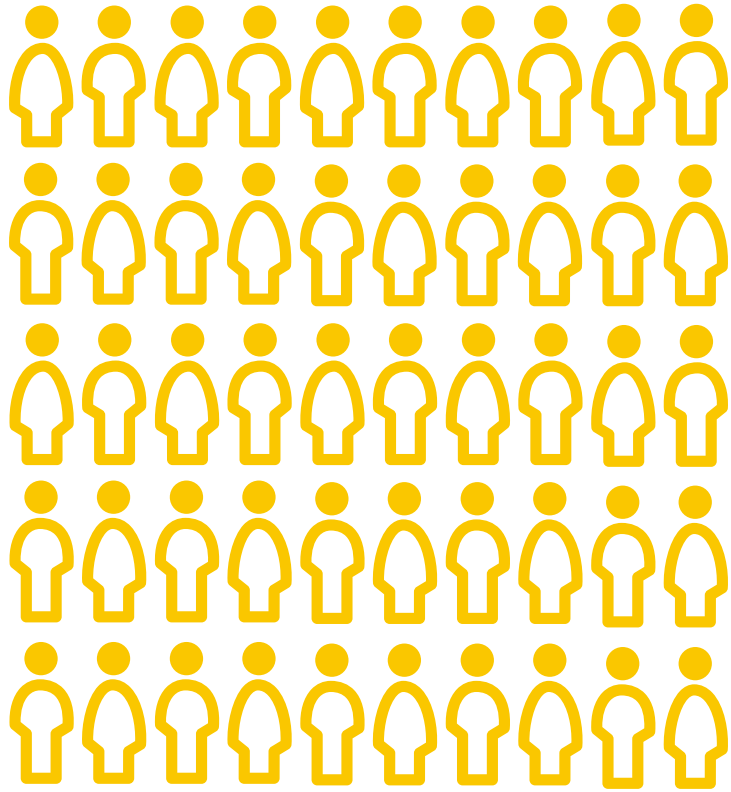


▲ Kate Raworth, Mariana Mazzucato and Danny Sriskandarajah



A Catalytic Moment in Numbers

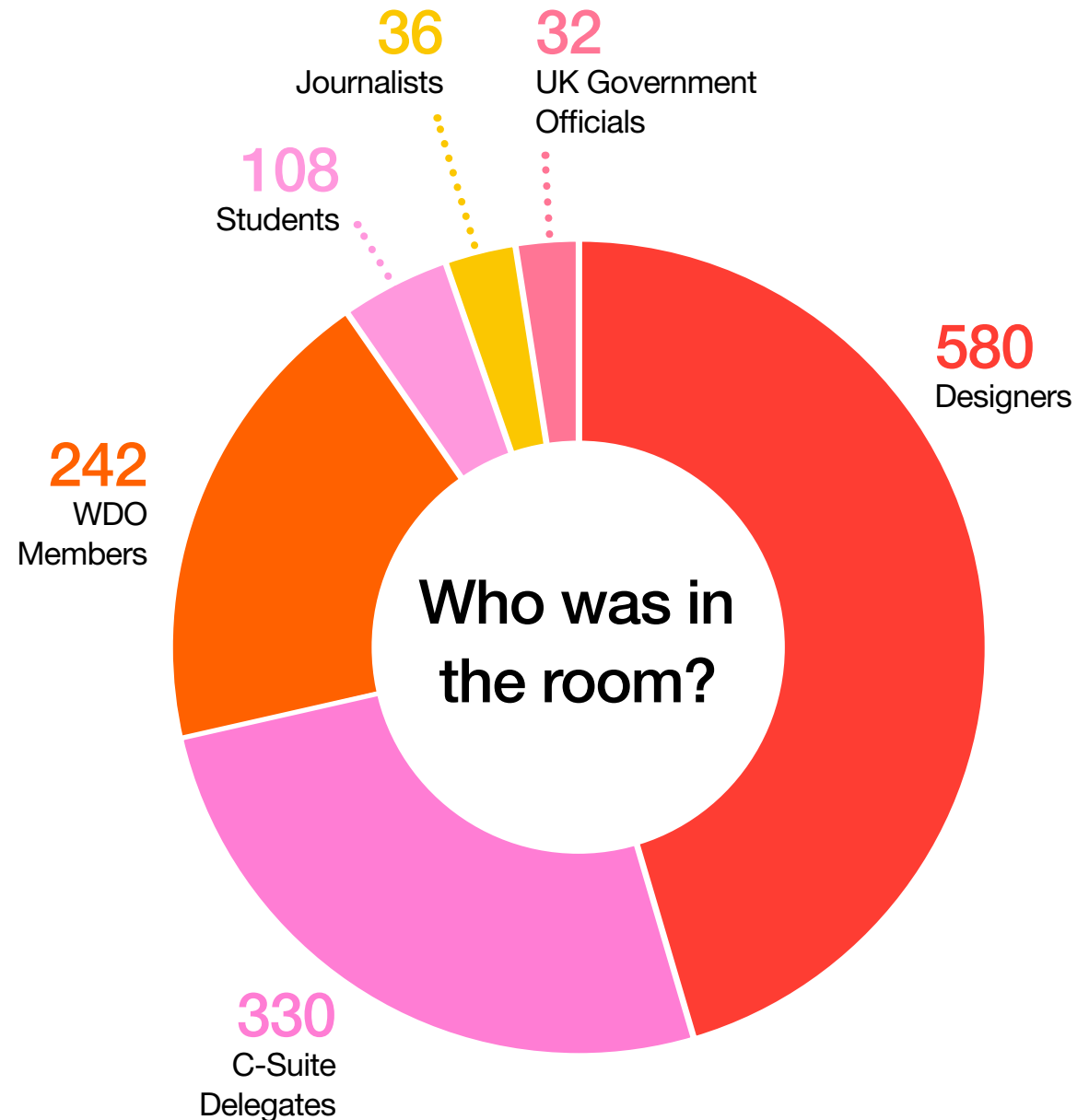
1,000 in-person delegates

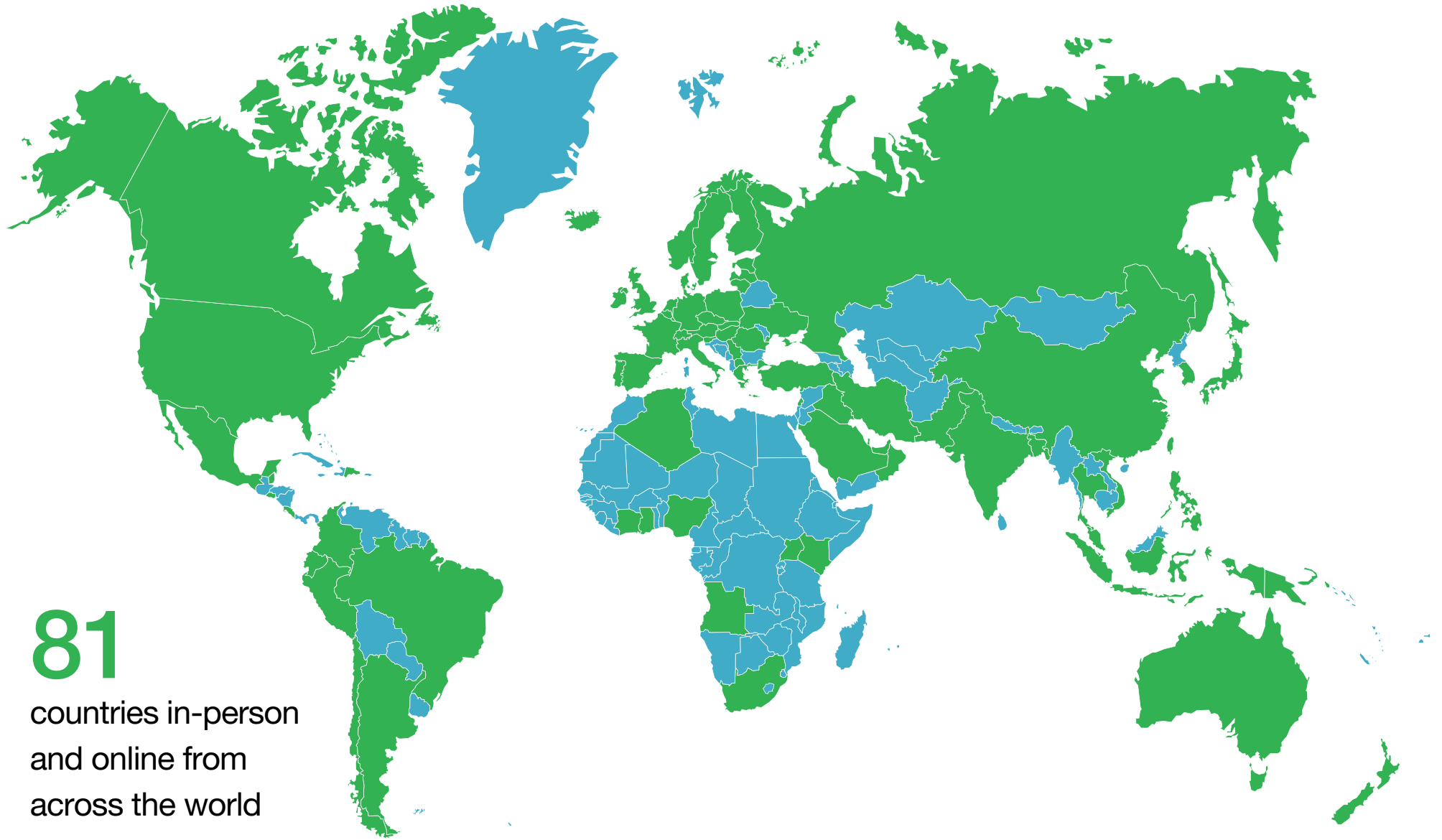


830
Businesses



106
Universities





81

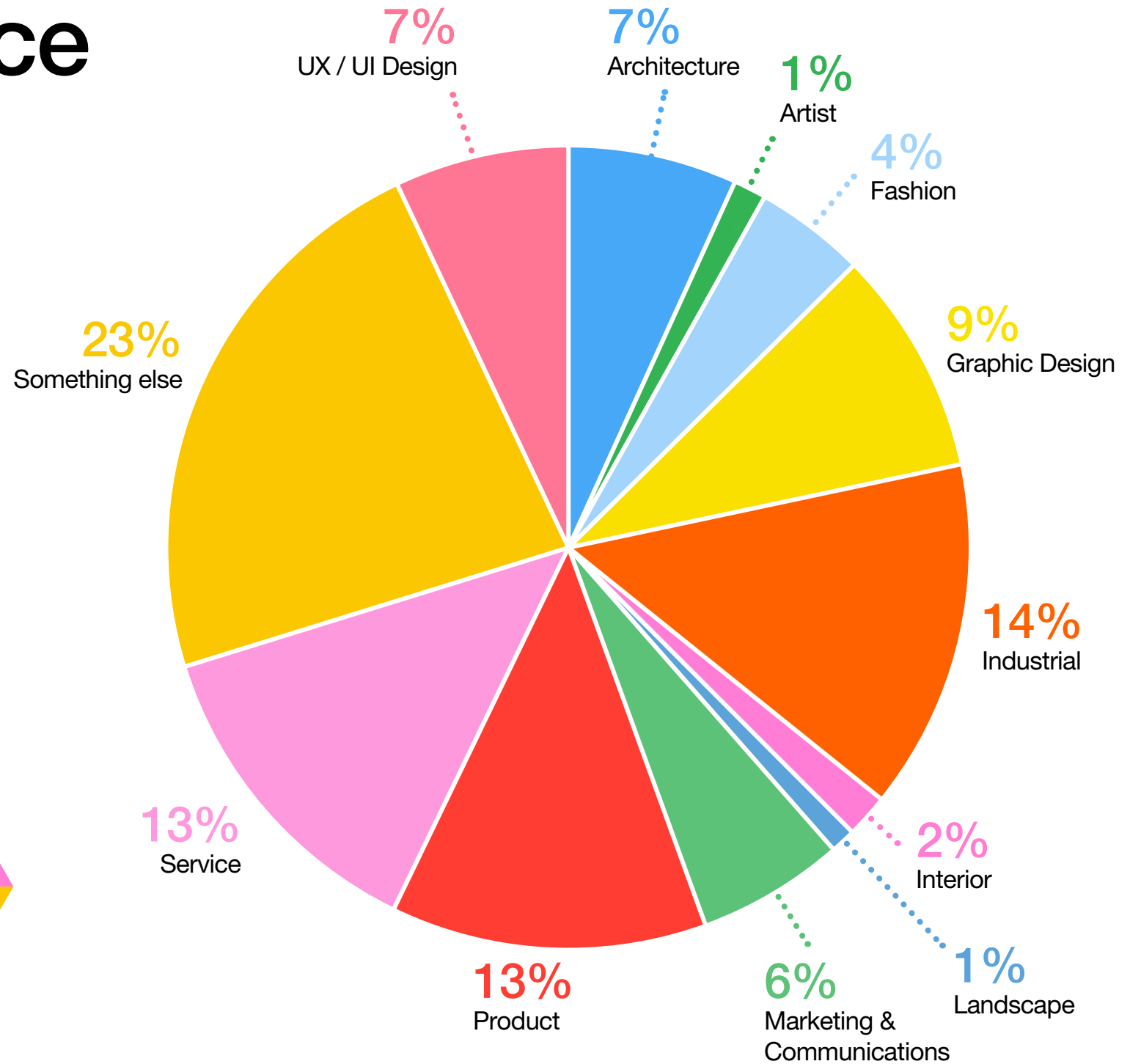
countries in-person
and online from
across the world



+1,800 online delegates



Audience



Theme: Design for Planet

The biggest challenge of our era is the climate crisis. And design has a critical role to play given that *80% of a product's environmental impact is determined at the design stage*. We need to redesign nearly every aspect of how we live our lives.

As the Design Council's core mission, and with growing climate urgency, Design for Planet was the clear choice for the theme of the World Design Congress 2025.

The effects of climate change have created global problems, therefore, we need global solutions. Being able to convene change makers from around the world, across business, government, education and design gave us an unprecedented opportunity to gather, share, learn and spark vital creativity needed to drive action.

We explored the theme through five key lenses:

Stories of Hope and Possibility

Hope isn't just an aspiration, it's a strategy. Pioneering ideas are already in action, and making a difference. They're demonstrating that by interconnecting efforts across global borders, sectors and disciplines, we can tackle the Earth's shared challenges.

Designing for Circularity

Waste is a design flaw. But it can be transformed into a valuable resource, adopting practices of reuse, repair, and repurposing as the new norm. Real-world examples show us how aligning economic incentives, supportive policies and industry partnerships can revolutionise practices and reshape industries.

Designing for Net Zero

The need to decarbonise at scale is critical. From transport to energy systems, there are cutting-edge examples of how design is turning low-carbon technologies into widespread solutions, advancing net-zero emissions equitably through innovation, upskilling and policy collaboration.

Shaping Places for Regeneration

We are at a pivotal moment where design must transcend sustainability. We need to design regenerative places that are in harmony with nature, integrating biomimicry and systems thinking, and collaborating with communities as stewards.

Designing the Future Together

What are we all going to do to ensure these transformative ideas become reality? Explore what's needed to make it possible, including skills, collaboration, policy, finance, hope and determination. Together, we can design the path forward.







Arthur Huang



Arthur Mamou-Mani



Assimply Studio



Charlotte McCurdy



Emmanuel Lawal



Fernando Laposse



Insiya Jafferjee



Jayden Ali



Kieron Lewis



Kusheda Mensah



Es Devlin



Foday Dumbuya



Professor Leslie Lokko OBE



Suhair Khan



Tom Dixon



Marjan van Aubel



Michael Bennett



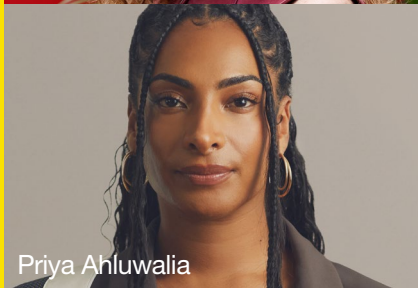
Natsai Audrey Chieza



Nzinga Biegueng-Mboup



Phoebe English



Priya Ahluwalia



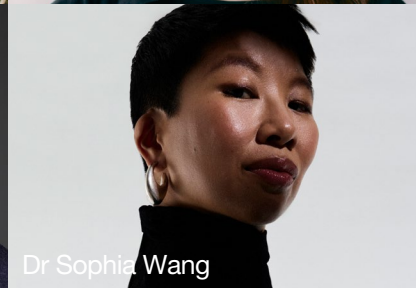
Sara Martinsen



Sebastian Cox



Shajay Bhooshan



Dr Sophia Wang

Building a Movement

In the lead-up to the Congress, we built global awareness and excitement for the event and Design for Planet mission.

We launched an international campaign led by five visionary Ambassadors:

Es Devlin

Artist and Stage Designer

Foday Dumbuya

Fashion Designer

Tom Dixon

Industrial Designer

Suhair Khan

Creative and Technology Leader

Professor Lesley Lokko OBE

w Academic and Writer

Together, they selected 20 Design for Planet Trailblazers from around the globe. Collectively, these '25 for 2025' embody the creative force driving sustainable transformation across design disciplines.

From fashion to AI, materials to the built environment, the campaign shone a light on those championing narrative-driven design, next-generation materials, new educational models, and the democratisation of creativity through technology.

Coverage from outlets such as the *Financial Times* (which hailed the Congress as “the Olympics of design”), *The Guardian* and *The Observer* amplified the global reach and significance of this mission.

Each of the 25 for 2025 used their voices and platforms to build noise and credibility for the Congress that drove media interest, partnership opportunities and ticket sales.



▲ During Clerkenwell Design Week 2025, we sponsored a roaming film truck to advertise the Congress to the London design audience. It garnered more than 12,000 views over the course of two days.





Venue

The Barbican Centre is recognised worldwide by design enthusiasts as an architectural treasure.

It was the clear frontrunner from our shortlisted venues thanks to its unique design history, central London location, capacity to host a more ambitious number of delegates, room setup and strong environmental commitments. The main auditorium gave an impressive backdrop for the lead programming and their iconic Conservatory garden provided a truly memorable space for the evening reception and partner moments.

Winner of Most Sustainable Venue (2019 and 2021), Barbican Centre is committed to reducing carbon emissions from operations in waste, energy, water, biodiversity, food & drink and in their shop. We worked with their catering provider, Searcy's, to craft a meat-free menu that used local ingredients, limited food waste, processed waste into biofuels and prompted sustainable choices such as oat milks.

Supported by consultancy from the Design Council, Barbican Centre is currently undergoing a renewal project to upgrade the building in inclusivity, sustainability and resilience.

Environmental Impact

Working with a dedicated sustainability consultant through our production partners at Stitch, we aimed to uphold the highest environmental, social and governance standards at every level when designing the Congress, placing the Design for Planet theme at the event's heart.

Venue & Production

Selected for strong environmental credentials, with responsible suppliers for staging, furniture, catering and all materials.

Partners & Content

Collaboration and partnerships only with organisations and speakers aligned with sustainable values and inclusive practices.

Delegates

A carbon calculator integrated into registration encouraged more sustainable travel choices, supported by regular communications promoting low-impact travel and ESG-reviewed accommodation recommendations.

Branding

A scaled-back approach to physical printing, using digital formats or volunteers to signpost where possible and recycled paper and sustainable options where required.

Storytelling

Encouraging delegates to maximise their international travel through a calendar of design events in London.

Our event carbon cost totalled
5,176.0566kg (5 tons).

The average event of this size totals an average of 17 tons so we were delighted to be well under this.

Our collaboration with Stripe **permanently removed 13 tons of carbon dioxide**. This was done by donating £3,575 to eight of their climate action funds. All of these funds were used to purchase permanent carbon removal from promising early-stage technologies.





Visual Identity

Studio OPX created a bold, dynamic and colourful aesthetic.

This was developed around the existing Congress logo (designed internally as an evolution to the Design Council's Design for planet branding). They developed a versatile brand toolkit for digital assets, with a wide range of dynamic colours, shapes and animations to engage online audiences, and physical dressing and wayfinding formats to bring the Barbican Centre to life.





09:30 - 09:45

Welcome from our Host

Join our World Design Congress Host, Dr Stephanie Hare, presenter of BBC's *Artificial Intelligence: Decoded*, as she kicks things off and guides us through two dynamic days.

With her sharp analysis and global perspective, she'll act as a vital connector, drawing threads between themes, surfacing big questions, and helping us make sense of the ideas, challenges and provocations that emerge across the programme.

In-person | Online



Dr Stephanie Hare
Researcher and BBC Broadcaster in Technology and Politics

09:45 - 10:00

Stories of Hope and Possibility: Charlot Magayi and Mukuru Clean Stoves

CONGRESS KEYNOTE

Earthshot prize-winner Charlot Magayi's journey from the informal settlements of Nairobi to the global climate stage is a story of grassroots ingenuity. This talk reveals how accessible design, like clean-burning stoves, can reduce emissions, protect health, and improve livelihoods. Discover how community-led, women-powered innovation is scaling climate action where it's needed most: in homes, schools, and neighbourhoods across the Global South.

In-person | Online



Charlot Magayi
Mukuru Stoves and Earthshot Prize Winner

10:00 - 10:15

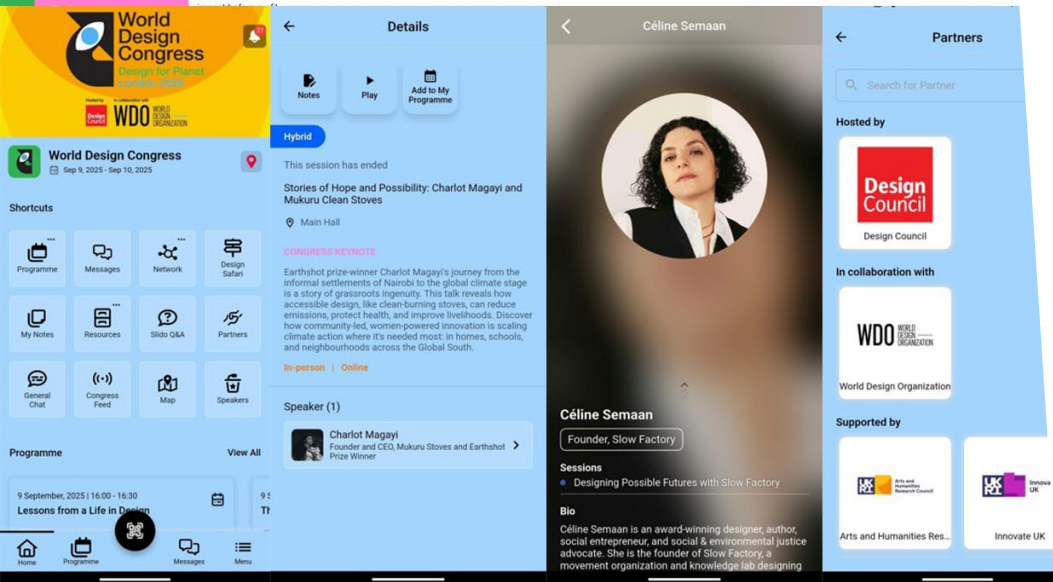
Stories of Hope and Possibility: Alexei Levene and Desolenator

CONGRESS KEYNOTE

As water scarcity worsens, innovation must go beyond business as usual. Desolenator is turning seawater into clean drinking water by using the power of the sun, without chemicals or grid dependency. Explore how decentralised, nature-based design is reshaping critical infrastructure, empowering vulnerable communities, and showing how regenerative business models can put



Alexei Levene
Desolenator, Sustainable Water Solutions



User Journey – Digital

We formed a strong digital presence through our website, digital platform, and custom app.

From the start of their Congress journey delegates were presented with a cohesive and unified journey through the visual identity. This gave them a strong sense of familiarity and belonging when they entered into the physical space at the Barbican Centre.

The decision was made, during the planning stages, to create a digital only Event Companion rather than printing delegate programmes. It was designed to give a more in-depth look into the Design for Planet theme and allowed key partners to offer thought pieces and showcase their work.

User Journey – Physical

We utilised our visual identity across the Barbican Centre both through physical, digital and people branded elements.

To help delegates smoothly navigate the Barbican Centre, staff wore t-shirts with a simple yellow circle design to instantly stand out and offer help with any questions on the day.

The visual identity, with its triangle shapes, allowed us to create playful wayfinding signage, signalling Congress areas and pointing towards the correct direction.

A single-sheet fold-out map was created to further aid navigation and ensure any accessibility needs were provided for those not using the app. It included the programming locations and key amenities.

The reverse side displayed a keepsake poster, created by Liberty London in honour of the Congress, to offer a second life for the print assets.





Programme

The programme structure was curated to drive behaviour change and prepare the audience for action.

We curated content that would lead the designers, businesses, researchers & educators and policymakers in the room to leave feeling:

Inspired

Big visionary talks showed the scale of possibility.

Connected

Networking, formal and informal, was designed to connect delegates across disciplines, geographies, and generations.

Knowledgeable

Practical workshops and case studies provided tangible tools.

We redefined the two day structure to embed the research and education thread throughout, showing the importance of design to turn research into action, and the skills and knowledge to spread this further.

The narrative arc across the two days aimed to show action being taken, showing there is possibility, particularly when people act together.

We broke Design for Planet down into three themes: circularity, reducing emissions and biodiversity, with the first two on day 1 and last on day 2.

Day 1 focused on stories of individual inspiring designers, whereas Day 2 turned to what we need to do together as a sector.

There were 7 key messages that provided overall coherence, which included stories of hope and possibility, the need for collaboration (with communities, nature and AI), the importance of systemic design and redesigning business models etc.

The main stage hosted well-established designers including Norman Foster and Thomas Heatherwick, alongside celebrity names like Brian Eno and upcoming designers with incredible stories like Charlot Magayi and Priya Ahluwalia.

Session Types

To create a catalytic moment, the structure of the Congress had to balance visionary keynotes, practical deep dives, and participatory formats.

Keynotes

Anchoring the big picture and providing inspiration from some of the world's most influential design and policy thinkers.

20 Panels

Multidisciplinary debates that framed systemic issues from business, government, and practice.

Six Case Study Deep Dives

Real-world projects unpacked in detail, bridging research to application.

Four Workshops and Experiences

Participatory spaces where delegates gained tools and methods they could use immediately.

Eight Exclusive Film Previews

New cultural content adding depth and narrative power.

Three Installations, Six Activations and Three Exhibitions

Ensuring the Barbican itself became part of the design conversation.

A key challenge was how to orchestrate up to 1,200 delegates across the Barbican's many levels and spaces. The programme was designed with deliberate pacing:

Main Stage

These moments created energy and focus points where the full Congress came together.

Hive Sessions

Across the Barbican Centre these sessions offered more intimate spaces for panels, unconferences, and case studies.

Exhibitions and Activations

These provided continuous engagement in transitional and social spaces, softening the edges of movement between rooms and giving people a chance to meet and connect in different settings and scales.

177
Speakers

5 – 91
Years Old

33
Sessions

10
Featured
WDO Members

4
Media
Moderators

Day 1

Stories from the future.

Individual designers and how they have pioneered new practices or skills.

Use less – Net zero and circular. Design is about business models as well as products and services.

Collaboration with others: Business and Policy.

Day 2

Learning from the past to see the future.

What different sectors or collaborations need to do to change practices.

Grow more – Biodiversity. Nature is a beneficiary and a co-designer.

Collaboration with others: Communities, AI, Nature and Policy.



Day 1

Kicking off the sustainable design event of the year.

Day 1 opened with an emotive performance from London based children's choir We are the Voice followed by a special recorded address from Dr. Jane Goodall.

Throughout the day we heard stories of hope from Charlot Magayi, Mariana Mazzuccato and Kate Raworth.

The afternoon saw breakouts involving companies including Panasonic, Zaha Hadid Architects, Innovate UK and Decathlon.

The afternoon closed with a keynote from Priya Ahluwalia and conversations between *Dezeen's* Max Fraser, joined by Tori Tsui and Brian Eno.



▲ Priya Ahluwalia

VIP Welcome Reception

Hosted at the unique Barbican Conservatory.

The first day culminated in a VIP Evening Reception for WDO members, sponsors, speakers, media and ticketed guests.

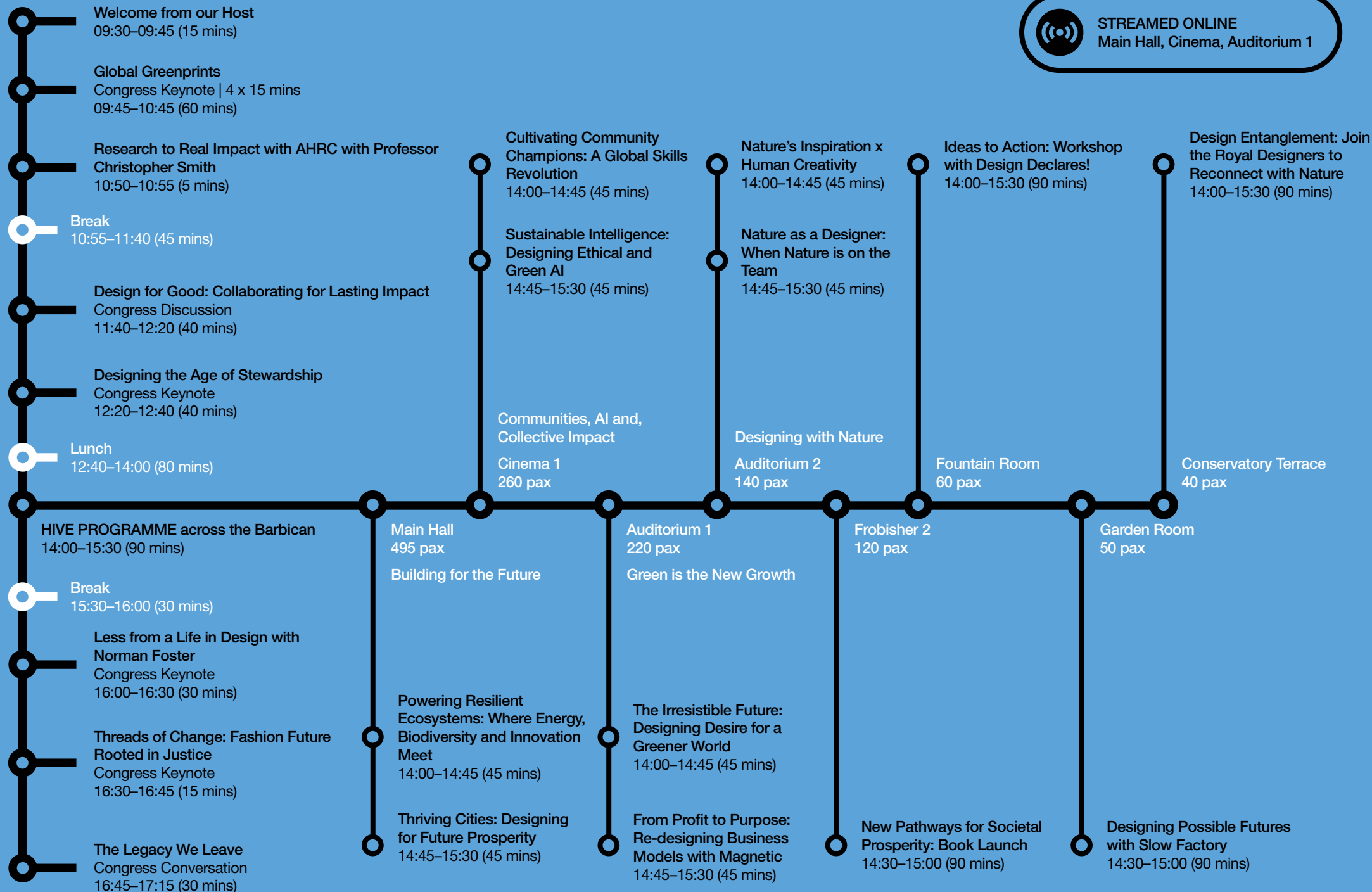
Held in the Barbican Centre's unique conservatory, food and drinks were served with music and bespoke lighting for 600 guests.







STREAMED ONLINE
Main Hall, Cinema, Auditorium 1



Day 2

Closing the Congress with the new Minister, and iconic designers.

Day 2 began with inspiring stories from Leyla Acaroglu, Thomas Heatherwick, and Professor Christopher Smith, with a keynote from Indy Johar before lunch.

The afternoon breakouts brought together delegates and leading designers' organisations including, Slow Factory, Design Declares! and Magnetic, as well as a unique opportunity to engage with RDIs.

The day concluded with Lord Deben, Nick Foster and new Minister for Culture, Media and Sport, The Rt Hon Ian Murray MP.



▲ The Rt Hon Ian Murray MP



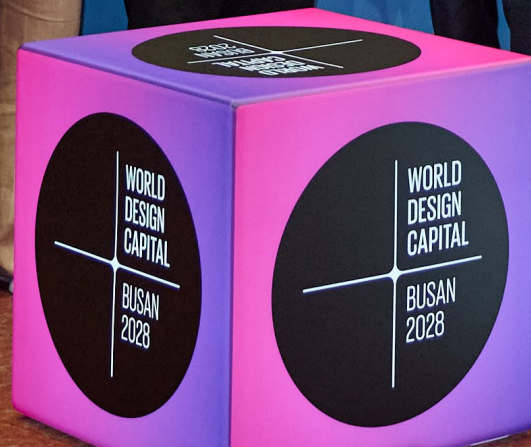
World Design Congress

Design for Planet
London 2025

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In collaboration with



Exclusive Activations

The Design Council hosted a breakfast and tour of the event for Arts and Humanities Research Council (AHRC) officials and a delegation from Canada, as well as welcoming the Mayor of Busan and delegation to present the World Design Capital 2028.







World Design Congress
Design for Planet
WDC 2023

Policy and design - Shaping a global response

From climate adaptation to urban resilience, this sub-theme considers how design informs and is informed by policy frameworks shaping environmental futures.

A Compass Towards a Thriving and Resilient Oxfordshire

Oxfordshire is an ambitious place. It's a county that has long been a leader in innovation, creativity and resilience. It's a county that is now facing new challenges and opportunities. This compass is a guide to help us navigate these challenges and opportunities, and to ensure that Oxfordshire is a thriving and resilient place for the future.



Climate Change
Oxfordshire is a county that is highly vulnerable to the impacts of climate change. This includes increased flooding, drought, and heatwaves. We need to take action to reduce our carbon footprint and to build resilience to the impacts of climate change.

Digital Innovation
Oxfordshire is a county that is highly innovative in the digital sector. We need to continue to support and encourage digital innovation, and to ensure that we are at the forefront of digital technology.

Health and Wellbeing
Oxfordshire is a county that is highly committed to health and wellbeing. We need to continue to support and encourage health and wellbeing, and to ensure that we are at the forefront of health and wellbeing.

Education
Oxfordshire is a county that is highly committed to education. We need to continue to support and encourage education, and to ensure that we are at the forefront of education.

Culture and Creativity
Oxfordshire is a county that is highly committed to culture and creativity. We need to continue to support and encourage culture and creativity, and to ensure that we are at the forefront of culture and creativity.

Economic Growth
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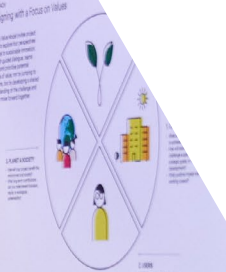
Urban Resilience
Oxfordshire is a county that is highly committed to urban resilience. We need to continue to support and encourage urban resilience, and to ensure that we are at the forefront of urban resilience.

Environmental Resilience
Oxfordshire is a county that is highly committed to environmental resilience. We need to continue to support and encourage environmental resilience, and to ensure that we are at the forefront of environmental resilience.

THE VALUE SHIFT Reframing Innovation through Ambition and Impact

How can we amplify the impact of innovation projects?

Clarity and commitment create competitive edge



Vision
Clarity of vision is essential for innovation. It provides a clear direction and purpose for the project, and helps to align the team and stakeholders.

Strategy
A clear strategy is essential for innovation. It provides a roadmap for the project, and helps to identify the key challenges and opportunities.

Execution
Effective execution is essential for innovation. It involves the implementation of the strategy, and the management of the project.

Impact
Measurable impact is essential for innovation. It provides evidence of the project's success, and helps to build credibility and support.

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Paper Presentations

A valued part of each World Design Congress is the public call for papers and posters.

The presentation of these papers and posters was made semi-open within the Barbican Centre venue so that the public could engage with some of the papers and posters as well as delegates to the Congress.

Submissions for abstracts were open between January and May 2025 under the overarching theme of Design for Planet and the following subthemes:

Shifting Paradigms — From Extractive to Regenerative Design

Design is moving beyond sustainability toward approaches that restore and renew ecosystems. This sub-theme explores regenerative frameworks including systems thinking, circularity, and biomimicry.

Economy and Design — Innovating for Circular Economies

Design plays a critical role in transitioning from linear economic models to circular systems that emphasize reuse, repair, and material longevity. This sub-theme examines how design innovation supports and prioritised this shift.

Policy and Design — Shaping a Global Response

From climate adaptation to urban resilience, this sub-theme considers how design informs and is informed by policy frameworks shaping environmental futures.



Partners

We partnered with a range of organisations across business and government.

They supported this once in a generation opportunity to showcase the best of UK design and innovation, and leadership in harnessing design to address the climate and nature crisis.

Partners were present across the build-up campaign, programming and activations to bring their unique perspectives and amplify the Design for Planet message.

We designed a tiered system of partnerships to unlock different levels of support as Mission, Congress, Activation, Media or Ecosystem partners.

Supported by



Department for Culture, Media & Sport

Mission Partner

KEARNEY

Congress Partners



Zaha Hadid Architects

Activation Partners

Andreu World



LIBERTY.



OPX Studio



SMILE PLASTICS

Media Partners

de
zeen



Activations

Across the event, we worked with our sponsors and partners to create opportunities for delegates to engage with innovative design examples.

This included installations from Kearney, Zaha Hadid Architects and World Design Capital Frankfurt 2026.

OZRUH Studios presented their 3D printed sand sculpture, Material Matters hosted their sustainable design bookshop, and Nook x Smile Plastic provided pods for delegates to meet and network in.

In our specially designed 'Host Hub', WDO and Design Council showcased their unique histories in collaboration with Brighton University archives.

In addition, we hosted exclusive breakfasts and lunches for press, AHRC, DBT and Earls Court Development Company across the two-days.





▲ NOOK X Smile Plastics



▲ New Designers, Design for Planet Prize Winner 2025, Noé Chouraqui



▲ Levent Ozruh

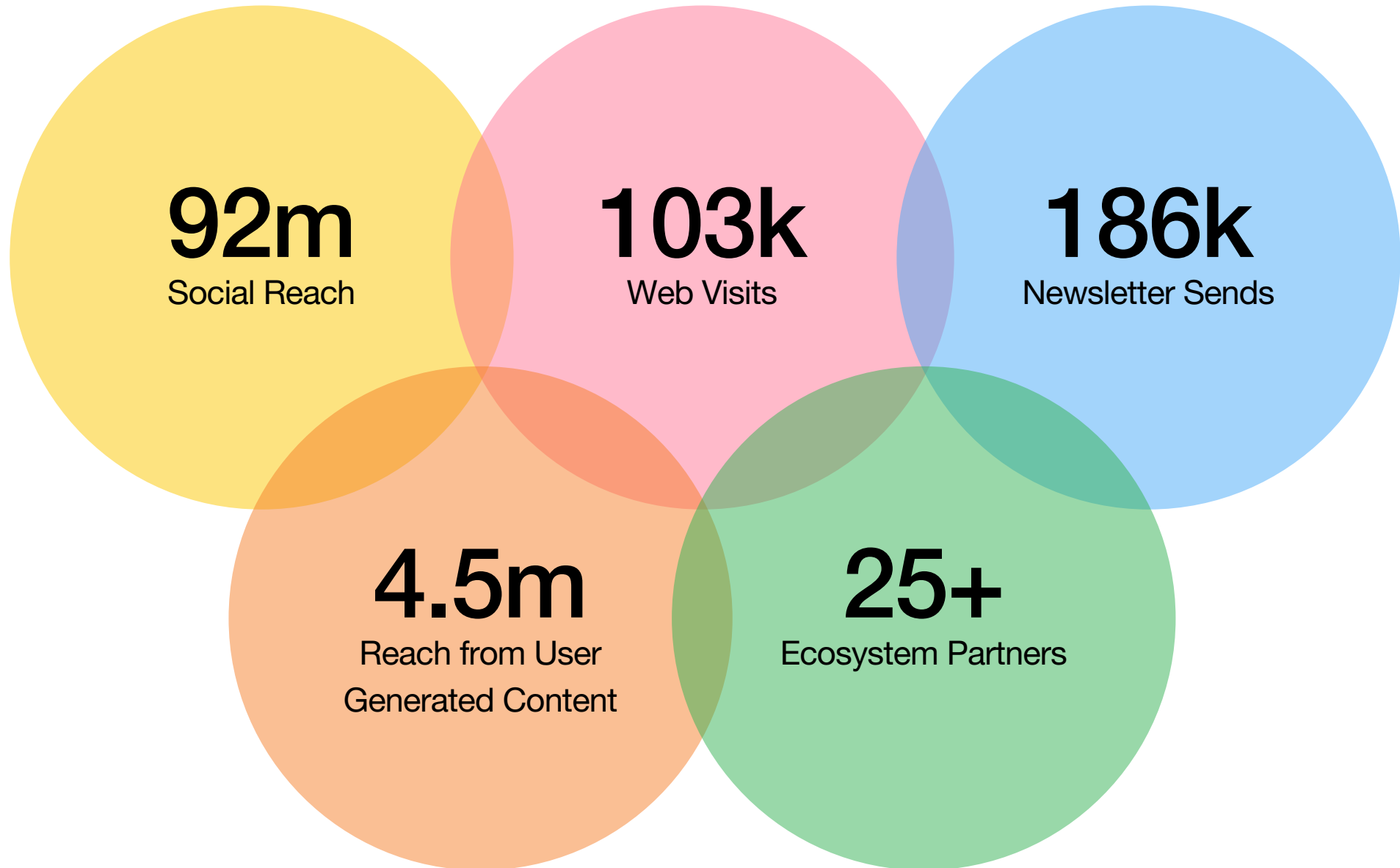


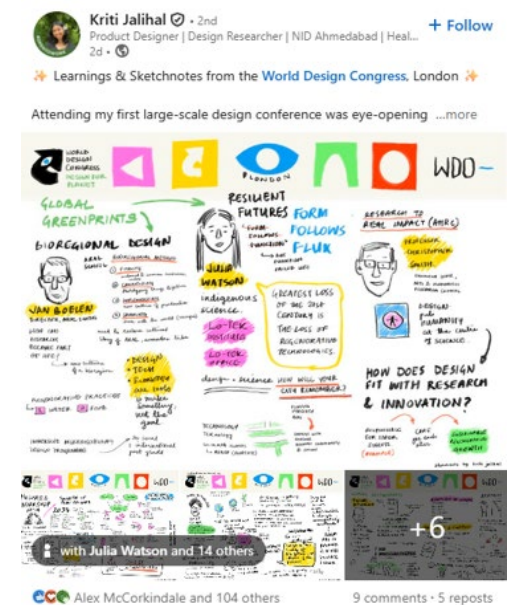
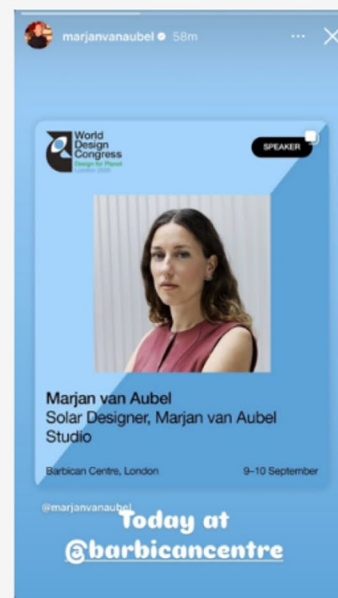
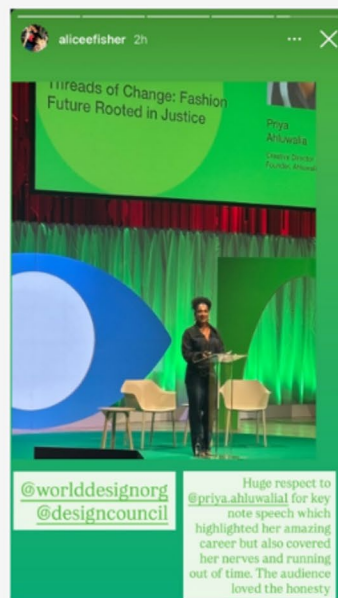
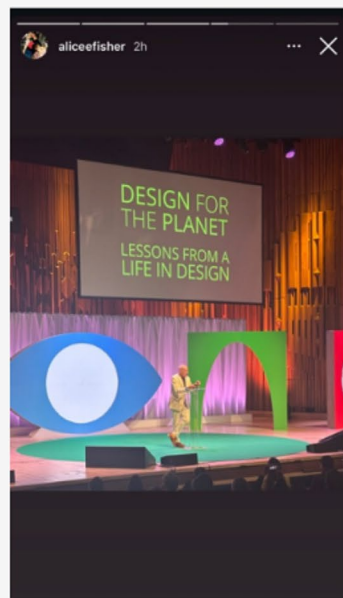
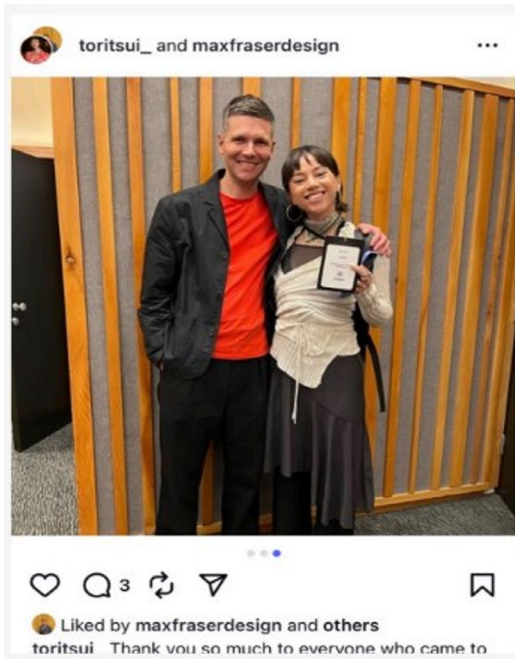
▲ Material Matters Bookshop



▲ World Design Capital: Frankfurt 2026

Reach





In the Media

FINANCIAL TIMES

HOME WORLD UK COMPANIES TECH MARKETS CLIMATE OPINION LEX WORK & CAREERS LIFE & ARTS HTS

Design (+ Add to myFT)

The 'Olympics of design' returns to London with a call to action

In 1969, when the World Design Congress was last in the capital, it introduced us to snowmobiles and cash machines. This time, the environment is top of its agenda



Follow the topics

House & Home

Design

Design Council UK

Serena Fokschane

Sun 16 Mar 2025 14:00 GMT

Share

Free design ambassadors' team (from left) Today Dumbaya, Es Devlin, Suhair Khan, Tom Dixon and Lesley Lokko © Felix Sheper

The Guardian

News Opinion Sport Culture Lifestyle

Film Music TV & radio Books Art & design Stage Games Classical

Design

This article is more than 6 months old

Interview

New designers to look out for in 2025 - from 3D printed buildings to fuzzy chairs made from agave

Alice Fisher



Future focused: the World Design Congress (WDC) ambassadors (from left) Today Dumbaya, Es Devlin, Suhair Khan, Tom Dixon, and Lesley Lokko.

The UK's top creatives have put together a list of makers who put sustainability first. Using everything from reclaimed rattan and bacteria-dyed fabrics to algorithmic design, these trailblazers are making positive steps forward for people and planet

TMS

diary@thetimes.co.uk | @thimesdiary

Heavens above, he's gone again

Most people have seen Lord Mandelson's latest descent into evidence of the dangers of positions through the lens of religion. "As the Anglican order of service so neatly puts it," he writes, "Peter has resigned. Peter has a job. Peter will resign again." Perhaps Hutton is right to stifle an ecological note. As much as one prime minister has said when having to step up after Mandelson: "Oh my God."

MINISTERS TARTAN ARMY

The newly minted culture minister has Murray proved his right man for the job when he told the World Design Congress he attended Tartan Week in New York earlier this year. There he saw a "rather flamboyant chap" wearing a yellow tartan jacket. Murray, above, thought it may have been a Macdonald or MacKenzie, but when asked, the man replied: "My tartan is Vivienne Westwood." The minister's own in the more traditional Murray of Atholl. That's also the clan which maintains



The TV presenter Clare Balding, however, might argue that carrying a little more weight of times can have its advantages. Speaking on CTV, she said: "I'm a jockey rather than a handicapper. She was a leading amateur flat jockey and achieved the title of Champion Lady Rider in 1989 - which came with the glory of my weight in champagne." She said: "Being heavy, then, was a huge advantage. I won my weight in champagne. Karim's I was onto something. I was a lot heavier than anyone else."

WOMEN IN PARLIAMENT

When the Conservative government took office in 2010, it announced that British medals would now be manufactured by a French company the same one that also made medals for Napoleon's army as he battled against Britain. Lord Austin, then a Labour MP, argued that the honours being "brought in France". So, should he be well-disposed to find that French influence has been introduced from medals to produce, as The Sun on Sunday's political editor Kate Fegan discovered, is now selling French epistles. Presumably they've been purchased for hugs.

CHARLOTTE ALT

Bank governor uses AI to cut speeches

Anna Mikhalova Political Editor, Times Radio

His speeches can move markets, but even Andrew Bailey cannot resist getting a helping hand from artificial intelligence.

The governor of the Bank of England has been using AI in his speechwriting process. The bank has confirmed that he used Copilot, the software owned by Microsoft, for speeches.

It is understood that Bailey used it as an editing tool, inputting drafts and asking the software to cut down the right length. The original version of the text is later published on the Bank's website.

A bank source said that the tool helped "when a speaking slot is time limited, for instance during a conference".

MPs warned the governor last night about his use of the software. The Treasury select committee is investigating how AI is being used in financial services, including during constituents' visits.

Dave Harriet Baldwin, a Conservative MP who sits on the committee, said: "You have to be extra careful using it - including the Bank of England."

The former Tory leader Sir Iain Duncan Smith, who has criticised the bank's approach to quantitative easing during Covid and the recent offloading of QE bonds, said: "It looks to me like they already have an AI governor. If

AJ Architects' Journal

NEWS COMPETITIONS BUILDINGS SPECIFICATION ARCHITECTS PRACTICE MAGAZINES LIBRARY EVENTS ASK AJ

Opinion Good Homes for All Podcasts Competition wins RetroFirst Climate change Building safety Scotland RIBA Saudi Arabia

Zaha Hadid Architects shows off pioneering 3D-printed reef

18 SEPTEMBER 2025 • BY JOSH BUTLER



1/3 Zaha Hadid Architects' Reef exhibition at the World Design Conference

Source: Zaha Hadid, photo by Luke Hayes

The Observer

Design comes full circle

Redeamed rattan, sand sculptures, bacteria-dyed fabrics... Smart, circular and sustainable designers are putting the planet first



Future focused: the World Design Congress (WDC) ambassadors (from left) Today Dumbaya, Es Devlin, Suhair Khan, Tom Dixon, and Lesley Lokko.

The UK's top creatives have put together a list of makers who put sustainability first. Using everything from reclaimed rattan and bacteria-dyed fabrics to algorithmic design, these trailblazers are making positive steps forward for people and planet

ThailandBusiness News Business, Money & Finance

WORLD DESIGN ORGANIZATION CONCLUDES ITS WORLD DESIGN CONGRESS 2025 IN LONDON

LONDON, Sept. 13, 2025 /PRNewswire/ -- World Design Organization (WDO)® has concluded its World Design Congress 2025, which took place from 9-11 September in London (United Kingdom). Hosted in collaboration with WDO Promotional Member the Design Council, the three-day hybrid event welcomed more than 1200 participants at the iconic Barbican Centre to explore the vital theme of Design for Planet.

Featuring visionary keynotes from design leaders like Lord Norman Foster, Julia Watson and Thomas Heatherwick to the inspiring insights of Marianna Mazzucato, Indy Johar, Charlot Magary and Brian Eno, the Congress highlighted how design can be a catalyst for a more regenerative future.

The Manila Times®

Dieter Rams named 2025 recipient of WDO World Design Medal

LONDON, Sept. 9, 2025 /PRNewswire/ -- World Design Organization (WDO)® announced today that renowned industrial designer Dieter Rams has been named recipient of the 2025 World Design Medal™ in recognition of his profound impact on the profession of industrial design.



Six key messages from the World Design Congress

Max Fraser | 16 September 2025

2 comments

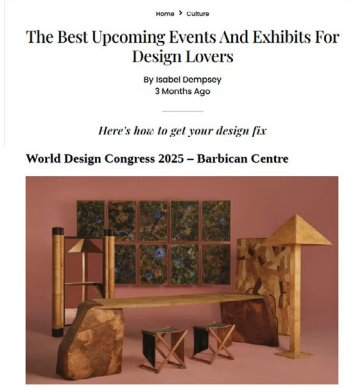


The World Design Congress saw some of the world's leading architects and designers gather in London to discuss the planet's future. Here, Dezeen's Max Fraser picks out the most prominent themes from the event.

Held at the Barbican Centre last week, the two-day conference was themed Design for Planet.

It is the latest edition of the World Design Congress – an event that has taken place in a different city every two years since 1959 to debate design issues of global importance.

The UK's Design Council won the bid to host this year's congress in London and invited more than 100 designers, business leaders and sustainability experts to the stage to discuss topics such as designing for net-zero and circularity, regenerating our natural world, redesigning the economy and reimagining products, systems and services.



The Best Upcoming Events And Exhibits For Design Lovers

By Isabel Dempsey 3 Months Ago

Here's how to get your design fix

World Design Congress 2025 – Barbican Centre

MycoWorks x Mycoium Moss All Objects – Felix Spiller

The World Design Congress is returning to London this September for a weekend long event at the Barbican Centre. With the title 'Design For Planet 2025' this year's congress is focused on exploring how we can design a regenerative future for all. Hosted by the Design Council, the theme explores cutting-edge solutions to the climate crisis across the design spectrum. With a mix of keynotes, discussions, book launches and workshops, the event will highlight topics such as designing resilient futures, designing ethical and green AI, and sharing stories of hope and possibility. Speakers at this year's conference include design leaders such as architect Norman Foster, Earthshot Prize Winner Charlot Magaly, architectural designer Thomas Heatherwick, musician Brian Eno, fashion designer Priya Ahluwalia, architect Mariam Issoufou, industrial designer Tom Dixon, spatial designer Michael Bennett, and Faber Futures founder Natsai Audrey Chieza.

When: 9 – 10 September

How to visit: worlddesigncongresslondon.com

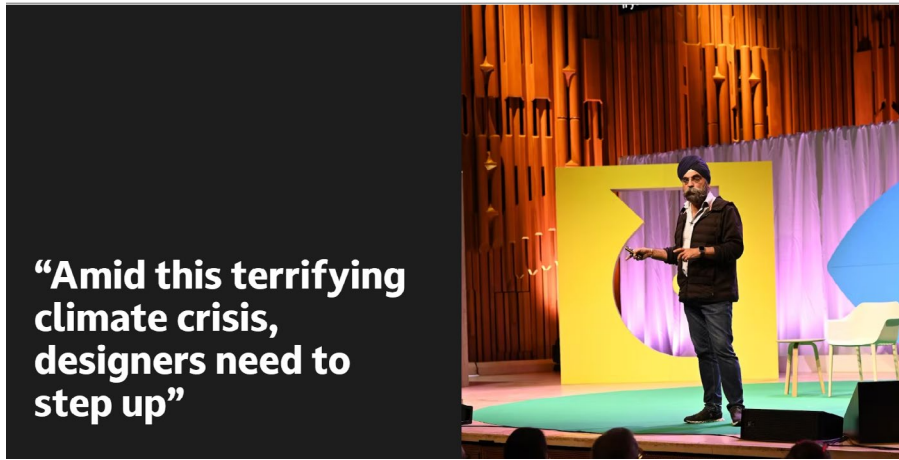
From concept to craftsmanship

Automated furniture design and production with Autodesk Fusion

Encourage density even if you "don't give a damn about the planet" says Norman Foster

Walkable cities should be prioritised even by those who don't care about the environment, British architect Norman Foster has told the World Design Congress.

Read more >



“Amid this terrifying climate crisis, designers need to step up”

World Design Congress and the ‘Richard Rogers: Talking Buildings’ exhibition

The Design Council’s CEO, Minnie Moll, previews the World Design Congress at London’s Barbican Centre. Plus: Abe Rogers discusses his curation of the ‘Richard Rogers: Talking Buildings’ exhibition at Sir John Soane’s Museum.

DESIGN & INTERIORS ► DESIGN EVENTS

Dieter Rams is awarded the World Design Medal 2025

The Braun alumnus, famous for his ‘less but better’ approach, has been recognised for his invaluable contributions to the world of industrial design

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BUSINESS

20 Fashion Week Events Spotighting Sustainability, Diversity And Inclusion This Season

By [Olivia Pinnock](#), Contributor. © Olivia Pinnock is a London-based reporter c... Follow Author

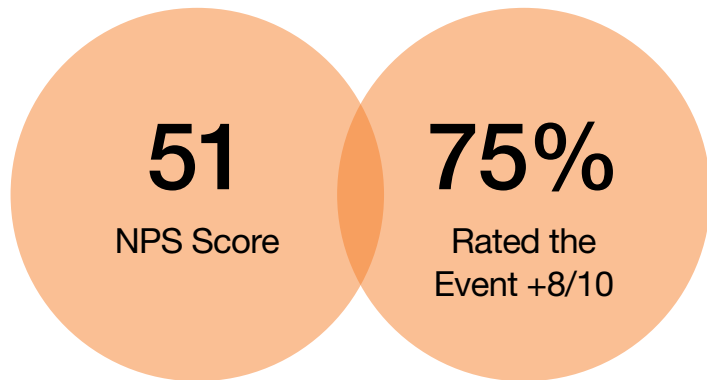
Published Aug 28, 2025, 11:41am EDT, Updated Sep 24, 2025, 06:17am EDT

Ahluwalia (September 20 14:00 BST)

Fresh from giving a keynote speech on championing circularity and culture at the World Design Congress earlier in the month, Priya Ahluwalia will present her next menswear and womenswear collection at London Fashion Week. Crafted from vintage and surplus clothing, the brand explores Ahluwalia’s dual Indian and Nigerian heritage and London roots.

Survey Results

An in-depth survey of the event was sent to all delegates on 11 September.



168 people responded to the survey representing 17% of the attendees.

71% gave a score of 7/10 or more to the question 'To what extent do you feel you have learned something new?' (18% gave 10/10).

78% gave a score of 7/10 or more to the question 'To what extent do you feel ready to act (inspired, connected, knowledgeable)?' (22% gave 10/10).

80% gave a score of 7/10 or more to the question 'To what extent do you feel the speakers represented diverse perspectives and experiences?'

"I found many of the sessions to be really thought-provoking, timely and picked up some useful names / resources to bring into my work (education)."

"The only experience felt like we were in the room – it was a very informative and interesting event."

"Impactful speakers. Intense two days with a huge expanse of content covered. Great that I can watch back."

"I love that this year, the speakers were from different fields...I would love you to continue in this direction, rather than just focus strictly on industrial design."

"All the content was excellent - a rare thing for conferences! There was a clear arc to where the content was taking us across the two days and all the speakers were clearly very well briefed and produced excellent content."

"I loved the hive sessions...I find this kind of interactions very valuable! The energy of that session was great to connect with people and reflect in a meaningful way."

"Enjoyed the range of speakers old masters with new innovators and thought the online provision was excellent for those that can't afford the high costs of the tickets."





Jayden
Ali

Founding Director,
JA Projects

Kavya
Saxena

Director, Khamir



Michael
Bennett

Spatial Designer and
Philanthropist



Michèle
Morris

Associate Director,
The Design Lab at
UC San Diego



Suma Balaram
Schippers

Associate Creative Director,
Purpose





Partner Feedback

“Huge congratulations to you and your team for delivering what was clearly a landmark event.”

“It was wonderful for us to be part of shaping and supporting such a landmark moment for the global design community.”

“We’re proud of what we achieved together and look forward to building on this momentum and continuing to champion design for the planet.”

“What an honour it was to be invited. Thank you as well for giving me the space (and the tolerance!) to share my thoughts.”

“I think some really important things can come from this, and I just wanted to say how grateful I am for all that you’re doing.”

“I have been so inspired by your speakers and what a slick event. I have a million books to read now and have already started thinking of ways to do things differently. a world class event at an incredible venue, and was thrilled to see that even tube strikes were effortlessly managed by the team and overcome by the audience! learnt new ways of seeing the world through design truly inspirational.”

“Congratulations on a jam-packed World Design Congress! What a brilliant gathering of people, conversations, and ideas to take forward into action.”

“ I left feeling inspired and hopeful for the future of design.”

“Well done on creating an event that was really about something. The sessions I went to were sharp and incisive worthwhile and enjoyable.”

“Being a part of your event was a significant moment for my company, allowing us to demonstrate our commitment and capabilities in innovating for the planet on a global stage.”

“Let me add a heartfelt note of congratulations on the truly fabulous Congress. My team came back not only energised but also deeply impressed by the calibre and depth of the speakers and sessions — the buzz they brought back was remarkable.”



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TO FEED THE
FUTURE

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CREDIT
(ADDITION)

TAX CREDITS

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SERVICE

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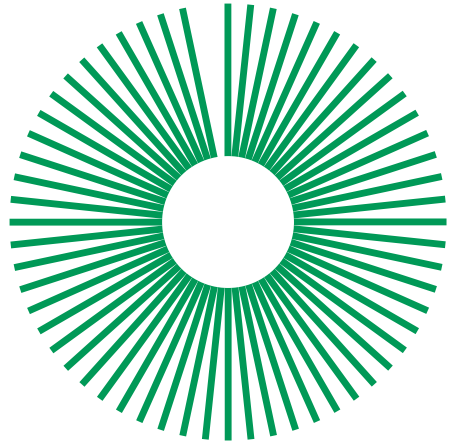
Question e
Believe in the power
Being flexible with
and systems, open
avenues. There is no
always doing what y

2! Evaluating
Green Spaces

DEEP
JERNAWALA
LOCALISM

THANKS

A Lasting Legacy



Skills for Planet

Hosting the World Design Congress in the UK provides an incredible launchpad for the Design Council's bold mission to **upskill 1 million designers in green design skills by 2030**, Skills for Planet.

This was bolstered in a speech by the UK's new Minister for Culture, Media and Sport, The Rt Hon Ian Murray MP, where he referenced the government's support for the mission.

Our hope is that this may be the event's true legacy after igniting a movement at the Barbican Centre and Design Museum, delegates and partners will be charged with the knowledge and inspiration to join the upskilling movement, whether that's in the UK or as part of setting targets for their own country.

We may look back on World Design Congress 2025 as the moment that change began.



Thank you from the whole team at th



e Design Council!