

EU DESIGN DAYS 2017 | the Next Step

DAY 1 | September 19, 2017 | **SHARING CURRENT PRACTICE**

MAD Brussels (Place du Nouveau Marché aux Grains 10, 1000 Brussels)

Moderator: *Bart Ahsmann, President, Bureau of European Design Association (BEDA)*

Time	Agenda
14.00-14.30	Registration & Coffee
14.30-14.40	Welcome to EU Design Days <i>Pirita Lindholm, Director, European Regions Research and Innovation Network (ERRIN)</i>
14.40-14.50	Welcome from MAD Brussels <i>Alexandra Lambert, Director, MAD Brussels</i>
14.50-16.20	<p>Strategic and Forward-looking Tools for 'the Next Step' <i>European Political Strategy Centre (EPSC), Watify & Bureau of European Design Association (BEDA) reveal some insights regarding (social) innovation opportunities supported by technology and design</i></p> <ul style="list-style-type: none"> • European Innovation Policy <i>Saïd El Khadraoui, Policy Analyst, European Political Strategy Centre (EPSC), European Commission</i> • Digital Entrepreneurship <i>Tim Daniels, Project Manager for Brainport Development</i> • Innovation driven by design <i>Päivi Tahkokallio, Vice-President, BEDA</i> <p>How can social and digital innovation contribute to the future of the city? <i>Panel discussion moderated by Tim Vermeulen, Programme Director World Design Event</i></p> <p>Participants:</p> <ul style="list-style-type: none"> • <i>Saïd El Khadraoui, Policy Analyst, European Political Strategy Centre (EPSC)</i> • <i>Rens Brankaert, Assistant Professor, Faculty of Industrial Design at the TU/e</i> • <i>Päivi Tahkokallio, Vice-President, BEDA</i>

16.20-16.30	Designscapes Francesco Molinari, International Researcher and Policy Advisor
16.30-17.30	Opening Drinks Pre-conference Meet & Greet
17.30-17.45	Change location / room
17.45-19.15	<p>EU Design Days Pecha Kucha</p> <p><i>8 different EU Design Days cities, regions and organisations show how they use design and design thinking methods to improve the quality of life in their cities and regions. The focus areas for this session will be health, mobility, government structure, living, economics and education:</i></p> <ul style="list-style-type: none"> • Transformative design for urban potentialities – City Factory (AT) • Alternating the concept of the street – Municipality of Eindhoven (NL) • Urban acupuncture – Association Captain Ludd (FR) • A triple-helix design environment – Kolding (DK) • Design for government – Aalto University (FI) • Printed electronics and smart textiles as interfaces – Bauhaus-Universität Weimar (DE) • International Building Exhibitions: an instrument for urban development – Region Stuttgart (DE) • Playful education – Grendel games (NL)
CLOSING DAY 1	

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DAY 2 | MAIN DAY | September 20, 2017 | *EXPLORING THE FUTURE*

MAD Brussels (Place du Nouveau Marché aux Grains 10, 1000 Brussels)

Moderator: *Saskia van Stein*

Time	Agenda
9.30-10.00	Registration and Coffee
10.00-10.02	Welcome by ERRIN, introducing Saskia van Stein
10.02-10.10	<p>Introduction to the EU Design Days 2017 Saskia van Stein, Director, Bureau Europa</p> <p><i>Saskia van Stein is artistic and managing Director at Bureau Europa, platform for architecture and design in Maastricht (NL). With a profound interest in the discourse of exhibition making and the ‘politics of curating’ van Stein explores different formats and methods of knowledge production and performative display. She is a board member of several advice committees, such as Contemporary art center Stroom (The Hague), dance company GOTRA/Joost Vrouenaerts (Heerlen), the Euregional informal academy entitled Stad.Academie and experimental participatory architecture platform TAAT, ‘Theater as Architecture, Architecture as Theater’ (both in Maastricht). Currently sh is also part of the advisory committee to the Council for Culture.</i></p> <p>More info: https://www.bureau-europa.nl/nl/</p>
10.10-10.45	<p>A New Approach to Health-care <u>Keynote:</u> Gijs Ockeloen, Industrial Designer, Managing Partner and Co-Founder, Reframing Studio</p> <p><i>In his keynote “A new approach to health-care” Ockeloen will look at how the accelerating evolution of technology obsoletes current professions including Design and Architecture. If ‘Smart cities and regions’ is what we are after, we should not attempt to create them with the present professional approach, tools and mindset. Gijs will discuss how inevitable changes in current healthcare provision systems will be a major driver for change in the way we design our living environment. The driver may be technology, but the change will be socio-cultural.</i></p> <p>More info: http://www.reframingstudio.com/users/gijs-ockeloen</p>
10.45-10.50	Q&A Saskia Van Stein and Gijs Ockeloen

10.50-11.00	<p>Health Care Diagnostics Tool <i>Game Changer:</i> Kilian Krug*</p> <p><i>Kilian Krug is a Berlin-based Consulting Designer and Concept Developer, with a background in system design and information architecture. He facilitates conceptual workshops and designs user experiences and interactions for digital tools and services. Visual thinking and working with mental models are essential elements of his work. Kilian believes that visual thinking is a key skill for mastering the challenges of the 21st century and that working visually should be tough from an early age.</i></p> <p>More info: http://www.kiliankrug.de/</p> <p>* Supported by BEDA</p>
11.00-11.05	<p>Q&A Saskia Van Stein and Kilian Krug</p>
11.05-11.20	<p>Coffee break</p>
11.20-11.30	<p>Reinventing Education <i>Game Changer:</i> Paul Buros*</p> <p><i>Paul Buros is co-founder of the NGO Captain Ludd that initiates bottom up projects in the Cret de Roch neighborhood in which he deploys pedagogical and urban interventions in order to impact and renew education.</i></p> <p>More info: https://paulburos.wordpress.com/</p> <p>* Supported by Cité du Design / Auvergne-Rhône-Alpes</p>
11.30-11.35	<p>Q&A Saskia Van Stein and Paul Buros</p>
11.35 – 12.05	<p>Interview with the Game Changers and Keynote Speaker: Gijs Ockeloen, Kilian Krug & Paul Buros Moderated by Saskia van Stein, Director, Bureau Europa</p>
12.05 – 12.30	<p>Pecha Kucha Feedback</p> <p><i>Q&A Session between Saskia Van Stein, Alok Nandi and Tim Vermeulen.</i></p>
12.30 – 13.30	<p>Lunch</p>

13.35 – 13.45	<p>From Wood to Textile <u>Game Changer:</u> Pirjo Kääriäinen*</p> <p><i>Designer Pirjo Kääriäinen is a Finnish textile specialist and practitioner, working now as a Designer in Residence at the Aalto University. Since 2011 she has been facilitating multidisciplinary CHEMARTS-collaboration between two Aalto Schools, CHEMARTS is aiming to inspire students and researchers to explore biomaterials together, and to create and test new material concepts for the future.</i></p> <p><i>* Supported by Aalto University</i></p>
13.45-13.50	<p>Q&A Saskia Van Stein and Pirjo Kääriäinen</p>
13.50-14.00	<p>Soilsensitive Agriculture <u>Game Changer:</u> Janine Dasbeck*</p> <p><i>During her master thesis at the Muthesius Academy of Fine Arts in Kiel she explored potential solutions for sustainable agriculture. Her Soil Sensitive Tool shows a possible future for farmers by providing a tool that helps farmers to observe their soil in order to maintain high quality and improve the fertility of the soil.</i></p> <p>More info: http://janinedasbeck.de/</p> <p><i>* Supported by BEDA</i></p>
14.00-14.05	<p>Q&A Saskia Van Stein and Janine Dasbeck</p>
14.05 – 14.25	<p>Interview with the Game Changers and Keynote Speaker: Boyd Cohen, Janine Dasbeck & Pirjo Kääriäinen Moderated by Saskia van Stein, Director, Bureau Europa</p>
14.25 – 14.40	<p>Introduction to the Breakout Sessions</p>

4 Parallel Breakout Sessions				
	Breakout 1	Breakout 2	Breakout 3	Breakout 4
14.50 – 15.55	<p>“How can new meaning be given to vacant shops and neighbourhoods be revitalised by creativity?”</p> <p>Cité du Design Saint-Etienne, France – The potentiality of vacant shops</p> <p>Moderated by Otto Kokke and Tove Elfferich</p> <p>Ici-Bientôt is a city experiment in Saint-Etienne, France, for the European project ‘Human Cities Challenging the City Scale’, led by Cité du Design. Its aim is to activate a street of the city center suffering from commercial vacancy. In this project, synergy is developed between actors (project holders, owners, associations, institutions) to find creative solutions and invent tomorrow’s lifestyles. A test case was conducted during the Biennale Internationale Design in</p>	<p>“How to create a strong regional identity?”</p> <p>Marshall’s Office of the Lodzkie Region Poland – Rebuilding a regional identity</p> <p>Moderated by Lisa Hu*</p> <p>The Lodzkie Region is an area with a relatively short history. There are even places which are still perceived as part of the former administrative division of the country. This is one of the reasons why it is very difficult to form one big cohesive region with proud inhabitants that are engaged with local issues. Regional authorities have been undertaking lots of initiatives and various communication tools aiming at rebuilding a regional identity. Besides, the Lodzkie Region wants to construct a positive image of the Lodzkie Region.</p>	<p>“How should an ecosystem for inclusive mobility services in the peripheries and megacities look like?”</p> <p>University of Lapland Finland – Ecosystem design for inclusive mobility services</p> <p>Moderated by Alok Nandi</p> <p>Urbanisation is one of the major millennial changes that create challenges, but also opportunities for creating services through smart ecosystems for the everyday life of citizens. One of the major fields is mobility because the needs, habits and expectations of people are changing both in the peripheral context in the arctic as well as in the megacities of the south.</p>	<p>“How to introduce modifications to citizens’ homes in a non-invasive way?”</p> <p>University of Southern Denmark Denmark – A hospital at home</p> <p>Moderated by Josh Hart*</p> <p>When elderly people return home from hospital with a need for extra care, the municipality will mostly need to reorganise their home to ensure a proper working environment for the care professionals. In such cases it may feel as if ‘the hospital moves in’ with equipment (such as a hospital bed) and extra requirements for work space. The process of introducing modifications to citizens’ homes can be conflictual as it may be experienced as a forced entry into the private sphere. In the ‘Living</p>

	<p>which 5 shops were tested with new activities and a rich programme of events.</p>	<p>* Supported by BEDA</p>	<p>Design Lab' project the municipalities of Haderslev, Kolding and Billund collaborate with University of Southern Denmark to develop solutions to core public challenges through public-private innovation.</p> <ul style="list-style-type: none"> Supported by Welsh Higher Education Brussels (WHEB)
15.55 – 16.10	<p>Coffee Break</p>		
16.10 – 16.40	<p>Wrap up of Breakout Sessions and on-stage Feedback</p> <p>Q&A Session between Saskia and Regions' Representatives</p> <ul style="list-style-type: none"> Hospital at Home – Majbritt Rostgaard Evald, Associate Professor, Department of Entrepreneurship and Relationship Management, University of Southern Denmark Ecosystem Design for Inclusive Mobility – Satu Miettinen, Professor at University of Lapland Revitalizing a Neighbourhood – Camille Vilain, International Projects Officer, Cité du Design Rebuilding a Regional Identity – Beata Michalska-Dominiak, Department of Promotion and International Cooperation, Marshall's Office of the Lodzkie Region 		
16.40 – 17.25	<p>From Smart City to Happy Citizens Keynote: Boyd Cohen, Urban Strategist, Deputy Director of Research, EADA Business School</p> <p><i>In this talk, Boyd Cohen will give an overview of the smart city development, reflecting on its transformation into 3 generations and providing interesting examples of replicable projects from leading cities around the globe. A particular focus will be given on Smart Cities 3.0, which focuses on citizen co-creation and post-capitalist entrepreneurship, while putting the challenges identified by the ERRIN regions in context.</i></p> <p>More info: www.fastcompany.com</p>		

17.30 – 17.35	Thank you
17.35 – 18.35	Closing Cocktail
END OF EU DESIGN DAYS 2017	

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