

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: *Tim Vermeulen*

Time	Agenda
14.00-14.30	Registration & Coffee
14.30-14.40	Welcome to EU Design Days Tim Vermeulen <i>Programme Director World Design Event</i>
14.40-14.50	Welcome from MAD Brussels
14.50-16.25	<p>Strategic and Forward-looking Tools for 'the Next Step' <i>European Political Strategy Centre (EPSC) & Watify reveal some insights regarding innovation opportunities supported by technology</i></p> <ul style="list-style-type: none"> • “The digital era: technological transformation for businesses and policymakers” - Rens Brankaert, <i>Assistant Professor at the Faculty of Industrial Design at the TU/e</i> • Mr. Saïd El Khadraoui, <i>Policy Analyst, European Innovation Policy (EPSC), European Commission</i>
16.25-17.30	Opening Drinks Pre-conference Meet & Greet

<p>17.30-19.15</p>	<p>EU Design Days PechaKucha! <i>Sharing current practice</i></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"> • A triple-helix design environment – Kolding (DK) • Transformative design for urban potentialities – City Factory (AT) • Playful education – Grendel games (NL) • Urban acupuncture – Association Captain Ludd (FR) • 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) • Alternating the concept of the street – Municipality of Eindhoven (NL)
<p>CLOSING DAY 1</p>	

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
10.00-10.10	<p>Introduction to the EU Design Days 2017 Saskia van Stein Director of 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’s 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 she’s also part of the advisory committee to the Council for Culture.</i></p> <p>More info: https://www.bureau-europa.nl/nl/</p>
10.10-10.40	<p>Keynote: Gijs Ockeloën Industrial Designer, Managing Partner and Co-Founder, Reframing Studio</p> <p><i>In his keynote “A new approach to health-care” Ockeloën 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>
10.40-10.55	<p>Game Changer: Janine Dasbeck* “Soilsensitive Agriculture”</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</i></p>

	<p><i>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>
10.55-11.10	<p><u>Game Changer: Paul Buros*</u> “Reinventing education”</p> <p>More info: https://paulburos.wordpress.com/</p> <p><i>* Supported by Cité du Design / Auvergne-Rhône-Alpes</i></p>
11.10-11.40	<p>Interview with Game Changers and Keynote speaker moderated by Saskia van Stein</p>
11.40-12.10	<p>PechaKucha feedback and Networking Game</p>
12.10-13.55	<p>Lunch</p>
13.55-14.10	<p><u>Game Changer: Dorte Lange*</u> “A new perspective on fashion”</p> <p>More info: http://www.dortelange.com/</p> <p><i>* Supported by Berlin</i></p>
14.10-14.25	<p><u>Game Changer: Pirjo Kääriäinen*</u> “From wood to textile”</p> <p><i>* Supported by Aalto University / Helsinki</i></p>
14.25-14.40	<p><u>Game Changer: (tbc)</u></p>
14.40-14.55	<p>Introduction to the Breakout Sessions</p>

4 Parallel Breakout Sessions					
Breakout 1		Breakout 2		Breakout 3	Breakout 4
14.55-16.10	<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 Josh Hart*</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</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 Tim Vermeulen</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</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><i>How to use service design to</i></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 Vera Winthagen*</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</p>	

	<p>Biennale Internationale Design in which 5 shops were tested with new activities and a rich programme of events.</p> <p>During this breakout session, questions will be posed such as: <i>How to create a legacy out of this experiment? How is the situation in other countries and what kind of creative solutions have been implemented</i></p> <p><i>* Supported by Welsh Higher Education Brussels (WHEB)</i></p>	<p>the Lodzkie Region.</p> <p>In this break out session we want to <i>explore how to conduct effective regional management and how to create a region with which the inhabitants like to identify.</i></p>	<p><i>create smart service ecosystems for mobility? Can artificial intelligence provide assistance and access to new forms of mobility for the citizens? How to map and create new service offerings based on empathy and human needs?</i></p> <p>These are the questions that stand central in this break out session.</p>	<p>can be conflictual as it may be experienced as a forced entry into the private sphere. In the 'Living 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> <p>The breakout session is aimed at <i>exploring how private actors can be engaged in innovative ways to mitigate the problems.</i></p> <p><i>* Supported by Eindhoven</i></p>
16.10-16.25	Coffee Break			
16.25-17.10	Wrap-up of Breakout Sessions and on-stage Feedback			
17.10-17.55	<p>Keynote: <i>Boyd Cohen</i> Urban Strategist, Deputy Director at Research at 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>			
17.55-19.15	Closing Networking Cocktail			
END OF EU DESIGN DAYS 2017				