

arena DESIGN 2009 Programme

As of: Mai 21, 2009



Wednesday, June 3, 2009	
11:00 - 11:30	arena DESIGN 2009 opening ceremonies
11:30 - 12:30	Design is designing life - Tassilo von Grolman , Tassilo von Grolman Design GmbH <i>(arena DESIGN 2009 special guest lecture)</i>
12:30 - 13:30	The product is the hero. Design and brand image - Manfred Dorn , Director Interface Design, Phoenix Design Stuttgart/ Tokyo <i>(arena DESIGN 2009 special guest lecture)</i>
13:30 - 14:30	Design as a success factor? Strategy, aesthetics and functionality - Kay Uwe Witte , XO Designgroup LLC/ GmbH <i>(FORUM zone lecture)</i>
14:30 - 16:00	WHO NEEDS THIS "DESIGN" THING AFTER ALL? <i>(panel discussion with representatives from industrial design institutions and associations)</i> <ul style="list-style-type: none"> • Who should be interested in promoting design and why? • What role should institutions, associations and design centres play in the promotion? • How can regions and local authorities benefit from the development of design? • Are there any limits to promoting design?
16:00 - 17:00	Press conference <i>(announcement of the TOP DESIGN award 2009 winners)</i>
17:00 - 17:45	DEMOSTRADA Design trends 09/10 - spotlight on nature - Claudia Küchen , Design Manager Schattdecor AG
Thursday, June 4, 2009	
11:00 - 12:00	Cooperation between designers and business- Joachim Kobuss , DesignersBusiness® <i>(FORUM zone lecture)</i>
12:00 - 12:45	Common mistakes made during the product design process. Communication between engineers and designers - Hans Werner Mattis , Mattis Design <i>(FORUM zone lecture)</i>
12:45 - 13:30	Digitally inspired design - Jan Wertel & Gernot Oberfell , Platform <i>(FORUM zone lecture)</i>
13:30 - 15:00	COOPERATION NEEDED, URGENTLY! <i>(panel discussion with designers and business people)</i> <ul style="list-style-type: none"> • Designer without a job or a manufacturer without new designs • What do these designers want from businesses after all? • Business development strategy based on... a lack of new designs • Well, how about designing a business we can do together?
15:00 - 15:45	DEMOSTRADA Fast Forward - Salvatore Figliuzzi , Interprint
15:45 - 16:30	DEMOSTRADA Swedish design management philosophy. How to interact between producer and designer - Anders Wisth , Consultant/ Business Manager, Möbelriket AB
Friday, June 5, 2009	
11:00 - 11:45	Company culture and product identity - Prof. Justus Theinert , Industrial Design Department, Hochschule Darmstadt <i>(FORUM zone lecture)</i>
11:45 - 12:30	Design is my passion - Andrzej Tomasz Rudkiewicz , NCART Design Office <i>(FORUM zone lecture)</i>

12:30 - 13:00	Design - art or marketing? - Prof. Wojciech Bonenberg, Ph.D., Arch.Eng., WAPP <i>(FORUM zone lecture)</i>
13:00 - 13:30	Presentation of Faculty of Architecture and Design (Academy of Fine Arts Poznań) at Salone Satellite, Mediolan' 2009 - Ph.D. Mateusz Wróblewski, ASP Poznań <i>(FORUM zone lecture)</i>
13:30 - 15:00	design SURVIVAL SCHOOL <i>(panel discussion with university representatives from artistic and technical fields)</i> <ul style="list-style-type: none"> • Is there a universal designer training model? • Where to look for models for design or in search of first-class education • A young technician or a born artist? • Designers ready, steady, go! What's next for industrial design graduates
15:00 - 15:45	DEMOSTRADA Advanced Rapid Prototyping techniques in practice - Marcin Knieć, Car Technology
15.45 - 16.30	DEMOSTRADA Clockwork space - Sotyrus Pantopoulos, architect, Digital Effect Design Studio
Saturday, June 6, 2009	
11:00- 14:00	I think, therefore I am a DESIGNER - Designer logic games, tournaments for the public with attractive prizes
14:00- 16:00	DEMOSTRADA - multimedia presentations by manufacturers, designers, institutions and universities

More information: www.arenadesign.pl