

Digitalisation and Creativity

Economy – Innovation - Collaboration

08.30 Registration and coffee

09.00 Welcome

ERRIN Design & Creativity Working Group Leaders

Vesna Caminades, Head of the Liaison Office Brussels of the Autonomous Province of Bozen/Bolzano - South Tyrol

Susanne Strohm, Head of Brussels Office, Vienna Business Agency

09.10 EU Priorities and Vision

Barbara Stacher, Creative Economy Expert, DG Education, Youth, Sport and Culture, European Commission

Theme 1: Boosting Business

09.30 Supporting Digital Creativity

Ute Stadlbauer, Program Manager for Creative Industries, Vienna Business Agency

Christina Alge, Program Manager for Creative Industries, Vienna Business Agency

09.50 Sprint:Digital – Designing an Effective Way Towards Digital Transformation

Aase Højlund Nielsen, Head of Development, D2i Cluster, Denmark

10.10 Designer in Residence: Innovation in Digital Cluster Imaginove

Laurent Vacheresse, Project Manager of Cité du Design, France

10.30 Coffee Break

Theme 2: Innovative Collaborations

11.00 Co-designing a Smart Object Together with Children

Dr. Seçil Uğur Yavuz, Research Fellow, Free University of Bozen/Bolzano, Faculty of Design and Art, Italy

11.20 Cluster Analysis: How Can Designers and the National Bureau of Statistics Work Together in a City?

Vera Winthagen, Strategic Designer, City of Eindhoven, The Netherlands

Niky van Geffen, Policy Researcher, Central Bureau of Statistics of the Netherlands

11.40 Augmented Urbans: Enhancing Openness of the Urban Planning Process via XR and Service Design

Päivi Keränen, Project Manager for Augmented Urbans, Metropolia University of Applied Sciences, Finland

12.00 Corporates Meet Creatives: How to Implement Digital Innovations by Adding the Social Side
Tom Kortbeek, Creative Sector Entrepreneur, The Netherlands
Hilmer Thijs, Creative Sector Entrepreneur, The Netherlands

12.20 Designsapces – The potential of design-enabled innovation in urban environments
Francesco Molinari, Designsapces Project Manager, Italy

12.30 Lunch

Theme 3: Creative Systems and Strategies

13.30 The Emilia-Romagna Cultural and Creative Industries Cluster
Francesca Passeri, Research and Innovation Brussels Office, Aster Regione Emilia-Romagna, Italy

13.50 Building the Design Ecosystem of the Basque Country – Industry & design 4.0
Brigitte Sauvage, Industrial Designer and Member of EIDE – the Association of Designers of the Basque Country, Spain

14.10 The Role of Design in the Growth of the Creative industries Cluster of Guiamãres
Elsa Ferreira Nunes, Managing Partner, IrRADIARE, Portugal

14.30 Introduction to the afternoon session/workshops + finding rooms
Moderator and discussion leader:
Maciej Hofman, Culture Policy Expert in Urban and Regional Contexts, DG Education, Youth, Sport and Culture, European Commission.

14.45 World Café: Three rounds of Parallel Workshops

- *Workshop 1: Tune-in on digitalization and design. From digital cacophony to European harmony*
- *Workshop 2: Connecting unusual suspects & technology for better policies and services*
- *Workshop 3: Creative Systems and Strategies*

16.15 Coffee break

16.45 Presentation of workshop results and discussion

17.15 Wrap-up

19.00 Cocktail reception at Vienna House (Avenue de Tervueren 58, 1040 Brussels)

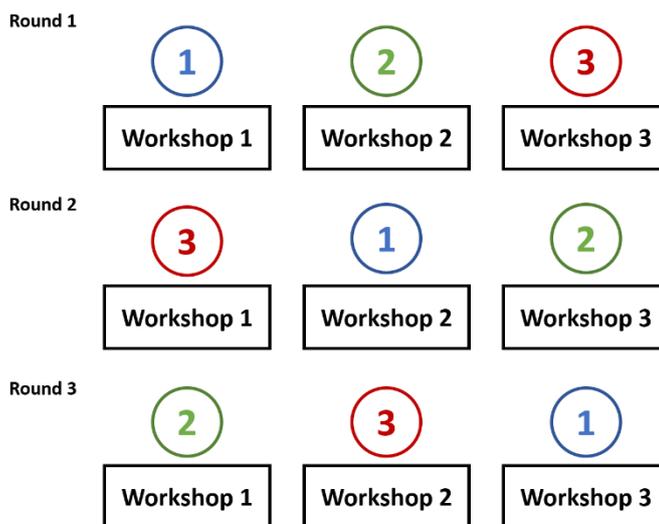
The event is followed by “Vienna Calling: Creatives” – evening reception and presentation of open call 2019 for international businesses in the creative industries, hosted by Vienna Business Agency from 19:00 – 22:00 at Vienna House (Avenue de Tervuren 58, 1040 Brussels).

Design Days 2018 – Explanation Workshop Format

The overall objective of the conference is for the participants to leave with new ideas, new contacts and hopefully new potential collaborations. The workshops will let you meet new people and discuss your ideas with them.

There will be workshops running in parallel. Conference participants will be randomly assigned to one of three groups, all of which get a specific starting workshop where they will spend 30 minutes, before going to their second workshop, and then the third. This means that all participants will have been in all workshops when the three rounds are over. At the end of the conference, we will summarise and discuss the findings from the workshops in plenary.

Illustration of the workshop order:



Event partners:

The event is kindly hosted by the Representation of the European Region Tyrol-South Tyrol-Trentino. The lunch is kindly offered by the Autonomous Province of Bolzano.



The Speakers



Ute Stadlbauer is Program Manager Creative Industries, Funding department, Vienna Business Agency in charge of the 2019 international open call “Vienna Calling”. Before she was head of the publishing department at Belvedere Museum, Vienna, head of marketing at the contemporary fashion fair Modepalast Brand New Expo and is freelance commissioning editor and translator for art books at major publishing houses. She studied Spanish and Art History in Vienna and Mexico City.

Christina Alge works as program manager at the Vienna Business Agency’s funding department. She developed and executed this year’s funding call “Digital Realities” and consults founders and companies on creative industry funding topics on a daily basis. Prior to that, she worked in controlling and finance at a real estate company and at a classical music label as project manager. She studied Fashion Trend Forecasting in Florence and International Business in Vienna and Mexico City.



Aase Højlund Nielsen has been working with design and design policies and opportunities in a European context for the last 8 years. Since January 2018, she has been involved in developing and consolidating the Danish design cluster D2i – Design to innovate, located in Kolding, South Denmark. Prior to this, she worked as EU consultant at Central Denmark EU office in Brussels, addressing design and creative industry as one specific area of interest to stakeholders in the Region of Central Denmark.

Aase holds a MA in History and Medieval Archaeology. Her work experience also includes positions as curator at Danish museums, research assignments on Danish school and education history, and as speaker in the European Commission team of speakers

presenting the role and function of the European Commission for visiting groups.



Laurent Vacheresse

After a first part of career as a sales representative, for the IT industry, I moved forward being manager then training manager in a telecom company. From that point I’m attached to deliver the right answers to projects using training and transfer of skills. For Cité du design, the diversity of projects dedicated to SMEs and local authorities to integrate design bring diversity and foresight on a daily basis.

Seçil Uğur Yavuz is a design researcher, working in the field of interactive product design, e-textiles and co-design processes. She has a background in industrial design and product, service, system design. She completed her PhD research at Politecnico di Milano, in Italy. Her practice-based PhD thesis focused on communicating emotions through wearable technology. She is currently a research fellow and lecturer at the Faculty of Design and Art at Free University of Bozen-Bolzano, in Italy. She is the principal investigator of two research projects TANA and CO-story, funded by Free University of Bozen-Bolzano, in which she conducts co-design activities with children in order to empower them as active tinkerers of ever-evolving technological devices.





Vera Winthagen is a designer. She has worked as a consultant in sustainable product development in Vietnam and as a social designer and project leader at the renowned design agency VanBerlo. She also did research and taught at the Technical University in Eindhoven (TU/e). She was, among other things, project manager of the 'Designing Out Crime' program. Since June 2015 Vera is employed by the municipality of Eindhoven as a Strategic Design Consultant. In this role she helps the organization to solve societal challenges in the city faster, better and differently by using design thinking. She published a book 'Doen Denken' (*'The value of Design Thinking in Societal Challenges'*) about the methods that she developed in her work for Eindhoven. Vera has learned the essence of the design profession at both the Design Academy in Eindhoven and the Technical University in Delft and the Haagse Hogeschool.

Niky Van Geffen is a social psychologist. She works for Statistics Netherlands where she coördinates the Urban Data Centers (UDC's) of Venlo and Eindhoven. An Urban Data Center is a collaboration between a municipality and Statistics Netherlands.



Päivi Keränen (Master of Arts) works as Project manager at the Degree Programme of Design in Metropolia University of Applied Sciences. Keränen has led and coordinated several international and national projects of design-based participatory urban development, e.g. Augmented Urbans, Live Baltic Campus, and Design for Everyday Mobility. She is also one of the editors of the book 'Dreams and Seeds : The role of campuses in sustainable urban development'.

Hilmer Thijs studied Graphic Design for 8 years and has worked for Dutch Design agency 'the Designpolitie' for two years (they founded the international What Design Can Do! Conference) in Amsterdam. He there found out that he wanted to live the full adventure and build a company by himself. That is what he is doing with his design studio 'Hands' for 6 years now, where they exclusively help grow ideas that have a positive impact on society. The studio itself is light-weight and contains only a few designers, but works with about 40 professional partners to deliver everything 'design' a client might need. Hilmer is currently working on re-inventing commercial graphic design from the foundation up.

Tom Kortbeek, studied Theatre Studies at the University Utrecht and Music Theatre at the ARTEZ Conservatory in Arnhem, The Netherlands. After graduating in 2012, he founded 'KunstLab Arnhem', an organisation that combines art and sciences in artistic projects, educational programs and public events. One of his projects, Tactile Orchestra, is currently on display in the Smithsonian Cooper Hewitt Design Museum in New York City. This wall that makes music when you touch it, was the foundation for a range of products for elderly with dementia, which are on the market under the name of Kozie. With Kozie, he won the prize for best startup in The Netherlands and finalist in the contest for 'best Global startup'. The process of using the creational power of art and design as a basis for innovation is one of the things that Tom wants to express as the head of the Innovate Festival, a three day festival in Arnhem and Nijmegen. Last edition, over 15.000 people saw the power that is released when art, science and technology meet.



Francesco Molinari is an international researcher and policy advisor with a 15-years working experience in R&D and innovation projects and programmes at European, national and regional levels – notably on such topics as eParticipation, eGovernment and Smart Cities. Formerly he has been engaged for about 12 years in territorial marketing and the delivery of financial services to SMEs – including support to EU grants access for their green and brown field investments. For 5 years he has served in a top managerial position at a middle-sized Municipality in Italy. He holds a track record of successful collaborations with local/regional authorities and ministries on such topics as Pre-Commercial Public Procurement, Living Labs and Smart Specialisation.

Francesca Passeri has an academic background in European affairs and regional policy. Since 2016, she's been involved in the cultural and creative sectors from a crowdfunding perspective, through the Crowdfunding4Culture study. Since the beginning of 2018, she works for ASTER, the Consortium for innovation and technology transfer in Emilia-Romagna (Italy), acting as liaison officer in the Brussels delegation. Cultural and creative industries maintain a strong role in her current professional dossiers, due to the strong focus that Emilia-Romagna places on these sectors. She will be presenting experiences and best practices on behalf of the Emilia-Romagna Regional Clust-ER on Cultural and Creative Industries (Clust-ER Create), coordinated by ASTER.



Product designer and interior architect, **Brigitte Sauvage** is member of the Basque Country Designers Association/EIDE, which leads the creation of the design ecosystem of the Basque Country by connecting all the actors involved in design-driven innovation. The activities and strategies of EIDE at local, regional and euroregional level (transborder regions) are easily extrapolated to other regions of Europe and may serve as a reference. EIDE contributes to the collaboration for strategies and initiatives in terms of innovation, design CCI; actually, EIDE is a stakeholder of the CREADIS3 project. In 1990 Brigitte Sauvage joined the founding partner trio of the Bilbao design studio ADN DESIGN.

International projects leader since 2002, she has collaborated in over 350 design projects and she has been actively involved in several initiatives to foster the value of design in the Basque Country, for example in 2018: in progress collaboration with Deusto University in the CO-CREATE European cooperation project aimed at creating and distributing a brand new curriculum on co-design (Erasmus+ funding).



Elsa Ferreira Nunes is active on advising local and regional authorities and its agencies on innovation, capacity building and start-up strategies. Elsa is, herself an entrepreneur in charge of managing a number of cluster and open innovation – based projects. Elsa has been involved on design-based innovation critical strategies for clusters and regional development agencies in a number of regions and cities. Elsa holds a Master in Sociology and a Bachelor's degree in Education. Besides Management she has been involved as strategy designer in a large number of projects under programmes such as Interreg IV C, Interreg Europe, Interreg Med, Erasmus +, among others covering different areas, namely training and SME support programmes. In the latest years, she has been focusing on the Cultural and Creative Industries sector and on Design Thinking methodologies.