

THURSDAY 22 SEPT

11.00-12.00

ANTHONY EVANS & LUCINDA BROCK

Designers, Cole & Son & Swarovski Elements
Wallpaper on "Trends, Colours & Wallpaper"

13.00-14.00

BEN ADDY

Director of Moxon Architects, introduces the
philosophy of their work concentrating on
their latest infrastructure, architecture &
product design projects.

14.00-15.00

BEN VAN BERKEL

Co-founder, principal architect UNStudio
Amsterdam Shanghai on the "Architect's
Approach to Product Design."

15.00-16.00

THEODORE SPYROPOULOS

Director of Minimaforms (London) and
Architectural Association's world renowned
Design Research Lab (AADRL).

16.00-17.00

ALEJANDRO ZAERA-POLO

Principal of AZPA introduces the philosophy of
their work concentrating on their latest projects.

17.00-18.00

THOMAS T. JENSEN

on SYNTHESIS work, an emergent design practice
based in London and Los Angeles.

FRIDAY 23 SEPT

11.00-12.00

ANNA LOMBARDI

Italian writer, designer and design manager, dis-
cusses "The Success of Italian Design,
from a Strict Design Point of View"

13.00-14.00

GITTA GSCHWENDTNER

on "Design on Art". The designer and public
artist talks about her work across the fields
of furniture design and public art.

14.00-15.00

TIM PYNE

Hotel owner & designer specialist, The Official
Launch of "The Road Demountable Training
Hotel"

15.00-16.00

LIZ WETZEL

Director of Interior Design Office of General
Motors Europe on "Design Trends Relevant
to the Chevrolet Brands"

16.00-17.00

DANIELE PROSDOCIMO

on "30 Years of Creativity, Technology &
Craftsmanship in combination with
sustainability at Valcucine"

SATURDAY 24 SEPT

11.30 – 13.00

BRANDS & DESIGNERS DISCUSSION

The relation between brands and designers
is often described as very harmonious in order
to be successful; as a marriage, where based on
mutual respect for the other's capabilities and
visions these two together come to successful
innovations. But is this relation so harmonious?

Jovan Jelovac from Belgrade Design Week
will host a discussion with:

- **PATRIZIA MOROSO**, Art Director of Moroso
- **JERRY HELLING**, CEO of Bernhardt Design
- **NIKA ZUPANC**, Designer
- **HENNY VAN NISTELROOY**, Designer
- **PEPE HEYKOOP**, Designer

14.00-15.00

HIROOMI TAHARA

on "The Creation of Affection Between
User and Object"

15.00-16.00

CLARA CAGGERO, ADIAN WESTAWAY & DUNCAN FITZSIMONS

from Vitamins on
"Everything has the potential to be incredible!"

16.00-17.00

MARCO GORINI

designer and founder of Strato, on
"New Materials, Technology & Kitchen Design"

SUNDAY 25 SEPT

11.30 – 13.00

MADE IN BRITAIN

Discussion on growth scenarios for
design furniture made and marketed
in the UK; time for the makers themselves
and the brands to talk.

MIRKO VAN DEN WINKEL (MVDW)

will host a discussion with **PAUL HOBSON**
(Allermuir/Senator), **EDWARD TADROS** (Ercol),
PETER CHRISTIAN (Kingston University)
CORINNA WARM (Corinna Warm)

14.00-15.00

MARCUS BECK & SIMON MACRO

founders of Freshwest on "The Importance
Of Playing & Why We Often Design With
No Plan In Place".

15.00-16.00

GREGORY EPPS

founders of ROBOFOLD
on Curved Folding Fabrication.