



design

week

22 23 24

25 26 june

2011

PROGRAM & VISION

# VISION 'DESIGN WEEK' JUNE 22 UNTIL JUNE 26 — NMBS HANGAR, KORTRIJK, BELGIUM

We have the pleasure to announce you the 7th edition of the Design Week. In the Month of June, Kortrijk again will turn into the epicenter for the Flemish design educations.

This 7th edition takes place in the NMBS (Belgian Railway Company) hangar in Kortrijk. This year again, it will be a fabulous exposition of hundreds of innovative design final projects, industrially realized in cooperation with hundreds of companies, and all of this presented in a modern scenography.

Design Week Kortrijk is the biggest exposition of final projects of Flemish design educations. An interesting mix of lectures and networking events unites design education and industry at one location.

Innovative companies expose their products together with industrial designers. Foreign guests, top designers, renowned architects and policy makers give lectures and debate on innovation and design, and thus also on our future.

Also virtual design, marketing and communication are passed in review. The award presentations, workshops, party time, Buda Libre meeting and company evenings in an attractive lounge, turn this event into a must for all design devotees, designers, design students and the general public.

Hans Soenen, *coordinator w/o 2011*

Jean de Bethune, *Alderman of Economy, Facility, Education and Tourism, City of Kortrijk*

# DAY 1 / WEDNESDAY JUNE 22

## — DESIGN THINKING

EXPO: FREE ENTRANCE FOR THE AUDIENCE FROM 11H UNTIL 18H – EXPO HALL

CONFERENCE OPEN SOURCE: 'THE FUTURE IS FREE' – CONFERENCE LOUNGE

The Future is free is an afternoon conference in collaboration with Howest's Design Week in the NMBS hangar in Kortrijk, Belgium. The conference highlights open innovation, open source and creative commons we see popping up in business environments. What does this all mean, what are the possible business models, etc.? There is an interesting line-up of speakers, national, international and Howest researchers from the field.

- 14H Reception
- 14H30 Kick-off conference: 'What is open source and creative commons, and what exactly does this mean?'  
— *Geert Hofman*, Emergent Collectives, Howest
- 15H00 'Co-construction: let's bring (re)designability back into design.'  
— *Lieven Decouvreux*, Design for everyone, Howest
- 15H15 TimeLab  
— *Lieven Standaert*
- 15H30 'How will open source change the world of games and education?'  
— *Joost Ingels*, 3D Square, Howest
- 15H45 'A case study in Zeo open source health care'  
— *Jason Donahue*, Zeo Inc, (US)
- 16H Pause
- 16H15 'Which new business models arise in a world of "open & free"?'  
— *Philippe De Ridder*, Board of Innovation
- 16H45 Drobots.com, cloud software for surveys and analysis  
— *Dr. Gino Verleye*, Drobots.com, Ugent
- 17H15 Closing key note: 'On open source business models, how can you earn money with open source and creative commons'  
— par *Glyn Moody* (UK)
- 18H15 Networking reception

### EVENING PROGRAM: 'DESIGN & INNOVATION IN WEST FLANDERS'

TOP ENTREPRENEURS SPEAKING – CONFERENCE LOUNGE

IN COOPERATION WITH DESIGNREGIO KORTRIJK, HUMIN & VOKA WEST FLANDERS

- 18H30 reception and visit expos Humin and Design Week
- 19H welcoming speech by *Stefaan De Clerck*, titular mayor Kortrijk, president Designregio Kortrijk
- 19H15 Flemish top entrepreneurs speaking about innovation & design
- 20H15 Q&A
- 20H30 Closing drink and networking with the possibility of visiting the expos

# DAY 2 / THURSDAY, JUNE 23

## — ARCHITECTURE DAY

EXPO: FREE ENTRANCE FOR THE AUDIENCE FROM 11H UNTIL 18H – EXPO HALL

CONFERENCE: 'THE BEST OFF – UPCYCLING A BUILDING' – CONFERENCE LOUNGE

- 9H Presentations 'Upcycling the Bruges campus' (scale models)  
Presentations cooperation Applied Architecture with the field
- 13H Lunch Howest Applied Architecture meets field (invite only)
- 15H – 17H Workshop for architecture students led by *Mario Cucinella*
- 17H30 Lecture 'Is the medium the message?' — *Joanna Desmet*, Howest. Nicely wrapped messages seduce us all too often. Our ratio does not always beat a pretty design. Top marketers speak about packaging as hidden seducer.
- 19H Lecture 'World class sustainable architecture' — *Mario Cucinella (IT)*  
In cooperation with architecture association Archipel  
Directly after reception  
this lecture is free, however, reserve your seat by sending an e-mail to [info@archipelvzw.be](mailto:info@archipelvzw.be).
- 18U Buda Libre XL 'more with less' — NMBS hangar

OFF-PROGRAM 'TALENT FACTORY' – DE KREUN

- 18H30 Visiting the expo, NMBS hangar
- 19H45 reception at DE KREUN, Conservatoriumplein, Kortrijk
- 20H00 des bachelors frais émoulus de Courtrai présentent leurs meilleurs ouvrages. Le jury est composé par des professionnels, qui jugent des catégories différentes du journalisme à la publicité et au design digital dans un show visuel merveilleux. Young Graduates Summer party comme show finale. Entrée gratuite. Plus d'info sur le site web Talent Factory

### MARIO CUCINELLA

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Mario Cucinella is an Italian architect, born in 1960. In 1987, he finished his architectural studies in Genua. For five years, he worked for the internationally renowned Renzo Piano, both in Paris and Genua. In 1992 in Paris, Cucinella founds his office MCA (Mario Cucinella Architects), to establish himself in 1999 in Bologna. Currently, Cucinella is a guest lecturer at the University of Nottingham and holds conferences for numerous architectural institutes in Europe. His office has won many awards. The work of Mario Cucinella is surprisingly fresh. Clear geometrical shapes, innovating materials and a powerful form language are aspects of the work of the architect, who feels at home on any scale level: from building to product development, from

environmental and technical research to large-scale urban projects. This Italian architect is particularly sympathetic towards fitting his concepts within an ecological frame. He works with a multidisciplinary team of architects and engineers on realistic, yet innovative projects, which desire to keep their ecological footprint minimally. In this field, he also won numerous awards and honors, among which the most important are: the MIPIM Green Building Award (Cannes 2009); the Energy Performance+ Architecture Award (Paris, 2005), the Special Award for the Environment by the World Architecture Congress (Dubai, 2005), the Outstanding Architect 2004 by the World Renewable Energy Congress (Denver, USA); the Kunstpreis 99 in the Akademie der Künste (Berlin, 1999). Famous projects are the SIEEB (the Sino-Italian Ecological and Energy-Efficient

Building) in Peking, the Tsinghua University in Peking, the new urban administrative services in Bologna, the headquarters of 3M in Milan, the INES (Institut National de l'Energie Solaire) in Chamberry France, the Villejuif-Leo Lagrange metro station in Paris. His extensive design and research efforts regarding climate and environment make each project unique regarding form and function, as it were an extension of their biotope.

— [www.mcarchitects.it](http://www.mcarchitects.it)

# DAY 3 / FRIDAY JUNE 24

## — WORLD INDUSTRIAL DESIGN DAY

EXPO: FREE ENTRANCE FOR THE AUDIENCE FROM 11H UNTIL 23H – EXPO HALL

Lectures – conference lounge (free, however, registration is mandatory)

- 13H30 Testimony from the Postgraduate integral product development  
With directly after info moment until 16h30
- 14H10 Katho | Expertise center design and production technology @your service  
Easily accessible support of product innovation projects
- 14H40 Howest | Industrial Design Center in motion  
Educational novelties, industrial and university college research news/ master class
- 15H30 ‘The future of textiles’  
Introduction Fa Quix, director general, Fedustria  
— Speaker *Axel Enthoven*, Enthoven Associates
- 16H30 ‘Global trends in product development’  
Introduction by: *Erik Halsberghe*, general director Katho  
— *Xavier Werbrouck*, Product Strategy Manager, Savaco
- 17H vVio: Evolutions in design practice  
— *Wim Van den Hende*, chairman vVio, association of industrial design offices based in Flanders  
In cooperation with Flanders Inshape
- 17H30 ‘Design process at Style Porsche’  
Introduction by *Lode De Geyter M Sc*, general director Howest  
— *Robert Heinrich*, Leiter Digitale Designmodelle Style Porsche, Zuffenhausen (D)
- 18H30 ‘Beyond Hierarchy: from scarcity to abundance’  
Introduction by Flanders InShape  
— *Josephine Green*, Beyond20, ex-Directeur de Trends & Strategy, Philips (UK)
- 19H ‘Upcycling the Bruges campus’  
— architect *Marc Jacobs*  
‘Vivre dans la ville de Londres’  
— architect *Rob van Helvoort M Sc*

OFFICIAL OPENING NIGHT (RECEPTION FROM 18H30 IN THE EXPO HALL)

invite only

- 19H30 Katho Awards for product and process design  
Howest Awards for design and architecture  
Jewelry Awards, in cooperation with Diamond museum Antwerp and 8 jewelry design educations  
in Flanders
- 20H Conference with political administrators  
Theme: ‘innovation and education, hand in hand’ with: Minister *Ingrid Lieten*, Minister *Stefaan De Clerck*, Governor *Paul Breyne*, Delegate *Marleen Titeca*, alderman *Jean de Bethune*  
Presentation *Friedl’ Lesage*
- 20H45 Reception  
With the support of Pidy Gourmet  
Performance with *The Jan Muës Quartet* with the support of pianos Maene

# DAY 4 & 5 / SATURDAY, JUNE 25 + SUNDAY, JUNE 26 — DESIGNWEEKEND

EXPO: FREE ENTRANCE FOR THE AUDIENCE FROM 11H UNTIL 18H – EXPO HALL

LOUNGE BAR WITH LIVE MUSIC

'DE INVASIE' MOORS: DESIGN WEEK — De Invasie (the invasion) moors for the big job: you can look at this at design week. A small battalion of designers moors to show you his or her product. Also the collection of young Belgian and Dutch talent will fire with live ammunition in Kortrijk!

KASK — the Houtmarkt, is the location for the open day of the Koninklijke Academie voor Schone Kunsten (Royal Academy of Fine Arts) Kortrijk on June 25 & 26.

## KORTRIJK

- 1 NMBS hangar: *Expo* june 22/23/24/25/26
- 2 De Kreun *Talent Factory*, june 23
- 3 KASK *Open day* june 24/25

