



## PROGRAM

**September 20, 2007. Art Museum KUMU** 10 am-5.30 pm

10.00 Welcome coffee

10.15 Ilona Gurjanova (Estonian Association of Designers, Chair) - **Greetings and introduction.**

10.30 Katri Ristal (Estonian Academy of Arts, Design Innovation Centre, Head)  
**Design Year in Estonia 2006-2007.**

11.00 Juha Valtanen (Baltic Design & Interior Network, Finland)  
**Estonian Design as a Creative Resource in Co-operation between Estonian and Finnish Industry.**

11.30 Daina Vitolina (Design Information Center. Latvia, director. The curator of the project)  
**Design. Future.2007. The first Riga International Young Designer Bienalle.**

12.00 Judit Várhelyi (Hungarian Design Council, Director)  
**Regional Presentation for ICSID Congress, San Francisco 2007.**

12.30 Bo Englund (Switzerland, BEDA Board Member)  
**Design: Definitions, Classifications and Statistics by The United Nations, EUROSTAT and OECD.**

13.00 - 14.00 Lunch

14.00 Per Mollerup, Professor, Dr.Tech (Mollerup Designlab, Denmark)  
**Road Map to Added Value – Design Policy in the Baltic Nations**

14.45 Aija Freimane (Latvian Design Foundation, Head)  
**Overview on Design Support / Policy in Latvia**

15.15 Ragnar Siil (Ministry of Culture, Development adviser)  
**How Estonian State Supports Creative Industries?**

15.45 Michal Stefanowski (Association of Industrial Designers, Chair; Academy of Fine Arts, Departement of Product Design, Head, Poland)  
**Here and Now of Design in Poland.**

16.15-16.25 coffee/tea

16.25 **Presentations by studio-talk guests from Face to Face Association, Germany.**

**Peter Raacke & mono-a: 15 min. film about a unique product story and a very unique designer**  
Prof. Peter Raacke, Berlin

**Brand Experience by means of interactive situations**  
Dagmar Korintenberg, Raumservice Events & Design, Stuttgart

**Design without borders - After setting things in motion**  
Rafael Yupanqui and André Riehle, Yupanqui & Riehle Advertisers, Offenburg

**Design solutions with wood and wood-based materials**  
Gudrun H. Hölzer, Graphic and Product Designer, Schwäbisch Hall

**Wholeheartedly! - How we deal with client requirements, expectations, budgets and what it means for the artwork.**  
Uwe Melichar, Factor Design, Hamburg

**POI - Points of Interest: A brief introduction on the work of Moniteurs.**  
Sibylle Schlaich, Moniteurs Communicationdesign, Berlin