

State of Design Festival

Change by Design

14–25 July 2010

www.stateofdesign.com.au



State of Design Festival will explore the future of Victoria's built environment, mobility systems and digital strategy

The 2010 State of Design Festival's business program, **Design Capital**, will focus on how three interrelated areas – the built environment, mobility systems and digital strategies are helping businesses address the big issues they face in today's economic climate.

This innovative program comprises seven key events featuring real-life case studies on the importance of design in a sustainable future.

With Melbourne's population growing faster than any other city in Australia, Design Capital will look at new models for urban planning and public and private modes of transportation.

Design Capital will also explore the potential for using the vast amount of information on how our cities and businesses operate - currently held by public and private organisations - to improve citizen experiences.

BUILT: RETROFITTING THE GRID

Tuesday 20 July 2010

8.15 am – 9.30 am

\$50 (incl GST)

The biggest issue confronting the creation of sustainable cities is the inefficiency of existing commercial building stock. In this session the panel will discuss the sustainability case for retrofitting existing buildings to improve their environmental performance and the short to medium term gains for property developers, landlords, materials and services suppliers.

Panel members include Rob Murray-Leach, CEO of the Energy Efficiency Council, Ninotschka Titschkosky, Principle Architect of BVN Architecture, and Romilly Madew, CEO of the Green Building Council of Australia.

SUSTAINABLE AND MORE PROFITABLE

Wednesday 21 July 2010

8.15 am – 9.30 am

\$50 (incl GST)

Melbourne is home to a number of innovators who are changing how we design and engineer new buildings. Their research and development affects design and construction processes, the overall sustainability performance of a building and the experience of being in the space. This opportunity to learn about the commercial benefits of sustainable construction and design is not to be missed.

Panel members include: Nonda Katsalidis, Director of Unitised Buildings, Callum Fraser, Director of Elenberg Fraser, Ian Jones, CEO of Vipac, and Dylan Brady, Director of Studio505.

Supported by Master Builders Association of Victoria.

DIGITAL: MAKING THE INVISIBLE VISIBLE

Thursday 22 July 2010

6.00 pm – 7.30 pm
\$50

Digital strategies are critical to building brands. This reality is prompting governments, councils and small to large companies to invest in the digital realm. Apple is a pioneer in using the internet to simultaneously educate users about their products while incorporating user feedback to improve their future releases.

Our panel explains how councils through to innovative companies are implementing digital strategies.

Panel members include: Dan Hill, Senior Consultant of Arup, Sam Davy, Brand Director of Crumpler and former Global Creative Director of Apple Inc and Dave King, CEO of The Royals.

Sponsored by Diadem.

MOBILITY: THE FUTURE OF PERSONAL EMOTIONAL MOBILITY

Chris Bangle, Chris Bangle and Associates (Italy)

Tuesday 20 July 2010

6.00 pm – 7.30 pm

\$50 (incl GST)

We want to live in cities admired for their pedestrian-friendly streets and efficient transport corridors. Yet we are constantly challenged getting from A to B and being on the move is plagued with concerns about time, our state of mind and our carbon footprint.

How we solve the current issues facing our urban environments is an issue Chris Bangle is passionate about. Bangle's innovative, highly successful and at times controversial sixteen years at BMW proves he is more than capable of steering change through complex industrial contexts. Bangle will provide his unique insights into current and future trends in mobility, including what will enable and hinder change in new automobiles and his planned role within this emerging world of eco-friendly mobility trends.

SUSTAINABLE MATERIALS TO INSPIRE

Els Zijlstra, Materia (The Netherlands)

Friday 16 Jul 2010

9.30 am – 10.30 am

\$50 (incl GST)

Sustainability should be integrated into every design where comfort, functionality, economics and beauty are important. Els will explore sustainable and inspirational materials in her Design Capital session.

Els Zijlstra is founder and creative director of Materia, a platform between the creative professional and the Industry. By gathering innovative materials worldwide and exposing them through a search engine, lectures, books and articles, international travelling, fairs and consultancy Materia aims to become the central worldwide platform on innovation, creativity and sustainability.

THE POWER OF MORE: WHEN COLLABORATION IS BETTER BUSINESS

Axel Enthoven, Enthoven Associates Design Consultants (Belgium)

BREAKFAST SEMINAR

Friday 16 July

7.30 am – 9.00 am

\$66 (incl GST)

Two Belgian organizations, MoOD and Optimo, supporting the textile and furniture industries, initiated a creative think tank dubbed The Flemish Masters. With the support of professional designers, the event assisted participating manufacturers respond to the challenges of globalisation, innovation and competitiveness through user-centered design. Join award-winning designer Axel Enthoven, who directed The Flemish Masters, in a behind-the-scenes look into the process, realisation and results of this unique event with some valuable lessons for Australian

industries. Enthoven is Founder and Chairman of Enthoven Associates Design Consultants in Antwerp (Belgium), as well as Professor at the Design Academy in Eindhoven (The Netherlands) since 1989. At the Design Academy he is the Dean of the 'Man and Mobility' Department. Sponsored by the Furnishing Industry Association of Australia (VIC/TAS) INC

DESIGN CAPITAL PANEL SESSIONS WILL BE MODERATED BY JANNE RYAN

Janne Ryan is an ideas curator, producer of the ABC Radio National program, By Design, and was a founding Executive Producer for ABC Radio National's Late Night Live, and Arts Today. For the Australian Financial Review Magazine, Ryan created the Front of Mind interview, where key thinkers worldwide talked about their ideas and thinking. Her AFR 20 Questions interview pioneered talking to Australian leaders about their key life influences. Most recently, Ryan co-curated Tedx Sydney 2010.

For further information on Design Capital sessions and panel members please visit [**stateofdesign.com.au/business-and-trade/talks**](http://stateofdesign.com.au/business-and-trade/talks)

Design Victoria and the State of Design are initiatives of the Victorian Government's Design Victoria Strategy.