

Issued: 27 May 2024

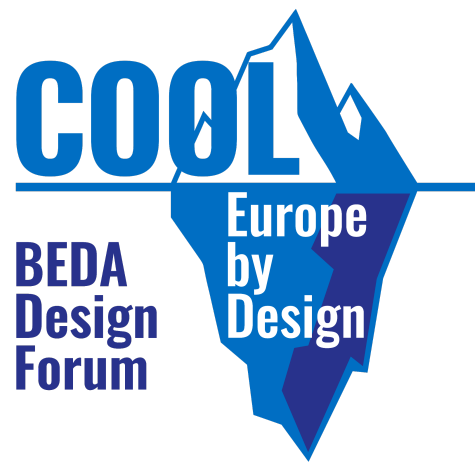
30 May 2024

13:30-18:00 CEST

BEDA Design Forum 2024

Design Museum Brussels,

Belgiëplein 1, Brussels, Belgium



COOL Europe - by Design

Connected, Optimistic, Open, Long-lasting

We will delve into the influence and allure of connectivity, optimism, openness, and longevity in design. We aim to pave the way for a future where creativity aligns with purpose and sustainability - in its broadest sense.

The programme will focus on three main topics - AI, Skills, and Green and healthy Europe. It will include a blend of talks, updates from Europe, and knowledge exchange, fostering inspiration and emphasising the value of meaningful conversations.

The BEDA Design Forum is free, but seating is limited. [Register here](#).

Read more [here](#).

Programme

Moderator: Tom Watts, BEDA Board Member and Head of Design at Design Crafts Council of Ireland

13:30 - 14:00

- *Welcome*

14:00 - 15:40

- Opening words: **Christina Melander**, BEDA President and Director of Digital Transition at Danish Design Centre
- **Design for Europe's Growth**
Lisa Lang, Chairwoman at United Nations Global Innovation Hub Cultural & Creative Industries Taskforce
- **Transforming Europe: the Impact of Design and EIT CC's Support**
Ambra Trotto, Director of Transformation at European Institute of Innovation & Technology Culture & Creativity

BEDA The Bureau of European Design Associations

c/o Wallonie-Bruxelles Design Mode (WBDM) - AWEX, Place Saintelette 2, 1080 Brussels, Belgium

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- **Design Discourse and Democracy in the World
Design Capital 2026 Context**

Dr. Felix Kosok, Director Design Discourse for World
Design Capital Frankfurt RheinMain 2026 Under the motto
of „Design for Democracy”

15:40 - 15:55

- *Break*

15:55 - 17:30

- **Design Ideas to Slow Down the CO2 Graph of Doom!**
Gareth Broadbent, Freelance Creative Director at True Life Story
- **The Future of Modernised EU Design Law is the Future of Digital and AI-Generated Designs**
Gaile Sakalaite-Orlovskiene, Leader of the Designs Legislative Reform Group,
Member of the Legal Department, Litigator at EUIPO - European Union Intellectual
Property Office
- **SACCORD Project - Skills for Designers**
Isabelle Vérilhac, BEDA Past President, Director of Development at APCI -
Promotion of Design, Founder of Design With Isabelle
Dimitris Kaboukos, BEDA Project Manager
- **BEDA member pitches:**
 - **‘Design Wings’ Connecting Design Graduates with Companies**
Audronė Drungilaite, Director of Design Innovation Centre of Vilnius
Academy of Arts
 - **‘Belgium is Design’ - Some Viewpoints on Design from Belgium**
Laure Capitani, Coordinator of the Wallonia-Brussels Design Fashion
(WBDM) Department
 - **‘Design as a Competitive Edge’ Empowering SMEs and Designers
Through Intellectual Property**
Iiris Adenius, Legal Adviser at Ornamo Art and Design Finland

17:30 - 18:00

- Conversations towards actions

18:00 -

- *Networking over a glass of wine*