

Meet the BEDA Design Forum Speakers 30 May 2024



Lisa Lang

Talk: Design for Europe's Growth

Lisa is the Chairwoman at United Nations Global Innovation Hub Cultural & Creative Industries Taskforce and the Director Policy & EU Affairs Orchestrator EIT Climate KIC. She is also Forbes Top 50 Women in Tech and Top 100 Innovators Sustainability Thought Leaders Vogue Business Founder.

She is a serial entrepreneur whose career has taken her from Silicon Valley to Brussels, where she is Director for Policy and EU Affairs Orchestrator for Climate-KIC, an innovation community working to accelerate the transition to a zero-carbon economy.



Ambra Trotto

Talk: Transforming Europe: the Impact of Design and EIT CC's Support

Ambra is the Director of Transformation at European Institute of Innovation & Technology Culture & Creativity and a visionary driving systemic societal change, leveraging the creative and cultural sectors to ideate and support strategic projects. As founder of d.centre|EU, she catalyses ecosystems towards sustainability by fostering multidimensional and transdisciplinary collaborations, all aimed at creating beautiful, diverse, and meaningful futures. Additionally, Ambra has spearheaded major initiatives like The Pink Initiative to promote sustainable development in northern Sweden and contributes to digital ethics in technology design at RISE Research Institutes of Sweden.



Dr Felix Kosok

Talk: Design Discourse and Democracy in the World Design Capital 2026 Context

Felix is the Director Design Discourse for Design Capital Frankfurt RheinMain under the motto of „Design for Democracy”.

He is a design researcher and graphic designer and completed his doctorate on the aesthetic-political dimension of design. In addition to his research, he is also active as a designer in the design collaboration @bureau069. He has been a professor of graphic design at the German International University in Berlin since 2021 and is responsible for the design discourse at World Design Capital Frankfurt RheinMain 2026.

BEDA Design Forum Speakers



Gareth Broadbent

Talk: Design Ideas to Slow Down the CO2 Graph of Doom!

Introducing the UK young environmentalist of the year 1991 (Applause). Gareth cured the climate crisis sequestering trillions of tonnes of CO2 (Standing Ovation). In reality he went on to join the Diesel Creative Team in Italy; adidas Advanced Concepts Team, Portland; Parley for the Oceans, New York as film writer/director/producer for a series played in all schools in India-Maldives-Dominican Republic, was also Creative Lead on Adidas Eco launches - including Parley, Made to be Remade feat. Willow Smith and Made with Nature.

After a crazy year with Just Stop Oil and pulling out the last of his hair figuring out how to 'indigenous rewild the planet' with Sacred Forests (Mexican Wave), he's currently found feverishly finding ways to put a dent in that ever increasing CO2 chart. He spends his personal time writing lavish paragraphs about himself in the third person. Gareth is also a Freelance Creative Director at True Life Story.



Gaile Sakalaite-Orlovskiene

Talk: The Future of Modernised EU Design Law is the Future of Digital and AI-Generated Designs

Gaile has obtained an LL.M. degree in "International Studies in Intellectual Property Law" from TU Dresden (Germany) and CEIPI (France).

She has gained experience working for the public and private sector as an IP lawyer, trade marks and designs examiner and litigator.

Currently she forms part of the Legal Department at the EUIPO and leads the team working in support for the European Commission in its ongoing task to reform EU design legislation. She also represents EUIPO before the European Court of Justice in design and trade mark cases.



Isabelle Vérilhac

Talk: SACCORD Project - Skills for Designers

Isabelle, BEDA Past President, is one of the coordinators of the Large-Scale Skills Partnership for Cultural and Creative Industries Ecosystem, for the European Commission under the Pact for Skills. She is the Founder and CEO of Design With Isabelle, a design expert office for transition towards a more sustainable and inclusive future. Operating from Saint-Etienne, in France, she is also Development Director of APCI – Promotion du design, advocating for design in France and Europe.

BEDA Design Forum Speakers



Dimitris Kaboukos

Talk: SACCORD Project - Skills for Designers

Dimitrios is an experienced Project Manager with a strong track record of leading and implementing diverse projects that span across multiple sectors. His expertise lies in managing project lifecycles, from securing funding through proposal submissions to overseeing project deliverables and maintaining quality standards. Dimitrios excels in building strategic partnerships and enhancing operational processes to achieve project and organizational goals. His approach combines a commitment to innovation with practical problem-solving, ensuring effective project outcomes and continuous improvement.



Audronė Drungilaite

Talk: 'Design Wings' Connecting Design Graduates with Companies

Audrone is an enthusiastic promoter of Lithuanian design worldwide. Her curatorial work includes cities like London, Paris, Stockholm, Berlin, Jerusalem, Kiev, and Budapest. Recently, she was Creative Director at EMKO, a furniture design company supporting young designers globally. From 2014–2019, she led the Lithuanian Design Forum, organizing national design awards and Design Week Lithuania. She was the first Chairwoman of the Lithuanian Design Council (2019–2021) and served on the Bureau of European Design Associations (BEDA) Board (2017–2020). A professional designer, Audrone holds degrees in Product Design and Culture Management and Policy from Vilnius Academy of Arts, where she now heads the Design Innovation Centre and lectures for MA Product Design students.



Laure Capitani

Talk: 'Belgium is Design' - Some Viewpoints on Design from Belgium

Laure Capitani is the active and dedicated coordinator of BEDA member organisation - Wallonie-Bruxelles Design Mode (WBDM) department which has been supporting the professionalisation and international visibility of design and fashion companies for the past 18 years, as well as companies that integrate design into their strategy. Laure is convinced of the talent of the Belgian creative sectors and is involved in the Belgium is Design initiative.

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Iiris Adenius

Talk: 'Design as a Competitive Edge' Empowering SMEs and Designers Through Intellectual Property

Iiris is a Finnish lawyer with a broad understanding of intellectual property rights and how they relate to contracts and building sustainable businesses, especially in the field of design. In addition to her legal degree (LL.M.), she has a master's degree in business (M.Sc. (Econ.)) and she currently advises designers and leads IP related projects in Ornamo Art and Design Finland.



Christina Melander

Talk: Opening words of the event

Christina, with over 20 years in strategic design, business development, and innovation, holds an MSc in Design and Communication Management from Copenhagen Business School. She has a strong network in the Danish design industry and is known for creating the Design Ladder, the DIN-model, and key studies on design value. Christina is currently serving as the BEDA President and Program Director at Danish Design Centre.



Tom Watts

Moderator

Tom's entrepreneurial journey spans financial services, stockbroking, and founding Ireland's first digital wallpaper interior design business. After the late 2000s financial crash, he designed and delivered Connect Ireland, a programme to attract foreign direct investment. He then led an in-house design agency at a top multinational, managing a team of 10 designers for 8 companies, including Ireland's first female-led tech unicorn. Founder of soundome.com, Tom has collaborated with Red Bull and artists in spatial audio. He lives in Kilkenny, inspired by the Kilkenny Design Workshops. Tom is currently serving his first term as a BEDA Board member.

More: <https://beda.org/event/20240530-beda-design-forum-2024-cool-europe-by-design/>