

05/05/2026

BEDA Design Forum 2026— “Beyond Thoughtless Design”

Date: Fri, 8 May 2026, 9:30-18:00 CEST

Location: Bavarian Ministry of Economic Affairs, [Prinzregentenstrasse 28, 80538 Munich, Germany](#)

Website: <https://beda.org/event/20260508-beda-design-forum-2026/>

The BEDA Design Forum 2026 examines how products, services, and systems come into being, highlighting the often-overlooked habits, assumptions, and structures that shape design outcomes. Anchored by the motto “Stop sleepwalking products and services into existence,” the event encourages a closer look at the mechanisms that influence decisions long before a design reaches the public.

Programme

Time	Conference Stage	Paraler Room
9:30-10:00	Registration	
10:00-10:30	Welcome & Opening Talk: Mark Illi (BEDA President, SDA) Jesko Rölz (Department of Economic aid, cultural and creative industries, design) Christina Melander (Past BEDA President, DDC)	
10:30-11:00	Design Policy Mapping and National Policy Labs Insights by BEDA	
11:00- 12:00	Panel 1: Design for All? Speakers: Rihards Funts (Studio Rihards Funts) Katerina Katmada (KINVENT) PhD Chele Esteve Sendra (Universitat Politècnica de València) Moderator: Prof. Regina Hanke (BEDA, Deutscher Designtag)	

15 min	Break	
12:15 - 13:15	Deep Dive: Accessibility led by Tom Watts (Design & Crafts Council of Ireland)	
13:30-14:30	Lunch Break	
14:30-15:30	Panel 2: Design for Policy Speakers: Prof. Dr. Karel van der Waarde (Lucerne University) Svenja Bickert-Appleby (New Order Design) Dr. Teri Okoro (UK Design Council & TOCA UK) Moderator: Prof. Marzia Mortati (Politecnico di Milano)	
10 min	Short Break	
15:40-16:40	Deep Dive: 'Unlocking the Power of EU Design Protection: Shaping a Collective Vision for Greater Awareness' by Sophia Bonne (EUIPO)	Deep Dive: Design Policy led by Piotr Swiatek (PDR)
16:40-17:00	Closing remarks, takeaways and Thank you	
17:00-18:00	Networking	

Supported by:



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