

SVENSK FORM & ARCHITECTURE AND DESIGN CENTRE INVITES YOU TO

# DesignDagen 2014

DESIGN DAY 2014

NOVEMBER 26 AT ARKDES, ARCHITECTURE AND DESIGN CENTRE, STOCKHOLM

## PROGRAMME

12:00

THE DESIGN S EXHIBITION OPENS AT ARKDES.

14:00–18:00

INTERNATIONAL LECTURES & TALKS IN THE LARGE AUDITORIUM OF ARKDES.  
SEE NEXT PAGE FOR INFO.

18:30–21:00

AWARD CEREMONIES FOR DESIGN S AND UNG SVENSK FORM, NETWORKING EVENT  
AND PARTY IN THE FOYER OF ARKDES.

### THEME: THE NEEDS AND DESIRES OF FUTURE USERS

How should we design for tomorrow's users in a rapidly changing world? Tomorrow's citizens, consumers, customers with individual needs who are not content with standard solutions. What demands are placed on companies that want to remain profitable? How do we meet the challenges of increased migration, an ageing population, the environment and health with the development of new services?

Welcome to Design Day – a whole day and evening for the design industry in its broad sense. Design Day offers knowledge, new approaches, inspiration and ideas for business benefit. Welcome to workshops and seminars during the day and the big prize ceremony for Design S and Ung Svensk Form in the evening.

### MEET ALICE RAWSTHORN, LI EDELKOORT, GIULIO CAPPELLINI & ROSS LOVEGROVE

Our international jury members are some of the design industry's big names. They will give lectures during the afternoon and you can meet them in conversation with members of the national Swedish jury. Don't miss it!

### **BYU TICKETS AT DESIGN-S.SE**

Price SEK 390. The ticket includes admission to the lectures, talks, award ceremonies and party.

# DesignDagen 2014

## 14:00–18:00 LECTURES AND TALKS

### 14:00–15:00 GIULIO CAPPELLINI

*DESIGN OF THE FUTURE: DESIGNING A NEW DOMESTIC LANDSCAPE.*

Followed by a conversation with Hedvig Hedqvist and Marcus Engman, led by David Carlson.

**Giulio Cappellini** is the founder and creative director of the Italian furniture manufacturer Cappellini. He has a natural ability to create and anticipate trends and has helped to create the quality image of modern Italian design. A legend in the design world, he is an influential manufacturer and inspiring speaker.

**Hedvig Hedqvist** is an interior designer, journalist and author who has been active for decades in the Swedish design world.

**Marcus Engman** Head of Design at IKEA and engaged in the IKEA project Democratic Design.

**David Carlson** design strategist and creative leader. Companies he has founded include David Report, Designboost and David Design.

### 15:00–16:00 ALICE RAWSTHORN

*TOMORROW'S CITIZENS. WHAT WILL THEY NEED AND WANT FROM DESIGN?*

Followed by a conversation with Malin Zimm and Jakob Lind, led by Mathilda Tham.

**Alice Rawsthorn** is a global name in design as a writer and author. She writes for The International New York Times and Frieze, and is author of the book Hello World: Where Design Meets Life, which explores the changed role of design in our lives.

**Malin Zimm** is a researcher in and doctor of architecture, and is currently head of development at White arkitekter AB. She is also an active writer, architectural critic and lecturer.

**Jakob Lind** is CEO and co-founder of the Futurniture communications agency, a strong creative talent and a communications strategist.

**Mathilda Tham** is a professor at Linnaeus University and a metadesign researcher at Goldsmiths/London. She works in a borderland between design, future studies and sustainability.

### 16:00–17:00 ROSS LOVEGROVE

*REFLECTIONS OF THE GROWING MISAPPROPRIATION OF WEALTH – HOW THIS CHALLENGES DESIGNERS TO RECLAIM THE OBJECTIVES OF SCIENCE AND HUMANITY AT ITS CORE.*

Claes von Hauswolff in a talk with Ross Lovegrove, continued discussions with Fredrik Magnusson och Stina Nilimaa Wickström.

**Ross Lovegrove** is an industrial designer and visionary. His design is regarded as being a revolutionary hybrid between the sciences and our century's aesthetic style. With his knowledge, curiosity and courage, he takes industrial design to its absolute pinnacle.

**Claes von Hauswolff** is Brand Director at VON HAUSWOLFF. He is one of Sweden's leading experts in brand development.

**Fredrik Magnusson** is Design and Experience Director at Ericsson. He previously ran one of our leading industrial design and innovation agencies and was head of design at Iittala /Fiskars Home.

**Stina Nilimaa Wickström** is Vice President Product and Design Management at WallVision and Chairman of the board of Svensk Form.

### 17:00–18:00 FORM TALKS BUSINESS

Form's editors converse with, amongst others:

**Anders Rune**, chief economist of Teknikföretagen, about why companies that invest in design are more profitable.

**Bengt Sundström**, owner and founder of Lauritz.com on momentum as an entrepreneur, if the purchase of Stockholms Auktionsverk and visions for the future of the Group.

**Niklas Myhr**, Social media & global marketing professor, Chapman university.

DESIGN DAY IS ARRANGED BY SVENSK FORM AND ARCHITECTURE- AND DESIGN CENTRE, STOCKHOLM  
SPECIAL THANKS TO LAURITZ.COM. THANK YOU: IASPI, TEKNIKFÖRETAGEN, SB SEATING, IKEA, TILLVÄXTVERKET,  
GÖTEBORGSTRICKERIET, M.PRINT, HOTEL SKEPPSHOLMEN

Svensk  
Form



Arkitektur - och designcentrum