



Programme Monday October 08th

office@designzeroseven.com, Tel. +43 (0)664 82 60 734

TIME	STUDIO A	STUDIO B	STUDIO C
13.30 - 14.20	Marie-Laure Jousset, Maxim Velcovsky, Stefan Diez	Aditya Dev Sood, Deyan Sudjic	Matthias Dietz, Susanne Hofbauer, Thomas Slunecko
	Designing for museums or the market (en.) Design and strategies of production between the museum and the mass market. Moderation: Tulga Beyerle	Learning from Mumbay (en.) New faces of emerging markets. Winners and losers of rapid growth and forgotten pasts. Moderation: Lilli Hollein	Zen und die Kunst ein Motorrad zu warten (dt.) Strategies for coping with stress and the search for the inner centre. Moderation: Thomas Geisler
14.30 - 15.20	Lothar Franz, Heinz Hofer-Wittmann, Mirkku Kullberg	Martí Guixé, Mateo Kries	François Burkhardt, Jana Zielinsky
	SME (en.) Small and Medium Enterprises. The fairy-tale of quality, location and business success. Moderation: Tulga Beyerle	Boring perfection (en.) Balance at any price? Radical and critical design vs. the state of a classic. Moderation: Lilli Hollein	Die Revolution beginnt im Wohnzimmer (dt.) Idealism and commitment outside the mainstream; design and its possibilities of effecting social change. Moderation: Thomas Geisler
15.30 - 16.20	key note: Roger Ball	key note: Roger Ball	key note: Roger Ball
	Size China (en.)	Size China (en.)	Size China (en.)
16.30 - 17.20	Matthias Dietz, Mirkku Kullberg, Ernst Richter	Roger Ball, Aditya Dev Sood	Marie-Laure Jousset, Deyan Sudjic, Mateo Kries
	Portfolio shopping (en.) Designers and design brands as snacks for locusts. Investment in brands and people. Moderation: Thomas Geisler	Research for markets and the market for research (en.) The consumer as an object of study. Design research between anthropology and anthropometry. Moderation: Tulga Beyerle	The visitor in the middle (en.) Content or packaging. How can visitors be attracted into a design museum? Moderation: Lilli Hollein
17.30 - 18.20	Q&A	Q&A	Q&A
18.30 - 21.00	Meet & greet	Meet & greet	Meet & greet



Programme Tuesday October 09th – Morning

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TIME	STUDIO A	STUDIO B	STUDIO C
09.00 - 09.30	Coffee	Coffee	Coffee
09.30 - 10.20	François Burkhardt, James Skone, Ernst Richter Design Unvermittelbar (dt.) For a better understanding of design: how can a relationship to design be encouraged among young people of school-going age? Moderation: Lilli Hollein	Ruedi Baur, Hartmut Esslinger CSR im Design (dt.) Social responsibility in design: at present and in the future. Moderation: Tulga Beyerle	Stefan Diez, Pierre Keller, Miriam Mirri Surfing to success (en.) Design becomes a comic. How amusing can objects be and still be taken seriously in the world of design? Moderation: Thomas Geisler
10.30 - 11.20	Ruedi Baur, Ernst Richter Pride and Prejudice (dt.) Product quality for the masses – a contradiction? Moderation: Thomas Geisler	Mateo Kries, Deyan Sudjic Collecting trash (en.) Collecting policy today: how many everyday objects does a design collection need to make a relevant statement for the future? Moderation: Tulga Beyerle	Susanne Hofbauer, Niklas Maak Die Mittelklasse (dt.) Does the dream of the average man in the streets still exist? Moderation: Lilli Hollein
11.30 - 12.20	Patrick Cox, Hartmut Esslinger Mainstreaming (en.) The design of a middle-oriented society, mainstreaming as the antithesis of streamlining. Moderation: Thomas Geisler	François Burkhardt, Pierre Keller Middlesex (dt.) The self-image of the middle-class as reflected in the culture of objects. Moderation: Tulga Beyerle	Jens Dangschat, Stefan Diez, Niklas Maak Das richtige Milieu (dt.) Why does the „creative class“ create new „centres“ in the city? Moderation: Lilli Hollein
12.30 - 13.30	Lunch Break	Lunch Break	Lunch Break



Programme Tuesday October 09th – Afternoon

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TIME	STUDIO A	STUDIO B	STUDIO C
13.30 - 14.20	key note: Martí Guixé	key note: Martí Guixé	key note: Martí Guixé
14.30 - 15.20	Alexander Geringer, Maxim Velcovsky, Jana Zielinsky	Martí Guixé, Deyan Sudjic	Mateo Kries, Niklas Maak
	Design-Center-CEE (en.) Where do the impulses that indicate new directions come from, what is the mutual profit of exchange and where are the blind spots on the map? Moderation: Tulga Beyerle	The volume and the void (en.) On the material or immaterial quality of design Moderation: Thomas Geisler	Mai in Mitte (dt.) Design festivals and how commerce can emerge from enthusiasm, or a popular fair from a closed event. Moderation: Tina Thiel
15.30 - 16.20	Heinz Hofer-Wittmann, Patrick Cox, Pierre Keller	Miriam Mirri, Maxim Velcovsky	Hartmut Esslinger, Martí Guixé
	You pick it, we play it (en.) When does it make sense to decide against mainstream taste? Moderation: Lilli Hollein	The medium is the message (en.) Jokes, satire, irony and their deeper meaning – in design. Moderation: Thomas Geisler	Lonely rider and monster truck (en.) Two fundamentally different strategies – the individual battler and the agency. Moderation: Tulga Beyerle
16.30 - 17.20	Roger Ball, James Skone	Jens Dangschat, Aditya Dev Sood	Matthias Dietz, Lothar Franz, Alexander Geringer
	Men's Health (en.) Searching for balance through thrills or meditation. Moderation: Thomas Geisler	Lost and Found (en.) The disappearing and newly developing middle-class. The dynamics of social strata in Europe and Asia. Moderation: Tulga Beyerle	Der Geschmack der Mitte (dt.) On generating needs and longings for the middle-class market. Moderation: Lilli Hollein
17.30 - 18.20	Finale	Finale	Finale