



SelectNY.Berlin

DMY Design Symposium Berlin 2008,
presented by SelectNY

Sat 24th May 2008

10:30 - 20:30 Studio A: Speakers, Presentations, Panel Talks
16:00 - 19:00 Kubus: Design Workshop (limited number of participants, prior registration required)

Unless stated otherwise all lectures, presentations and talks will be held in English. Times may be subject to change.

Programme Chair: Ares Kalandides (GR/D)
Researcher and city planner, Managing Director, INPOLIS UCE GmbH

Venue:

RADIALSYSTEM V

Holzmarktstr. 33
10243 Berlin / Germany
www.radialsystem.de

START	DURATION	NAME	COMPANY	TOPIC	NOTE
Location: Kubus					
16.00	180 min	Brandbuilding team of SelectNY.Berlin	SelectNY	How to become a brand (limited number of participants, prior registration required)	workshop

START	DURATION	NAME	COMPANY / INSTITUTION / GROUP	TOPIC	NOTE
Location: Studio A				International Design Projects	
10.30	20 min	Katarina Hrda / Sylvia Jokelova	Curator of contemporary design and art / designer	Check! Point Slovakia	lecture
11.00	20 min	Thomas Geisler (A)	Curator Vienna Design Week	Design Revue Austria	lecture
11.30	20 min	Seoul Design Festival (S-KOR)	Seoul Design Festival	The best design promotion, Seoul Design Festival	lecture
12.00	20 min	Markus Freitag (CH)	Freitag	Markus Freitag presents his "holistic-designtheory"	lecture
Break	30 min			Designers	
13.00	20 min	Chiho Kim (S-KOR)	Designer	How to be a Real Korean Designer	lecture
13.30	20 min	Allison Dring & Daniel Schwaag (UK/D)	Designers Elegant Embellishments	Protohype. The development of Prosolve370e, a modular system to reduce pollution in urban environments	lecture
14.00	20 min	Ronen Kadushin (ISR/D)	Designer	Open Design	lecture
14.30	20 min	Fidel Peugeot (A)	Designer / Walking Chair Design Studio	PET LIGHT SHOW & WALKING THINGS	lecture
Break	30 min			Designers	
15.30	20 min	Philipp Dohmen (CH) & Oskar Zieta (PL/CH)	Philipp Dohmen Dipl.-Ing. Architect, Oskar Zieta Dipl.-Ing. Architect SIA	FIDU - forming in sheet metal	lecture
16.00	20 min	Rosario Hurtado & Roberto Feo (ES/D)	Designers El Ultimo Grito	PRODUCT OF ME	lecture
16.30	20 min	Jerszy Seymour (CAN/GB/D)	designer	sssensations of the ordinary	lecture
17.00	20 min	Chiho Kim (S-KOR), Jerszy Seymour (GB/D) / Rosario Hurtado & Roberto Feo (ES/D), Ronen Kadushin (ISR/D)	Chair: Ares Kalandides	The panel talk will address topics of individual design approaches, philosophy, inspiration and cultural influences	panel talk
Break	30 min			Design Schools	
18.00	20 min	Prof. Axel Kufus (D)	Professor	Design Reaktor Berlin - neue Verknüpfungen für Forschung und Lehre an der UdK Berlin (new links between education and research at the UdK Berlin)	lecture (in german)
18.30	20 min	Prof. Uli Weinberg (D)	Director HPI School of Design Thinking	'School of Design Thinking: Your brain is not the limit'	lecture
19.00	20 min	Daniel Charny (GB)	Tutor Royal College of Art	New dogs new tricks. The teaching approach of platform 10. Developing authorship and the search for new typologies	lecture
19.30	40 min	Prof. Axel Kufus (D), Daniel Charny (GB), Prof. Uli Weinberg (D)	Chair: Ares Kalandides	The panel talk will address topics of design development, education approaches and of the future of the design profession	panel talk