

# IT'S YOUR WORLD DESIGN EVENT



world design  
event

20 - 29 October 2017  
Eindhoven, The Netherlands



# Shaping the Future Together

World Design Event  
October 2017



MEAT  
ICE TEAM

# Welcome World

This year Dutch Design Foundation and Design City Eindhoven are launching the World Design Event (WDE). The first in a series of international design events to be held every four years, WDE is a platform for future makers from all over the world.

Design City Eindhoven is the home of Dutch Design Week (DDW), northern Europe's leading design event, which in 2016 attracted 295,000 visitors. Organized by the Dutch Design Foundation, DDW occupies a unique position internationally because it deals more with what the future might bring than what the present holds. DDW looks to the future and the ways that designers are studying and shaping that future.

In 2017, we take a new step in the internationalization of the platform. The Netherlands does not operate in isolation from the world, and the issues faced by society are similar everywhere. So there are plenty of reasons to work together, share expertise and learn from kindred spirits, creative thinkers and doers from other parts of the world. During the first World Design Event, therefore, we invite designers from all over the world to come and shape the future together.

**The question is not only what future we want and how to design it, but also how we get there. The future begins in today's world. The challenge lies in how we shape the transformation.**

The major existential questions facing the world may necessitate radical change. Climate change, food security, the availability of potable water, the distribution of labour and raw materials, adequate healthcare: all these issues present problems for

the world's rising population. Designers play an important role in the search for solutions. In October 2017, the World Design Event brings together future makers, designers and thinkers from all over the world to shape the future together.



**Learning,  
discovering,  
researching  
and  
developing  
together**



**world design  
event**

# The city is the future, but what is the future of the city?

WDE takes the city of the future as the point of departure for a dialogue with designers and future makers from all over the world. More than half the world's population already lives in cities, and that figure will rise to over two-thirds by 2050. The city is the future, but what is the future of the city? How do we live? How do we move around? How do we eat? How do we grow old? And especially, how can we ensure that the transition occurs in the way that we, citizens of the city, want.

Answers to these questions are also answers to the pressing problems facing everybody in the world. Moreover, it is clear that technology and innovation will play an ever greater role. An important design question is how we can shape the city's transformation in a way that makes it not only smarter but also more social.

Eindhoven, home to the Design Academy Eindhoven, Eindhoven University of Technology and numerous design offices and tech companies, is actively working on the future of the city. And it is not alone in that. People around the world are studying and exploring the city of the future. WDE invites future makers, designers and innovators to inspire one another, experiment together and join forces to invent the new city.

# WDE 2017



A Conference

8 Creative Embassies  
for the Future



A People's Pavilion

many experimental  
test sites

# **It's Your World Design Event**

**WDE is globally unique. Under the slogan 'Learn by Doing - Do by Learning', the world's most creative minds will have an opportunity to join committed city dwellers and test solutions for the future.**

WDE is literally a testing ground for the future. This is not the umpteenth exhibition of striking visions of the future, not another conference for professionals only. More than anything else, WDE is a festival where designers from all over the world join with visitors and the people of Eindhoven to carry out experiments. Designers have an opportunity to test their ideas for the transformation of the city together with inhabitants.

During WDE designers can demonstrate in concrete terms how their ideas affect the people of the city. Optimistic, inquisitive and open. Then, after getting immediate feedback from citizens, the two can team up to shape the future. After all, echoing the UN slogan 'It's Your World', WDE says: It's Your World Design Event.

## A new phenomenon

WDE is a new phenomenon, providing test sites for public experiments as well as space for crossovers with other disciplines. This is not a Design Fair, not a World Expo, and not just a festival. Rather, it is an event that unites the strengths of various domains. WDE is not about the world of design, but about the subject of the world, our world.

WDE takes the whole city as its stage. All over Eindhoven, visitors will encounter impressive examples of designs that will change their world view forever. Big and small solutions, surprising experiments and challenging scenarios.

One eye-catcher of this first WDE is the People's Pavilion, a temporary structure, built with help from locals using materials borrowed from the neighbourhood. As the beating heart of WDE, this pavilion also acts as a forum for the views of the world, a source of inspiration, a platform and a meeting point all rolled into one.

## Creative embassies

During WDE, eight 'creative embassies' facilitate the sharing of ideas, new

visions and designs for the city of the future. These embassies will establish connections between the city, its inhabitants, creative thinkers and doers, urban innovators, and the business community in various domains such as healthcare, climate change, intimacy, big data, robotization, mobility, energy, urban development and food. All these participants will have an opportunity to question, challenge and complement one another at the embassies. To provoke discussion, concrete design assignments will be formulated, and future scenarios sketched and tested in the creative embassies.

## It's Your World Design Conference

The creative embassies will not operate in isolation. Throughout the event, WDE will establish various links among the embassies, visitor target groups, and DDW and WDE participants.

The kick-off takes the form of an inspiring international conference on the eve of DDW and WDE: the It's Your World Design Conference. This conference provides a stage for visionary speakers and inspiring young talents from all over the world. Their stories illustrate the need to

## **WDE offers fresh perspectives on the discourse**

consider our future and the contribution that design can make in solving problems.

### **Dutch Design Foundation**

Dutch Design Foundation (DDF), the driving force behind DDW and WDE, believes in the positive power of design in shaping tomorrow's world. And that is the guiding principle behind DDW. For one whole week, DDW shows how Dutch designers look ahead, shape new ideas, and help to make future scenarios tangible.

Designing for the future is a public matter par excellence. After all, it concerns everybody. DDW therefore shares the thought experiments and working methods of designers with a wider audience. That illuminates the design process and affords visitors an opportunity to respond and provide their own input.

WDE will be added to DDW in 2017. Although two events are separate, they also are linked and mutually enhance each other. With WDE, DDW and the Dutch design community are opening up to the world. During this new event, Eindhoven, home to the Design Academy Eindhoven, Eindhoven University of Technology and innovative tech and design companies, provides a platform for the world's most creative innovators to present new visions and a myriad of perspectives on urgent issues that determine the future of our cities. The resulting dialogue – and that continues right through to the next WDE – benefits everyone involved.





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# Designers show us the future

**Design acts as an accelerator in making new choices and finding new approaches to issues that will determine tomorrow's world. Designers let us test the future and help us to form our opinion about it now.**

Whether they are developing products, fashion, serious games or social projects, all designers work on the basis of a similar attitude. They look ahead and develop new ideas, solutions, concepts, processes and products that we urgently need in order to create a healthy world.

Designers are eminently equipped to find solutions to complex problems. Designers help to shape possible scenarios, and thus make them tangible and understandable. They are trained to examine subjects critically and discover new and as yet explored avenues.

Researching, innovating, testing and improving: that is what designers do as they shape the vital transition to a sustainable society.



## Citizens and designers work together on the city's future

With its programme, WDE responds to the local context in Eindhoven, where the city authorities are working with roadmaps to plan the city's future. In our world, where technical developments occur at a rapid pace, and relations between people and governments are shifting, traditional approaches to the design of public and social domains have become obsolete.

In this new reality, roadmaps offer another approach. One that provides more space for linking various issues and for gradually adjusting on the basis of fresh insight and input from stakeholders. In practice, this means first testing and further developing new solutions and projects in a particular district with everybody involved, before implementing them throughout the city. Moreover, making mistakes is fine, for we can learn from them.

Design and design thinking help by involving residents more effectively. Their contribution is vital, for everybody's future is at stake. WDE shows what designers can contribute. By reviving the tradition of test sites, WDE lets residents, visitors and designers explore opportunities at various places around the city. The most striking example of such a site is the People's Pavilion on Ketelhuisplein in Eindhoven. In the months leading up to WDE, designers, locals and other interested parties will construct a temporary pavilion that prioritizes circular working and the sustainable use of raw materials.

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# People's Pavilion: test case for shared future design

**People make the city. Until recently, public officials, policy makers and planners were the ones who decided the city's future. Today, much more attention is given to contributions from inhabitants, companies and other stakeholders.**

Experiments with citizen democracy and participation, design thinking and co-creation around the world form the background to the WDE programme in which designers and city inhabitants team up to research the future.

And what better way to showcase this new form of involvement than with a new house for the citizens, the inhabitants, the community. Together with designers from Overtreders W and Bureau SLA, more than 400 volunteers will work from mid-September to build a temporary pavilion on Ketelhuisplein.

For the structure, they will use materials supplied by the inhabitants themselves, including plastic waste that will be converted into shingles on site by means of a method developed by Overtreders W and Bureau SLA. The structure will also incorporate borrowed materials that will be returned to the owners after the event. And so the People's Pavilion will be a test case for involving local residents in the design of the buildings – and hence the city – of the future. Up until DDW/WDE 2017, the building will host community gatherings, public participation rounds, co-creation sessions, lectures and performances, and during WDE it will become the central meeting point.



PLUG



# Creative embassies for the future

**WDE 2017 connects the city, its inhabitants, international creative thinkers and doers, urban innovators, the business community, educational institutions and government bodies. Creative embassies in various domains form the hubs where all lines converge.**

National embassies create connections between countries. Likewise, the temporary 'embassies for the future of the city' that will be established for WDE facilitate connections: between themes, challenges and visions of the design of the future city. These connections will be made through encounters, presentations, lectures, debates, co-creation sessions and exhibitions.

These embassies form the creative brain of WDE. For the programme, WDE is working with design organizations, innovation clusters, cultural institutions, knowledge and educational institutions, cultural entrepreneurs and creative cities. Among them are the City of Eindhoven, Eindhoven365, Design Academy Eindhoven, Eindhoven University of Technology, STRP, Baltan, Province of Noord-Brabant, Southern Agriculture and Horticulture Organization (ZLTO), Brainport Development, Het Nieuwe Instituut, Singularity University, Waag Society, Niet Normaal Foundation. Together with WDE, these parties will endeavour to involve as many international participants and organizations as possible in the discussion.

The embassies currently being prepared focus on the following themes:

**The Embassy of Food**

**The Embassy of Health**

**The Embassy of Urban Transformation**

**The Embassy of Data**

**The Embassy of Climate Action**

**The Embassy of Intimacy**

**The Embassy of Robots**

**The Embassy of Mobility and Energy**

To provoke discussion, concrete design assignments will be formulated, and future scenarios sketched and tested in the creative embassies. And we invite the whole world to make a contribution.

The embassies will not operate in isolation but, rather, establish connections with one another on the strength of the many overlapping themes. The results of the discussions and exchanges at the embassies will generate material to build on in the years after WDE. That makes WDE a catalyst for future innovation.







# You make World Design Event!

Find out more about how you can contribute,  
collaborate or participate via our website  
or get in touch with our team.

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**World Design Event is organized by Dutch Design Foundation**

Dutch Design Foundation is optimistic and believes in the problem-solving abilities of designers for advancing the world. Dutch Design Foundation offers designers opportunities, support, publicity and a platform.

Dutch Design Foundation organises Dutch Design Week and Dutch Design Awards, and is active in the Netherlands and abroad. Throughout the year Dutch Design Foundation organises debates, lectures, exhibitions and meet-ups - putting the best and most promising designers in the spotlights, and introducing their ideas and designs to the world.  
[www.dutchdesignfoundation.com](http://www.dutchdesignfoundation.com).

**Photocredits**

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