

Hot Designs to Cool the World

Sustainable Design Conference 2007

26. October 2007, Design Academy Eindhoven

Organisers:

Design Academy Eindhoven, NL, in co-operation with Dyson, UK

Location:

Auditorium of Design Academy Eindhoven, Eindhoven, The Netherlands
Historical building „De Witte Dame“, the former Philips Light Factory, see
www.designacademy.nl

Participants:

- Clients, Retailers and Employees of Dyson
- Students and Teachers of Design Academy and other schools
- Open to interested Professionals and Public
- Visitors of the Week of Design in Eindhoven

Language:

Official language of the event is English.

Concept:

The earth is getting hotter. Economic- and environmental experts agree that the phenomenon of global warming during the next years will cause severe economic, environmental and social problems for human kind. No serious experts doubt any longer that man made activities, especially the burning of non renewable fossil fuels and emissions of CO₂ due to energy consumption increase and speed up the heating of the planet with all foreseen negative effects.

What and how design can contribute to reduce or even avoid this climate change shall be discussed and explored especially for the field of households and household appliances in this conference. New “cool” concepts will be introduced and discussed.

Program

Friday, 26. October 2007

9:00	Arrival of Participants
9:30	Welcome 1: Lidewij Edelkoort or Anne Mieke Eggenkamp or Ursula Tischner, Sustainable Design at Design Academy Eindhoven
9:45	Welcome 2: James Dyson/ Frank Teunissen, Innovation for a better World, dyson UK/ NL
10:00	Keynote 1: Chris Ryan, University Melbourne Australia, Sustainable Design/ Sustainable Innovation – international developments
10:45	Discussion
11:00	Inspiration 1: Anne Farken, material connexion, Cologne, New and exciting sustainable cradle to cradle materials
11:35	Inspiration 2: Dr. Dirk Geldof, sociologist, author of 'We consumeren ons kapot'. Do we consume ourselves to death? Why eco-design is crucial, but not enough
12:10	Discussion
12:30	Lunch
13:30	Inspiration 3: Ursula Tischner, Design Academy, Sustainable Design against Global Warming, strategies and case studies
14:05	Inspiration 4: The highlights of the Sustainable Design Award presented by the Jury
14:40	Keynote 2: Yoram Krozer, Director Cartesius Institute for Sustainable Innovation, NL, How to make business with Sustainable Innovation
15:15	Final Discussion and Close
15:45	End of Conference, visit of DA Graduation Show

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The rest of the week:

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