



— TOPIC —

HOW MUCH DESIGN CAN WE DIGEST?



DESIGN DEBATES

1

— DATE —

25th October

— TIME —

16.00 – 17.30

— LOCATION —

**Designhuis
Eindhoven**

— PLENARY DISCUSSION WITH —

**Tracy Metz
William Meyers
Liam Young
David Heldt**

— MODERATOR —

Walter Amerika

SAVE A SEAT AT:

**WWW
DESIGNDEBATES
NL**

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www.designdebates.nl

PARTNERS:



ALICE

premsela.org
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DESIGN COOPERATION BRAINPORT

ONO MATO PEE



TheNewStudio

Sustainability, an emerging energy crisis or a better-distributed economy: wicked problems, which do not have a one-answer solution. How can designers contribute? During the Dutch Design Week designers not only present aesthetically appealing, functional or innovative products, but also products for the mind, systems for social innovations and cross disciplinary projects that involve biology or physics. This explorative approach isn't always easy to digest. How does this new design approach coincide with the Dutch Design Week?

On the 25th of October, we will discuss how this new design approach is present at the Dutch Design Week with knowledgeable design thinkers.

A PLENARY DISCUSSION WITH:

Tracy Metz, American by origin, is a journalist and author on urban and spatial issues. She writes for the quality Dutch daily NRC Handelsblad and is an international correspondent for Architectural Record. Tracy is the author of a number of books, often in collaboration with photographers, including FUN! Leisure and Landscape, about the influence of all the things we do in our free time on our surroundings (2002).

William Meyers is writer and researcher at Museum of Modern Art New York and Thames & Hudson and author of Bio-design. Freelance design writing and research for among others: New York Magazine, Metropolis Magazine, Architect's Newspaper, Domus and Pentagram Partners.

Liam Young is an independent urbanist, designer and futurist.

He was named by Blueprint magazine as one of 25 people who will change architecture and design in 2010. He is a founder of the futures think tank Tomorrows Thoughts Today, a group whose projects explore the consequences of fantastic, perverse and speculative architectures and urbanisms. Probing the urban and ecological consequences of emerging technologies Liam also curates events and exhibitions including the annual Thrilling Wonder Stories program and runs the nomadic teaching studio the 'Unknown Fields Division' at various universities throughout Europe and Asia.

David Heldt is owner and editor in chief of connecting the dots magazine that connects all Dutch designers present at international design events and provides in-depth information about the Dutch design scene. Director and founder of Tuttobene that organizes international group presentations for design talents.

Moderator:

Walter Amerika, Head of the Market Department Design Academy Eindhoven.