

## V FORUM DOBREGO DESIGNU (THE 5th GOOD DESIGN FORUM)

6 DECEMBER 2017

DOM TOWAROWY BRACIA JABŁKOWSCY

### FUTURE OF DESIGN

*It is a sure thing – we are to expect a number of changes. Designers look boldly into the future and move away from hackneyed solutions, looking for new directions that would allow them to discover the possibilities that new technologies can offer. However, designers do not bow to trends, as the latter are short-lived and fleeting.*

<b>9.30–10.15</b> LECTURE HALL, 3rd FLOOR <b>Design speeches</b>		
<b>10.30–11.30</b> LECTURE HALL, 3rd FLOOR <b>Opening session</b> <b>A generation of nomads: How to design for the children of mobile culture?</b>		
<b>11.45–13.00</b>		
LECTURE HALL, 3rd FLOOR  <b>The evolution of design. Is our imagination our only limitation?</b>	HALL, 2nd FLOOR  <b>A colourful home.</b> <b>Top colours for 2018</b>	WORKSHOP ROOM, 3rd FLOOR  <b>Design Workshop</b> – workshops for interior designers. Graphic design software for architects and designers Between plagiarism and inspiration. Does law provide architects and designers with tools capable of protecting their ideas effectively?
<b>13.00–13.45 Lunch</b>		
<b>13.45–16.00</b>	<b>13.45–14.45</b>	
LECTURE HALL, 3rd FLOOR  <b>Stylebook 2018 – a series of presentations on trends in interior design</b>	HALL, 2nd FLOOR  <b>Design Starter:</b> How to invest in design using grants? A thematic session of the Polish Agency for Enterprise Development (PARP)	WORKSHOP ROOM, 3rd FLOOR  <b>Design Workshop</b> Design workshops <b>René Hougard</b>
	<b>15.00–16.00</b>	
	HALL, 2nd FLOOR  <b>Workplace stories 2017</b> The latest office design trends	WORKSHOP ROOM, 3rd FLOOR  <b>Re-Design.</b> Towards a sustainable future
<b>16.30</b> LECTURE HALL, 3rd FLOOR		

#### POLSKIE TOWARZYSTWO WSPIERANIA PRZEDSIĘBIORCZOŚCI SA

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## THE GOOD DESIGN 2018 AWARDS GALA

### 9.30–10.15

LECTURE HALL, 3rd FLOOR  
simultaneous interpretation ENG-POL

#### Design speeches

- **How to make 'good design'?**  
**René Hougard**, Designer, Owner, Arde design studio; Collaborator with BoConcept, Denmark
- **Women + Design = women's challenges and achievements in design and architecture**  
**Giovanna Carnevali**, Architect, Director of Architectural Competition Department, Strelka KB; Director of the Mies van der Rohe Foundation in the years 2012–2015, Spain
- **What can design do for the world and its problems?**  
**Pete Kercher**, Ambassador, EIDD Design for All Europe, Italy

### 10.30–11.30

LECTURE HALL, 3rd FLOOR  
simultaneous interpretation ENG-POL

#### A generation of nomads: How to design for the children of mobile culture?

- Who are they? How do they live? What do they love and what do they deem not worth a brass farthing? – What clients are the contemporary nomads?
  - Fashion for nomads – simple, versatile, cheap and such that one can leave it behind with no regrets. A formula for a client
  - Bloggers, Youtubers and influencers – brands' new way of reaching clients
- Persons invited to participate in the discussion (alphabetical list):
- **Giovanna Carnevali**, Architect, Director of Architectural Competition Department, Strelka KB
  - **Jacek Chrzanowski**, Designer, Owner, One One Lab Studio
  - **Magdalena Gruna**, Architect, Lecturer, Vectorworks
  - **René Hougard**, Designer, Owner, Arde design studio
  - **Pete Kercher**, Ambassador, EIDD Design for All Europe, Italy
  - **Robert Majkut**, Interior Designer
  - Moderator: **Tomasz Pałowski**, Designer, TV Host, 'Remont w 48h' ('48h Redecoration') on Domo+

### 11.45–13.00

LECTURE HALL, 3rd FLOOR

#### The evolution of design. Is our imagination our only limitation?

- Innovations are not only about coming up with new ideas and inventing new products, but also about introducing changes that lead to growth and diversity.
- Flexibility, that is, design that adapts to a given environment and end user.
- Personalisation is the future of design. Tailor-made designs as an answer to the changing needs of society and business

#### Ageless Living. Who will you be designing for tomorrow? Presentation of Schattdecor

- **Miłosz Matelski**, Design & Marketing Manager associated with the Schattdecor brand for nine years
- **Joanna Misiun**, Interior Designer

Persons invited to participate in the discussion (alphabetical list):

- **Izabela Banaś**, Project Co-ordinator, Department of Analyses and Strategy, PARP
- **Ewa Gołębiowska**, Director, Cieszyn Castle
- **Wiktoria Lenart**, Designer, Lenart Niemiec design studio
- **Miłosz Matelski**, Design & Marketing Manager associated with the Schattdecor brand for nine years
- **Joanna Misiun**, Interior Designer
- **Dominika J. Rostocka**, Interior Designer, Chairmain, Creative Coop. Architects

- **Nikodem Szpunar**, Designer, Studio Szpunar
- Moderator: **Justyna Łotowska**, Content Editor, Good Design Forum

11.45–13.00

HALL, 2nd FLOOR

**A colourful home. Top colours for 2018**

- White is beautiful and versatile, but how long will it remain fashionable?
- Intense colours. How to use and combine them?
- Special-purpose walls – practical and designer at the same time

Persons invited to participate in the discussion (alphabetical list):

- **Monika Bronikowska**, Interior Designer, HOLA Design
- **Agnieszka Buczkowska-Korlińska**, Architect, Owner, Inter-Arch Architekci
- **Artur Indyka**, Interior Designer; TV Host, 'Meblokcreacje' ('Furniture Creations') on Domo+
- **Dariusz Jędrzejczak**, Head, Sales Department, Mochnik
- **Marcelin Matusiak**, Representative, GfK Polonia; Consumer Survey Expert
- **Maciejka Peszyńska-Drews**, Design Coach, Interior Designer, Autorskie Studio Projektu Qubatura
- **Izabela Żak**, Adviser to Architects, Flügger brand
- Moderator: **Ewa Koziół**, Editor-in-Chief, Dobrze Mieszkaj, **Anna Usakiewicz**, Lead Editor, Dobrze Mieszkaj

11.45–13.00

**WORKSHOP ROOM, 3rd FLOOR**

**Design Workshop** – workshops for interior designers

- Vectorworks – the most versatile software for interior designers and industrial designers  
**Magdalena Gruna**, Architect, Lecturer, Vectorworks

**Design Workshop** – workshops for interior designers

- Between plagiarism and inspiration. Does law provide architects and designers with tools capable of protecting their ideas effectively?  
**Aleksandra Gorzkiewicz**, Attorney-at-Law, JWP Rzecznicy Patentowi (JWP Patent and Trademark Attorneys Poland)

13.45–16.00

LECTURE HALL, 3rd FLOOR

simultaneous interpretation ENG-POL

**Stylebook 2018 – a series of presentations on trends in interior design**

- Creating and making – the importance of these activities in today's digital world. Re-use of materials can help today's throw-away society  
**Jimi Ogden**, Designer, TV Host, 'Rzeczy OdNowa' ('Things ReDone') on HGTV
- **Innovations every day – shower toilet Riva**  
**Michał Szymański**, Chief of central-east region, Roca Polska
- Glass inspirations, or what clients desire  
**Dariusz Jędrzejczak**, Head, Sales Department, Mochnik
- Smart stories. Modern technologies in your home  
**Mikołaj Pertek**, Country Manager, Fibaro
- A tale of a product  
**Agnieszka Gołębiewska**, Marketing Manager, Anwis
- Trends in interior design  
**Tomasz Pągowski**, Designer, TV Host, 'Remont w 48h' ('48h Redecoration') on Domo+
- Paints, wallpapers and fabrics – the colours and trends for 2018  
**Izabela Żak**, Adviser to Architects, Flügger
- Personalised mirrors, that is, modern technologies tailored to needs

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**Agnieszka Golub**, Key Account Manager, Ruke

- Wherever you are, have a home feeling
- Jarosław Lehwark**, Chairman of the Board, BoConcept

### 13.45–14.45

#### **Design Starter: How to invest in design using grants?**

Persons invited to participate in the discussion (alphabetical list):

- **Anna Forin**, Director, Pro-Innovation Services Department, PARP
- **Ewa Gołębiowska**, Director, Cieszyn Castle
- **Monika Leonowicz**, Chief Operating Officer, Szkło Sp. z o.o.
- **Andrzej Śmiałek**, Director, Ergo Design
- Moderator: **Monika Karwat-Bury**, Enterprise Innovation Implementation Department, PARP

### 13.45–14.45

WORKSHOP ROOM, 3rd FLOOR

#### **Design Workshop**

Design workshops will be conducted by **René Hougard**, Designer and Owner of the Arde design studio, Denmark

### 15.00–16.00

HALL, 2nd FLOOR

#### **Workplace stories 2017**

Architects, investors and furnishings manufacturers will present the latest office design trends.

Our experts will provide a recipe for designer space and indicate the furnishings and technologies one can use in order to make an interior original and functional

- Polish industrial design illustrated with an example of a new design – the VANK\_V6 swivel armchair  
**Anna Vonhausen**, Creative Director, VANK

Persons invited to participate in the discussion (alphabetical list):

- **Magdalena Fedorowicz-Boule**, Architect, President of the Management Board, Tremend
- **Jadwiga Husarska-Sobina**, Designer, Husarska Design Studio
- **Anna Irek**, Architect, Partner, Studio Projektowania Wnętrz Komercyjnych MUSU
- **Magdalena Lubińska**, President, Code Design
- **Jakub Wiśniewski**, Architect, Founder, JMW Architekci
- **Anna Vonhausen**, Creative Director, VANK
- Moderator: **Mariusz Golak**, Lead Editor, 'Meble Plus' Magazine

### 15.00–16.00

WORKSHOP ROOM, 3rd FLOOR

#### **Re-Design. Towards a sustainable future**

- Waste is being given a new life. What can be utilised and how much profit can one make on it?
- Upcycled furniture: These designs are already being discussed all over the world, but will they achieve commercial success?
- Recycling: Is it efficient or just impressive? Do Polish manufacturers wish to be eco-friendly?

Persons invited to participate in the discussion (alphabetical list):

- **Daria Burlńska**, Designer, DBWT
- **Hugon Kowalski**, Architect, Co-Creator of the 'Let's talk about garbage' exhibition
- **Bartosz Mucha**, Graphic Artist, Designer, Owner of the Poorex brand
- **Jimi Ogden**, Designer, TV Host, 'Rzeczy OdNowa' ('Things ReDone') on HGTV
- **Patka Smirnow**, Designer, Blogger
- **Maria Szymańska**, Co-Author of the book 'DIY. Żyj pięknie' ('DIY. Live beautifully'), DaWanda.pl

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- Moderator: **Marcin Szczelina**, Co-Creator of the 'Let's talk about garbage' exhibition, ArchitectureSnob.pl

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