

THE DESIGN OF PROSPERITY THE DRIVING FORCES OF OUR PRESENT FUTURE

THE BORÅS SUMMIT
ON THE DESIGN OF CHANGE & INNOVATION

CONFERENCE 7 NOVEMBER 06 ÅHAGA BORÅS SWEDEN

www.thedesignofprosperity.se



BRAND DESIGN
FRAGILE

A PROJECT BY
THE SWEDISH SCHOOL OF TEXTILES
AT THE UNIVERSITY COLLEGE OF BORÅS

A PROJECT BY



HÖGSKOLAN I BORÅS
Institutionen Textilhögskolan

IN PARTNERSHIP WITH



School of Business
Economics and Law
GÖTEBORGS UNIVERSITY

REAL ISE
strategic consultants

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VÄSTRA
GÖTALANDSREGIONEN



CONCEPT

The "Design of Prosperity" Summit is the first of a series of yearly conferences focused on the processes influencing change and innovation and how these may give rise to new patterns of prosperity.

The dream of Modernity that was once the driving force of our affluent western societies is over. It has shifted to the emerging markets of our global economy and has left taunting memories of a longed for past in its wake. This has led to a general atmosphere of disillusionment that is reflected in our saturated markets which, instead of generating sustainable change and innovation, are caught in an endless repetition of an "always different and yet the same" marketing approach generating our over-designed product world, where design is just addressing customers' wishes instead of creating new needs.

There are many indicators showing that since the 1980 's in most European countries economic growth has not added to people's perceived quality of life. Today this widening gap is seriously inhibiting the further development of our western economies and is leading to consumption stagnation. It is therefore high time that new viable paths be sought out that might point the way towards a consumption culture linked to the prospect of a new prosperity.

The purpose of "The Design of Prosperity" conference is primarily to understand the most important driving forces behind the development of our western cultures and take this as a starting point from which to shape our "present future". By involving a unique panel of high-class experts in Economy, Science, Technology, Humanities, Design and Arts, this conference introduces a groundbreaking trans-disciplinary approach to change and innovation in times where market research and customer surveys would seem to preside over creativity. It represents a break with the mechanistic approach of traditional marketing and defines its own cultural model for strategic design, product development and market communication.

"The Design of Prosperity" project is marked by new modes of cooperation between the academic, the cultural and business communities that have the potential to set the parameters for a new and sustainable culture of consumption.

AUDIENCE

Business and cultural leaders, policy makers, designers, artists, new media specialists, media people, opinion leaders, scholars, students, citizens.

PROGRAM

08.00 REGISTRATION

09.00 WELCOME WORDS

LENA NORDHOLM, Rector of the University College of Borås

RONALD PEDERSEN, Dean of The Swedish School of Textiles

ROLF WOLFF, Dean of the School of Business and Law Göteborg University

09:20 THE MODERNITY DREAM (video-clip)

09:25 THE DESIGN OF PROSPERITY

"After Value for Money and Value for Time the third design and marketing challenge today is Value for Sense"

SIMONETTA CARBONARO, Italy/Germany
the inventive design management & humanistic marketing expert who forecasts the directions consumer culture is moving in by analyzing broad socio-cultural patterns

09:55 RETHINKING HUMANITY'S FUTURE
THE END OF THE AMERICAN DREAM AND THE BEGINNING OF A NEW ENERGY ERA

"While the fossil-fuel era is entering its sunset century, and a new energy regime is being born, Europe has become a giant laboratory for rethinking humanity's future"

JEREMY RIFKIN, USA
the president of the Foundation on Economic Trends, adviser to European heads of state, the European Commission and Europe's leading companies

10:55 BREAK

11:10 THE DESIGN OF PROSPERITY: BEAUTY, HAPPINESS AND HOPE

"People need to believe that things can improve, that their life can take a turn for the better. Can we design such hope and keep it alive?"

JOE FRIGGIERI, Malta
beside being professor of Philosophy and Head of the Philosophy Department at the University of Malta, he is a poet, playwright and theatre director

11:30 DESIGN WITH SOUL AND SOCIAL LINK
“Evoking the need for change, poetically prefiguring reality and suggesting alternative lifestyles”

LUCY ORTA, France/UK
one of the most unusual artists working today, she combines innovative, striking and thought-provoking design ideas with a strong sense of social responsibility

12:15 LUNCH-BREAK

13:15 CONNECTING INTELLIGENCE: TO DESIGN AND IMPLEMENT PROSPERITY
“My sole ambition is to predict the present: new rules are playing into the economy of networks”

DERRICK DE KERCKHOVE, Canada
a pioneer and futurist, the McLuhan successor who has investigated the effects of innovative technology on human communication for almost 25 years now

14:00 POWER LAWS OF INNOVATION
“What is the ‘why’ of innovation? What is the ‘how’ of design?”

JOHN THACKARA, The Netherlands
the cutting-edge design guru of ‘Doors of Perception’ conference and the business provocateur of the bestseller ‘In the Bubble’

14:45 ARRANGING THINGS (video-clip)
“After the time of radical Design, simply comes the time of Art”

NATHALIE DU PASQUIER, France/Italy
one of the founders of the radical design Memphis group who shifted from object design to painting the hidden marvels of the things of every day life

14:50 BREAK

15:05 DIGNITY: WHO DO YOU WEAR? (video-clip)

a photography research project made by students of The Swedish School of Textiles, and the Mid Sweden University

15:10 PEOPLE TREE, FAIR TRADE AND FASHION DESIGN: THE AESTHETICS OF ETHICS
“Ecological products don’t need to look boring, nor ugly”

SAFIA MINNEY, UK/Japan
the founder of Fair Trade company and People Tree fashion brand, voted one of the world’s most ‘Outstanding Social Entrepreneurs’, a title awarded by the Schwab Foundation

15:40 CREATIVITY IS THE RISK AND OPPORTUNITY OF THE REAL PRESENT
“Creativity demands a state of non-control, of boundless courage and that is why conformism is creativity’s worst enemy”

OLIVIERO TOSCANI, Italy
the famous photographer who built ‘United Colors of Benetton’ that was to become one of the world’s most recognized brand

16:40 BEYOND PROSPERITY (video-interview)
“Not Happiness nor Wealth, but Joy and Beauty are two aspirations that people are seeking the most”

RAIMON PANIKKAR, Spain
co-director of the Parliament of the World’s Religions, one of the most prominent proponents of inter-religious dialogue

16:50 PODIUM DISCUSSION
between the conference speakers and a panel of business leaders, policy makers and other special guests with the moderation of

CHRISTIAN VOTAVA, Germany
partner of Realise, and one of the most innovative marketing and management strategist

17:45 THE END...OF THE CONFERENCE-DAY

SEE YOU IN SEPTEMBER 2007

THE SWEDISH SCHOOL OF TEXTILES

The Swedish School of Textiles is today Sweden's leading institution for research, development and education in the field of textiles. This goal has been achieved through a determined and concentrated initiative that began to take shape many years ago. Expectations were very high – the aim was to become Europe's leading institute in this field; an aim that today has become reality.

The field of textiles is extremely broad, and the range of activities offered by the Swedish School of Textiles proves the point. Many of our professors, lecturers, and senior lecturers are internationally established scientists and well-known in their respective fields. Research and education are carried out in design and technology, handcrafts, management and trade, all revolving around textiles. While assuring that all researchers maintain their high research status in their particular field, in recent times big steps have been taken to integrate the various research profiles.

Facts: The Swedish School of Textiles is one of six departments at the University College of Borås (UCB). In total, UCB is attended by 11.500 students. UCB applied for university status in 2007, with the primary intent of becoming the nation's first vocational university. All research at the Swedish School of Textiles is carried out in close collaboration with the business community, the industry, trade and retailing companies, and this is something the School is very proud of.

FREE ADMITTANCE FOR REGISTERED GUESTS

SEATING IS LIMITED

Changes of the program might occur

Registration before October 15, 2006 at
www.thedesignofprosperity.se

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