

Dear ICSID members and colleagues,

Thank you very much for your positive feedback and the large response to ICSID education survey. As promised in our first edition, we will improve the e-newsletter step by step. In this issue you will find new categories: Spotlight, Industry News and Special Event Report.

Please forward this issue to your valued members and clients who you think would welcome this information.

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Editorial

ICSID plans to empower Women in Design.

Today, one quarter to a third of businesses worldwide are owned by women. Women also increasingly serve as presidents, CEOs and chief designers in leading corporations. ICSID recognizes this global trend, and is forming the Women in Design Initiative to help our members and stakeholders meet the challenges of the new global economy.

At the ICSID Board Meeting in January, 2004, our board member Adrienne Viljoen proposed the creation of a unique global program to support Women in Design. The ICSID Board was unanimous in approving her proposal. ICSID President Luigi Ferrara wanted this project to also encourage more women to start thinking about joining the ICSID Board of Directors.

ICSID will launch our Women in Design initiative with a unique brainstorming meeting where a small group of women will meet and begin to form the foundation to help make this idea a reality. This meeting of global designers will take place in Milan on April 16, 2004. We invite all our members to participate in the ICSID Women in Design Initiative by sharing your stories, experiences, and the lessons you have learned and tools identified to help women along the way by writing to us at office@icsid.org.

I look forward to sharing news from the Women in Design Event and the ICSID Executive Board meeting with you in our next issue of ICSID E-News.

Best regards,

Dilki de Silva
Secretary General, ICSID

Highlight

Intellectual Property Day on April 26, 2004

Organized by WIPO

The theme of World Intellectual Property Day 2004 will be "Encouraging Creativity". Material such as posters and leaflet are available on WIPO web site. Special events are organized for this day by the member states.

<http://www.wipo.int>

India

The National Institute of Design plans to organize a half-day workshop in Ahmedabad, Gujarat, with industrialists from small- and medium-sized enterprises. The aim of the workshop is to show the role of intellectual property rights in transforming innovative technology and ideas into market successes, and to enable participants to use those rights as a business tool. The workshop will provide suitable material in the regional language.

<http://www.nid.edu>

Indonesia

The Directorate General of Intellectual Property Rights (DGIPR) will be conducting a series of activities on the theme of "The Empowerment of the DGIPR's Role in Supporting the National Economy Through the Effective Protection of Industrial Designs." A selection of the best Indonesian Industrial Design and National Roving Seminars will be held on April 26-27, 2004 in Jakarta, and on April 29-30 in Surabaya.

<http://www.dgipr.go.id>

Accession of the European Community to the Hague Agreement concerning the International Deposit of Industrial Designs

A consultation paper on the accession of the European Community to the Hague Agreement Concerning the International Deposit of Industrial Designs (Geneva Act, entered into force in December 2003) is now available on the Internet. The aim of this document is to elicit the views and comments of the interested parties on the legal, practical and economic impact of the possible accession of the European Community.

Participation are welcome until April 30, 2004.

http://europa.eu.int/comm/internal_market/en/indprop/design/2004-consult.htm

Spotlight

Design skills are becoming an important business tool

Is Design becoming a key skill for our future decision-makers? The Harvard Business Review in its look at breakthrough business ideas for 2004, suggests that the MFA - Master of Fine Arts degree - has become the new MBA, essential currency for a business career. "We are on the cusp of a design revolution in business" writes Dean Roger Martin, Rotman School of Management, Canada. "Competing is no longer about creating dominance in scale-intensive industries, it's about producing elegant, refined products and services in imagination-intensive industries. As a result, business people don't just need to understand designers better - they need to become designers".

Read more in the Winter issue of Rotman Management - the magazine of the Rotman School of Management, University of Toronto:

http://www.rotman.utoronto.ca/pdf/rotman_mgmt_winter03.pdf

Industry News

IDSA announces partnership with EPA

The US Environmental Protection Agency (EPA) Design for Environment Program (DfE) announced a three-year partnership with ICSID member IDSA (Industrial Designers Society of America) to effectively address the industrial field's urgent need for relevant and usable environmental information, education and encouragement.

<http://www.idsa.org>

Alias intends to join the Sony Computer Entertainment Inc. PSP Tools & Middleware Program

ICSID member Alias, a Silicon Graphics Inc. (NYSE: SGI) company, stated on March 22nd its intention to join the Sony Computer Entertainment Inc. PSP Tools and Middleware Program when it is announced. Alias® will, upon joining, work with game developers creating launch titles for PSP.

<http://www.alias.com>

Special Event Report

Philips excellence in design rewarded with 4 iF Design Awards 2004

On 18 March 2004 Philips received 4 iF Design Awards 2004 in the Products Design Category: 190B4 LCD Monitor, City Line II (vacuum cleaner), DVD 590 and Philishave Micro+ 40 Series (Shavers). The awards were presented during the official awards ceremony in Hanover, Germany. The awarded products will be on display in the iF exhibition in Hanover from 18 March until end of September 2004.

<http://www.ifdesign.de>

The winners of the *Celebration of Cities* international consultation are announced

The international jury for the *Celebration of Cities* international consultation met in Paris on March 16 - 18, 2004. 29 countries all over the world participated in the international consultation organized by UIA (International Union of Architects) and supported by UNESCO. In the architect category, the Grand Prize was awarded to Maurizio Marzi, Giorgio Morini, Marcello Ganassini, Francesca Scianna, Yewande A. Omotoso (Italy). In the student category, the grand prize went to Francesca Puddu and Cinzia Pucciarelli (Italy).

<http://www.uia-architectes.org>

Upcoming events

Danubius Design

April 15-17, 2004

Calarasi, Romania

Endorsed by ICSID

First Euroregional Design Conference on "Integration and identity"

Organized by Calarasi Regional Council, Romanian Artist's Union, Design Department, Bucharest and the National University of Arts, Bucharest

For further information, see the ICSID web calendar:

<http://www.icsid.org>

Fifth International Symposium on Tools and Methods of Competitive Engineering

April 12-16, 2004

Lausanne, Switzerland

Organized by Delft University of Technology and Ecole Polytechnique Federale, Lausanne, Switzerland

<http://dutoce.io.tudelft.nl/~jouke/tmce2004>

Salone Internazionale del Mobile 2004

April 14-19, 2004

Milan, Italy

Organized by COSMIT

<http://www.cosmit.it>

International Conference on Design

Mai 13-14, 2004

Venice, Italy

Jointly organized by WIPO, the Italian Ministry of Productive Activities and the City of Venice

betty.berendson@wipo.int

No Vitrines, No Museums, No Artists. Just a Lot of People

15.04.2004 (deadline for applications)

Mai 18-23, 2004

Milan, Italy

Organized by the Domus Academy

The workshop proposes the investigation of different forms of interaction, together with an artist who has adopted as personal language the ephemeral dimension of the event, through which he tries to break the borders between the several institutions of the world of art in order to obtain an open ground for creation.

<http://www.domusacademy.it>

Designing Designers 04

April 17, 2004

Milan, Italy

International Convention of University Courses in Design - 5th edition, promoted by the Facoltà del Design, Politecnico di Milano in collaboration with Federlegno-Arredo, organized by Fondazione e Cosmit Eventi under the patronage of Fondazione ADI on the occasion of the Salone Internazionale del Mobile 2004.

<http://www.design.polimi.it>

ICOGRADA Design Week

April 23-30, 2004

Sao Paulo, Brazil

Experience the 7th ADG Biennial Exhibition and the remarkable Memorial da America Latina. Celebrate World Graphics Day in unforgettable style. Meet and mix with designers from the Americas and around the world. Register early and receive discounts to the Icograda Student Workshop, 'Design in Latin America' Seminar and 'Fronteiras' Conference.

<http://www.icograda.org/web/news.shtml>

CHI2004 - ICSID FORUM

April 25-26, 2004

Vienna, Austria

ACM SIGCHI (Special Interest Group on Computer Human Interaction) and ICSID (International Council of Societies of Industrial Design) announce an inaugural FORUM to forge new ties between designers of interactive systems, product designers, and related professionals. We anticipate a stimulating two-day discussion with invited speakers, hands-on design exercises and case studies.

<http://www.CHI2004/ICSIDForum.org>

Design and Business Catalyst - Award 2004

April 29, 2004 (deadline for entries)

United States of America

Organized by the Industrial Designers Society of America, IDSA

Open to any gold, silver or bronze Industrial Design Excellence award (IDEA) winner from 1999, 2000 or 2001.

<http://www.idsa.org>

iF communication design award 2004

April 30, 2004 (deadline for entries)

Hannover, Germany

Side by side with the best known iF product design award the iF communication design award will be the completion for companies and designers being oriented towards international markets and competitions.

<http://www.ifdesign.de>

Cumulus Spark Design and Locality Conference

Mai 05-06, 2004

Oslo, Norway

Organized by CUMULUS in collaboration with Doors of Perception and Oslo School of Architecture

<http://www.uiah.fi/cumulus>

Cumulus Design and Entrepreneurship conference

Mai 06-08, 2004

Oslo, Norway

Organized by CUMULUS in collaboration with Oslo School of Architecture and Oslo National College of Arts (ONCA) Departments of Design and Visual Arts

<http://www.uiah.fi/cumulus>

Joseph Binder Award 2004 Graphic Design & Illustration

May 7, 2004 (deadline for entries)

Vienna, Austria

Organized by Design Austria

Entries may be submitted in the following categories: Corporate Design, Communication Design, Information Design, Poster Design, Editorial Design, Typography, Packaging and Illustration. A special category, Design Fiction, has been introduced for unpublished works and independent projects

<http://www.designaustria.at>

digifest 2004: On The Move

Mai 13-16, 2004

Toronto, Canada

The Design Exchange (DX), in partnership with Harbourfront Centre and the Ontario Science Centre, is pleased to announce digifest 2004: on the move, Canada's largest digital culture festival. This year we explore the theme on the move with over 25 innovative presenters and installations.

<http://www.dx.org/digifest>

Workshop: The Listening Eye

Mai 15, 2004 (Deadline for applications)

June 15-20, 2004

Milan, Italy

Organized by the Domus Academy

Artist: Christian Marclay

This workshop is aimed at exploring the relation between sound and image, listening and viewing, with an artist internationally known both as musician and as visual artist.

<http://www.domusacademy.it>

International Workshop on Design Support

Mai 25-26, 2004

Cardiff, United Kingdom

Endorsed by ICSID

Organized by Design Wales

Cardiff, United Kingdom

In 2004, Design Wales completes 10 years of activities and will promote this International Workshop to discuss practices in facilitating design within small companies.

<http://www.iwds.org>

Red Dot Award - Communication Design 2004

June 18, 2004 (deadline for entries)

Early Bird: April 7, 2004

Essen, Germany

Organized by the Design Zentrum Nordrhein Westfalen

Design competition for international communication design

<http://www.red-dot.de>

CORAM Sustainable Design Award 2004,

June 30, 2004 (deadline for entries)

The Netherlands

Endorsed by ICSID

Theme: Sustainable bathing: the eco-shower

<http://www.coramdesignaward.nl>

International Travel Souvenir Design Competition 2005

September 15, 2004 (deadline for entries)

Korea

Endorsed by ICSID

Organized by the Gyeonggi Tourism Organization

This first competition aims to discover excellence in designs and promoting these designs for tourism and cultural products. Designers from around the world are invited to participate in the competition, which will lead to the improvement of the quality and competitiveness of travel souvenirs.

<http://www.souvenircompe.com>

Central-Eastern European Regional Meeting

October 21-22, 2004

Budapest, Hungary

Endorsed by ICSID

Organized by the Hungarian Design Center

The Hungarian Design Council proposes a regional meeting as part of the Design Week event surrounding the 25th anniversary of the Hungarian Design Awards, for Central and Eastern European countries. The aim of the regional meeting is to initiate an informal, strong cooperation among the regional organisations.

<http://www.mft.hu>

7th International Ceramics Competition Mino

October 31, 2004 (deadline for entries)

Japan

Endorsed by ICSID

The ceramics industry has recently seen the entry of new materials and techniques into the field, along with continuing advances in the creation of a world without borders. Together, these are expected to create new parameters for the industry. With expectations of even more unique artistic endeavours, entries will open new horizons.

<http://www.icfmino.com>

BraunPrize 2005

January 31, 2005 (deadline for entries)

Germany

Endorsed by ICSID

Braun GmbH once again invites young industrial designers to enter the biennial BraunPrize competition which begins in March 2004. Participants are free to choose any subject for their product concepts.

BraunPrize has always been entirely independent of the Braun product range and is not restricted to products from the consumer goods sector.

<http://www.braunprize.com>

9th International Bicycle Design Competition

March 4, 2005 (deadline for entries)

Taiwan, R.O.C.

Endorsed by ICSID

<http://design.runride.com>

Other events in the ICSID web design calendar: <http://www.icsid.org>

This is a new step in ICSID's transformation to serve you better. We would like to build this into a comprehensive international design News letter. If you have any ideas to help us build a great news letter please let us know via office@icsid.org, or you would like to be removed from the e-letter list, or prefer a printed news bullet please let us know via e-mail to office@icsid.org.
