

# ICSID

***e-news 3/04***

**Dear ICSID members and colleagues,**

At ICSID we are thrilled. All the feed back for our e-news sounds great! ICSID news is now available on the web: <http://www.icsid.org>. We hope you will take the time to forward this issue to all your members and key clients who can also enjoy ICSID e-news.

## **IN THIS ISSUE:**

### **Editorial**

**The future for ICSID and our Members look very bright**

### **Highlight**

**The European Enlargement**

### **Spotlight**

**Design as the differentiating point in car industry**

### **Industry News**

**Toyota's Lexus New Design Direction**

**Poggenpohl becomes a new member of ICSID**

### **Special Event Report**

**Masisa Design Contest**

**red dot award as design innovation indicator**

### **Upcoming events**

**Calendar of ICSID member events and endorsed events**

---

## **Editorial**

For years, ICSID has worked hard to build our brand. For present President Luigi Ferrara and the ICSID board, the challenge was to find a way to refresh this great brand name to meet the needs of the new economy.

The challenge for me as the new Secretary General was appreciating that we can't do everything at once and making some strategic choices. The hard work by the ICSID Board at our last meeting provided me the foundation to align the organization around a common vision for the future.

At the April Board Meeting in Milan, the board of directors reviewed our early steps as a transformed organization and made key decisions to support the work in progress. The momentum to improve and re-position our services while enhancing ICSID's global reputation has only begun.

The future for ICSID and our members look very bright. We are working on

many projects which include – IDA (International Design Alliance), Education Network, Women in Design Initiative, era '05 Congress and, improved services for members and other stake holders. E-news will cover our work in progress and new developments in the issues ahead. We are also up-dating our web site regularly and re-designing it to serve you better. Please visit us at <http://www.icsid.org>

No matter how important ICSID is as a global design voice, we will never lose our focus on serving our members. As we become stronger and better at serving you, we are also encouraging new members and endorsements. For ICSID to grow and our services and member net-work to spread, we need to hear from you, your members and your colleagues. Please email us at [office@icsid.org](mailto:office@icsid.org) and tell us how ICSID can serve you better.

Best regards,

Dilki de Silva  
Secretary General, ICSID

---

## Highlight

### **The European Enlargement: 10 new countries enter the EU.**

On May 1st, 2004, ten new countries from Central and Eastern Europe have become members of the European Union. We would like to seize the opportunity of this major event to present you our members from the new EU countries. For more information about the enlargement, you can visit the European Commission web site.

[http://europa.eu.int/pol/enlarg/index\\_en.htm](http://europa.eu.int/pol/enlarg/index_en.htm)

### **Czech Republic**

**Design Centrum of the Czech Republic**

<http://www.designcentrum.cz>

### **Estonia**

**Estonian Association of Designers**

<http://www.edl.ee>

**Innovation Centre of Estonian Academy of Arts**

<http://www.artun.ee>

### **Hungary**

**Association of Hungarian Fine Artists**

**Hungarian Design Council**

<http://www.mft.hu>

**The University of West Hungary**

<http://www.nyme.hu>

### **Latvia**

**Latvian Designers' Society**

<http://www.iclub.lv/pages/lds/>

### **Poland**

## **Stow. Projektantów Form Przemysłowych**

<http://www.spfp.diz.pl>

## **Slovakia**

**Slovak Design Centre**

<http://www.sdc.sk>

## **Slovenia**

**Designers' Society of Slovenia**

**Biennial of Industrial Design**

**Information and Documentation Centre for Design**

<http://www.gzs.si>

## **ENDORSED EVENTS**

### **Danubius Design**

From 15th to 17th April 2004, participants from Romania, Bulgaria, Serbia & Montenegro, Hungary, Moldova, Germany and Russia, met to discuss collaborative opportunities and build a "Danubius design" region. Designers, Design Promotional Institutions, Design educators, Art craftsmen from Danube countries prepared the "Danubius design motion", recognizing the need to join efforts to promote design in the region. Aiming to strengthen interaction among designers in the region, the participants decided a series of actions and are planning a second conference within next year.

<http://www.danubiusdesign.net>

### **Central-Eastern European Regional Meeting**

**October 21-22, 2004**

**Budapest, Hungary**

**Endorsed by ICSID**

Organized by the Hungarian Design Council

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>

---

## **Spotlight**

### **Design as the differentiating point in car industry**

"Design is the No.1 selling point these days", asserts James Kelly, professor of transportation design at the Pforzheim University of Applied Science in Germany, in a recent article of Business Week on "Designer Cars"(1). Auto industry giants are struggling to get star designers and invest millions in high-tech design centers. With innovative design as the differentiating point between almost equally functional cars, designers can now sit in the board room in top management positions.

Design to conquer the heart of customers: this might especially open new doors to Women designers. Let's just have a look on the new YCC "Your concept Car" from Volvo, entirely developed by Women for Women. "While

this is the first car design managed by women, females have been making inroads into the upper echelons of the auto industry", said Karl Brauer, editor in chief of automotive publisher Edmunds.com in Wired News (2). "Many auto makers now have female engineers and executives."

Are we going reach the point to which, as says Mr. Lutz, Director for Product Development by General Motors in an article of the College Journal from the Wall Street Journal, you put the name of its designer on a car?

Read more:

(1) "Designer cars: From Munich to Tokyo, hot designers are driving sales more than ever. Who are they? Who's got the right stuff?"

[http://www.businessweek.com/magazine/content/04\\_07/b3870014.htm](http://www.businessweek.com/magazine/content/04_07/b3870014.htm)

(2) "Women drive changes in Car Design"

<http://www.wired.com/news/autotech/0,2554,62991,00.html>

(3) "Car designers arrive in the spotlight"

<http://www.collegejournal.com/salarydata/engineering/20020116-zaun.html>

---

## Industry News

### **Poggenpohl becomes a new member of ICSID**

On April 17th, Poggenpohl, the German Kitchen manufacturer, became officially a corporate member of ICSID. The board members were then invited to visit the Poggenpohl show room and meet the chief designer and experience the Poggenpohl kitchen experience. We were graciously received by Mr. Elmar Duffner, Managing Director of Poggenpohl.

See picture in ICSID NEWS <http://www.icsid.org>

<http://www.poggenpohl.de>

### **Toyota's Lexus New Design Direction**

Lexus introduced its third new concept design within a year when it unveiled the LF-C luxury sports coupe concept car at the New York International Auto Show on April 8, 2004. The LF series of concept vehicles is designed to define and launch an entirely new direction in styling for the Lexus brand. The LF-C provides a hint of the direction Lexus is considering for the next generation IS 300 sports car.

The surprise is provided by stylists from the Calty Design Research Center in the form of a 4-position retractable hardtop in the LF-C. The unique hardtop design allows the car to transform itself at the touch of a button from a coupe to a convertible, to a targa or to a speedster, depending on the driver's mood. The powered top stows neatly into the trunk through a surprisingly minimal rear-deck opening.

<http://www.toyota.com/about/news/product/2004/04/08-1-lexautoshow.html>

---

## Special Event Report

### **Peruvian Student wins International Final of the Masisa Design Competition for Students**

Chair S, designed by Giuliana Rebagliati from Ricardo Palma University in Peru won the Masisa Design Competition, which final stage was held in Milan during the "Salone del Móbile". "The project started from the idea of creating a small easy chair with the least number of pieces, summarizing its

functions in a piece of furniture with sculptural forms. The body, manufactured with MDF panels, offers continuity, dynamism and movement to the design, while the secondary elements, made of stainless steel, give an structural balance to the chair", said Giuliana. More than 800 projects from Argentina, Brazil, Chile, Ecuador Mexico and Peru were presented to participate in this event, organized by Masisa, a leading wood panel producer in Latin America.

Read more in ICSID NEWS <http://www.icsid.org>

### **Red dot award as design innovation indicator**

High-quality design increasingly develops into an innovation driver of industry and becomes a more and more important business factor for medium-sized businesses. That is the result of a recent analysis of the red dot award: product design 2004. The results are based on the competition, one of the most renowned international competitions of innovative design.

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

---

## **Upcoming events**

### **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>

### **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.

ICSID will be represented by Dr. Koshy, from the National Institute of Design, India.

<http://www.wipo.int/meetings/2004/venice/en/index.html>

**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>

**No Vitrines, No Museums, No Artists. Just A Lot of People**

**Mai 18-23, 2004**

**Milan, Italy**

Organized by the Domus Academy

Artist: Rirkrit Tiravanija

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>

**Hotel Design: new aesthetics for the accommodation industry**

**May 24, 2004 (deadline for applications)**

**June 07-18, 2004**

**Milan, Italy**

Organized by the Domus Academy

Workshop with Piero Lissoni - Lissoni Associati, director of the course:

Antonella Dedini

In the short course "Hotel Design", various Italian designers, hotel managers, real estate agents and financial experts will offer a painstaking analysis on the international demand for successful hotels.

<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. The participants will find an opportunity to learn of international initiatives, to establish contacts and to share experience of people who are operating in the same field and therefore facing similar

challenges. It is expected to be an event of knowledge sharing and networking for people interested in how to support design within SMEs and how to make this activity valuable for countries' economic and social development.

<http://www.iwds.org>

**Symposium "Senior-oriented Design" at the red dot design museum**

**May 28, 2004**

**Essen, Germany**

Prospective Sector Senior-oriented Design

On May 28, 2004, the symposium titled "Senior-oriented design and marketing in North Rhine Westphalia" will take place at the red dot design museum. Within the framework of the state initiative "Seniorenwirtschaft NRW", this symposium is organized in cooperation with the Ministry for Health, Social Issues, Women and Family of North Rhine Westphalia, the association of the international chamber of commerce in NRW, the "Handwerkstag" of NRW and the Design Zentrum Nordrhein Westfalen.

<http://www.red-dot.de> (news - exhibitions and events)

**BIO 19 - 19th Biennial of Industrial Design**

**May 31, 2004 (deadline for Slovenian entrants)**

**June 15, 2004 (deadline for foreign entrants)**

**Ljubljana, Slovenia**

The Nineteenth Biennial of Industrial Design - BIO 19 will be a comparative exhibition of well designed Slovenian and foreign industrial products. The practical organization is undertaken by the BIO Secretariat under the auspices of the Architectural Museum of Ljubljana in co-operation with Designers Society of Slovenia DOS. The BIO Organizing Committee composed of representatives from the Ljubljana Town Community, the Slovenian Chamber of Commerce and the Ministry of Culture decides on all essential elements of the exhibition, except judging.

[bio@aml.si](mailto:bio@aml.si)

**16th International Brand Design Conference "Pushing Beyond: Brand New, Brand Stories, & Brand Myths"**

**June 2-4, 2004**

**Vancouver, Canada**

Organized by DMI

This conference will challenge the status quo to push beyond preconceived notions of what brands are and how design shapes these notions. Leading branding luminaries from the fields of design, journalism, culture, and marketing will examine our concept of brands and the roles we play in their creation, their rise to mythic or monolithic proportion, or perhaps their demise.

<http://www.dmi.org/vancouver>

**Red dot award- Product Design**

**July 5, 2004**

**Essen Germany**

The award ceremony with its festive presentation of prizes in the Essen Aalto Theatre and its special exhibition in the red dot design museum will take place on 5 July 2004. Numerous important design figures and entrepreneurs from all over the world will come together again and honour the best of industrial design at this culturally significant occasion. The prize-winning works will be exhibited in the "Design Innovations 2004 - red dot award:

product design" special exhibition in the Essen red dot design museum from 6 July to 8 August 2004. The red dot design museum houses the largest permanent exhibition of contemporary design world-wide.

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

### **Golden Bee 6: Moscow International Biennale of Graphic Design**

**June 15, 2004 (deadline for entries)**

**Moscow, Russian Federation**

Organized by the Academy of Graphic Design, the Art Moscow Regional Public Foundation for Arts Projects Support, the Golden Bee Association, the Higher Academic School of Graphic Design, the Expo-Park Exhibition Project Company, the Moscow Art College of Applied Arts, and the Society of Designers International Association (ICSID Member).

<http://www.goldenbee.design.ru>

### **Red dot award - Communication Design 2004**

**June 18, 2004 (deadline for entries)**

**Essen, Germany**

Organized by the Design Zentrum Nordrhein Westfalen

Design competition for international communication design. For the first time, the jury of the red dot award: communication design 2004 will present the special award "red dot: digital media". It will be awarded to the best work among all participants of the competition in the digital media sector. Works from the field multimedia like web sites, CD-ROMs as well as computer-graphics and -animation, trailers and spots belong to accepted registrations in this sector. With this special award, the red dot design award pays tribute to a trend that has become increasingly clear over the past few years. A special way of electronic design in digital media with independent tasks and tools and specific aesthetics has become a noticeable force alongside the established media.

<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>

### **8th Design Meeting "For a more Human Design"**

**July 05-09, 2004**

**Havana City, Cuba**

Organized by ONDI

With a view to propitiate the space for exchange, reflection and dialogue amongst professionals, students and friends from all over the world, facing the new challenges of a more humanistic approach to design, the National Office for Industrial Design (ONDI) convenes to participate in the 8th Design Meeting in Havana City, to be held on July 6th, 7th, 8th and 9th, 2004, as part of the activities to celebrate the XXth Anniversary of the Higher Institute of Industrial Design (ISDI).

See the ICSID web calendar <http://www.icsid.org> or contact Carmen Zarragoitia Tejada [8encuentro@ondi.cu](mailto:8encuentro@ondi.cu)

### **9th International Bicycle Design Competition**

**August 15, 2004 (deadline for registration)**

### **Taiwan, R.O.C.**

#### **Endorsed by ICSID**

The Cycling & Health Tech Industry R&D Center (CHC, formally named the TBIRD) is organizing the 9th International Bicycle Design Competition (IBDC) and invites entries. Twenty-four finalists will be selected and notified by September 15, 2004. These twenty four submit their final work (a small-scale model) by December 20, 2004. Final results will be announced on March 4, 2005, the first day of the 2005 Taipei International Cycle Show.

<http://design.runride.com>

### **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 Council

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 organizations.

<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 endeavors, 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. The 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>

**ICSID-ICOGRADA-IFI Joint Congress and General Assemblies - Era  
05**

**Congress: September 25-28, 2004**

**General Assemblies: September 29-30, 2004**

**Organized by the Nordic Countries**

**Copenhagen, Denmark**

<http://www.era05.com>

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

---

**Would you like to publish your news & events in the ICSID e-  
newsletter?**

The ICSID e-newsletter is an exclusive member service. We welcome member announcements and ICSID endorsed event news and up-dates. Just send an e-mail to [office@icsid.org](mailto:office@icsid.org). Given the large number of requests we receive, we will not be able to publish all your requests. However we look forward to working with our members to make the ICSID e-news the most useful and provocative design industry news.

**Would you like to become an ICSID member?**

If you are not an ICSID member yet and would like to benefit from ICSID e-newsletter announcements and other ICSID services, we invite you to contact the ICSID office for more information at [office@icsid.org](mailto:office@icsid.org).

**Would you like to learn about ICSID endorsements?**

If you are planning local, national or international events targeting the design industry in general or the industrial design industry in particular, ICSID endorsement is your ticket to attracting your target audience. We can help you market your event, learn from the best practices of other ICSID endorsed events whose event planning models and success are worth learning from. Please contact the ICSID office for more information at [office@icsid.org](mailto:office@icsid.org).

---

The e-newsletter is a new step in ICSID's transformation to serve you better. If you have any ideas to help us build a great news letter please let us know. However, if you would like to be removed from the e-letter list, or prefer a printed news letter please let us know via e-mail to [office@icsid.org](mailto:office@icsid.org).