

Dear ICSID members and colleagues,

Welcome to the first issue of ICSID e-news. As announced at the end of 2003, we plan to replace the printed version of ICSID news with this electronic news, providing you with more frequent and up to date information in an interactive format. However, this is only the first step.

We know that almost everyone receives more e-mails than necessary and that all too often the content is lacking. In response we are exploring ways of making the ICSID e-news a must read source for industrial design events and organizations around the world. Our goal is to better serve our diverse member organizations, your members and constituents. We will also be introducing a more content rich web site as well as other initiatives to make ICSID the window into the global and local world of industrial design. We solicit your inputs and suggestions in this endeavor and encourage you to be on the lookout for our new format and content in future months.

Luigi Ferrara  
President, ICSID

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## Editorial

### Serving our members is key to ICSID's new vision

The newly elected board agreed at its January Board Meeting that ICSID must encourage dialogue with our members. Luigi Ferrara and the board members established a work plan to move ICSID forward with a clear focus - Design education and Professional activities. The projects launched by the board aim to improve global appreciation and use of design as an education and business tool. A strong focus will therefore also be given to corporate participation in ICSID, with projects including regular meetings and conferences of corporate chief designers from all over the world. The new projects include a World Education Network, a World Design Report and a World Design Charter.

*World Educational Network:* This project will develop the criteria for an international ranking of design curricula and comprehensive information resources on design education worldwide for both education institutions and the larger public. [Please participate in the education survey below.](#)

*World Design Report:* With this unique publication, ICSID will offer the world design community a reference book on the national and regional best practices.

*World Design Charter:* ICSID will invite a think-tank of major designers and scientists to pool their brain power and know-how on the role and importance of design and gather it in a milestone publication. This publication will be a declaration of fundamental principles of using design to build a global society in the 21st century.

We hope to improve this first edition of ICSID e-news to serve you better by meeting your needs. Your comments, feedback and ideas will be a great asset during this process to make this new venture a great success.

Please contact us via e-mail: [office@icsid.org](mailto:office@icsid.org).

Best regards,

Dilki de Silva  
ICSID Secretary General

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## Education Survey

This survey aims to support the World Educational Network Project.

Help identify the best design schools in the world: Send us your list of 3 top schools in your region: [office@icsid.org](mailto:office@icsid.org).

Are you an education institution? If yes, please take a moment to let us know what services ICSID might provide that would benefit your institution and your students.

Thank-you for your help on this important project.

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## News

### Looking good: a guide from WIPO focusing on industrial design

Industrial designs help companies to differentiate their products from those of competitors and enhance the brand image of their products. This is why ensuring the proper protection of industrial designs is so important. The guide is meant as an introduction to the protection of industrial designs for small and medium-sized enterprises.

<http://www.wipo.int/sme/>

### Germany in Japan 2005/2006

An intensive cooperation on a series of events and exhibitions entitled "Germany in Japan", which starts in 2005, has been agreed by the lead institute, the Goethe Institute Tokyo, the German Chamber of Industry and Commerce in Japan and the German Design Council.

<http://www.german-design-council.de>

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## Highlight

### 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.CHI2004ICSIDForum.org>

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## Upcoming events

### Pasadena 2004 - Eastman IDSA National Education Conference

March 8, 2004 (deadline for submission of papers)

Pasadena, USA

Art Center College of Design

October 24-26, 2004

The IDSA National Education Council invites educators, graduate students and practitioners to submit proposals for presentation at the 2004 Eastman IDSA National Education Conference and later publication in Proceedings. The Education Council will consider proposals or abstracts on subject area related to the field of industrial design practice, research, teaching methods, or other issues pertaining to the challenges and effectiveness of design education. Ideas for panel, workshop, discussion or poster sessions are encouraged.

Abstract due date is March 8, 2004.

Send final proposals to IDSA National Office c/o Diana McMillan at [dianam@idsa.org](mailto:dianam@idsa.org). Please direct general questions about the conference to Paul Down at [pdown@nd.edu](mailto:pdown@nd.edu)

### Design is Visible - Special Design Exhibition at CeBIT 2004

March 8-24, 2004

Hannover, Germany

Organized by iF International Forum Design GmbH

<http://www.ifdesign.de>

### Face to Face 04

March 14, 2004 (deadline for entries)

March 19-20, 2004

Stuttgart, Germany

Organized by the Design Center Stuttgart

<http://www.design-center.de/face>

### Red Dot Award - Communication Design 2004

March 15 - June 18, 2004 (period for entries)

Essen, Germany

Organized by the Design Zentrum Nordrhein Westfalen

Design competition for international communication design

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

### Shop Vision 2004: Design of the Selling Relationship

March 15-26, 2004

Milan, Italy

Workshop with Giulio Ceppi

Organized by Domus Academy and Interior Design Institute

<http://www.domusacademy.it>

### TRENDS/04: Gaining Insight From Trends For Design Leadership

March 21-23, 2004

Barcelona, Spain

Organized by the Design Management Institute, DMI

Leading thinkers in the areas of trends, product development, brand management, communications and research will come together in Barcelona at DMI's 8th European International Design Management Conference.

<http://www.dmi.org>

### Focus Dialog - Baden-Württemberg International Design Award 2004, Germany

March 25, 2004 (deadline for entries)

Germany

Endorsed by ICSID

The Design Center Stuttgart is inviting entrants to compete for the Baden-Württemberg International Design Award, which in 2004 will have the theme Focus Dialog. This government award is given to manufacturers and designers for forward-looking, professional and excellent design work with a new "Focus" topic each year, the competition presents a special challenge for entrants. In Focus Dialog, the focus of interest is on the interaction between people and product.

[http://www.design-center.de/index\\_en.htm](http://www.design-center.de/index_en.htm)

### Marksman Design award

March 31, 2004 (deadline for entries)

The Netherlands

Endorsed by ICSID

Organized by PF Concept International Bavel (Breda)

<http://www.marksmansdesignaward.com>

### Danubius Design

April 1-3, 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>

### Designing Designers 04

April 17, 2004

Milan, Italy

International Convention of University Courses in Design - 5th edition, Milan, organized by the Facoltà del Design, Politecnico di Milano in collaboration with Federlegno-Arredo, organized by Fondazione 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>

### 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>

### 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 and independent projects

<http://www.designaustria.at>

### 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>

### 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>

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

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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. 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).

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