

# ICSID

*e-news 7/04*

*September*

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## Editorial

### Montreal wins the bid to host the joint ICSID/ICOGRADA Secretariats

Working collaboratively with the ICSID and ICOGRADA Executive Boards and staff, **we have now completed the selection procedure to determine a new shared headquarters location for our organizations.** It has been both a challenging and exciting experience steering this project to help create a collaborative space by which our two organizations can share ideas, know-how and skills to grow in relevance and service to the design community while launching the IDA, our International Design Alliance.

For ICSID solid strategies and great execution are equally important to achieving success. Communication of our successes to our membership and to the world at large is also important. For this reason, I would like to provide you a status up-date on the bid city selection process in advance of our signing a formal contract with our new headquarters city.

The bid city selection committee consisted of three representatives from the ICSID board President-Elect Peter Zec, Carlos Hinrichsen (Chile) and myself and three representatives from the ICOGRADA Board, their President Mervyn Kurlansky, their Past-President Robert Peters and Jacques Lange. **The group unanimously selected the City of Montreal as our new location** based on detailed presentations of bids from six finalist cities. The Executive Boards of ICSID and ICOGRADA then approved the group's recommendation. Final

discussions are now underway targeting a signing of the contract prior to the end of this year and opening the offices in early 2005.

We also received outstanding bids from Copenhagen and Turin. Fortunately, there is a lot of opportunity for us to collaborate with both these cities and build on our shared commitment to design. Copenhagen will host era '05 and the ICSID General Assembly while Turin will host the next Winter Olympics,- great opportunities to showcase design. We look forward to working with both cities on ICSID and IDA initiatives that will benefit our members.

When I was elected President Elect in '01, I was familiar with ICSID's reputation as a great NGO with potential to grow and adapt to the needs of the new global economy. I believe the winning city, Montreal, will be the right location for us to build on our past success and establish a stronger brand name in the future. I know that our members will benefit from our move and the high profile recognition we will have in our new location which is visible at grade in the heart of Montreal's international district. We will keep you informed on the next steps and keep you abreast of opportunities for you to participate and benefit from exciting plans that will accompany our transfer.

I am privileged to have the opportunity to nurture and build a powerful new vision for ICSID during my presidency. Our selection of Montreal as the new head quarters location is a small step in accomplishing this vision. I also want to thank our President-Elect, Peter Zec for his support in providing ICSID with an interim secretariat during the last year in the Design Centre Nordrhein Westfalen in Essen, which has allowed us to continue operations seamlessly and which will do so until the final transfer early next year. With all of your support ICSID can now embark on a new period of expansion, growth and organizational development.

Luigi Ferrara  
ICSID President

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## Highlight

### **ID Magazine: a new benefit for ICSID members**

ICSID is glad to announce our cooperation with ID magazine, one of the biggest international design magazines. ICSID members will thus benefit from a special subscription rate of US\$ 27.96 in the US, US\$ 42,96 in Canada and US\$ 57,96 overseas. ID magazine kindly extended this offer to include all students from ICSID education members and individuals affiliated with ICSID professional/promotional members. We invite ICSID members to take advantage of this offer and contact the ICSID Secretariat [office@icsid.org](mailto:office@icsid.org) to get the promotion code. More about ID Magazine: <http://www.idonline.com>

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## Spotlight

### **ISO 12100: Promoting the concept of integrated safety**

*Based on the Comment from Alfred Sutter, Chair ISO/TC 199, Preparing Safety for all, and an article of Jean Bataillé, in ISO Focus July-August 2004.*

When the designer of a machine does everything he can to ensure that the user of the machine has nothing more to do, to work safely, than to stay within the boundaries of the normal anticipated use, he is integrating safety into the design of this machine. Integrating

safety right from the beginning saves companies both time and money, and ensures employees the safety and comfort of a worker-friendly environment. In order to implement a systemic approach to standardization in machine safety, a standardization concept with horizontal and vertical standards is needed to help the designer with the methodology. Horizontal standards describe the safety philosophy and methodology, vertical standards deal with specific aspects such as safety distances, general noise aspects, application of ergonomic principles, etc. The next decade will call for the revision of the standards to improve the interface between new emerging technologies and new ways of perceiving machine safety. ISO 12100, *Safety of machinery - Basic concepts, general principles for design - Part 1: Basic terminology, methodology - Part 2: Technical principles*, has already been successfully revised. Alongside ISO 12100, ISO 14121, *Principles of Risk Assessment*, gained acceptance and is now in the process of revision.

ISO 12100 is a 3-step iterative method based on risk assessment, including a wide range of elements such as risk reduction and non-introduction of new risks, preservation of the machine's ability to perform its function and preservation of the operator's working conditions. The 3-step method requires the designer to take full advantage of inherently safe design measures, safeguarding measures and user information measures. The standard proposes a glossary of key terms and a description of basic hazards to be taken into account in the design of machines. It then describes a number of general principles for the implementation of each step of the risk reduction method (inherently safe design, safeguarding, information for use).

ISO 12100 can apply to all machines and is primarily intended for designers of machines for which no specific safety standards exist. Considering its nature and format, the standard is also intended for those who train designers. According to Jean Bataillé, "the training of designers is a form of advanced protection which cannot but have a positive impact on both society and the economy".

Read more:

ISO *Focus*, Volume 1, No.7, *Safe machinery saves lives*, July-August 2004, ISSN 1729-8709  
ISO/TR 12100, *Safety of machinery - Basic concepts, general principles for design - Part 1: Basic terminology, methodology - Part 2: Technical principles*.

<http://www.iso.org>

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## Special Events Report

### **First Round of the 9th International Bicycle Design Competition**

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

**Endorsed by ICSID**

The First Round of the 9th IBDC was held on Tuesday, August 24, 2004. Through a just process, the top twenty-four works have been selected. The international jury comprised eight professional jurors from USA, The Netherlands, Japan and Taiwan - all with extensive experience in the bicycle industry or outstanding achievement in industrial design. A preview of the 24 entries will be published at the end of the year as well as related information.

Anyone interested in it is welcome to contact IBCD at [ibcd@anet.net.tw](mailto:ibcd@anet.net.tw).

<http://design.runride.com>

### **TIMELINE wins the Marksman Design Award 2003-2004**

**The Netherlands**

**Endorsed by ICSID**

PF Concept International organized its design contest for the fourth time in 2003-2004.

Called the Marksman Design Award, it gives talented and ambitious design students the opportunity to work on a practical case. The goal of the Marksman Design Award is to design an innovative and original business gift that complements the Marksman collection. But more than this, PF Concept International is looking for non-traditional designs for what is seen as a traditional market. Part of the challenge is to overcome this apparent paradox. This year, the theme of the design contest was *Time*<sup>1</sup>.

This year winner is Jan Bielak from the Krakau Academy of Fine arts with *TIMELINE*. Inspired by the ancient sand-filled hour glass, the *TIMELINE* invites the user to play with time rather than worry about its passing. Designed for moments when discretion is desirable - such as speaking publicly, a telephone conversation, or a time-limited consultation - it is a perfect non-intrusive timer for busy executives and managers.

To learn more about the Marksman Design Award and *TIMELINE*:

<http://www.marksmandesignaward.com> or <http://www.icsid.org>

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## Industry News

### **Poggenpohl and the University of Wuppertal sign a „visionary“ contract**

Continual observation of the market, hard work in design and technical quality management are not the only ways that such new vision comes to the minds and drafting boards of professional kitchen manufacturers like Poggenpohl. Suggestions and fresh ideas from untried creative minds, preferably from the latest generation of consumers, are always highly welcome in an industrial enterprise. At the same time, students of product design are proud to "earn their spurs" with a contract from the industry and demonstrate their professional mettle. If the industrial partner actually implements the student visions, the usual usage fees are paid. Design students could hardly wish for a better start to their careers.

So the dream, thus the reality: In the summer of 2003 the luxury kitchen manufacturer Poggenpohl commissioned a project study by Visionlabs, the design think tank at the University of Wuppertal. In Germany, Visionlabs is a unique model for cooperation with the industry and is offered each winter semester to students majoring in industrial design. Renowned corporations have participated in the program since its inception, in order to become familiar with the creative potential of the next generation and profit from it. Poggenpohl posed the following topic for the project: *How will the kitchen develop as a living environment by the year 2020?* The actual joint effort evolved in a way that was refreshing and instructive for both the company and the students.

Read more: <http://www.poggenpohl.de>

### **46.000 designers contribute 2.6 billion Euro to the Dutch economy annually**

#### THE SIGNIFICANCE OF DESIGN

Over 46.000 designers contribute as much as 2.6 billion euro to the Dutch economy annually. Moreover, the Dutch design sector plays a major part in the innovation processes of the Dutch business and industrial sector. These conclusions, publicly announced last Thursday 9 September 2004 at a gathering at the Premisela Foundation, are taken from studies by CBS (Netherlands Bureau for Statistics) and TNO (Netherlands Organisation for Applied Scientific Research) that were commissioned by the Premisela Foundation and the Dutch

Ministry of Education, Culture and Science. The results of these new studies, the Premsela Foundation believes, provide more insight into the specific economic significance of the design sector in the Netherlands.

According to CBS, there are 46.100 designers active in the Netherlands. Almost three out of four designers or 72% is active in the services sector, one out of five in industry, and only 7% in the non-profit sector. With a total of 27.400 most designers work in visual communication, while there are 13.900 designers in product design and 4.800 in spatial design. In terms of employment, the size of the Dutch design sector is similar to that of the Dutch pension and insurance sector (with 53.000 employees).

TNO has calculated that Dutch design represents a value of an estimated 2.6 billion euro each year, or 0.7% of the Gross National Product. This amount is as high as that of the Dutch air transportation sector and larger than that of the Dutch oil industry (with an annual value of 2.1 billion euro).

Design, moreover, plays a major role in innovation. Of the companies that combine technological innovations with innovations in design 58% perceive a strong effect, while only 47% of the companies perceive such effect of technological innovations without innovations in design.

For more information:

Paul van Yperen, Manager communication

[yperen@premsela.org](mailto:yperen@premsela.org)

Premsele

Dutch design foundation

<http://www.premsela.org>

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## Upcoming events

### **Flanders Goes International : Designing for Belgian Companies**

**September 10- October 31, 2004**

#### **Belgium**

Organized by Vizo Design Department

Since a couple of years, a group of Flemish designers which is constantly growing, has made contacts with important national and international design companies in order to take an existing design in their collection or to develop a new product that they can produce and commercialize.

Where: Vizo Gallery Brussels, Kanslarijstraat 19, 1000 Brussels

Info: [inge.vranken@vizo.be](mailto:inge.vranken@vizo.be)

### **International 'Design Education, Tradition and Modernity' Conference - Call for Papers**

**September 15, 2004**

#### **India**

It will be hosted by the National Institute of Design in Ahmedabad, India on the 2-4 of March 2005. The first ever major event of its kind to be held in Indian sub-continent. It aims to provide a platform for defining the vision and future directions of design education in contemporary scenario.

<http://www.education.icograda.net/web/news.shtml>

## **BIO19 - 19th Biennial of Industrial Design**

**September 15, 2004 - October 15, 2004**

**Slovenia**

**ENDORSED by ICSID**

Organized by BIO

The nineteenth Biennial of Design - BIO19 will be a comparative exhibition of well designed Slovenian and foreign industrial products. The aim of the exhibition is presenting current movements in contemporary industrial design.

<http://www.bio.si>

## **London Design Festival**

**September 20-30, 2004**

**United Kingdom**

This year, events range across advertising, creative business, graphics and digital design to fashion, science, product, furniture and interiors. These events will take place at a variety of venues, including museums, exhibitions institutions and galleries such as The Old Truman Show, 100% Design, the British Library and the Barbican.

<http://www.londondesignfestival.com>

## **Fennia Prize 2005**

**September 30, 2004 (deadline for applications)**

**Finland**

**Organized by Design Forum Finland**

The Fennia Prize 2005 is an international competition organized by Design Forum Finland. A manufacturing company can win 25 000 euros for a product representing excellent design.

The competition is open worldwide for all well-designed industrial products that are not more than two years old. The announcing fee is only 100 euros. The Fennia Prize jury consists of design professionals including foreign representatives and professionals in trade and industry.

<http://www.designforum.fi/fenniaprize>

## **iF Product Design Award 2005**

**September 30, 2004 (deadline for entries in the categorie advanced studies)**

**Germany**

Organized by iF

Winning an iF product design award will continue to mean what winning an iF design award has always meant in the past: enhancing appreciation for excellent design, drawing attention to outstanding design achievements and helping users recognize the different nuances in a complex product world. The iF quality seal has become a worldwide brand with high recognition value, always guaranteeing the latest design trends.

For the first time, contestants can also submit their "advanced studies": product concepts that don't need to aspire to a 1:1 implementation. Students also have a chance to get their feet wet in a design competition in the "concepts" category. Featuring a purse of EUR 15,000, the iF product design award.concepts is one of the most generous awards around for young talent.

The main sponsor in 2005 is the Dyson company.

<http://www.ifdesign.de>

## **13th DIA Forum & WA DIA Awards**

**October 1-2, 2004**

**Australia**

Organized by the Design Institute Australia

Western Australia's legendary residential Forums, held for the benefit of DIA members throughout Australia, have become a **must attend** feature in the design calendar. With such an incredible calibre of speaker and wealth of talent this is an event of iconic proportions.

The 13th Forum will prove to be just as inspiring. The Forum will host a range of

international, national and local speakers/presenters covering diverse areas of interest to interior, textile, industrial and graphic design.

<http://www.dia.org.au>

**Coram Sustainable Design Award 2004**

**October 2004**

**The Netherlands**

**ENDORSED BY ICSID**

Theme: Sustainable bathing: the eco-shower

Announcement of the prize and exhibition of the entries are planned for October 2004

Coram International BV, P.O.B. 11, 5660AAn Geldrop, The Netherlands

Tel: +31 40 2 809 896

Fax: +31 40 2 809 899

<http://www.coramdesignaward.nl>

**Focus Dialog - Baden-Württemberg International Design Award 2004**

**October 12, 2004**

**Germany**

**ENDORSED BY ICSID**

Price ceremony: 12 October 2004

In Focus Dialog, the focus of interest is on the interaction between people and product.

Simple use and ease of operation are increasingly becoming a must in all branches of industry and for all types of goods. In an increasingly complex world, the products with the best chance are those that are self-explanatory, easy to use, and make life simpler.

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

**WORLD STANDARDS DAY: "STANDARDS CONNECT THE WORLD"**

**OCTOBER 14, 2004**

Organized by IEC, ISO, ITU

<http://www.iso.org>

**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>

**Leadership by Design, the 29th International Design Management Conference**

**October 24-27, 2004**

**USA**

Organizer: Design Management Institute, Boston

As design takes on greater importance in the business enterprise, the responsibility of design leadership is growing exponentially. During this conference participant will develop the tools and establish a foundation to understand the major components of effective leadership, evaluate strengths and weaknesses, create action plans for improving their own leadership ability,...

1-617-338-6380

[dmistaff@dmi.org](mailto:dmistaff@dmi.org)

<http://www.dmi.org>

## **IDSA National Education Conference**

**October 24-26, 2004**

**Pasadena, USA**

Organized by IDSA

The themes of this year conference are "Academic Collaboration and Entrepreneurship", "Design Research", "Administrative Design Program".

<http://www.idsa.org>

## **IDSA National Conference**

**October 27-30, 2004**

**Pasadena, USA**

Organized by IDSA

The conference committee has been gathering a list of stars in the design field as presenters to talk about the conference theme "Utopian Realities" starting with Chris Bangle, Design Director for BMW as the conference keynote presenter.

As designers, we always strive to achieve Utopian solutions for the world, society, our clients and ourselves, but the realities of the design process, interacting with others and the unforeseen always come into play.

At this conference we hope that everyone will participate in the presentations and seminars, learn something new, meet friends and interact with new acquaintances, have fun and go home happy.

<http://www.idsa.org/utopianrealities/>

## **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>

## **International Design Competition Osaka 2004**

**November 01-30, 2004 (Period for entries)**

**Japan**

Organizer: Japan Design Foundation

Commencement: A day between February and March 2005

3 themes of entry have been set for the competition, placing a major emphasis on "Place of Living".

For further information please contact Mr. Shoda, Mr. Kotani or Ms. Sako. E-mail:

[sako@jdf.or.jp](mailto:sako@jdf.or.jp) fax: +81-6-6346-2615

<http://www.jdf.or.jp>

## **International Conference on Innovation by Brand and Design Management**

**November 11-12, 2004**

**Seoul, Korea**

Organized by DMI

The conference program sessions will include research papers, case studies, and panel discussions in ten research tracks: Economics of aesthetics, Design paradigms and organization theory, Design for company performance, Design and brand management in the new economy, Design, brand and innovation management, Managing strategic and organizational change by design and brand, Brand and design management for services

industries, Human sciences for brand & design research, Brand for competitiveness, Designing and Branding in Asia. This academic conference will be a forum for exchanges of ideas and best practices among individuals from academia, business, and public and government agencies from around the world.

<http://www.dmi.org/dmi/html/conference/academic04/academic.htm>

### **Conference of the German Design Centers 2004**

**November 19-20, 2004**

**Bremen, Germany**

Organized by the German Design Council

The next regular meeting of all German Design Centers and the German Design Council will take place in Bremen. The official design promotion institutions of the individual states will report about current and futures activities. This event is not open to the public.

<http://www.designzentrumbremen.de>

### **red dot communication award 2004**

**December 3, 2004 (ceremony of awards)**

**Essen, Germany**

Whether on their web-sites or in their business reports - today, companies increasingly try to appeal to their target groups' emotions. This is one of the trends, which has become apparent in this year's red dot award: communication design. The best works in the field of communication design are selected annually from among the numerous entries in this competition.

On December 3, 2004, the prize-winners of the red dot communication award 2004 will be honored at the festive award ceremony in the Essen Philharmonic Concert Hall and at the opening of the special exhibition in the red dot design museum. The prize-winning works will be exhibited in the Design Innovations 2004: red dot award special exhibition in the red dot design museum in Essen from 4 December 2004 to 9 January 2005. Just in time for the presentation of prizes, the documentation of the competition, the "International Yearbook Communication Design 2004/2005" will be published by avedition.

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

### **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>

### **MediaSpeak: Strategies for Raising Your Company's Press Profile**

**December 3, 2004**

**New York City, USA**

Organized by IDSA

Design continues to be a hot topic in the press which, for those who know how to attract it, is a key business tool. For consultants, having your designs praised in the media will drive clients to your door; for corporations, it will strengthen your department's position within the company. This one-day seminar will address successful means of getting the design message across to the media. Communications experts and journalists from top publications will outline strategies that go far beyond the distribution of press releases.

<http://www.idsa.org>

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

**March 4, 2005**

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

**Endorsed by ICSID**

The first selection is now over. 24 finalists have been selected. 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**

**April 11-20, 2005**

**Korea**

**Endorsed by ICSID**

Organized by the Gyeonggi Tourism Organization

Exhibition and the award ceremony will take place at the Korea International Exhibition Center. This first competition aims to discover excellence in designs and promoting these designs for tourism and cultural products. Designers from around the world were invited to participate in the competition, which will lead to the improvement of the quality and competitiveness of travel souvenirs.

<http://www.souvenircompe.com>

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

**Congress: September 25-28, 2005**

**General Assemblies: September 29-30, 2005**

**Organized by the Nordic Countries**

**Copenhagen, Denmark**

<http://www.era05.com>

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

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### **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).

