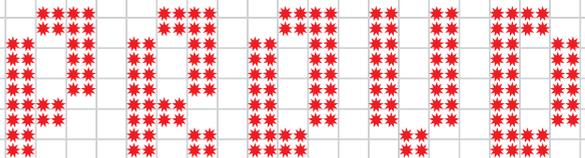


WHEN CO-DESIGN WORKS



20th October
2014
Dutch Design
Week



People Researchers Organisations Using Design

‘Design for interesting times.’

Robert F. Kennedy said in Cape Town (SA), June 1966: ‘There is a Chinese curse which says, “May he live in interesting times. Like it or not, we live in interesting times. They are times of danger and uncertainty; but they are also the most creative of any time in the history of mankind’. Almost half a century later this description just as much fits these times. And it is about the creativity of people to contribute positively to change.

This also explains why designers with their creative talent, skills and experiences are highly demanded these days by all kind of organizations and people to lead innovation processes. Innovation processes that ask for the creativity and collaboration of many: people working in public institutions, research institutes, businesses, industry and user communities.

Since 2011 PROUD has worked on how to make these processes run more effectively in piloting new approaches for co-design while working on challenges, training designers and co-designers, building materials exhibitions, implementing design innovation hubs and much more.

We want to share these experiences with people that had or long for similar experiences during the international summit: PROUD Proms When Co-design Works and build on future actions to make these times of positive transition.

We are PROUD to invite businesses, policy makers, public organizations, designers and others interested in (co-)design and design thinking to come to the PROUD Proms during the festive Dutch Design Week. During this event we will take you into the changing world of design with the emphasis on co-design as a facilitating approach for better outcomes in social and economic innovation processes.

It will be an international gathering with walks and talks spread over Dutch Design Week during the afternoon in small groups of experts and co-design users. The night of the PROUD Proms –open to all guests and participants of Dutch Design Week– will offer a lively and alternate program with great examples and testimonies plus keynotes by:

Rachel Cooper, Professor of Design Management at the University of Lancaster, co-Director of ImaginationLancaster, presides the European Academy of Design and was member of the European Design Leadership Board.

Adam Reineck, Design Director at IDEO and joined IDEO.org as a Fellow in the foundation year 2011. He has received numerous design awards (IDEA, ID Magazine, Red Dot, and iF and others).

Dirk van Weelden, a Dutch author and editor at the Dutch literature and culture magazine De Gids.

Program

13.30 – 17.00

PROUD Co-design proms

18.00 – 19.30

Walking dinner: eat, greet, and meet!

20.00 – 22.30

Night of the PROUD proms

Location

Start afternoon program:

Capital D, Design Innovation Space, Torenallee 22/08, Eindhoven

Evening program:

Klokgebouw, Philitelaaan, Eindhoven

Sign up

<http://proudproms.eventbrite.nl>

Your code: PROUDProms14

The overall aim of **PROUD Europe** is to employ design as driver for innovation, economic transformation and sustainable development. PROUD partners create cross-sectorial partnerships between public authorities, industries & businesses and designers working with new methodologies focused on co-designing with communities to turn ideas into competitive products, services and spaces. Partners want to achieve that design is taken up broadly by public authorities and businesses/SMEs to enhance NWE'S capacity for solving today's real world problems in a valuable and sustainable way.

PROUD Partners:

Lead partner:

Capital D/Design Cooperation Brainport – Eindhoven, The Netherlands

Partners:

APCI – Agence pour la Promotion de la Création Industrielle – Paris, France

City of Eindhoven – Eindhoven, The Netherlands

Culmination Innovation – Helsinki, Finland

Design Zentrum Nordrhein Westfalen – Essen, Germany

Designregio Kortrijk – Kortrijk, Belgium

Lancaster University – Lancaster, UK

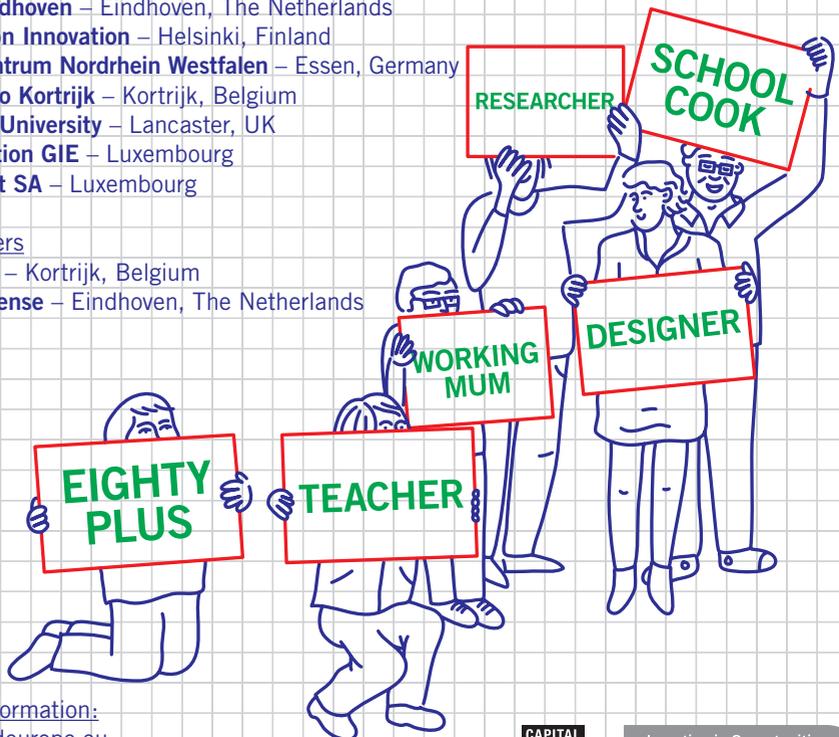
Luxinnovation GIE – Luxembourg

Technoport SA – Luxembourg

Sub partners

AGB Buda – Kortrijk, Belgium

Material Sense – Eindhoven, The Netherlands



Further information:

www.proudeurope.eu

If you have any questions

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Investing in Opportunities



This project has received European Regional Development Funding through INTERREG IV B.



INTERREG IV B