



PRESS RELEASE DESIGN at WORK 09
Kortrijk Xpo - 9 to 10 December 2009

9 September 2009

WHAT'S HAPPENING?

Creation and design are strong trump cards for this country (see '*Why Belgium will be the next hotspot for design*' in FastCompany Magazine USA, August 2009): innovation and product development are an everyday activity here. The Design at Work trade show is an economic catalyst for a network of manufacturers and service providers who actively use innovation and product development processes in order to maintain and strengthen their market share and commercial success.

This involves market research, materials, industrial design, engineering and prototyping, intellectual property, production and branding... all elements that are necessary to launch a new product. Design at Work therefore approached companies as diverse as Enthoven Associates, Materialise, Materio, Kemo, Indie Group, Samsonite, Dyson, ...

The *design biennale* Design at Work is an initiative of the Interieur Foundation. Design at Work is a relevant response to the present economic climate: it encourages, displays and promotes good design, innovation and product development across all sectors of industry.

Design at Work's five strong trump cards:

1. Design at Work can rely on the Interieur Foundation's forty years of experience
2. Design at Work is part and parcel of all federal and regional economic projects and subsidy arrangements to encourage innovation and design
3. Design at Work is a perfect fit within the 'European Year for Creativity and Innovation': <http://create2009.europa.eu>
4. Design at Work follows the integration of Design in the Innovation Policy of the European Commission (see 'Design as a driver of user-centred innovation').
5. Design at Work takes place alongside the Industry Networking Days in the renovated Kortrijk Xpo venue



WHY DESIGN at WORK?

An initial pre-show event was organised in 2008 during the 21st Interieur Biennale (Kortrijk Xpo). More than 95,000 visitors experienced Design at Work 08 as the foremost satellite event of INTERIEUR 08. From 2009, it will become a professional biennial trade event.

Design at Work will take place in an original and unique architectural and layout context. Alongside the stands, a dozen different satellite events feature on the programme. They include the presence of Ji Lee, creative director of Google.com, an exhibition about the renowned television show *De Bedenkers* ('*The Creators*'), forum lectures and workshops in a specially built *agora* podium, the product show 'Things to Come' with new products, a selection of the best design products, and Urban Office, a creative and flexible 12m high office tower.

VISION

DESIGN represents the complete process within companies and organisations which underpins differentiation, integration or transformation (re. '*The Four Powers of Design*', Prof. B. Borja de Mozota). Good design ensures a performing business and is the key to innovation.

WORK is the dynamic factor which is required for innovation, product development and creative design, which generate added value and enhance sales and exports.

DESIGN AT WORK intends to recognise all design and innovation efforts and make them visible, but also to clearly explain and promote the various steps towards innovation and/or design, for a professional as well as a public audience.

THE DESIGN at WORK LOGO : DO

The vision and activities of DESIGN at WORK require a fitting logo. It has been kept sober and simple: a blue square with rounded corners. This contains our registered brand: DESIGN at WORK.

The **D** of *Design* features first: it is our and our parent company the Interieur Foundation's core business. We have also taken the vowel **O** of *Work*. Together, the two letters make the word **DO**, a verb which becomes the leitmotiv of Design at Work. The logo itself offers many opportunities for signage, posters, layouts...



ARCHITECTURE AND LAYOUT

Design at Work 09 will occupy Hall 4 in the new Kortrijk Xpo venue with an exceptionally creative and completely new trade fair concept.

It promises to be an original display within a journey of festive discovery created by IEA (Import Export Architecten) from Antwerp.

"For Design at Work 09, we have not relied on the traditional straightforward trade fair concepts or other geometric layouts usually encountered in the average exhibition," explains IEA. "We explored a concept which is not only new and innovative, but it also obeys the laws of open innovation. A number of dynamic curving baselines connect a beginning and an endpoint around which develops a maze, a network of walkways. Searching and discovering are the driving elements in the circuit along the stands and satellite events. People who innovate tend to work with cross-pollination, which is why the gangways are not straight but move like waves throughout the hall. These waves cross and crash, the same way that innovative brains work, the essence of the process of product development."

In practice, the space in Hall 4 of Kortrijk Xpo will acquire a multifunctional aspect, with the various elements (stands, forum, product show, satellite events, bar...) all finding their place in the layout.

SEEING / DISCOVERING: THE PROGRAMME

1. Trade show

Companies with a variety of different activities within the innovation sector, such as market research, industrial design, intellectual property, prototyping, engineering, packaging and branding, will present their products and services during Design at Work 09. Especially new product sectors such as communications, mobility, leisure, work and the care sector will feature prominently.

For instance: *Solvin* will present an overview of the potential of their plastics. *Cosentino* will launch their latest material. *Materio* will show an overview of a wide variety of useful materials. Companies such as *Materialise* and *Kemo* use specialist materials for the production of prototypes, while *Voxdale* specialise in what they call digital prototyping.

Various design offices will also display their craft. Specialists such as *KOB* and *Kirkpatrick* will give advice about intellectual property. Technological companies such as *Traficon* will show how they use alliances with partners to make the correct choices for their latest products and present their SafeWalk en première. *Samsonite* will illustrate the potential of cross-pollination between



different functions. *Wallonie Design* and *SPI (l'Agence de Développement Économique pour la Province de Liège)* will present the best design companies in Wallonia. Last but not least, *Apple* will unveil how they make magic with design and innovation.

2. **Conferences, presentations and workshops**

In order to engender debate and allow for information about realisations and visions, Design at Work will provide a made-to-measure infrastructure within the event. All conferences, presentations and workshops will be open access, in the same spirit of open innovation. Workshops will be recorded and broadcast, the Forum will take the form of an arena-shaped construction for 100-120 guests, and the Fuzion corner will offer capacity for 300 visitors.

- **Ji Lee**, creative director at Google (USA) will be our guest on 8 and 9 December, in collaboration with Flanders DC (www.flandersdc.be) and IBBT (www.ibbt.be). They will organize a workshop for Flemish companies with Ji Lee on 8 December.
- **Keynote speech of Ji Lee:** " *I will share my experience of how personal and professional projects can complement and help each other. And how platform, openness and collaboration are empowering*", will take place on 9 December in the morning.
- Practical brainstorming and design with **Oxylane Design Team** is an option for a limited group of maximum 30 people, registration required.
- **Fedustria** will organise an international symposium.
- **FlandersInShape** will talk about "The power of industrial design".
- **Apple** will unveil how the *unibody* of the Mac Books came to be.
- the topic of intellectual property will definitely be hot!

The full programme and registration form will be online from mid-September: www.designatwork.be

3. **"Things to come": Product Show**

A product launch... easier said than done. How does a company reach a new audience with an innovative product? How does a company attract media attention? How does it measure itself against other companies?

This does not necessarily mean competing with a direct competitor. It is often more instructive to study the reaction of potential clients, dealers and consumers. Or to associate and involve with similar and equivalent products or brands with the same vision.

With the product show 'Things to Come', Design at Work will show a selection of some 100-150 objects which will allow visitors to discover, amongst others:



- a male/female concept bicycle by *Curana*, made for fashion followers and cosmopolitan commuters.
- the *Scooter Luggage* by *Samsonite* with an integrated solution of a backpack and trolley for the scooter. An exclusive preview: this product will only be introduced on the market in March 2010.
- the *DC26 Dyson City*, a vacuum cleaner the size of an A4 sheet with optimal performance, which will find its way to design lovers and premium spaces.
- nothing happened for a long time with the aesthetics of leads for electrical and other appliances. The French company *Omerin* developed a technology which makes decorative applications on leads a possibility.

Innovation is often a fight against time, but a planned presentation opportunity such as Design at Work is a special incentive. Registrations for the product show remain open during the next few weeks.

4. ***Honoured Company***

A company with a pronounced vision about product development, design, innovation and marketing: these are the basic criteria for the selection of *Honoured Company*, a company that inspires and shows how investment in design and innovation is an economic winner in the long term.

Oxylane Design is the design team of *Decathlon* (FR). It consists of a team of more than 130 people with a passion for sport and product innovation. The team listens on a daily basis to clients in order to amass inspiration and market knowledge, with the aim of designing quality products with good design at a reasonable price. The team develops some 5,000 ideas every year.

During Design at Work, *Oxylane Design* will show how products happen, from the initial idea to the choice of materials and the end product. Visitors will be able to take part in an exclusive 'experience design' workshop by and with the *Oxylane Design* team. Any resulting innovations will only see the light of day in 2010!

5. ***“Good Design is Good Business”***

A slogan which speaks for itself. The original quote comes from IBM's Thomas Watson during the fifties, but it contains more truth than ever today. The added value involved in design means that aesthetics can be quantified. The German *Red Dot* Institute specialises in these matters and can produce trusted data, thanks to its long experience and renown with the *red dot awards*.



In 2009, 12.076 entries were received from 60 countries for the *red dot awards*, considered one of the most demanding and prestigious Awards in the design world (product design, communication design, design concept). The red dot selection echoes the qualities of innovation, functionality and form which also govern Design at Work. This year has seen a remarkable number of Belgian designers and Belgian companies (almost all exhibitors at Interieur or Design at Work) receiving red dot awards and nominations.

All is well with Belgian product development and design. This is why Design at Work will highlight the Belgian winners and nominees during the event. The participating companies and designers are: the Tupperware design team, Alinea, Basalte, Brems, Dark, Delta Light, Feek, Jaga, Luc Donckerwolcke for Seat (ES) Ibiza, Niko, Sylvain Willenz for Freecom (NL), Enthoven Associates for Gloster (UK), Wever & Ducre.

6. *The creators and beyond*

'*The creators and beyond*' is based on the successful television show ("*De Bedenkers*") on the *één* channel (VRT). A 400 m² presentation will ask the questions which will confront future creators ("*bedenkers*"). What is a creator? What is creativity? How good is my idea? How does one take an idea to market? What are the most successful stories, such as the *speculoospasta* (ginger biscuit spread). Who is mentioned on the international *wall of fame*?

The exhibition '*The creators and beyond*' is brought to you by Design at Work in cooperation with Flanders DC and the Winkelhaak, and is supported by partners including the *één* channel.

The book '*How do I become a creator?*' will be exclusively launched at Design at Work.

On December 6th, Santa Claus will perform the festive opening of the *Bedenkers* expo for children and grown-ups alike.

7. *Running track*

The central *running track* is part of the presentation of the *Honoured Company*. CEOs can test their running capacities on the running track, where also a number of products are being tested, including the brand-new *scooter luggage* by *Samsonite*,



8. Urban office

IEA not only designed the layout of Design at Work, but also present a magnificent and tower-high eye-catcher with Urban Office This asks how we use resting spaces, open spaces etc., and how horizontal working is changing into vertical working, how views and balance can inspire.

Urban Office is a prototype for a new kind of 'urban furniture', which can quickly be erected in many places. It is a mobile construction, with a special structure inspired by a climbing tree with multiple small spaces. Each space features its own experience in terms of view, height and light, has its own domain without being isolated. The 'slow ladder' connects four levels which are arranged like a bouquet and feature a green environment (climbing plants, container plants...). The platforms aim for an ideal workspace where the relationship between social contact (with colleagues, professionals, passers-by) and isolation for concentration responds to contemporary expectations for a pleasant, exciting and productive workspace. In this context, Urban Office offers a new perspective on the dusty old concept of the *landscape office*.

The construction is also an example of innovative structural engineering. IEA cooperated with the Ghent-based engineer Guy Mouton with whom they have already constructed the successful *Fragile Lab* project in Antwerp.

9. Connect

A central press room with bar and lounge will provide food and drink for creative and innovative brains.

10. Website

And last but not least: our re-designed website www.designatwork.be features all additional information, details about exhibiting, free visitor registration, and the programme of satellite events.



ABOUT THE INTERIEUR FOUNDATION and DESIGN at WORK

During sixteen international Biennales, between 1968 and 1998, the Interieur Biennale focused on the display and promotion of design for the interior. Every other year saw an increase in the attendance and the number of exhibitors. The Kortrijk venue grew together with the expansion of Interieur.

From 2000 onwards, a change occurred in the exhibitor profile. An increasing number of companies wanted to take part in the Biennale with office furniture, public furnishings, sport and leisure goods, luggage, design services, new materials... All this connected with the theme of the International Biennale for interior design creativity, but a shortage of space played a role. This meant that only very few of these companies were allowed to participate in the exhibition.

During the past few years, the Interieur Foundation has widened its scope of activities, for instance through the partnership with Designregio Kortrijk and through the change in its statutes in 2006 (extension of its activities into the whole field of product development and design). The cooperation with other actors in the design sector, such as the Design museum Ghent, Grand Hornu Images, the Flemish Institute for Architecture and Designed in Brussels, as well as the initiative of 'Designer of the Year', are all part of a wider promotional effort for 'good design'.

Now there is also Design at Work to make innovation visible and to promote good design throughout all sectors of industry. Design at Work addresses companies and designers who produce well-designed products and materials or services.



DESIGN at WORK PRACTICAL

Between **9 and 10 December**, visitors will be able to enjoy a wide range of activities in the context of innovation and design.

Hall 4, Kortrijk Xpo, Doorniksesteenweg 216, 8500 Kortrijk, Belgium.

Companies and service providers who believe innovation and design is amongst their key strengths, are invited to participate in Design at Work 09. Signing up remains possible until October 15th.

Visiting

- Entrance fee 10 euro
- Visiting Design at Work is **free** with pre-registration. Visitors can register online from mid-September onwards at www.designatwork.be.

Opening hours

Wednesday 9 and Thursday 10 December from 1.00 pm until 8.00 pm. On these days, representatives of the exhibiting companies will be present on their stand. On 9 and 10 December, visitors to the Industry Networking Days will have free access to Design at Work.

International opening day

Tuesday 8 December is international opening day, featuring the workshop by Ji Lee (USA), Creative Director Google in the afternoon and the seminar 'The Power of Industrial Design' by FlandersInShape



THE ORGANISATION

DESIGN at WORK is an initiative of the INTERIEUR Foundation vzw

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ADDENDA:

- 0 – Introduction – President Interieur Foundation
- 1 – Design at Work Identity
- 2 – Stage design Design at Work - IEA
- 3 – Forum
- 4 – Product Show Things to Come
- 5 – Honoured Company Oxylane Design
- 6 – Good Design is Good Business
- 7 – Urban Office
- 8 – Red Dot Awards Expo
- 9 – Annexes
 - Bio Ji Lee
 - Bio IEA
 - Document European Commission - Design as a driver of user-centred innovation
 - Communication FlandersInShape
 - *Why Belgium will be the next hotspot for design* in FastCompany Magazine USA, août 2009