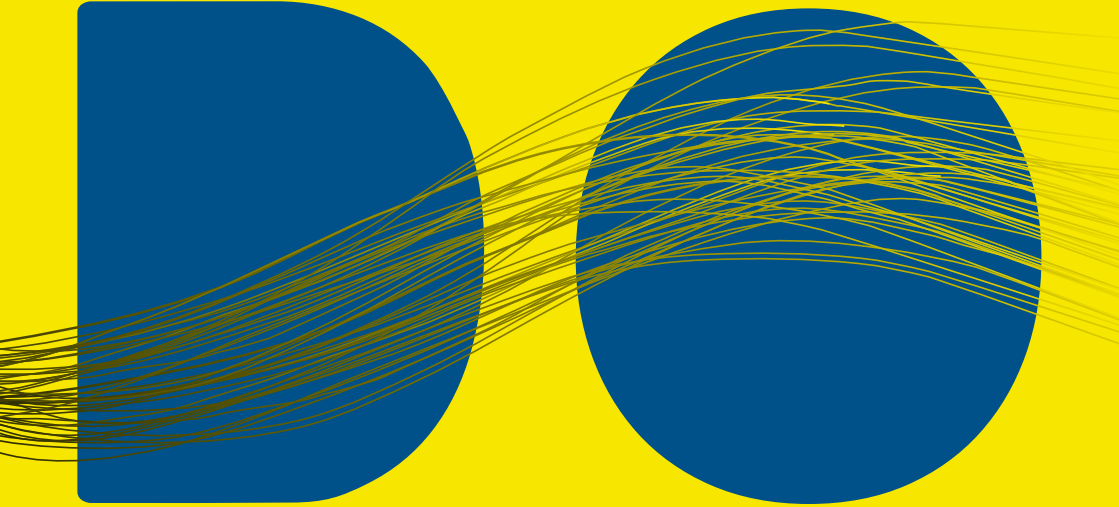


PROGRAMMA / PLAN
PROGRAMME / PLAN
PROGRAM / PLAN

WHAT WILL YOU



FOR YOUR BUSINESS AND NETWORKING?

WWW.DESIGNATWORK.BE
INTERNATIONAL TRADE SHOW
FOR PRODUCT DEVELOPMENT,
DESIGN & INNOVATION.

9-10 DECEMBER 2009
KORTRIJK XPO, BELGIUM



TE ZIEN A VOIR TO SEE

Het wandelparcours van IE Architecten door de standen is bijzonder, net als de inrichting van de productshow en het Forum. Innovatieve pingpongtafels staan uitnodigend verspreid over de Rambla en op de loop piste kunnen bezoekers hun fitness uittesten. De Designregio Kortrijk is met zijn partners toont de beste designresultaten uit de regio. Het bekende televisieprogramma van de VRT 'De Bedenkers' brengt een vervolgverhaal: 'De Bedenkers Gaan Verder'. Een nieuwe Eco-trailer herbergt 'things to come' en de show sluit af met enkele oogverblindende auto's.

FR Le parcours à travers les stands – d'après une idée de IE Architectes – est remarquable, tout comme l'aménagement du product show et le Forum. Des tables de pingpong innovantes vous invitent le long de la Rambla et les visiteurs pourront tester leur forme sur la piste de course. La 'Designregio Kortrijk' montre – en collaboration avec ses partenaires – les meilleurs résultats design de la région. Le programme télé bien connu de la VRT 'De Bedenkers' (Les Inventeurs) connaît une suite: 'De Bedenkers gaan verder' (Les Inventeurs continuent). Un nouveau semi-remorque éco héberge les 'things to come' et quelques voitures éblouissantes couronnent l'exposition.

EN The stands are placed along a winding course in the unusual show layout conceived by IE Architecten, who also designed the product show display and the Forum. Innovative table tennis set-ups throughout the Rambla invite visitors for a game. You can also test your level of fitness on the running track. Designregio Kortrijk, together with its partners, displays the best design products from the region. The renowned VRT television programme "De Bedenkers" (The creators) features a follow-up: 'De Bedenkers gaan verder' (The creators go further). A new Eco trailer with 'things to come' and some dazzling cars are closing the show.

EREGAST INVITÉ D'HONNEUR HONOURED COMPANY

Oxylane Design, Villeneuve d'Ascq, France

Oxylane Design is het designteam van Decathlon (FR) met een passie voor sport en product-innovatie. Dagelijks luistert dit team naar klanten om inspiratie en marktkennis te verzamelen en dit om kwalitatieve en goed ontworpen producten te ontwerpen aan scherpe prijzen. Een bedrijf met een sterke visie op productontwikkeling, design, innovatie en marketing. De Honoured Company inspireert en toont aan dat investeren in design en innovatie op lange termijn economisch rendoert. Gratis workshops over creatie van nieuwe sporten: fitness, racketsporten en groepssporten.

FR Oxylane Design est l'équipe design de Decathlon (FR), partageant une passion pour le sport et l'innovation de produits. Une société ayant une vision forte du développement de produits, du design, de l'innovation et du marketing, tels sont les critères de base pour la sélection de la société 'Invité d'Honneur'. Elle inspire et prouve qu'investir dans le design et l'innovation est bel et bien rentable à long terme. Workshops gratuits sur la création de sports: fitness, sports de raquette et sports collectifs.

EN Oxylane Design is the design team of Decathlon (FR) 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. A company with a pronounced vision about product development, design, innovation and marketing, a company that inspires and shows how investment in design and innovation is an economic winner in the long term. Free workshops on sport creation for fitness, racket sports and collective sports.



1/ Industrial design

The '2 seconds' story to imagine a new and simple system for tents.

2/ Apparel design

A wedding dress as inspiration for surf & bodywear.

3/ Footwear Design

Creating easy to use, lightweight and accessible price/value shoes

4/ Graphic Design

Development of the branding for the Wedze brand

3 SPECIAL WORKSHOPS

on sport creation
with Oxylane Design
team France



HOT NEWS AVANT-PREMIÈRES PRODUCTLAUNCHES

Design at Work 09 toont een grote diversiteit aan exposanten met avant-premières: Nissan, Dyson, Ysin, Alphantronics, Greenpoint, Philips, Lazerian, Samsonite, Traficon, vVio, Apple, Joli, Dotbaby, Curana, Taga, Fietser, Savac, Samoadesign, Sander Mulder, Stas, Veuve Cliquot, UDB enz.

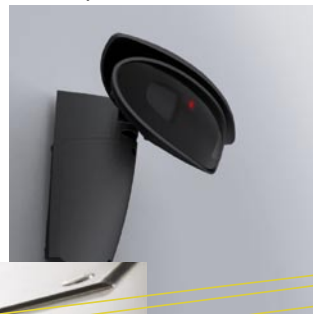
FR Design at Work 09 présente un large éventail d'exposants et autant d'avant-premières, tels que: Nissan, Dyson, Ysin, Alphantronics, Greenpoint, Philips, Lazerian, Samsonite, Traficon, vVio, Apple, Joli, Dotbaby, Curana, Taga, Fietser, Savac, Samoadesign, Sander Mulder, Stas, Veuve Cliquot, UDB etc.

EN Design at Work 09 shows a big diversity of companies and a lot of novelties: Nissan, Dyson, Ysin, Alphantronics, Greenpoint, Philips, Lazerian, Samsonite, Traficon, vVio, Apple, Joli, Dotbaby, Curana, Taga, Fietser, Savac, Samoadesign, Sander Mulder, Stas, Veuve Cliquot, UDB etc.



Nissan Cube by www.nissan.be

Safewalk by www.traficon.com



Eco by www.ecobycoosentino.com

Conceptbikes by www.curana.com



Scooter luggage by www.samsonite.com



Dyson City by www.dyson.com



Opera by Ysin & www.ea-dc.com

PRODUCTSHOW

De productshow en de presentatie van 'Things to come' laat zien hoe belangrijk het is essentiële goederen te bedenken en laat u ontdekken dat duurzaamheid en het 'cradle to cradle' principe vandaag een belangrijke rol spelen in de innovatie. On show staan designoplossingen die comfort en levenskwaliteit verhogen, nieuwe functionaliteiten integreren, eerlijk, origineel en transparant zijn, innoveren met nieuwe materialen, technologieën en draadloze communicatie.

FR Le product show et la présentation de 'Things to come' démontre l'importance de créer des produits essentiels et vous fait découvrir le rôle capital que joue aujourd'hui la durabilité et le principe 'cradle to cradle' dans l'innovation. Le show propose aussi des solutions design qui améliorent le confort et la qualité de vie, en intégrant de nouvelles fonctionnalités tout en étant honnête, original et transparent, et en innovant avec de nouveaux matériaux, des technologies et de la communication sans fil.

EN Through the productshow and 'Things to come' you will discover how important it is to make essential goods, to learn and explore how today durability and 'cradle to cradle' can be managed differently, understand that solutions must be honest and transparent in their originality. Marvel how new materials, future technologies, wireless communication and integrating functionalities radically improves comfort and life.

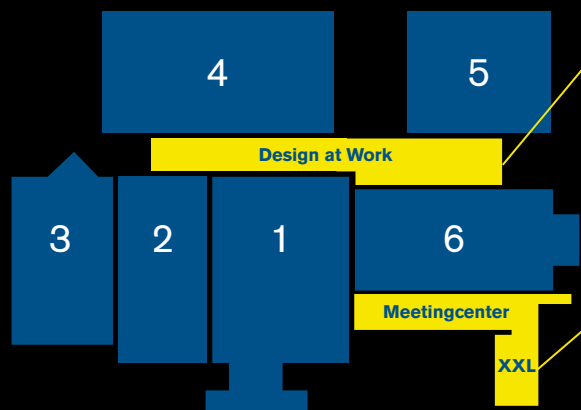
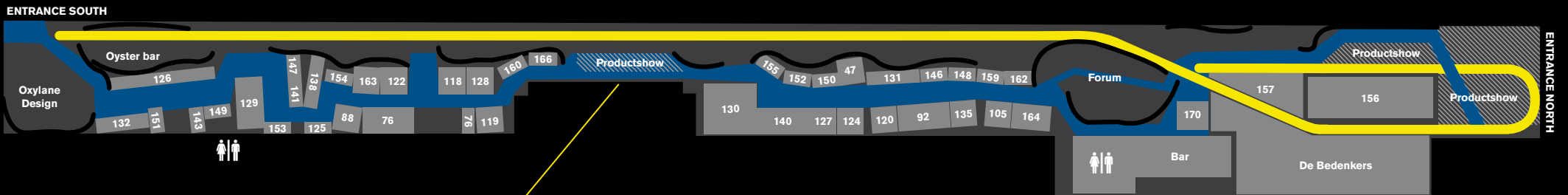
DEELNEMENDE BEDRIJVEN ENTREPRISES PARTICIPANTES PARTICIPATING COMPANIES

152 Alphatronics
148 Arnold & Siedsma
147 Barlock
92 Cosentino
156 Designregio Kortrijk
118 Dirk Wynants
 Design Works
124 Ecarlate
88 Ellet
105 Flanders InShape
146 Fremach
151 Greenpoint
119 Indie Group
163 ISD Valenciennes
120 lol Strategic Design
129 Kemo
166 Keonys
141 Kirkpatrick
128 KOB
143 Link
153 Markee
155 Matabla
122 Materialise
47 Materio Belgium
164 Nissan
150 Novagraaf Belgium
132 Online Grafics - Apple
149 PiuProducts
160 Psilogy
131 Solvin
130 SPI+:
 Sport Base
 STX Med
 See&Touch
 Ceteor
 Wave Inside
 Laurence Humier
 Lionel Mirbach
 Cédric Fouarge
 Emmanuel Gardin
127 Stone Carpets
138 Studio Peter Van Riet
162 TL
76 Traficon
159 UDB+
135 Viewcol Ltd.

154 Vitrapoint
125 Voxdale
126 vVio - Vereniging
 Vlaamse Industriële
 Ontwerpbureaus:
 Achilles Associates
 Concrete
 Cides
 Creax
 Enthoven Associates
 GBO
 Maximal Design
 Namahn
 Pars Pro Toto
 Pilipili
 Saflot
 Smidesign
 Verhaert
 Vision Engineering
140 Wallonie Design
170 YDU
157 Ysin

PRODUCTSHOW

Achilles Associates
 Alphatronics
 Anna Maria Cornelia
 de Gersem
 Anker Bedding
 Artifort
 Atos Worldline
 Attrackz
 AVC
 Basalte
 Belrobotics
 Bernico
 Brems Doors
 Cassecroute
 Cides
 Concrete
 Creax
 Cube
 Curana
 Dark
 Decovision Group
 Omerin
 Delta Light
 Dotbaby
 Douwe Egberts
 Dyson
 EESC Design
 Enthoven
 Associates
 Feek
 Fietser
 Flos
 Fred & Fred
 Freecom
 GBO
 DesignEngineering
 Ghekiere Industries
 Gloster
 Glutton
 Greenmow
 Hegge ID
 Hoppop
 Ingersoll Rand
 Jaga
 Konstantin Slawinski
 Knox
 La Chose
 Lamborghini
 Lambrechts
 Lasea
 Lazerian
 Loudordesign
 Lunoo
 Maximal Design
 Metasol
 Mewaf
 Meyvaert
 Moccona
 Naos Design
 Niko
 Obumex
 Optimo
 Orso
 Ovio
 Pars Pro Toto
 Philips
 Pilipili
 Prodata Systems
 Saflot
 Samoa Design
 Samsonite
 Sander Mulder
 Savas
 Smidesign
 Solusun
 Stas
 Taga
 Transics
 Tupperware
 United Pepper
 Urbanroom
 Utilia
 Van Berlo Design
 Van Marcke
 Veldeman Bedding
 Verhaert
 Vincentive
 Vision Engineering
 Voos
 Wever & Ducre
 Zehnder Group



**8 DECEMBER
6 PM**

Opening Design at Work
with keynote speech
JI LEE, creative director
Google USA
registration via
www.designatwork.be

SPECIAL NETWORKING

- Forum discussions
- Lectures
- Oxylane sport creation workshops
- Veuve Cliquot mobile bar
- Young Designers United
- Pingpong networking

SPECIAL EXHIBITIONS

- Productshow by IEA
- De Bedenkers gaan verder
- Oxylane Design
- Running track
- Awards Sustainable Present 09 (EESC)

FORUM LECTURES AND WORKSHOPS

8-12-2009

2.30 pm Imagine new home sports

exclusive fitness workshop by *Oxylane Design, Decathlon FR*
oxylane-group.com

4 pm The power of people-driven innovation

debate organised by *flandersinshape.be*
with Matthijs van Dijk, Axel Enthoven,
Paul Van Drogenbroeck en Philip Taillieu

**6 pm Opening Design at Work 09
'Personal + Professional = Awesome'**
Masterlecture by *Ji Lee - Creative Director
Google, USA.*

Registration required on designatwork.be

9-12-2009

**9.30 am Exclusive Workshop
with Ji Lee**

Creative Director Google USA
organised by *Flandersdc.be & lbbt.be*

1 pm Enterprise 2.0 Innovation

organised by *Indiegroup.be*
speaker Wim Soens

**2 pm From Inspiration via
Co-Creation to Innovation**

organised by *Traficon.com*
speaker Jef Staes, RedMonkey

2.30 pm Imagine new home sports

exclusive racket sports workshop by
Oxylane Design, Decathlon FR
oxylane-group.com

**3 pm Protecting your design
is a must**

organised by *Kirkpatrick.be*
speaker Dominique Kaesmacher

**4 pm Prototyping is only
a mouseclick away**

organised by *Materialise.com*
speakers Maarten Valckenaers
and Lies Peeters

**5 pm Shaping the way to success
with models and prototypes**

organised by *Kemo.nl*
speaker Marc Van Schijndel

6 pm vVio launch

organised by *vVio*
(*Vereniging Vlaamse Industriële
Ontwerpbureaus*)

7 pm A social network for designers!

debate organised by *YDU.org*
(*YDU Young Designers United*)

10-12-2009

10 am l'Université de l'Europôle Textile

organised by *Fedustria.be*
with Elodie Ternaux, Gildas Minvielle,
Caroline Sonneville, Xavier Goebels

**1 pm When form fits function
(and why pigs can't fly)**

organised by *Voxdale.be*
speakers Koen Beyers
and Renée Verschraege

**2 pm Design meets Durability:
ECO by Cosentino**

organised by *Cosentinogroup.net*
speakers Valentin Tijeras
and Jesús Arenas Solano

2 pm Imagine new home sports

exclusive workshop collective sports
by *Oxylane Design, Decathlon FR*
oxylane-group.com

3 pm Product Design at Apple

organised by *Apple Belgium
& Online Grafics*
speaker Piet Saegeman

**4 pm Voices in my head,
Designing for different personalities**

organised by *Barlock.be*
speakers Saskia Wierinck
and Marc van Bokhoven

**5 pm Your design: your (intellectual)
property?**

organised by *KOB.be*
speakers Kristof Chielens
and Friede Coudron

6 pm A social network for designers!

debate organised by *YDU.org*
(*Young Designers United*)

SPECIAL
PRIZE

IP AWARD 2009
(Intellectual Property)
with
FOD/SPF Economie

FORUM

120 Panton seats



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and subscriptions please check
www.designatwork.be

PRAKTISCHE INFORMATIE INFORMATIONS PRATIQUES PRACTICAL INFORMATION

LOCATIE LIEU DE L'ÉVÈNEMENT VENUE

Kortrijk Xpo, Doorniksesteenweg 216, 8500 Kortrijk, Belgium, +32-56-24 1111

DATUM DATE DATE

9 and 10 December 2009
Official opening 8 December at 6 pm, Meetingcenter XXL

OPENINGSUREN HEURES D'OUVERTURE OPENING TIMES

2 pm till 8 pm.

TOEGANGSPRIJS PRIX D'ENTRÉE ENTRANCE FEE

10 euro of gratis mits registratie voor 6 december www.designatwork.be
10 euro ou gratuit après enregistrement avant le 6 décembre www.designatwork.be
10 euro or free if registered before December 6th www.designatwork.be

TREIN EN TRAIN BY TRAIN

Brussels-Kortrijk (60min), Gent-Kortrijk (20 min), Lille-Kortrijk (30 min)
Bushalte / Arrêt bus / Bus stop: Kortrijk Xpo from railway station

COLOPHON

ORGANISATIE / ORGANISATION / ORGANISATION
Interieur Foundation www.interieur.be

PRESIDENT José Carlier
COMMISSIONER Moniek E. Bucquoye
PROJECTMANAGER Joost Vanhecke
PROJECTTEAM Colette Deceuninck, Stephanie Delatter, Laurence Vanackere

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GRAPHIC DESIGN Barlock.be / LOGO DESIGN Wout Walt
EXHIBITION MANAGEMENT Chloroform

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**Thank you for visiting us
and let's meet again
from 15 – 24 October 2010
DESIGN at WORK Awards 2010
iF Kortrijk 2010
INTERIEUR 2010**

DESIGN AT WORK

Eerste internationale trade show voor goed design, innovatie en productontwikkeling over de bedrijfssectoren heen.

Design at Work staat in het teken van de innovatie en de nieuwe oriëntatie die productontwikkeling en design de laatste jaren doormaakt. Dit tweejaarlijks evenement voor professionals is nieuw in Europa. Het is een horizontaal platform voor bedrijven met primeurs, productlanceringen, nieuwe ontwikkelingen, creatieve producten en materialen in sectoren als mobiliteit, werk, communicatie, vrije tijd, zorg e.a.

Naast de internationale exposanten is er de eregast nl. het ontwikkelingsteam achter het sportmerk Decathlon. Voorts is er een productshow met nieuwigheden en "things to come", de tentoonstelling 'De bedenkers gaan verder', netwerking via pingpong-creativiteit, workshops, lezingen en een keynote speech van Ji LEE, creative director van Google (USA).

FR Premier salon où le design de qualité, l'innovation ainsi que le développement de produits sont mis en valeur à travers les différents secteurs d'entreprise.

En tant que trade show, Design at Work est un vecteur économique pour ce tissu d'entreprises et de services utilisant des processus d'innovation et de développement de produits pour maintenir et renforcer leur position sur le marché. Ce processus inclut des aspects tels que les enquêtes de marché, les matériaux, le design industriel, l'ingénierie ou les droits de propriété intellectuelle, sans oublier la production et le branding. Tous les éléments donc qui aboutissent au lancement d'un nouveau produit.

EN First international trade show for good design, innovation and product development across all sectors of industry.

Design at Work is a biennial and a horizontal platform for professionals. It acts as 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 is an initiative of the Interieur Foundation
Groeningestraat 37
8500 Kortrijk – Belgium
T + 32 56 22 95 22
F + 32 56 21 60 77
www.designatwork.be

