

CZECH-BELGIAN DESIGN NETWORKING FORUM

"Design Synergy in Industry: The Key to Unlocking Success"

VENUE: [Permanent representation of the Czech Republic to the EU, Rue Caroly 15, Brussels](#) (12:45 – 17:30)
Café Hoffmann, Rue des Bouchers 37A, Brussels, (18:00 – 22:00)

DATE: SEPTEMBER 21, 2023

TIME: 12:45 – 22:00

The Czech Republic and Belgium have much in common in the field of design. Names such as **Bořek Šípek, Eva Jiřičná or Jan Kaplický (CZE), Dries Van Noten, Ann Demeulemeester and the duo Muller Van Severen (BEL)**, with their projects, give both countries a global reputation and a worldwide knowledge of the quality and high level of design in both countries.

The Czech - Belgian Design Networking Forum should be a part of the **Design Longline Structure**, which aims above all to establish and strengthen cooperation between Czech and Belgian entities in the field of design for sustainable business and to promote closer collaboration between **companies, academia, designers, but also governmental organizations as partners** in transformational projects. Within this forum we would like to promote not only the exchange of best practices, experiences and knowledge between the different industries of both countries, but above all to **promote internationalisation** and effective cooperation with the aim of **economic growth** of the individual participants. This event supports to gain **access to new markets** and audiences, networking and partnerships, audience development, capacity building, and **visibility**.

The event, which is supported not only by Czech but also by Belgian government and business entities, is intended for traditional, innovative, technologically advanced entities, but also **start-up professionals and companies** in the field of design, especially **industrial design – automotive, furniture, glass, textile industry, architecture, interior, packaging, product, web, graphical, branding, art and material design, etc.**

During the event, the participants can not only learn about the design trends in the individual countries, but also see on-site **presentations of the production** of some design entities.

Participating organisations include:

CZECHIA: [CZECHTRADE TRADE PROMOTION AGENCY](#), [DESIGN CENTRUM CZECHTRADE](#), [PERMANENT REPRESENTATION OF THE CZECH REPUBLIC TO THE EU](#), [ACADEMY OF ARTS, ARCHITECTURE & DESIGN IN PRAGUE](#), [CZECH CENTRE BRUSSELS](#), [ASSOCIATION OF CZECH INDUSTRIAL DESIGN](#), [CZECH BUSINESS REPRESENTATION TO THE EU](#), [MORAVIAN-SILESIA INNOVATION CENTRE OSTRAVA](#), [LADISLAV SUTNAR FACULTY OF DESIGN AND ART – UNIVERSITY OF WEST BOHEMIA](#), [TOMAS BATA UNIVERSITY IN ZLÍN - FACULTY OF MULTIMEDIA COMMUNICATIONS](#), [ZLÍN CREATIVE CLUSTER](#), [TECHNOLOGY INNOVATION CENTRE ZLÍN](#), etc.

BELGIUM: [AWEX Prague Office](#), [BELGIUM DESIGN COUNCIL](#), [DESIGN2STYLE](#), [SINT LUCAS ANTWERPEN](#), [LUCA-ARTS](#), [UNIVERSITY OF ANTWERP](#), [ICITY.BRUSSELS](#), [sustAIn.brussels](#), etc.

PROGRAMME (as of August 22, 2023):

DRESS CODE: BUSINESS CASUAL

WORKING LANGUAGE: ENGLISH

ADMISSION: FOR FREE

PERMANENT REPRESENTATION OF THE CZECH REPUBLIC TO THE EU, RUE CAROLY 15, BRUSSELS

12:45 – 13:30 WELCOME OF PARTICIPANTS

12:45 – 17:30 COMMERCIAL TABLE TOP PRESENTATION

13:30 – 13:45 WELCOME SPEECH – [EDITA HRDÁ](#), [PAVEL ZELENKA](#), [EVA KORDOVÁ](#), [KRISTÝNA HALOUNOVÁ](#)

13:45 – 14:45 **FIRST PANEL – Design & Engineering – sustainability, material intensity, additive technologies, product design, design concept, progressive design, internationalization, [Creative Europe](#)**

Moderator:

- [Pavčina Louženská \(CZE\)](#)

EU panelist:

- [Martina Dlabajová](#), Member of the European Parliament – TBC

CZE panelists:

- [MgA. Roman Kovář](#), Industrial designer focused on Art of Sustainability, Department of Design, The Faculty of Architecture, [Czech Technical University in Prague](#)

- [Eduard Herrmann](#), [Herrmann & Coufal Studio](#)

- [Prof. MgA. Petr Stanický, M.F.A.](#), Head of Glass Design Studio, Tomas Bata University in Zlín

BEL panelists:

- [Fabian Breës](#), Product & Vehicle Design, Founder & CEO, [Voyager](#), REDDOT title holder for 2023

- [Audrey Joris](#), Co-Founder [AFC-collection](#)

- [Pieter Lesage](#), Founder & CEO of [Studio Dott](#)

Design is also one of the important and necessary elements of maintaining the **competitiveness** of companies, so bringing together design professionals, government, academia and local companies is essential. In today's world of **internationalization** in business, the key to success is in developing business opportunities in other markets. **Sustainability** is also part of today's economic world. In this respect, sustainability can be seen as a moving target in contemporary design practice. Within this session we should answer the following questions:

1. How do new directions and trends in design affect the business success of companies? How is this part of the current **educational process**?
2. What are the support tools used by both countries, EU institutions in the field of industrial design support in penetrating foreign markets. What is the need for **investment in design**?
3. What are the best practices in **Design for Business** - successes and obstacles?

14:45 – 15:00 BREAK & NETWORKING

15:00 – 16:00 **SECOND PANEL – Design & Artificial intelligence – digital design, digital advertisement, digital art, brands & communication design, AI and copyright, CAD, [Digital Europe](#)**

Moderator:

- (BEL) - TBC

CZE panelists:

- [Assoc. Professor Mgr. David Kořínek](#), Vice Dean for External Relations and Internationalization at [University of Jana Evangelisty Purkyně in Ústí nad Labem](#), Faculty of Art and Design
- [Mgr. Roman Sellner Novotný](#), Instructor, Department of Information and Library Studies, [Masaryk University](#), Brno
- [Mgr. Michal Krčmář, MSc.](#), CMO, [GOOSEBERRY AI](#)
- Czech company: TBC

BEL panelists:

- [Claudio Truzzi, MBA, PhD, RTTP](#), Director of Research and Innovation Activities Support Office at [Université libre de Bruxelles](#), Head of [icity.brussels](#)
- [Dr. Veerle Van der Sluys](#), Vice dean research, [LUCA School of Arts](#)
- [Joachim Froment](#), Creative director, Industrial designer and Co-founder at [Futurewave Design](#)

Artificial Intelligence is becoming an essential part of our lives and has an impact on all forms of human activity. Art, architecture and design are no exception. The overwhelming emergence of artificial intelligence could not, of course, avoid industrial design. It is quite naturally involved in its creation. New **advanced technologies** are emerging where the endless "knowledge" and volumes of data that AI possesses can be harnessed, combining **aesthetic appeal and technical efficiency**. Within this session, we should find answers to the following questions:

1. How will the use of AI change the way we look at current design trends, how quickly and how profoundly? **Can AI replace taste?** Is there a need for design transformation, a transformation by design in the context of digitalization, datafication and other technological changes?
2. Will **AI** become an independent and **new industry in design**? What new demands will be placed on the field of education?
3. Will the industrial design profession disappear and leave everything to AI, or will names like Richard Sapper, Peter Horbury, Maurizio Corbi and others still be **irreplaceable**?

16:00 – 16:15 CONCLUSION

16:15 – 17:30 NETWORKING AND COMMERCIAL TABLE TOP PRESENTATION (BEVERAGES AND HORS D'OEUVRES WILL BE PROVIDED)

17:30 TRANSFER TO CAFÉ HOFFMANN

CAFÉ HOFFMANN, RUE DES BOUCHERS 37 A, BRUSSELS

18:00 – 18:30 WELCOME OF GUESTS

18:30 – 18:45 OPENING SPEECH (ORGANIZERS AND PARTNERS)

18:45 – 22:00 COMMENTED TOUR/SHORT LECTURE BY AUTHORS ([ADAM STECH](#) – CURATOR AND THEORETICIAN OF DESIGN AND ARCHITECTURE + MEMBERS OF „OKOLO STUDIO“) ON [JOSEF HOFFMANN](#) AND THE SITE-SPECIFIC INSTALLATION IN CAFÉ HOFFMANN – DJ: TBA, BEVERAGES AND HORS D'OEUVRES WILL BE PROVIDED

22:00 END OF THE EVENT

We would like to ask you to confirm your participation by September 15, 2023:

Please register [HERE](#) or via e-mail: michaela.koletova@czechtrade.cz

If you are interested in presenting your products at the event together with Czech participants, please contact: pavel.zelenka@czechtrade.cz