

Thomas Elser is managing partner of Bruce B. Corporate Communication, where he strategically consults his clients, e.g., Planmöbel or Maybach, and develops and realises communication concepts with them. In addition, he has a teaching assignment at Pforzheim College, Germany.

Prof. Tónis Kao is professor of Industrial Design at the University Wuppertal, Germany. Several of his designs (Siemens mobile phone 1980; idea for a mobile phone and electronic book) form part of the Munich Pinakothek der Moderne's design collection.

Prof. Wilfried Korfmacher is dean and professor for Design at the University of Applied Sciences, Düsseldorf, Germany.

Knut Meierhofer is designer and managing director of the design office KMS. The focus of KMS is on corporate identity. To the current services also belong strategy, branding, naming as well as corporate and finance communication. Today, KMS is among the ten largest design offices in Germany.

Harry Rich is business director of the Design Council in London. There he helps to shape the organisation's overall strategy and direction. The Design Council's purpose is to inspire and enable the best use of design by the UK, in a world context, to improve prosperity and well-being.

Prof. Dr. Francis Smets is professor of Cultural Philosophy at the Design Department of the Katholieke Hogeschool Limburg, Belgium. He also is part of the editorial staff of Kwintessens, the design review published by VIZO.

Brian Switzer is a brand strategist and designer and co-founded the design office envision+, that understands itself as a network for high-quality design with a focus on branding and communication design. Product design and design for digital media are part of the range of services, too. Among the clients are Ferrari, the Festspielhaus Baden-Baden and Flos.

Prof. Vilim Vasata is a company consultant, a brand expert and a designer of his own kind. He occupied leading positions at BBDO Worldwide, Europe and Germany. Until 2000 he was a professor for the design of communication at the University of Essen. He is author of the book "Radical Brand".

Prof. Dr. Peter Zec is president of the Design Zentrum Nordrhein Westfalen and Professor of Business Communications and Design Management in Berlin. He currently is artistic director of 'Entry 2005', a world exhibition of design and architecture that will take place in the year 2005 on the Zollverein area.

## Emerging Paradigm: Design and Change Inventing New Forms of Experience and Communication

May 15 to 16, 2003

Concept and organisation: Design Zentrum Nordrhein Westfalen

Location: red dot design museum, Zeche Zollverein, Essen

### Target group

Entrepreneurs, design managers, product developers, in-house designers, freelancer designers as well as communication and PR-specialists and marketing managers active in design-related areas

Since the number of participants is restricted,  
we kindly request your registration by May 5, 2003.

### Fees

Incl. two lunches, one dinner, documentation	Euro 250
Early Bird fee until April 28, 2003	Euro 200
Student fee	Euro 90

You can obtain information about the conference by contacting  
Sonja Lehnert, phone +49 (0)201 30 10 4-33, lehnert@dznrw.com.

### European Design Forum (EDF)

The conference is part of the "European Design Forum" project consisting of an active cooperation between six European design institutions.

- VIZO, Brussels [www.vizo.be](http://www.vizo.be)
- Designmuseum, Helsinki [www.designmuseum.fi](http://www.designmuseum.fi)
- The Lighthouse, Glasgow [www.thelighthouse.co.uk](http://www.thelighthouse.co.uk)
- Museo di Castelvecchio, Verona  
[www.comune.verona.it/Castelvecchio/cvsito](http://www.comune.verona.it/Castelvecchio/cvsito)
- Pro Materia, Brussels
- Design Zentrum Nordrhein Westfalen, Essen  
[www.design-germany.de](http://www.design-germany.de)

The project has been carried out with the support of the European Union, Culture 2000 programme. The content of this project does not necessarily reflect the position of the European Community, nor does it involve any responsibility on the part of the European Community.

### Arrival from Düsseldorf airport

#### By car

A 52 to "Dreieck Essen-Ost",  
then onto A 40, exit "Ausfahrt Essen-Frillendorf"

#### By train

Trains and trams depart for Essen main station (Hbf Essen) every 10 to 20 minutes (S 1, IC, IR and RE);  
travel time is approx. 20 minutes

### Transfer times from Essen main station (Hbf Essen)

By taxi: 10 minutes

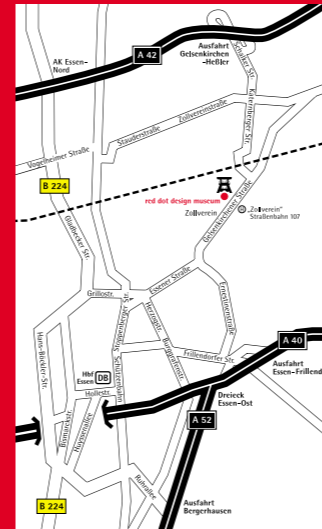
By tram: 15 minutes

(line 107, direction north, stop Zollverein)

### Hotel reservations

For hotel reservations please contact  
the Touristikzentrale Essen:  
Phone +49 (0)201 88 72 041

Design Zentrum Nordrhein Westfalen  
Gelsenkirchener Str. 181  
D-45309 Essen  
Phone +49 (0)201 30 10 4-33  
Fax +49 (0)201 30 10 4-44  
[www.design-germany.de](http://www.design-germany.de)



## Emerging Paradigm: Design and Change Inventing New Forms of Experience and Communication

EDF - Conference  
May 15 to 16, 2003  
red dot design museum  
Essen, Germany

Design  
Inventing  
New forms  
Communication



## Emerging Paradigm: Design and Change Inventing New Forms of Experience and Communication

The aim of the conference is to find new, efficient forms of communication processes for portraying a company's image as well as its products, because today's production processes and management methods need new types of support.

### Reforms of communication processes

The economy during the final two decades of the 20th century was characterised by enormous restructuring in the area of industrial production. However, to a great extent reforms to communication and learning processes were entirely disregarded.

Dirk Baecker, currently the most recognised sociologist in Germany, rejects the concept of communication as a process of transferring information. He instead describes communication with the metaphor "doing things together". This shift in the meaning of the term 'communication' is a suitable translation of the transformed desires and needs of society and the economy with regard to how it is supposed to communicate in the new century.

### Beyond advertising

High-tech products are produced in identical, nameless factories. In order to be clearly differentiated, products rely on various brands. If the success of advertising as an integrative and identity-giving medium for brands and products is in decline, the question rightfully arises, "what then happens after advertising?"

### Production and Experience

The communication processes need to be dynamic and created in order to be able to communicate product quality and thus effectively influence corporate success. Increasingly, traditional advertising takes place only on the sidelines. The production and design of the processes of communication require a new form in order to be received and experienced.

## Thursday, May 15

- 9:30 – 10:00 Registration and coffee
- 10:00 – 10:20 **Welcoming address**  
Prof. Dr. Peter Zec  
President of the Design Zentrum Nordrhein Westfalen,  
Essen, Germany
- 10:25 – 11:25 **Keynote Speech**  
**"Designing Humanity"**  
Prof. Vilim Vasata  
Düsseldorf, Germany
- 11:25 – 11:55 Coffee break
- Image-building Strategies for Competitive Companies**
- 11:55 – 12:25 **"Image or Illusion"**  
Harry Rich  
Design Council, London, Great Britain
- "Image building is not a useful starting point. Competitiveness must be based on delivering added value products and services that meet the needs of real customers and on effectively exploiting scientific and technological innovation."
- 12:30 – 13:00 **"Mobile Collaborative Working"**  
Brian Switzer  
Envision+, Bühlertal, Germany
- "What might the businesses of tomorrow look like, and how might they be built and run? With the choices expanding every year, the question remains, what should technology businesses invest in? A big change in the social environment is that the demands of the individual are more powerful than ever. Networks are springing up all over, but what makes them work? Are they the best way to organise effectively?"
- 13:00 – 14:30 Lunch break

## Thursday, May 15

### Design for Globalisation and a Mobile World

- 14:30 – 15:00 **"About Happiness"**  
Prof. Dr. Francis Smets  
Katholieke Hogeschool Limburg, Belgium
- "Through the merging of virtual reality with the Internet, everybody will be able to enter the virtual world of his or her choice. Moreover, he or she will be able to share this virtual experience interactively with anybody on any continent. The announced 'doing things together' will mainly take place in cyberspace."
- 15:05 – 15:35 **"How the Globalisation Machine is Designed"**  
Prof. Tónis Káó  
University Wuppertal, Germany
- "The main cultural problem of our day is the particular approach of urban planners, architects, designers and artists. Thus, they are unable to deliver a significant contribution to infrastructure planning. Infrastructure systems, however, are highly dynamic and evolve globally, they determine all processes and show a strong tendency towards entropy."
- 15:35 – 16:00 Coffee break
- 16:00 – 16:30 **Final Discussion**
- 16:45 – 18:00 Visit to the red dot design museum or Zollverein Area
- 18:00 – 18:30 Happy Hour in the red dot design museum
- 18:30 – 22:00 Formal Dinner

## Friday, May 16

- 9:30 – 10:15 Recapitulation
- Beyond Advertising**
- 9:45 – 10:15 **"After Advertising is Before Advertising"**  
Thomas Elser  
Bruce B. GmbH, Stuttgart, Germany
- "The task of communication is to initiate an internal corporate process, modernise, hold up the mirror, sharpen perceptions, to bring things back to light and tie together many loose ends. It is a learning process that is frozen in strategically relevant places and translated into communication."
- 10:15 – 10:45 Coffee break
- 10:45 – 11:15 **"In-depth Design"**  
Knut Meierhofer  
KMS, Munich, Germany
- "Learning from one sector for the other, having the courage to journey down new roads, to question briefings, to risk the whole job in order to achieve above-average results – all of this is necessary for being able to later ask the crucial question: where have you brought your customers?"
- 11:20 – 12:10 **"Missing Links – Deconstructing Creativity in Communication"**  
Prof. Wilfried Korfmacher  
University of Applied Science, Düsseldorf, Germany
- "Advertising media with 'missing links' and systematic voids present their message in a deconstructed manner. By producing vision breaks or taking blank text literally, they refer to the double code in advertising rhetoric while stimulating the creative imagination."
- 12:15 – 13:00 **Conclusions**
- 13:00 – 14:15 Lunch
- 14:15 End of Seminar
- The presentations include Q&A as well.