

## Papanek Symposium 2013 (Vienna, 14-15 Nov 13)

AULA, Wollzeile 27a, 1010 Vienna Austria, Nov 14-15, 2013

Registration deadline: Nov 13, 2013

Bryleigh Morsink

Papanek Symposium 2013

Emerging & Alternative Economies of Design: The Social Imperative of Global Design

An event organized by the University of Applied Arts Vienna, Austria

November 14-15, 2013

Harnessed by rising world powers striving for economic and cultural competitiveness, design has taken on a renewed and urgent political significance. The unprecedented cultural engagement with design by vast, emerging economies from China to India, will shape our collective futures. Emerging and Alternative Economies of Design: The Social Imperative of Global Design joins together leading experts from international design institutes, research think-tank's and social science projects to question the social futures of design. From the frugal digital initiative led by TED-speaker Vinay Venkatraman, to the ethnographic corporate research of PARC Xerox and the smaller scale initiatives of hybrid design innovators, this second Papanek Symposium offers a unique perspective on the design politics of emerging economies.

Speakers include: Sulfikar Amir (Singapore), Jonathan Barnbrook (UK), Babitha George (India), Lorraine Justice (USA), Lucy Norris (DE), Xu Ping (China), Makiko Taniguchi (USA), Vinay Venkatraman (DK).

Curated by Professor Dr. Alison Clarke with Heng Zhi

Kindly supported by the Austrian Ministry of European and International Affairs

Public event, free of charge, registration required.

### PROGRAMME

14 NOVEMBER 2013

17.45 Welcome

Dr. Gerald Bast

President

University of Applied Arts, Vienna

18.00-19.00

Frugal Digital Design? Technology for the Underserved

Vinay Venkatraman

Frugal Digital Design, Copenhagen, DK

19.00-20.00 Reception

15 NOVEMBER 2013

9.00-10.00 Registration

10.00-10.30 Introduction

Alison J. Clarke

Director

Papanek Foundation

University of Applied Arts

10.30-12.30 Session 1

Rice, Cellphone, and Imaginative Futures: Reconstructing Design in the

Asian Globalisation

Sulfikar Amir

Professor, Department of Sociology, Nanyang Technological University,

Singapore

What you Want is Not What You Need

Jonathan Barnbrook

Barnbrook Creative & Graphic Design Studio, London

"Learn from Shanzhai": China's Grass-Roots Design and Innovation Phenomena

Makiko Taniguchi

Senior Anthropologist, Emerging Markets/Innovation, PARC Silicon Valley,

California

The Role of Big Data and Design

Vinay Venkatraman

Frugal Digital Design, Copenhagen, DK

14.00-16.00 Session 2

Design for the Real World: Some Lessons from Experiments in India

Babitha George

Director, Quicksand Social Innovation, Bangalore

Unravelling Waste Economies

Lucy Norris

Honorary Fellow, Ethical Fashion, Department of Anthropology, University

College London

Design in China: An Explosion of Creativity

Lorraine Justice

Dean of the College of Imaging Arts and Sciences, Rochester Institute of Technology (RIT), NY

The Vast Land of Design: China as an Emerging Economy and its New Design Power

Xu Ping

Director of the Research Centre of Design and Culture Policy, China Central Academy of Fine Arts, Beijing

16.00-16.30 Panel Discussion & Concluding Remarks

Alison J. Clarke, Papanek Foundation, Vienna, AT  
Lee Davis, Centre for Social Design, MICA, Baltimore, USA  
Heng Zhi, University of Applied Arts, Vienna, AT

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<http://papanek.org/symposium/>

Reference:

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