### TIMELINE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8.30am</td>
<td>Arrival and registration of guests</td>
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<tr>
<td>9.00am</td>
<td><strong>Introduction and Welcome Speech</strong>&lt;br&gt;Mark Wee, Executive Director, DesignSingapore Council</td>
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<tr>
<td>9.10am</td>
<td><strong>Panel 1: Design x Policy (80 min)</strong></td>
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<tr>
<td>10.30am</td>
<td>Tea Break (30 min)</td>
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<tr>
<td>11.00am</td>
<td><strong>Panel 2: Design x Education (80 min)</strong></td>
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<tr>
<td>12.20pm</td>
<td>Lunch (100 min)</td>
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<tr>
<td>2.00pm</td>
<td><strong>Panel 3: Design x Business (80 min)</strong></td>
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<tr>
<td>3.20pm</td>
<td>Tea Break (30 min)</td>
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<tr>
<td>3.50pm</td>
<td><strong>Panel 4: Design x Communications (80 min)</strong></td>
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<tr>
<td>5.10pm</td>
<td>Closing Remarks</td>
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<td>5.15pm – 6.30pm</td>
<td>Networking Cocktails</td>
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Policymakers adopting design approaches seek to place the ‘user’ at the heart of their solutions, and employ adaptive processes that can move with changing circumstances, creating practical everyday solutions. Participants attending Design x Policy can expect to find out how design can reconnect policies and services to everyday problems that we face.

Moderator

Agnes Kwek, Design Ambassador, Economic Development Board Singapore

Agnes aims to deepen design relations between Singapore and other countries, through business, talent exchange, knowledge sharing and culture. She is based in Paris, and covers Europe and North America.

Prior to this, she headed the DesignSingapore Council. As its Executive Director from November 2016 to May 2018, Agnes and her team charted national policies on design, advised business and government leaders on how to use design, worked with academic institutions to build design education, and helped design businesses grow.

Agnes has had a career for 17 years in the well-respected and rigorous Administrative Service of the government of Singapore. She has a breadth of public sector experience in portfolios spanning defence diplomacy, labour policy, community organisation and social welfare, public service transformation, and land transport.

Her niche is in transforming organisations through design. In 2013, she was attached to a global design consultancy, IDEO (San Francisco), and worked with a Silicon Valley technology giant to bring design innovation skills to a team. In 2014, she helmed the transformation effort of the Land Transport Authority of Singapore to bring design process and values to the organisation, so that LTA can deliver a loveable transport experience to citizens.

About the Speaker

Stewart Murdoch
Managing Director, Leisure & Culture Dundee

Presenting on: A Design Project for Scotland: Exploring Where Policies Help Practice

Stewart trained in Urban Planning, Community Development and Management. He has spent 43 years in the field of community development, and culture led regeneration, the last 29 of them in Dundee. He leads the UNESCO City of Design team in Dundee and co-chairs a national working group looking at the development of a Design Framework for Scotland.

Stewart has served on a number of national committees for the Scottish Executive, is a past board member of the Scottish Urban Regeneration Forum, Resilient Scotland, the International Association for Community Development and Scottish Community Development Centre. Locally, he chairs the Dundee Partnership Cultural Developments Group and the city’s Cultural Agencies Network, and is a board member of Dundee Rep and Scottish Dance Theatre, Dundee Botanic Gardens and V&A Dundee.
Singapore  |  Mark Wee  
Executive Director, DesignSingapore Council  

_Presenting on: Building an Ecosystem for Design in Singapore_

Mark joined the DesignSingapore Council (Dsg) as Executive Director on 14 May 2018. He leads the Council in driving and implementing national policies on design.

Mark is a design thinking pioneer in Singapore, having designed award-winning innovative experiences for the public and private sector.

An award-winning architect, Mark was recognised by the Urban Redevelopment Authority in 2017 as the top 20 Under 45 architects in Singapore that would define the next generation.

Seoul  |  Choi Kyung-ran  
CEO, Seoul Design Foundation  

_Presenting on: Human-centered Design Policy of Seoul_

Ms. Kyung Ran CHOI is currently the CEO of Seoul Design Foundation established by Seoul Metropolitan Government to promote design industry and spread design culture in Seoul.

After serving as a vice president of the Korea Federation of Design Associations in 2013, she has served as a dean of Graduate School of Techno Design of Kookmin University from 2014 to 2018.

Besides, she has been variously exploring design values from the perspective of oriental culture as a director of the Oriental Culture Design Research Center at Kookmin University from 2008 to 2018. Based on her experiences, she served as a director general of Seoul Design Fair 2010, Gwangju Design Biennale 2015 and a curator of an invitational exhibition at Triennale Di Milano in 2011 and a chair of World Design Policy Forum 2013.

Nagoya  |  Hisashi Komatsu  
Associate Professor, Nagoya University  

_Presenting on: Upcoming public architecture designed by citizens in Japan_

Ph.D. / 1st class Architect of Japan. 
Main academic interest: Design and the management of public architecture, including a school, a library and a community hub.
As non-design industries and governments look to design to innovate and transform their businesses, solve complex societal problems, and deliver the best possible experience for end-users, Design x Education looks at how the design education landscape has evolved to adapt to changing needs. Participants can expect to find out what it means to be trained as a designer and how a design approach can change what we think about educational environments and of practitioners.

Moderator

Lim Chong Jin, Director, School of Design, Temasek Polytechnic

Apart from his academic, administrative and strategic responsibilities in running the award-winning School of Design, Jin provides design direction for Temasek Polytechnic (TP) as Head of the Centre for Communication Design. Jin is a Communication Design and Graphic Design graduate from NSCAD University, Canada, educated principally in Semiotics & Visual Rhetoric. Prior to joining TP, Jin spent more than a decade in advertising, media and communication design. A former Creative Director at DNC Worldwide Partners, Jin has previously held both creative and executive tenures at Lintas, Dailey Associates, Hakuhodo, Adcrobots, where he spearheaded his teams in crafting purpose-driven, award-winning works across a roster of brands.

Jin’s brainchild is BeyonDesign©. As Head of the BeyonDesign Centre (BDC), Jin dwells in the possibilities of collaborative energy and sagacity. He believes that collective intelligence is situated at the intersection of diverse disciplines. The adoption of this unique educational philosophy is a timely response, highly applicable for an amplified, complex, hyper-connected world. Embedded in the curriculum, BDC through its proprietary Collaborative Transformation (CT) framework, encourages students remove the walls of specializations to take a more assimilated and porous approach in bridging other expertise beyond design and in seeking new and relevant knowledge that are found not only at the intersection but at the fringes of different capabilities.

City | About the Speaker
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Cape Town | Richard Perez
Director, d.school, Hasso Plattner School of Design, University of Cape Town

*Presenting on: The evolution of the design education landscape*

Richard is currently the founding director of the UCT School of Design Thinking (d.school) at the University of Cape Town. Prior to this, Richard spent 3 years at the City of Cape Town as the Director for World Design Capital 2014, where he had the unique experience of working to embed a culture of design-led innovation in a government administration. During this time, Richard led a transversal team within the City to unlock collaboration, creative thinking and innovation towards developing effective models for delivering services that respond to the needs of users from local communities across the socio-economic spectrum. Before that, he spent 10 years as a partner and director in an award-winning Cape Town-based New Product Design agency developing consumer products, services, systems and user-centered research in emerging markets for diverse local and international clients. He is also an external examiner for UCT’s Engineering Design course and spent a number of years lecturing UCT Architecture students on the Theory of Structures.
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<th>Presenter Name</th>
<th>Position</th>
<th>Presentation Title</th>
<th>Biography</th>
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<tr>
<td>Helsinki</td>
<td>Ilona Taimela</td>
<td>Educational Consultant, City of Helsinki</td>
<td>Presenting on: Phenomenon-based learning as a method in design thinking</td>
<td>Ilona Taimela is an Educational Consultant for the Helsinki City Education Division with over 100 schools. She assists the schools in pedagogical development into more holistic approach and phenomenon based learning, in engaging more student voice and towards more sustainable future. She has previously been an Expert Teacher for the whole city, has a long teacher experience from both international (IB) and local schools. She has worked as a researcher at the university of Helsinki with specialization in participative action research. In her earlier career, she has also worked in the fields of intercultural development, migration integration and incentive organizational engagement. She is a speaker, lecturer, facilitator, civil activist and has written books and articles.</td>
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<tr>
<td>Kobe</td>
<td>Junji Yamashita</td>
<td>Head, Director of Kobe Education Centre</td>
<td>Presenting on: Kobe City’s creative learning programs for children</td>
<td>Junji Yamashita is Director of the Education, Head of Kobe Education Center for the Kobe City Board of Education Secretariat. His expertise is in primary education, especially mathematics and international understanding. He was born in 1962 in Kobe and started his teaching career in 1985 at a Kobe City public school. He taught at Kobe University Primary School in 1988-1999 and at Tehran Japanese School in 1999-2011. In 2014-2016, he oversaw a Kobe City public school as its principal. He has served in the Kobe City Board of Education Secretariat since 2016, and from 2018 has been involved in research for introducing design thinking processes to primary/secondary education as a member of the Kobe Society of Children’s Creative Learning.</td>
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Wuhan

**Du Tao**
Head of Science and Technology Information Department, Wuhan Wujiaoshan Third Middle School

*Presenting on: How to promote design education through school curriculum combining activities*

Serving as a maker consultant and head of science and technology department at their school, Mr DU Tao is also a member of Wuhan Maker Education Experts Group and Wuhan Open Source Hardware Course Development Team.

Mainly engaged in teaching and research into projects relating to educational robotics, open source hardware, 3D printing and creative manufacturing, Mr DU has rich experience in coaching students in the areas of educational robotics, science and technology models, scientific and technological invention and in participation of international robotics competition.

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Singapore

**Emily Ong**
Deputy Executive Director, DesignSingapore Council

*Presenting on: Reimagine Our Future: Designing Talent in Singapore*

Ms Emily Ong is the Deputy Executive Director of the DesignSingapore Council, a division of the Ministry of Communications and Information. She leads the various programme and corporate teams in developing policies and strategies to implement the recommendations under Design 2025 Masterplan, which aims to make Singapore an innovation-driven economy and a loveable city by design.

Prior to her appointment to the DesignSingapore Council, she was the Director of Industry Development & Economic Research in the Ministry of Communications and Information (MCI), where she spearheaded the formulation and review of government policies to guide the development of the infocomm, media and design industries. She also played a key role in the development of the Infocomm Media 2025 Plan and the Design 2025 Masterplan – two strategic blueprints that aim to transform the infocomm, media and design sectors up to 2025.

Besides policy-making, Ms Ong also had substantial experience in helping businesses and individuals in the creative industries to identify and break into new markets, exporting innovative lifestyle products and service and attracting global talent to Singapore to live, work and play during her stints in the Economic Development Board (EDB) and the Media Development Authority (MDA).

Before joining the Public Service, Ms Ong was working in Sales, Marketing and Advertising in Miller Freeman, an international publisher and the Singapore Press Holdings (SPH), a public-listed media conglomerate.
DESIGN X BUSINESS

2.00pm to 3.20pm

Good design is good strategy. Companies, communities and economies are using design thinking to raise productivity, unlock new opportunities for growth, and improve the quality of everyday life. Participants attending Design x Business can expect to find out how companies have used design to catalyse innovation and competitiveness, and how businesses can reorganise to optimise ideation and innovation.

Moderator

Lawrence Chong, CEO, Consulus

Lawrence is the Co-founder and CEO at Consulus, a global innovation consultancy firm which helps leaders, companies and cities unite, transform and innovate to meet the challenges of Industry 4.0. Consulus was founded in Singapore in 2004 and is now present in 16 countries that include USA, Italy, and Sri Lanka. A global speaker, he has spoken at conferences such as Innovation by Design, World Marketing Summit, and in 30 cities such as Sao Paolo, Melbourne on innovation, business design and about a new economic approach called the Economy of Communion. His comments appear in regional media such as Nikkei Asian Review, Fortune and his thoughts are widely followed on LinkedIn with 400,000 followers. He is an active contributor to the local design sector having served two terms as President of Design Business Chamber Singapore from 2009 - 2013.

City | About the Speaker
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Detroit | Lilian Crum  
Partner, Unsold Studio

*Presenting on: Growing with Detroit: How Design can Positively Impact a City and the Future Generation of Designers*

Lilian Crum is a Toronto/Detroit-based visual artist. She received her MFA from Cranbrook Academy of Art in Michigan and previously received her HBA in Art and Art History from the University of Toronto and Sheridan College. When she’s not in her studio, she works as Assistant Professor of Art and Design and is the Director of Graphic Design and Interaction Design at Lawrence Technological University in Detroit, MI.
Geelong

**Tuba Kocaturk**
Professor of Integrated Design, Deakin University

*Presenting on: From Product to System Innovation*

Tuba Kocaturk is Professor of Integral Design at Deakin University, School of Architecture and Built Environment, in Australia. She is the founder-director of the MinD (Mediated Intelligence in Design) Research Lab; a transdisciplinary and practice based group which operates at the intersection of Built Environment, Information Technology and Design Innovation. She is currently collaborating with the City of Greater Geelong in the development of the city’s Design agenda and its implementation in an Innovation Ecosystem framework. Tuba is one of the first recipients of “Design Foundations” competition grant from Innovate UK; a scheme which brings together designers and businesses, intended to help businesses identify high-value innovation opportunities and generate ideas for new products, services and business models that align with customer demand. Tuba is the co-founding director of European Design Network; a pan-European research network exploring the Emergent models of Transdisciplinary Models of Innovation.

Graz

**Markus Petzl**
Founder & Managing Partner, disruptive – beyond your strategy

*Presenting on: Disruptive Innovation, Business & Design*

Why is that actually so? With this most fundamental form of disruptive resistance, he challenged his professors at a young age. Later on, his clients in business and brand consulting learned to appreciate the bad nature of the past. And he just made it his business model. Today, he is considered one of the experts on "disruptive strategy" and "corporate disruption". He is also a systemic thinker and very passionate entrepreneur and a restless fifth of a start-up that will turn the European electricity market upside down. In summary, he lives, thinks and dances quite happily between Vienna, Tel Aviv and San Francisco.

Kortrijk

**Jo Libeer**
CEO, Biennale Interieur

*Presenting on: What business are we in? And what about the cost-efficiency of branding?*

After a career in diplomacy and in business, Jo Libeer (1955) was CEO of the Flanders Chamber of Commerce and industry (2009-2015). He joined the International Biennale Interieur Kortrijk as CEO in 2016. In this very competitive, fast changing and stimulating environment he enjoys to challenge the status quo, is more interested in why we do things than explaining what we do and believes that imagination is the most important resource and the dominant factor for change. Because it is the common ground for artists, designers and entrepreneurs.
Mark Englehart Evans  
Senior Vice President, Head of Experience Strategy, DBS Innovation Group

Presenting on: The DBS transformation Journey through Design

Mark is the Executive Director, head of Experience Strategy for DBS Transformation Group. Mark and his team enable DBS to create transformational and innovative customer and employee experiences.
As governments and organisations work towards better understanding of real world behaviour, and the optimisation of technology, communication is crucial to how customers and stakeholders encounter and experience the world. Participants attending Design x Communications can expect to find out how boundaries between products, services and experiences are increasingly blurred in today’s global economy and how communications can design a seamless experience.

Moderator

Calvin Soh, Executive Director of Growth (APAC), R/GA

Calvin was fortunate to work with world famous creatives from Droga to Fallon. He was voted Asia’s no.1 creative by Campaign Brief. He left Singapore to break into USA and was the first Asian Creative Director in Fallon, arguably the world’s top agency in 2000. He came back to start Fallon Asia and was the youngest Asian head of a regional Network before becoming the Vice-Chairman and CCO of Publicis Asia.

In 2012, Calvin left the industry to reinvent himself, and to prepare his family for an exponential future.

He started urban farming, built apps, funded a few start-ups, branded digital currencies, worked on the original branding for Ethereum, speaker at Vegas SXSW, worked with experiential design agency 8Inc, launched the Lincoln experience in China, authored ‘The Big Red Dot’ with his son Dylan Soh, co-created the FutureMe exhibition, successfully kickstarted the GIYSTICK (Grow-It-Yourself) self-watering system, and created One Kind House, a sustainable urban farming home he designed. He also created a second career for his mother who is Singapore’s most popular Airbnb Experience host.

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<tr>
<td>Bandung</td>
<td>Dwinita Larasati</td>
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<td></td>
<td>Chairperson, Bandung Creative City Forum</td>
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*Presenting on: DesignAction.bdg: how might we lessen the communication gap between citizens and government?*

Tita Larasati studied Industrial Design at Institut Teknologi Bandung (ITB) in Bandung, Indonesia, then pursued her Master and Doctoral degrees at Design Academy Eindhoven and Delft University of Technology, The Netherlands. She co-founded and currently chairs Bandung Creative City Forum (BCCF), a 10-year old community hub that played a significant role in shaping Bandung as a UCCN City of Design, of which she acts the focal point. She currently works as a lecturer and researcher at ITB, while also taking the position as Deputy Chairman for Science and Society at The Indonesian Young Academy of Science (ALMI).
Bilbao

Maria Jesus Del Blanco Patino
Director of Economic Strategic Sectors Area, Bilbao Ekintza

Presenting on: Transformation of Bilbao driven by Design

Maria is in charge of several programmes related to Creative Industries, Digital Economy and Advanced Services and works on activities linked to the European projects and International Design networks, as the UNESCO Cities of Design network. She also co-organizes the Bilbao Design Week and other events on the field of Design.

Istanbul

Genco Demirer
Intendant, Istanbul Design Bureau

Presenting on: Connecting Directions

He is a graduate of METU Faculty of Architecture, Department of Industrial Design. He served as Vice President (Design and Innovation) and Strategic Design Coordinator for Kale Construction Group for 4.5 years. He began his career as a Design Specialist in the Technology Development and Engineering Departments of Koç Group. He held management role of DeiChung JV in Hong Kong and the international marketing company in Hong Kong for 3 years. He founded the Design Group at Demirdöküm which is a part of the same company and managed it for 8 years. He is a jury member of IF Design Award / Hannover and Design Management Europe which is one of the most prestigious design competitions in the world. He has been a jury member in more than 150 design competitions in many different categories such as Philips TV Contest, Ceramic Design Contest, Packaging Design, POPAI OMA (Point of Sale Design). In addition to the Presidency of ETMK, he is also responsible for Reform-ist Strategic Design and Innovation Management company.

Singapore

Eunice Tan
Partner & Head of Strategy, The Secret Little Agency (TSLA)

Presenting on: The ImpossibleSG campaign

Eunice’s career spans over a decade of global business leadership and strategy. She leads TSLA’s planning department and is charged with driving all ends of the strategic planning process together with TSLA’s planners and Mother’s global planning leads.

Eunice is behind some strategic platforms for brands like DBS, POSB, Ong Shunmugam and Brand SG; as well as global strategic pivots for brands like Tiger Beer, JW Marriott, and Nokia. Most notably, Eunice was part of the team that launched a unified Singapore brand as well as Netflix’s presence in the region.

She conceptualised, curates and now runs JUNK DESK – a panel of switched-on, culture pushers in the region who help Eunice’s team deliver transformative culture insights, fuel videos, agile testing and stimulus for client partners.