Media Release

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Singapore to host the 26th Icsid World Design Congress in 2009

Singapore will host the International Council of Societies of Industrial Design (Icsid) World Design Congress 2009 from 23 to 27 November 2009, in conjunction with the biennial Singapore Design Festival.

2. Icsid, the world body for the industrial design profession, represents an estimated 150,000 designers from over 50 countries. Its World Design Congress, held every 2 years, focuses on current design trends and directions for the future. The Icsid World Design Congress in 2009 will be its 26th and last congress before its transition into the International Design Alliance, together with the International Council of Graphic Design Associations (ICOGRADA) and International Federation of Interior Architect/Designer (IFI), in 2011.

3. Singapore’s hosting of the congress is therefore at a significant juncture. Themed, “Design Difference”, the congress will bring together a global forum of speakers and delegates from the design industries to dialogue new and relevant differences to be enabled through design.

4. The congress will expand design to a larger context from design solutions centred on individuals to designs that explore better organisational structures, more relevant and sustainable industries, healthier communities and more liveable cities. The overall vision is to harness the power of design to shape economies, cultures, societies and lives, and build a quality future that is viable, sustainable and better by design. Singapore will therefore, be the place where the future of design is collectively charted by design experts and delegates from all over the world.

5. Through a 3-day forum of presentations, ringside debates and active plenary sessions, the congress aims to become a collaborative source of global cross-sector and cross-disciplinary design, and to develop viable concepts into real world solutions for the future.

6. The 2009 Icsid World Design Congress is officially organised by the Icsid Congress Organising Committee (ICOC), chaired by Mr Low Cheaw Hwei, Senior Design Director of Philips Design and Board Member of the DesignSingapore Council. The committee consists of an International Advisory Panel as well as sub-committees comprising various industry stakeholders from the design and corporate sector.

7. Publicity for the Icsid World Design Congress has begun through the launch of the Design Difference website, with more than 500 registering their interest. Official registration will start in the first quarter of 2009. Registered participants will immediately be able to engage in the design debate through the transfer of ideas and knowledge online.

8. Concurrently, Singapore will also be hosting the IFI World Design Congress from 24 to 27 November 2009.
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9. The congruence of these major design events in November 2009 is also an excellent window for international designers, business leaders, policy makers, educators and media to experience the best of Singapore's designs and designers.

10. “Singapore is very excited to host the 2009 Icsid World Design Congress. It is an honorable milestone that will further propel Singapore’s ambition to embed design as an economic enabler and socio-cultural catalyst. Come 2009, Singapore will be the destination of convergence for thought leaders, decision makers, influencers and creative individuals and we will engage everyone in a dialogue and exchange of ideas and creative energy,” said Mr Low Cheaw Hwei, Chairman of ICOC.

11. More information on the 2009 Icsid World Design Congress, the IFI World Design Congress and the Singapore Design Festival 2009 can be found at www.designdifference.sg.

ISSUED BY ICSID CONGRESS ORGANISING COMMITTEE

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About Icsid

The International Council of Societies of Industrial Design (Icsid) was founded in 1957 by a group of international organisations committed to industrial design. Today, Icsid counts over 160 members in more than 50 countries, representing approximately 150,000 designers. Icsid members are professional associations, promotional societies, educational institutions, government bodies, corporations and institutions — which aim to contribute to the development of the profession of industrial design.

Icsid supports and highlights design as a valuable tool to serve key issues discussed in international forums. This requires collaboration with individuals, governments, NGO’s, companies and organisations, in order to guarantee and strengthen the presence of design at all level. Icsid holds consultative status with UNESCO, UNIDO, ISO and WIPO.

More information on Icsid is available at www.icsid.org.