

Ground-breaking design conference DesignCommons to be launched during Helsinki Design Week

A new evening gathering places international design stars at the same table with the audience instead of speaking on stage. The speakers include Ikea design director Marcus Engman and world-renowned architects Sir David Adjaye and Winy Maas. The event is part of the World Design Weeks Summit to be held from 14 to 15 September 2017 in Helsinki.

Ground-breaking design conference DesignCommons to be launched during Helsinki Design Week. This is a demonstration of skill by international design activists, created by the largest design festival in the Nordic countries, Helsinki Design Week, and the world's biggest design conference, Design Indaba.

DesignCommons to world premiere at Helsinki Design Week is an evening conference and a travelling platform where activists, makers and shapers gather to share their experiences, knowledge and ideas. The event takes place on 14 September in Helsinki, Finland, as a part of World Design Weeks Summit.

The speakers are:

Architect sir David Adjaye OBE

The head of design at IKEA Marcus Engman

Architect Winy Maas

Technology entrepreneur Marko Ahtisaari

Landscape architect Cees van der Veeken

Co-founder of Assemble, Paloma Strelitz

Founder of what3words, Chris Sheldrick

Studio Swine, a collaboration between architect Azusa Murakami and artist Alexander Groves

Designer, urban planner, and founder of Remix, Tiffany Chu

Part of World Design Weeks

DesignCommons is part of the World Design Weeks Summit programme organized at Clarion Hotel Helsinki from 14 to 15 September 2017. Announced in 2016, the objective of the World Design Weeks is to promote collaboration in the design field, to support product development, and to develop the economy of creative fields. It provides networking and support to both the design field and the fields that utilize design.

Design weeks are local hubs of the creative fields that connect growth metropolises' creative urban festivals and their partners, such as academies and companies representing the design

industry. The headquarters are located in Helsinki, and the network will be chaired by Helsinki Design Week's CEO Kari Korkman until 2020.

"World Design Weeks have been met with enthusiasm, and the network has the unique opportunity to connect the representatives of various creative fields and help create a global market for all of them," Korkman says.

The WDW Summit Helsinki will also include meetings, exhibition and event excursions, and a Friday workshop facilitated by Swedish creative agency Fantastic Studios. Both the Summit and Design Commons will gather World Design Weeks network members, international guests and reporters as well as domestic stakeholder groups. The WDW founding members include nine design week festivals on three continents: Seoul, Tokyo, Beijing, Toronto, San Francisco, Mexico, Barcelona, Eindhoven and Helsinki.

Design Commons

Thursday 14 September 2017

Tickets 175 € / 45 € (students)

Clarion Hotel Helsinki

Conference Centre

Tyynenmerenkatu 2, Helsinki

Press photos: <http://bit.ly/2srzKCl>