

DAY 2
PROGRAMME
25 MAY

DESIGN

MEETS

IMPACT

STAND UP AND DESIGN

WHAT DESIGN CAN DO

24 & 25 MAY 2018
STADSSCHOUWBURG AMSTERDAM

STAND UP AND DESIGN

Design influences our lives more than we can imagine; every choice a designer makes has an impact on society. Over the years we've provided a platform for designers who address major themes such as press freedom, poverty, emancipation and sustainability. To us, design means action. Design can make things tangible, visible, understandable. In doing so, design can really make a change.

Today's world desperately needs creativity. Climate change, geopolitical instability, nationalist movements, racism, gender-based violence, terrorism, corporatism, fake news: the world is full of horrors. We need fresh ideas to stem the tide.

In this edition of WDCD Live, our eighth in Amsterdam, we give the floor to activist designers and creative activists who are fighting for positive change. Well aware of the fact that they need to team up with influential partners to achieve real impact. In setting up this programme we have focused particularly on connecting designers with relevant partners in business, NGOs and government.

We invite you all to use these two days to connect with as many people as you can. But also to have fun and be inspired by the positive vibe and, in the words of architect activist Cameron Sinclair, design like you give a damn.

RICHARD VAN DER LAKEN
CO-FOUNDER AND CREATIVE DIRECTOR WHAT DESIGN CAN DO

→ 09:30 – 11:00 ←
MAINSTAGE KEYNOTES
 STADSSCHOUWBURG



MODERATOR

DAVID KESTER

UK / DESIGN CONSULTANCY

As a design strategy consultant David Kester is non-executive chairman of Caulder Moore Design, co-founder of the Design Thinkers Academy and a council member of the Royal College of Art. He also headed British Design and Art Direction (D&AD) for nine years, and is a council member of the Home Office Design and Technology Alliance Against Crime.



MODERATOR

SASKIA VAN STEIN

THE NETHERLANDS / DESIGN

Saskia van Stein is director at Bureau Europa, a platform for architecture and design based in Maastricht, the Netherlands. As a curator, Van Stein spent years working at the Netherlands Architecture Institute (NAI) in Rotterdam. Beyond her curatorial and consultancy practice Van Stein is actively involved in many debates on art, architecture and design.

JOIN THE CONVERSATION #WDCD2018

→ 09:30 – 11:00 ←
MAINSTAGE KEYNOTES
 STADSSCHOUWBURG



CREATIVE DIRECTOR

RICHARD VAN DER

LAKEN THE NETHERLANDS

Acclaimed Dutch graphic designer Richard van der Laken is the energetic engine behind both What Design Can Do and De Designpolitie (The Design Police), the graphic design agency he founded in 1995 with Pepijn Zurburg. The agency works in the best traditions of Dutch Design for both commercial and non-profit clients. As a founder of What Design Can Do Van der Laken is a tireless ambassador for the social impact of design.



ROVING REPORTER

KUNO TERWINDT

THE NETHERLANDS

Presenting has always played a leading role in the life of Kuno Terwindt. As a child, he was one of the few who liked to give lectures. Many of the projects he carried out while studying at the audio-visual department of the Rietveld Academy and the Master of Fine Arts of the Sandberg Institute were verbal. After graduation he started working as a presenter at cultural events, television programmes and award ceremonies.

→ 09:30 – 11:00 ←
MAINSTAGE KEYNOTES
 STADSSCHOUWBURG



GUTO REQUENA
 BRAZIL / ARCHITECTURE



JAAP KORTEWEG
 THE NETHERLANDS / FOOD DESIGN

'I believe that we are now participating in our final chance to use all the technologies at our disposal to build a better society,' says São Paulo-based architect and designer Guto Requena. His Estudio Guto Requena focusses on interactive architecture and urban art. Projects include Light Creature, a light sculpture on a hotel façade in the centre of São Paulo that responds to vehicle emissions and noise.

Jaap Korteweg (1962) has one simple ambition: to become the biggest butcher in the world. But without ever touching a single animal. Korteweg is a ninth-generation farmer in the Netherlands and co-founder of The Vegetarian Butcher. The company now produces 7 million packages a year filled with vegetarian meat balls, chicken and sausages. The products are already exported to 15 countries, and Korteweg is convinced that this is only the beginning.

JOIN THE CONVERSATION #WDCD2018

→ 09:30 – 11:00 ←
MAINSTAGE KEYNOTES
 STADSSCHOUWBURG



LOT AMORÓS
 SPAIN / PRODUCT DESIGN



FEMKE VAN GEMERT
 THE NETHERLANDS / TEXTILE DESIGN

Lot Amorós is a computer engineer and transdisciplinary artist who works on various projects around the world. Amorós' most recent project has an eco-technological background: he developed the concept behind Dronecoria, an aerial machine for ecological restoration projects, capable of sowing thousands of seed balls in minutes while analysing the landscape to find the best spot for every seed. Dronecoria is one of the winning projects of the WDCD Climate Action Challenge.

Femke van Gemert designs unique, handmade, sustainable art objects from discarded textiles, taking the form of textile wall panels, tapestries, installations and site-specific soft wall coverings. Her work catches the beauty of imperfection and decay and, owing to its tangible nature, often evokes strong emotions with the viewer. She studied at HKU University of the Arts in Utrecht before starting her professional career working with trend watcher Lidewij Edelkoort.

→ **09:30 – 18:00** ←
MUSIC
 STADSSCHOUWBURG



MARK THE MACHINE

THE NETHERLANDS / MUSIC

Our regular DJ Mark 'The Machine' Klaverstijn is a co-founder of Machine, a collective that focuses on visualizing music in every possible way. With co-founder Paul du Bois-Reymond he designs everything from festival identities to record sleeves, especially for Amsterdam-based record label Kindred spirits.



KOFFIE

THE NETHERLANDS / MUSIC

KOFFIE is an eight-piece Afrofunk band from Amsterdam, known for its combination of virtuoso improvisations with solid Afrobeat grooves. The band members are: Itai Weissman (tenor sax), Floris van der Vlucht (alto sax), Daniël Schotsborg (bass), Valentijn Bannier (guitar), Abe van der Woude (drums), Niels Broos (keyboards), Steven Brezet (percussion), Vernon Chatlein (percussion).

JOIN THE CONVERSATION #WCD2018

→ **11:30 – 13:00** ←
MAINSTAGE KEYNOTES
 STADSSCHOUWBURG



RAJEEV GOYAL

USA / SYSTEM DESIGN

Rajeev Goyal is the co-founder and conservation director of Koshi Tappu Kanchenjunga Biodiversity Education Livelihood Terra-Studio (KTK-BELT). Founded in 2015, KTK-BELT aims to mitigate ecosystem fragmentation in the eastern Himalayas by designing a contiguous educational land trust stretching from Koshi Tappu (67 m), Nepal's largest aquatic bird sanctuary, to Mt. Kanchenjunga, the 3rd tallest peak in the world. Named the Vertical University.



MARK VAN BAAL

THE NETHERLANDS / ENERGY TRANSITION

Mark van Baal is a man with a mission: to stop climate change by motivating the oil industry to stop exploring for more oil and gas and start investing in renewables – starting with Shell. He founded Follow This, a group of green shareholders in Shell. The group supports Shell taking the lead in energy transition. Follow This does so by gathering shareholders to support the shareholder resolution "Shareholders support Shell to set targets aligned with the Paris Climate Agreement."

→ **11:30 – 13:00** ←
DISCUSSION
 STADSSCHOUWBURG

DESIGNING ACTIVISM

**HOW CAN NEW FORMS OF
ACTIVISM BE FUELLED BY
THE DISRUPTIVE POWER
OF DESIGN AND CREATIVITY?**

Visual communications has always been a powerful tool for engaged creatives to express themselves, contribute to positive change and be part of civic movements. The role and position of the media and communications is changing radically, and the new kids on the block are disrupting and challenging the status quo. Whether you are a designer, a documentary maker or a journalist, today the question arises: "How do we design activism in a meaningful and impactful way?"



**AHMED SHIHAB-
ELDIN**
USA / JOURNALISM

Ahmed Shihab-Eldin (1984) is a Senior Correspondent for Al Jazeera's online channel, AJ+. His award-winning interactive talk show 'The Stream' was nominated for an Emmy Award for Most Innovative Programme in 2012. The same year, he featured in Forbes' 30 Under 30 list of 'young disruptors, innovators & media entrepreneurs impatient to change the world'. He's passionate about giving a voice to the voiceless and reporting under-exposed global stories.

→ **11:30 – 13:00** ←
DISCUSSION
 STADSSCHOUWBURG



SUNNY BERGMAN
THE NETHERLANDS /
FILM, ACTIVISM

Filmmaker, writer and activist Sunny Bergman (Amsterdam, 1972) often takes her own life as the starting point for her much-discussed documentaries. In her documentaries 'Limited Preservation', 'Sunny Side of Sex', 'Slut Fear' and 'Sunny Side of Spirit', she investigated feminist themes, sexuality and spirituality in different cultures around the world. She also attracted a great deal of controversy with her documentary 'Black as Soot', uncovering hidden forms racism in the Netherlands.



ANA ELENA MALLET
MEXICO / CURATOR

Ana Elena Mallet is a curator, art critic and writer from Mexico specializing in modern design. She has worked for several university museums in Mexico City and Guadalajara and curated many exhibitions on modern and contemporary design in Mexico. She has published books on Mexican designers Clara Porset and Michael Van Beuren and writes for *Chilango*, *Harper's Bazaar*, *Open* and *Art Nexus*.

JOIN THE CONVERSATION
#WDCD2018

WORKSHOPS

14:00–15:30

WORKSHOP SPACE 0 IT'S MY CO(2)

DESIGN FOR CLIMATE RESPONSIBILITY
HOSTED BY THE NATIONAL ENERGY
COMMITTEE

Reducing our carbon footprint requires new solutions for the way we live and work. This workshop intends to feed the National Energy Committee (Ruud Koornstra) with disruptive design ideas. Together with the initiative of #mijnCO2 (#myCO2), we build the connection between the creative sector and climate change.

WORKSHOP SPACE 1 TRANSFORMATIVE EXPERIENCE DESIGN

DESIGN AND STORYTELLING HAVE THE
ABILITY TO MAKE PEOPLE CARE
HOSTED BY NORTHERNLIGHT

Jeff Hoekwater of NorthernLight and designer Guto Requena explore how interactive storytelling can facilitate the shift towards a more sustainable society. Co-create a memorable event and learn how design can influence education and society by telling a good story.

WORKSHOP SPACE 2 RESETTING YOUR HEALTHCARE MINDSET

A DIFFERENT APPROACH TO HEALTHCARE
INNOVATION
HOSTED BY REFRAMING ACADEMY

Take part in Reframing Academy's interactive quiz, which will turn every member of the audience into a data point and have them running around giant graphs and charts revealing correlations and stunning divides! Test your ignorance on matters regarding your health!

WORKSHOPS

14:00–15:30

WORKSHOP SPACE 3 PLANET-CENTRIC DIGITAL DESIGN

HOW TECHNOLOGY CAN HELP SOLVE
MAJOR PROBLEMS
HOSTED BY GREENBERRY

Robert Wong of Google Creative Lab joins Alain Dujardin of Greenberry to discuss how the digital design trade developed from improving user experience to solving problems. Start-ups, digital designers and technologists will share their stories and discuss what digital design can do.

WORKSHOP SPACE 4 WDCD ACADEMY WORKSHOP

DESIGN EDUCATION FOR A SUSTAINABLE
FUTURE
HOSTED BY WDCD & THE DIGITAL
SOCIETY SCHOOL

Marco van Hout and Anneke van Woerden of the Digital Society School join representatives of leading design schools to discuss the knowledge and skills that designers must develop to address UN Sustainable Development Goals. Help to shape the design education of the future.

WORKSHOP SPACE 5 BNO MATCHING SESSIONS

MATCHING DESIGN AND SOCIAL IMPACT
HOSTED BY BNO

WDCD teams up with the Association of Dutch Designers (BNO) to host the BNO Matching Sessions. At several tables, experts in the fields of design and social impact will moderate intimate roundtable discussions on several aspects of designing for social improvement.

WORKSHOPS

14:00–15:30

WORKSHOP SPACE 7 VIRTUAL REALITY FOR A BETTER REALITY

HOW VIRTUAL REALITY COULD CREATE A
BETTER REALITY
HOSTED BY AMP

Virtual reality sound studio AMP and Thijs Biersteker offer a behind-the-scenes insight into the world of VR, discuss ground-breaking concepts, and show how these can enhance humanity in real life. Three VR setups let you get yourself in or out of trouble.

WORKSHOP SPACE 8 SCREENING: RED TREES

A FILM BY MARINA WILLER
ON HER FAMILY'S SURVIVAL
OF THE HOLOCAUST

Red Trees (2017) is Pentagram partner Marina Willer's attempt to understand today's refugee crisis through the story of her own family: one of only twelve Jewish families to survive the Nazi occupation of Prague during World War II.

WORKSHOP SPACE 10 THINK DIFFERENT AND JUST DO IT

HOW TO TURN SOCIAL DESIGNS
INTO REALITY
HOSTED BY FOLLOW THIS

Follow This, responsible shareholder in Shell, changes the course of Shell. In this interactive workshop, founder Mark van Baal shows lessons of this seemingly mission impossible, and how you can apply these to turn your social designs into reality.

WORKSHOP SPACE 12 THE CLEAN ENERGY JAM

HOSTED BY WDCD & STBY
INVITATION-ONLY

READ MORE ON PAGE 16

Fossil energy use is the biggest cause of climate change, and most energy is used in metropolitan areas. The second Climate Challenge therefore focuses on energy issues in cities. This new challenge kicks off with a simultaneous 'design jam' in Amsterdam, São Paulo, Mexico City and New Delhi.

PRACTICAL INFORMATION

WORKSHOP REGISTRATION

You can register for our workshop at the Koninklijke Foyer (2nd Floor, 1st Balcony SSBA) during the first coffee break (11:30 - 11:00) or during the lunch break (13:00 - 14:00).

LUNCH

Lunch vouchers can be redeemed at the Plein foyer (First Floor SSBA) and at the Koninklijke Foyer (2nd Floor, 1st Balcony SSBA) between 13:00 - 14:00

WHATDESIGNCANDO.COM

To connect with an international community of creatives, share knowledge and ideas and keep yourself updated with news about design and social impact, tab into the WDCD community via our websites and social media. This is of course also the best place to read all about our future events and challenges.

TOKENS

Tokens may only be exchanged for coffee, tea, draft-beer, soda and house-wine. Be on time: The programme is yet packed, so make sure you are present 10 minutes before the programme starts.



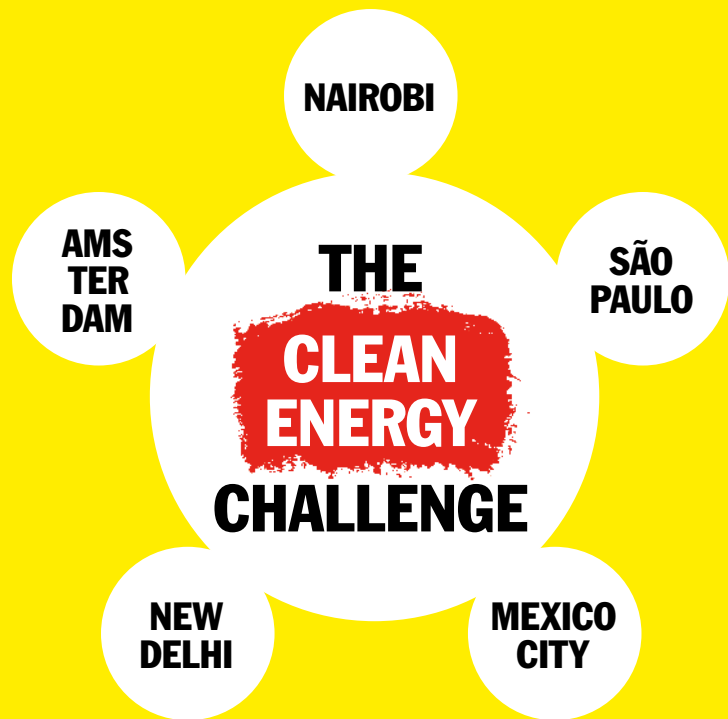
EUR 19,95

**DESIGNING
ACTIVISM**

**31 DESIGNERS FIGHTING
FOR A BETTER WORLD**

WDCD's fourth publication portrays 31 designers and creative thinkers who metaphorically climb the barricades to bring about social, political, economic or environmental change. Get inspired by another collection of surprising design projects that make the difference and follow suit! Available at the bookstand and whatdesigncando.com/shop

JOIN THE CONVERSATION #WDCD2018



THE CLEAN ENERGY CHALLENGE

AMSTERDAM, NAIROBI, SÃO PAULO, MEXICO CITY AND NEW DELHI
 HOSTED BY WDCD & STBY PARTICIPATION ON INVITATION-ONLY
 14:00 – 15:30 / WDCD STUDIO

THE CLEAN ENERGY JAM: AMSTERDAM, NAIROBI, SÃO PAULO, MEXICO CITY AND NEW DELHI

Fossil energy use is the biggest cause of climate change, and most energy is used in metropolitan areas. The second Climate Action Challenge therefore focusses on energy issues in cities. This time, WDCD is teaming up with IKEA Foundation to re-think how we use and produce energy in urban environments.

This new challenge kicks off with a 'design jam' simultaneously held in Amsterdam, Nairobi, São Paulo, Mexico City and New Delhi. This jam is part of the challenge's development phase. Feedback will help refine the briefs for the official launch in September. The goal of the jam is to validate the research that has been carried out so far. An expert from each city will introduce the city and its energy challenges, explain what needs to be done and assess the potential local impact and local design power. Stakeholders will identify the most impactful areas for energy innovation aimed at securing clean energy for all.

As a participant, you can help identify the energy issues to be addressed by design in each city, contribute to the discussion, guide designers towards the areas that matter most, connect with experts, share your understanding of design, help refine the briefs and accelerate your city's energy transition.

GLOBAL PREMIUM PARTNER

IKEA Foundation


RESEARCH PARTNER

..STBY..

ACCELERATION PARTNER

Social Enterprise NL

ENDORSED BY



→ 16:00 – 17:30 ←
MAINSTAGE KEYNOTES
 STADSSCHOUWBURG



ELENA REYGADAS
 MEXICO / FOOD DESIGN

'I love eating. For me there is no such thing as guilty pleasure. I'd only feel guilty if I was harming the planet,' says Elena Reygadas, elected Latin America's Best Woman Chef in 2014. Reygadas studied English Literature at Mexico's National Autonomous University, later relocating to Manhattan to attend the French Culinary Institute. She subsequently worked for Chef Giorgio Locatelli in London before founding her restaurant, Rosetta, in Mexico-City.



DANIEL FREITAG
 SWITZERLAND / PRODUCT DESIGN

What started in 1993 as an idea by the brothers Markus and Daniel Freitag, graphic designers from Davos, Switzerland, has grown into a company that sells its iconic bags made from recycled truck covers internationally through 460 shops. Since 2014, Freitag also makes fully biodegradable jeans from a new textile they developed themselves, made from hemp and linen and produced in Europe with minimal resource use.

→ 16:00 – 17:30 ←
MAINSTAGE KEYNOTES
 STADSSCHOUWBURG



ROBERT WONG
 USA / CREATIVE LEADERSHIP

Robert Wong (Hong Kong, 1966) was raised in the Netherlands and Canada and started out as an accountant. Then one day he decided to travel from Toronto to New York to start studying graphic design at Parsons School of Design. Since then he has worked for leading brands including Starbucks, Apple, Harley-Davidson, Jack Daniel's, Timberland, ESPN and MTV. In 2008 he joined Google Creative Lab as its creative director.

International standards
for creative papers

Standards internationaux
pour papiers de création

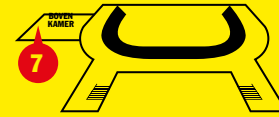
国际标准的艺术纸

Internationale Standards
für Premiumpapiere

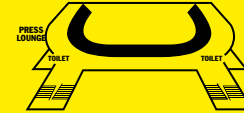
Conqueror
Curious Collection
Keaycolour
Opale
Pop'Set
Rives
Rives Sensation
Creative Labels

MAIN VENUE STADSSCHOUWBURG AMSTERDAM

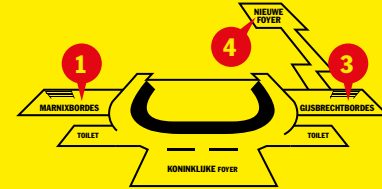
4TH FLOOR
3RD BALCONY



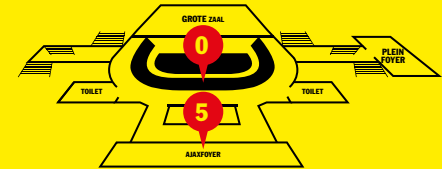
3RD FLOOR
2ND BALCONY



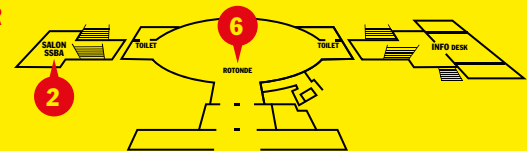
2ND FLOOR
1ST BALCONY



1ST FLOOR
GROTE ZAAL /
MAIN HALL



GROUND FLOOR
ROTONDE



SATELLITE VENUE

DE BALIE

WORKSHOP SPACE 8 FILMZAAL
WORKSHOP SPACE 9 GROTE ZAAL

WORKSHOP SPACE 10 SALON
WORKSHOP SPACE 11 BOVENFOYER

TEAM WDCD 2018

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Pepijn Zurburg

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Daphne Schmidt
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Studio Pressplay
A Small Production
Company

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Lenoirschuring,
Amsterdam

PAPER

Cocoon Offset 100 gr/m²
recycled paper by
Antalis Arjowiggins

All WDCD publications
including this one are
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with FSC® Certification.

What Design Can Do
is made possible
thanks to the support of
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WDCD PROGRAMME

DAY 2 — FRIDAY 25 MAY

MORNING SESSIONS — MAINSTAGE PROGRAMME

09:30

INTRODUCTION WDCD LIVE AMSTERDAM 2018

GUTO REQUENA • ARCHITECTURE • BRAZIL
 JAAP KORTEWEG • FOOD DESIGN • THE NETHERLANDS
 LOT AMORÓS • PRODUCT DESIGN • SPAIN
 FEMKE VAN GEMERT • TEXTILE DESIGN • THE NETHERLANDS
 LIVE LINK WITH DELHI (INDIA)

COFFEE BREAK

11:00

RAJEEV GOYAL • SYSTEM DESIGN • USA

11:30

DISCUSSION: DESIGNING ACTIVISM

AHMED SHIHAB-ELDIN • JOURNALISM • USA
 SUNNY BERGMAN • FILM & MEDIA ACTIVISM • THE NETHERLANDS
 ANA ELENA MALLET • ART & DESIGN CURATION • MEXICO

MARK VAN BAAL • ENERGY TRANSITION • THE NETHERLANDS

LUNCH BREAK

13:00

WORKSHOPS — ROUND 3

14:00

LOCATION WORKSHOPS 0–7: STADSSCHOUWBURG
 LOCATION WORKSHOPS 8–11: DE BALIE

BREAK

15:30

AFTERNOON SESSIONS — MAINSTAGE PROGRAMME

16:00

ELENA REYGADAS • FOOD DESIGN • MEXICO
 DANIEL FREITAG • PRODUCT DESIGN • SWITZERLAND
 LIVE LINK WITH MEXICO CITY (MEXICO)
 ROBERT WONG • CREATIVE LEADERSHIP • USA

CLOSING & DRINKS

17:30

WDCD MODERATORS
 SASKIA VAN STEIN & DAVID KESTER

MUSIC
 KOFFIE & DJ MARK THE MACHINE

JOIN THE CONVERSATION #WDCD2018