

**DAY 1
PROGRAMME
24 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



JOEL TOWERS
 USA / DESIGN EDUCATION

Executive Dean of Parsons School of Design in New York Joel Towers has been crucial to the school's leading position in environmental studies. He first came to Parsons in 2002 as the Director of Sustainable Design and Urban Ecology. Under his leadership the design school, part of the progressive arts university The New School, decided to reshape the entire curriculum to focus more on climate change and sustainability.



MARJAN VAN AUBEL
 NETHERLANDS / INVENTOR AND
 SOLAR DESIGNER

Marjan van Aubel is an award-winning solar designer whose innovative practice spans the fields of sustainability, design and technology. She is founder of sustainable design collective, Caventou. In collaboration with scientists, engineers and institutions such as Swarovski and ECN, the Dutch Energy Centre, van Aubel works to promote extreme energy efficiency through intelligent design. In 2017, Van Aubel was selected as one of the winners of the WDCD Climate Action Challenge.

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



MARINA WILLER
 BRAZIL/UK / GRAPHIC DESIGN,
 FILM

Pentagram partner Marina Willer has led the design of iconic brand identities, including the Tate, Serpentine, Southbank Centre, Amnesty and Oxfam. She studied Graphic Design at the Royal College of Art. Prior to joining Pentagram, Willer was head creative director for Wolff Olins. She is a member of the Alliance Graphique Internationale. Recently, Willer delivered 'Red Trees', a feature film exploring today's refugee crisis through the lens of her family's story.



DAVE HAKKENS
 NETHERLANDS / DESIGN

'In the second year of my study I realized that being a designer I would be able to do something about our existing system of buying stuff,' says Dave Hakkens (1988), the Design Academy Eindhoven graduate who achieved world fame with his Phonebloks and Precious Plastic projects. Through witty instructional videos Hakkens inspires global communities in these and other projects to rethink how we relate to stuff and how we can make better use of waste.

→ **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

WORKSHOPS BLOCK 1

11:30–13:00

WORKSHOP SPACE 1 FRUGAL DESIGN THINKING

DESIGN WITH THE ENDLESS POSSIBILITIES OF SIMPLICITY
 HOSTED BY CENTRE FOR FRUGAL INNOVATION IN AFRICA

Reframing is a method that helps to leave the present behind and find new possibilities for the future. By discussing several professional business cases in the mobility realm, this master class shows you how the method can be applied to the field of mobility.

WORKSHOP SPACE 3 THE COLOUR WHITE

AN INTERACTIVE WORKSHOP DISCOVERING YOUR PRECONCEIVED IDEAS ON RACE AND WHITENESS
 HOSTED BY SUNNY BERGMAN & JERRY AFRIYIE

Documentary maker Sunny Bergman and anti-racism activist and poet Jerry Afriyie investigate the notion of 'whiteness'. The interactive workshop will make you aware of hidden preconceptions on differences between people of different skin colours. Awareness of concealed prejudices is of great value for everyone in communication.

WORKSHOP SPACE 4 CONSTRUCTIVE DIGITAL INNOVATION

HOW TO NAVIGATE THE OPPORTUNITIES AND RISKS OF DESIGN INNOVATION
 DISRUPTED BY DESIGN ACADEMY EINDHOVEN & GREENBERRY

Explore how to innovate more constructively with Design Academy Eindhoven, Greenberry and The Nest Collective. Watch as students present future scenarios for interconnected products, services and systems. Learn why there is more to innovation that pushing the boundaries of technology.

WORKSHOPS BLOCK 1

11:30–13:00

WORKSHOP SPACE 5 MISTER KITCHEN MEETS ELENA REYGADAS

FOOD DESIGN BY ELENA REYGADAS:
FROM INSECT TO INSPIRING DISH
HOSTED BY MISTER KITCHEN

The culinary entrepreneurs of Mister Kitchen – the company behind Rolling Kitchens festival and the Mister Kitchen’s brand – meet with Mexican chef Elena Reygadas for an interview cum cooking session. The aim is to reveal her drives as a chef and, if possible, some of her culinary secrets.

WORKSHOP SPACE 7 REFRAMING THE ANTHROPOCENE

HARNESSING THE POWER OF NEW IDEAS
TO SAVE THE WORLD
HOSTED BY VBAT

Together with Joel Towers, Executive Dean of the Parsons School of Design in New York, VBAT will lead a creative brainstorm session exploring the question: ‘How can we harness the power of new ideas to positively reframe the Anthropocene?’

WORKSHOP SPACE 8 FESTIVALS AS TESTING GROUND

FESTIVALS AS CATALYSTS FOR INNOVATION,
DESIGN AND SOCIETAL CHALLENGES
HOSTED BY INNOFEST

Festivals are booming. Innofest and guests show how festivals can boost innovation and serve as a testing ground for your ideas. Innovators, festival organizers and designers will share their perspectives on the future role of festivals in society.

WORKSHOPS BLOCK 1

11:30–13:00

WORKSHOP SPACE 9 NO MINOR THING

THE WHAT DESIGN CAN DO CHALLENGE
TO COMBAT SEXUAL EXPLOITATION OF
CHILDREN
HOSTED BY WDCD & THE DUTCH
PUBLIC PROSECUTION SERVICE

READ MORE ON PAGE 13

What can designers do to help combat the sexual exploitation of children? That is the question posed by WDCD, the Dutch Public Prosecution Service and the Ministry of Justice & Security in a joint design challenge.

WORKSHOP SPACE 10 EXCLUSIVE DESIGN CHALLENGE

DESIGN TAILOR-MADE SOLUTIONS
FOR REAL PEOPLE WITH SPECIAL NEEDS
HOSTED BY UNIVERSITY OF APPLIED
SCIENCES AMSTERDAM, COMMUNICATION
AND MULTIMEDIA DESIGN

Join Vasalis van Gemert and design a tailor-made solution for real people with a real disability. Three of them will be present to answer questions and test your ideas and assumptions. Leave with insights to make your own practice more inclusive.

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

NO MINOR THING

THE WHAT DESIGN CAN DO CHALLENGE TO
COMBAT SEXUAL EXPLOITATION OF CHILDREN
HOSTED BY WDCD & DUTCH
PUBLIC PROSECUTION SERVICE
11:30 – 13:00 / DE BALIE / GROTE ZAAL

**NO MINOR
THING**

What can designers do to help combat the sexual exploitation of children? That is the question posed by WDCD, the Dutch Public Prosecution Service and the Ministry of Justice & Security in an invitation-only design challenge.

Designers, public prosecutors and experts will discuss sexual exploitation, which affects some 1,300 children annually 'right here in the Netherlands'. Learn how a social problem can be turned into a concrete set of creative challenges. Participants will leave with a better understanding of how designers can work together to find solutions that help reduce the sexual exploitation of children. Plenary speakers are Myrthe Hilken (journalist), Jolanda de Boer (public prosecutor) and Mark Woerde (founder Havas Lemz)

Following the plenary start of the challenge the programme will proceed with an invite-only workshop. In this workshop supervised by STBY, designers and experts join forces to dive into the design briefs, unpack the design questions and kick off the design process. The teams will deepen their understanding of the problem and get a sense of possible ways to approach the challenge and develop ideas from a more profound starting point.

MAIN PARTNERS

RESEARCH PARTNER

OPENBAAR MINISTERIE



Ministerie van Justitie en Veiligheid

..STBY..

WORKSHOPS BLOCK 2

14:00–16:15

WORKSHOP SPACE 1 FREITAG. CREATING GUIDING PRINCIPLES FOR LASTING IMPACT

HOW TO TURN A GREAT IDEA INTO
AN ICONIC BRAND
HOSTED BY VBAT

VBAT's Stefan Pangratz and FREITAG co-founder Daniel Freitag explore how we can take on challenges from a difference perspective. Make a simple idea great by creating a new brand based on a manifesto answering one simple question: What is missing?

WORKSHOP SPACE 2 REDESIGNING PSYCHIATRY

HOW CAN WE DESIGN THE HEALTHCARE
SYSTEM TO GROWING ECO-ANXIETY?
HOSTED BY REFRAMING STUDIO

Learn more about the design project Redesigning Psychiatry and how designers, philosophers, psychologists and researchers can redesign the healthcare system. Participants will form teams and design future mental healthcare concepts that counter the adverse effects of climate change on mental health.

WORKSHOP SPACE 3 TAKE THE TRAIN TO ZERO WASTE

DESIGN CHALLENGE WITH WASTE
MATERIALS FROM RENOVATED
TRAIN INTERIORS
HOSTED BY NS (DUTCH RAILWAYS)

NS (Dutch Railways) invites researchers, designers and entrepreneurs to think of ways to reuse materials from old trains. Suggestions will be rated according to maximum positive impact. Master the art of giving new value to waste streams.

WORKSHOPS BLOCK 2

14:00–16:15

WORKSHOP SPACE 4 FIGHT FOR PRIVACY WITH PENTAGRAM

HELP BITS OF FREEDOM TO GET THEIR
MESSAGE ACROSS
A WORKSHOP WITH PENTAGRAM
AND BITS OF FREEDOM

Join Pentagram partners Naresh Ramchandani and Marina Willer and co-create a campaign for Bits of Freedom, to promote the importance of privacy and freedom of speech in the digital age. Learn how to create compelling communication for causes that matter in this workshop by Pentagram.

WORKSHOP SPACE 5 CIRCULAR DESIGN FOR PUBLIC SPACE

DESIGNING A CIRCULAR (LEIDSE) SQUARE
HOSTED BY ADCN & CIRCLE ECONOMY

ADCN & Circle Economy invite you to contribute your creative genius to changing the way brands interact with consumers. Create and prototype a circular vision for Leidseplein, a key public space in Amsterdam. Find out how circular thinking can impact your city.

WORKSHOP SPACE 6 THE WHAT DESIGN CAN DO FASHION SWAP

SHARING IS HAVING, SWAPPING IS FREE
HOSTED BY FEMKE VAN GEMERT

Donate your old clothes, worn and torn garments, misfits, impulse buys, out of style jeans, tight shirts, stained dresses and other textiles at the big WDCD Fashion Swap. Bring them with you to the event and swap them for a whole new outfit for free.

WORKSHOPS BLOCK 2

14:00–16:15

WORKSHOP SPACE 7 REPRODUTOPIA: ON THE FUTURE OF MAKING BABIES, RELATIONSHIPS AND INTIMACY

A DEBATE ON ARTIFICIAL REPRODUCTIVE
TECHNOLOGIES
HOSTED BY NEXT NATURE NETWORK

Next Nature Network brings together researchers, designers, policymakers and entrepreneurs to explore Assisted Reproductive Technologies and discuss the possible, plausible, probable and preferable futures they might bring. Find out how ARTs change our ideas about intimacy, gender equality, relationships and human nature.

WORKSHOP SPACE 9 CLIMATE ACTION CHALLENGE DEMODAY

13 NEW WAYS TO COPE WITH CLIMATE
CHANGE
HOSTED BY WCD

READ MORE ON PAGE 18

Last year at WCD we launched the Climate Action Challenge. During this session, you'll be presented with the thirteen winning innovations, their stories, and lessons learned while turning their ideas into prototypes and business models together with Social Enterprise NL. Get inside information on how thirteen international design teams translated a gigantic world problem into tangible products and services.

→ 16:45 – 18:00 ← MAINSTAGE KEYNOTES STADSSCHOUWBURG



SUNNY DOLAT

KENYA / FOUNDER OF THE NEST

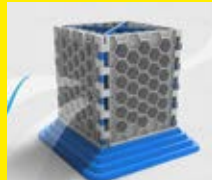
Sunny Dolat is a Kenyan fashion stylist, creative director and production designer. In 2012, he co-founded The Nest Collective, a multidisciplinary Kenyan squad working with film, fashion, visual arts and music. For their first project, a feature film and book entitled 'Stories of Our Lives', the members interviewed over 250 Kenyans who identified as queer. In 2013, the Nest also founded HEVA, Africa's first creative business fund for East Africa's creative entrepreneurs.



RICHARD FLORIDA

USA / URBAN THEORIST

Urban planning scientist Richard Florida known from his book *The Rise of the Creative Class* (2002), which together with subsequent publications had big impact on policy makers in metropolitan areas around the world. In his latest books, *The Great Reset* (2010) and *The New Urban Crisis* (2017) he reflects on growing inequality and segregation in cities and what can be done about this.



CLIMATE ACTION CHALLENGE DEMODAY

13 NEW WAYS TO COPE WITH CLIMATE CHANGE
THE CLIMATE ACTION CHALLENGE
14:00 - 16:30 / DE BALIE / GROTE ZAAL

THE CLIMATE ACTION CHALLENGE

13 NEW WAYS TO COPE WITH CLIMATE CHANGE

WHAT DESIGN CAN DO

CLIMATE ACTION CHALLENGE

Climate change is already causing damage across the globe. That is why What Design Can Do, in partnership with IKEA Foundation and Autodesk Foundation, launched the Climate Action Challenge last year. The global creative community was invited to submit proposals to help communities adapt to climate change. Thirteen winners were finally selected out of some 400 entries out of 70 countries to follow a six-month accelerator programme by Social Enterprise NL.

The teams behind the winning innovations will present their stories and the lessons they learned while turning their ideas into prototypes and business models together with Social Enterprise NL. You will get inside information on how the winning teams translated a gigantic world problem into tangible products and services. Check out all the winning projects at challenge.whatdesigncando.com

You will have a chance to meet the winners and their advisors and collaborators. See how their experience might help you develop your own project from prototype to impactful product.

GLOBAL PREMIUM PARTNERS

IKEA Foundation

AUTODESK FOUNDATION

RESEARCH PARTNER

..STBY..

ACCELERATION PARTNER

Social Enterprise NL

ENDORSED BY

United Nations Climate Change

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

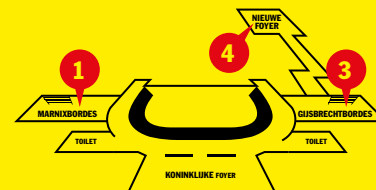
**4TH FLOOR
3RD BALCONY**



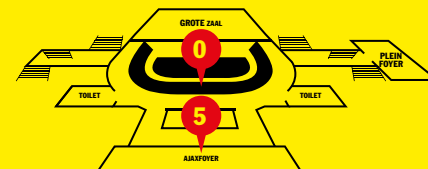
**3RD FLOOR
2ND BALCONY**



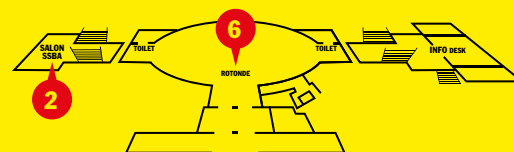
**2ND FLOOR
1ST BALCONY**



**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

FOUNDERS/ CREATIVE DIRECTORS

Richard van der Laken
Pepijn Zurburg

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Programme assistant

Gabriela Milyanova
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Peter Rijntjes
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Nadia Dorrestijn
Office manager &
Hospitality

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manager

Kirstie Crail
Online communications
& social media

Daphne Schmidt
Sales & Social media

Christel Wolf
Web designer

René "Sven the Intern" Dijk
Data cruncher

PR

Hagens PR
Florence Vollebregt
Inge de Frank

ONLINE MARKETING
som - smart online
marketing

IDENTITY & VISUAL COMMUNICATION
De Designpolitie

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Juliëtte Rietveld
Project Management

Eszter Zetelaki
Design

Sara Landeira
Design

Federica Martinelli
Design

Wout Jongejans
DTP

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Xander Straat

STAGE & INTERIOR DESIGN

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Kuno Terwindt

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Studio Pressplay
A Small Production
Company

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STBY

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Lisanne Bervoets
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Lenoirschuring,
Amsterdam

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Just ask Antalis

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EVENT PARTNERS

**PICTO
RIGHT**

 DE PROJECT
STUDIO

 beroesorganisatie
nederlandse
overzeepers
association of
dutch designers

De Designpolitie
visual communication

.....
Lenoirschuring
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AEK amsterdams
fonds voor de
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architecture
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creativity 2
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STADSSCHOUWBURG
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debalie

AB

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EDUCATIONAL PARTNERS



WDCD PROGRAMME

DAY 1 — THURSDAY 24 MAY

MORNING SESSIONS — MAINSTAGE PROGRAMME 09:30
INTRODUCTION WDCD LIVE AMSTERDAM 2018

RICHARD VAN DER LAKEN • WDCD • THE NETHERLANDS
JOEL TOWERS • DESIGN EDUCATION • USA
MARJAN VAN AUBEL • PRODUCT DESIGN • THE NETHERLANDS
MARINA WILLER • GRAPHIC DESIGN • BRAZIL
DAVE HAKKENS • PRODUCT DESIGN • THE NETHERLANDS

COFFEE BREAK 11:00

WORKSHOPS — ROUND 1 11:30
LOCATION WORKSHOPS 0–7: STADSSCHOUWBURG
LOCATION WORKSHOPS 8–11: DE BALIE

LUNCH BREAK 13:00

WORKSHOPS — ROUND 2 14:00
LOCATION WORKSHOPS 0–7: STADSSCHOUWBURG
LOCATION WORKSHOPS 8–11: DE BALIE

BREAK 16:15

AFTERNOON SESSIONS — MAINSTAGE PROGRAMME 16:45
SUNNY DOLAT • FASHION DESIGN • KENYA
LIVE LINK WITH SÃO PAULO (BRAZIL)
RICHARD FLORIDA • AUTHOR OF 'THE NEW URBAN CRISIS'
• UNIVERSITY OF TORONTO

CLOSING & DRINKS 18:00

WDCD MODERATORS
SASKIA VAN STEIN & DAVID KESTER

MUSIC
KOFFIE & DJ MARK THE MACHINE

JOIN THE CONVERSATION #WDCD2018